

ASCI dismisses complaint against Emami's hair oil

FMCG major Emami said the Advertising Standards Council of India (ASCI) has dismissed a complaint against one of its hair oil brands. "The affirmation of ASCI on the soundness of the product comes in the wake of complaint received by them on the above claims being made by the brand, which was dismissed by the regulatory body," the company said in a statement. To substantiate its claims on its brand Emami 7 Oils in One Damage Control Hair Oil, the company had submitted a detailed response along with reports of clinical trials done at a renowned international laboratory in the US.