

COMPLAINT NUMBER	16/399
COMPLAINANT	P Aitken
ADVERTISER	Access Consciousness
ADVERTISEMENT	Access Consciousness Digital Marketing
DATE OF MEETING	10 May 2017
OUTCOME	Settled

Advertisement:

The Access Consciousness website, www.roseaitkin.com, details services including 'Access consciousness – the bars' and 'Access consciousness – the body' a hands on therapy where hands are placed on various positions on the body and specific energies are asked to run in each place. The website claims these therapies facilitate the body back to its original functions, which assist with repairing the body and longevity.

The Chair ruled the Complaint was Settled.

Complainant, P Aitken, said:

I wish to register a complaint regarding the therapeutic services advertised in the material set out in the web site entitled the Radical Ease Revolution which has been posted on the net by R Aitken. The site advertises two therapeutic components, "Access consciousness, the Bars", and "Access consciousness the Body". Copies of each of the two component postings are attached.

My concern is that much of the material posted is in contravention of the ASA's principle 2 requiring that advertisements should be truthful, balanced, not misleading and able to be substantiated. Taking up the advertised therapeutic processes is costly and there is no evidence they will provide the benefits claimed.

In each of the blogs there are two components which give cause for concern, one is the proposed physical processes and the other part is the alleged outcome of these processes.

The claim in "Access Consciousness, the Bars", that there are 32 points on the head that when touched will provide some therapeutic relief, cannot be substantiated. Neither conventional medical science nor neuroscience has identified such points that would provide such an outcome and there have been no peer review gold standard trials to give credence to this. Similarly, the diagram identifying 15 parts on the head, the Bars, (including locations for a Circle of Manifestation, Creating Life Forms, and Time and Space), has no scientific or medical validity.

While the massaging involved in lightly touching the head may help with relaxation and be soothing many of the claims (highlighted in yellow in the attachment) are untrue, viz;

- a) The touching process can release anything not serving you from your sub-consciousness cellular memory, neural pathways, muscle memory and energy field.
- b) Grades, work performance and mental clarity increase without studying longer or working harder.
- c) Changes are permanent and take effect up to six weeks following a session

A similar unsupported claim is made with "Access Consciousness, the Body," in the assertion that by placing the hands on various parts of the body, and then, "through asking

specific energies to run at each place, facilitate the body back into its original functions". This is simply claptrap that has no basic logic let alone any foundation in medical science. Particularly egregious examples that are devoid of truth, balance or accuracy include;

- a) The energies are the natural energies that bodies are and have access to from everywhere in the universe
- b) The energies will assist your body back to its original functioning
- c) The body process will correct vision
- d) The body process will assist the immune system and digestion.

The claims in this web site encourage those who are gullible or with limited scientific knowledge to buy into practices that are expensive and which do not have the validated research to give credence to the therapeutic benefits that are promised.

Understand that there are a number of Access Consciousness practitioners throughout New Zealand making the same unsubstantiated and misleading claims about the kind of therapies they provide and all should be subject to the ASA's scrutiny.

The relevant provisions were Therapeutic Services Advertising Code - Guideline 3 (a), Guideline 3 (b), Principle 2, Principle 3.

The Chair noted the Complainant's concern that the website contained unsubstantiated claims, which were misleading.

The Chair acknowledged the Advertiser made changes to the website, after receiving the complaint, removing references which were of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the website, 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: Settled