**P&G and Heineken Ads Banned by U.K. Watchdog**

The ASA concluded that, because the sequence in which Ms. Hendricks' hair was colored did not match the ad, it over-claimed on the capability of the product. The spot was banned for being misleading, exaggerated and unsubstantiated. (Unlike in the U.K., there haven't been any problems with the spot in the U.S.).

***Advertising Age 10.6.15***

<http://adage.com/article/global-news/p-g-heineken-ads-banned-u-k-watchdog/300783/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1444775790>