

COMPLAINT NUMBER	16/394
COMPLAINANT	M Honeychurch
ADVERTISER	Zenteq
ADVERTISEMENT	Zenteq Digital Marketing
DATE OF MEETING	25 November 2016
OUTCOME	Settled

Advertisement: The website advertisement for Zenteq magnetic bracelets was on www.zenteq.co.nz. Under the section “About Magnetics” there was information about magnetic therapy and how it works. There was a range of testimonials about the product, on the “Testimonials” page.

The Chair ruled the complaint was Settled.

Complainant, M Honeychurch, said: “Zenteq makes a series of therapeutic claims on their website for their range of magnetic bracelets...No substantiation is given for these claims, and so they appear to be in breach of Principle 2 of the code.

Because of the range of conditions that these magnetic bracelets are being claimed to be able to treat, this advert also appears to be in breach of Principle 3 of the code... and Part B2 Requirement 3 due to its unsubstantiated claims. These unsubstantiated claims breach Part B2 Requirement 4, as they are likely to deceive consumers into thinking that a magnetic bracelet is able to treat serious conditions such as arthritis...”

The relevant provisions were Therapeutic Products Advertising Code - B2 Requirement 3 , B2 Requirement 4, B2 Requirement 4.1, B2 Requirement 4.3, and B2 Requirement 7.

The Advertiser, Zenteq Digital Marketing said: “I have altered our website to comply with the ASA. I trust that zenteq.co.nz (are) now complying with the advertising standards. If there are any issues please let me know, and I will alter any advertising that does not meet the ASA standards.”

The Chair noted the concerns from the Complainant that the advertisement made a series of therapeutic claims, no substantiation was given for these claims, and they appeared to be in breach of the Therapeutic Services Advertising Code.

The Chair reviewed the response from the Advertiser and noted that the Advertiser had changed the text on the website considerably, in response to the complaint.

Noting the self-regulatory action of the Advertiser, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair’s Ruling: Complaint **Settled.**