

ASA rulings for week 45

The [Advertising Standards Authority of South Africa \(ASA\)](#) has issued the following rulings for week 45, 8-12 November 2010: Natures Choice Products/ Mc Cain Foods (directorate cannot consider objections at this time, no grounds supplied); Johnson 24 Hour Moisture Body Wash/ Unilever (partially upheld, new substantiation); Rainbow Pamphlets/ Q Bannink (upheld); Lifebouy/ Colgate-Palmolive (dismissed); Maxidor/ Trelidor (Breach allegation upheld); Reuterina Femme/Vagiforte (upheld); Dr Lerato/ EW van der Merwe (upheld); and Prof Dungu/ D Reynders (upheld). [Download the rulings.](#)

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