

11. The advert breaches the Code in the following respects:

11.1. It exaggerates the efficacy of multivitamins in “treating” AIDS.

1 As appears from www.asasa.org.za, last accessed 8 December 2004. I note that the Health Products Association of Southern Africa and the Self-Medication Manufacturers’ Association of South Africa subscribe to the ASASA Code. The Code binds the advertiser, the advertising practitioner and the medium involved in publication of the advertiser’s message to the public.