

TURKEY



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1. Case Report:	
Authority:	The Advertising Board
Topic:	Determining Gender
Who:	Birth Control Company
When:	11.05.2004
Where:	Turkey
The Facts:	In a brochure published by a birth control company and headed as "Good News to Mums and Dads! First Time in the World at our Company" there appeared the statements of "Computer Program determining the gender of your baby; It is now possible for the parents with this computer program to have baby girls or boys; It complies with Islam rules, The results are certain and guaranteed. It has been used by 27.000 families for 6 years."
Decision:	The Advertising Board held that the advertisement was infringing to medical and scientific rules and realities and therefore contrary to the Law regarding the Protection of Consumers. The Board decided to cease the publishing of the advertisement and to punish the birth control company with a fine.

2. Case Report	
Authority:	The Advertising Board
Topic:	Diets
Who:	Diet Food Producer
When:	10.08.2004
Where:	Turkey
The Facts:	In a newspaper dated 28.08.2003, there was an advertisement regarding a diet product whereby it was stated that "I lost 35 kilos... Without being hungry and missing any meal".
Decision:	The Advertising Board held that the advertisement was creating an impression that the disease, which is called obesity under the medical literature and needs to be cured under practitioner control, can be cured with the subject matter diet product. Therefore, the Board decided that the advertisement was contrary to the Law regarding the Protection of Consumers. The Board decided to cease the publishing of the advertisement and to punish the diet food producer company with a fine.

3. Case Report	
Authority:	The Advertising Board
Topic:	Cosmetics
Who:	Cosmetics Company
When:	14.09.2004
Where:	Turkey

The Facts:	In March 2004 edition of a magazine, there was an advertisement of a product called “Phytomer” of a cosmetics company. The advertisement was headed as “Enjoy your reshaped body” and included statements regarding losing weight and body care.
Decision:	The Advertising Board conducted an examination and prepared a report regarding the statements appeared in the advertisement and sent it to a school of medicine of a leading university for an academic review and comment. The school of medicine reported that the statements did not have scientific grounds and were not able to be proved. Based on the report of the school of medicine, the Advertising Board held that the advertisement was infringing to medical and scientific rules and realities and therefore contrary to the Law regarding the Protection of Consumers. The Board decided to cease the publishing of the advertisement and to punish the cosmetics company with a fine.

4. Case Report	
Authority:	The Advertising Board
Topic:	Pharmaceuticals
Who:	Pharmaceutical Company
When:	14.09.2004
Where:	Turkey
The Facts:	In a brochure published by a pharmaceutical company for advertisement of its pharmaceutical product called “Tanakan”, there was a statement as: “Tanakan before the Exams”.
Decision:	The Advertising Board held that Tanakan was a pharmaceutical which has to be sold with prescription. It follows that the advertisement of this product could only be published in medical magazines. Thus, the advertisement in the brochure of the company was contrary to the Law regarding the Protection of Consumers. The board decided to cease the publishing of the advertisement and to punish the pharmaceutical company with a fine.

5. Case Report	
Authority:	The Advertising Board
Topic:	Beverages
Who:	Beverage Company
When:	14.09.2004
Where:	Turkey
The Facts:	In November 2003 edition of a magazine, there was an advertisement of a beverage company for its herbal tea called “Ekinezya” with the statement of “Do not get sick this winter. Stop illnesses by strengthening your immune system”.
Decision:	The Advertising Board held that the advertisement was creating an impression that it could cure many diseases which are accepted as illnesses under medical literature and have to be cured under practitioner control. Therefore, the Board decided that the advertisement was contrary to the Law regarding the Protection of Consumers. The Board decided to cease the publishing of the advertisement and to punish the beverage company with a fine