

COMPLAINT NUMBER	17/098
COMPLAINANT	J Harper
ADVERTISER	Isbell Medical Practice
ADVERTISEMENT	Isbell Medical Practice Digital Marketing
DATE OF MEETING	8 May 2017
OUTCOME	Settled

Advertisement: The Isbell Medical Practice website, isbellmedicalpractice.com, advertises Homeopathy as a system of medicine that improves the person's health by giving special treatments that are tailor-made for the person, and that provide deep corrections to the body and mind to treat illness and to maximise health.

The Chair ruled the complaint was Settled.

Complainant, J Harper, said:

Dr Wendy Rose Isbell is a registered Medical practitioner based in Christchurch, NZ.

On her website <http://isbellmedicalpractice.com/remoteremedyservice.html>

she claims in regard to her homeopathic treatments: Homeopathy is a system of medicine that improves the person's health by giving special treatments that are tailor-made for the person, and that provide deep corrections to the body and mind to treat illness and to maximise health

This is I believe a breach of the ASA's Therapeutic Codes principle 2 and rule 2(a) that advertisements are truthful and claims shall be able to be substantiated.

Dr Isbell provides no evidence that homeopathy improves health or corrects the body in any way.

There are exhaustive meta-analyses of homeopathy that I have scrutinized, and I have been unable to find anything to substantiate the claims of Dr Isbell.

References:

Linde et al The Lancet 1997 page 834 We found insufficient evidence that homeopathy is clearly efficacious This was a survey of 89 studies.

National Health and Medical Research Council of Australia 2015 NHMRC concludes that there are no health conditions for which there is reliable evidence that homeopathy is effective.

The relevant provisions were Therapeutic and Health Advertising Code - Guideline 2(a), Principle 1, Principle 2.

The Chair noted the Complainant's concern that the advertisement made unsubstantiated health claims about Homeopathy and its benefits.

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: Complaint **Settled**