

COMPLAINT NUMBER	17/070
COMPLAINANT	R Bodley
ADVERTISER	Hamilton Hypnosis Clinic
ADVERTISEMENT	Hamilton Hypnosis Clinic Digital Marketing
DATE OF MEETING	19 May 2017
OUTCOME	Settled

Advertisement: The Hamilton Hypnosis Clinic website, www.hypnosis.net.nz, advertises help through hypnotherapy for the treatment of a wide range of conditions.

The Chair ruled the complaint was Settled.

Complainant, R Bodley, said: Tricia Meister's Hamilton Hypnosis Clinic website has a large list of conditions for which it is claimed hypnosis can help. Some of these claims are therapeutic.

Tricia Meister can help you with any of these problems:

Addictions, Allergies, Anxiety, Bed Wetting, Behavioural Problems, Binge Eating, Bulimia, Depression, Drug Addiction, Eating Disorders, Food Addiction, Headaches, Hypertension, Insomnia, Irritable Bowel, Morning Sickness, Nausea, OCD, Pain Control, Sexual Problems, Skin Problems, Sleep Problems, Stress, Tinnitus, Travel Sickness, Vertigo, Weight Control
Some of these claims are in breach of the ASAs therapeutic code Rule 1(c) such as Weight Control, Binge Eating, Bulimia and Morning Sickness.

Rule 2(a) has been breached by all these claims because proof of efficacy has not been presented.

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

The Chair noted the Complainant's concern that the Advertiser's website contained unsubstantiated claims about the effects of hypnosis, which were misleading.

The Chair acknowledged the Advertiser had made changes to the website, removing or amending 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**