

COMPLAINT NUMBER	16/413
COMPLAINANT	M Coulthurst
ADVERTISER	Salud Health Products
ADVERTISEMENT	Salud Health Products Facebook page
DATE OF MEETING	3 March 2017
OUTCOME	Settled

Advertisement: The Facebook advertisements for Salud Health Products colloidal silver products includes such phrases as “Nature’s antibiotic”, “water purifier for pathogens”, “to provide healing, anti-inflammatory, antibiotic” and “improve your skin while you relax”.

The Chair ruled the complaint to proceed was Settled.

Complainant, M Coulthurst, said: This complaint addresses the Facebook page for the advertiser. As the page is maintained by the advertiser and directs viewers to online commerce for the advertised products, I believe that the page constitutes an advertisement. The advertiser makes unsubstantiated claims as to the efficacy of their colloidal silver products. I believe that the product, due to the nature of the claims, falls under the Therapeutic Products Advertising Code.

I contend that it violates Principle 1, Principle 2, and Principle 3 of the code, including: B1, Requirement 2: The advertising does not include mandatory statements to encourage responsible use.

B1 Requirement 3: The advertising does not include claims that are valid and have been substantiated.

B1 Requirement 4: The claim that the product is not a chemical is likely to abuse trust or exploit a lack of knowledge.

B1 Requirement 8: The advertising refers to specific ailments, conditions, or defects without approval from Medsafe.

I would like to refer the Board’s attention to Decision 14/664 and Decision 16/228. The first was upheld and is similar in nature. The second was settled, although the advertiser has not followed through.

The relevant provisions were Therapeutic Products Advertising Code - B1 Requirement 2, B1 Requirement 3, B1 Requirement 4, B1 Requirement 8, Principle 1, Principle 2, Principle 3.

The Chair noted the Complainant’s concerns the Advertiser made unsubstantiated claims about the efficacy of their colloidal silver products.

The Chair noted the comments made by the Advertiser, Salud Health Products, that they had decided to delete the three Facebook advertisements in question. The Advertiser also said they will refer to the Guidelines for Claims Relating to the Use of Colloidal Silver Products when posting any future advertisements.

Given the explanation provided and the self-regulatory action taken by the Advertiser in amending the advertisement, 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**