

COMPLAINT NUMBER	17/109
COMPLAINANT	S Taylor
ADVERTISER	Karen Laverde, Health and Homeopathy
ADVERTISEMENT	Karen Laverde, Health and Homeopathy, Digital Marketing
DATE OF MEETING	16 May 2017
OUTCOME	Settled

Advertisement: The Karen Laverde Homeopathy website, healthandhomeopathy.co.nz, details the Body Freedom Plan which incorporates a combination of homeopathic remedies and a detoxing food plan.

The Chair ruled the complaint was Settled.

Complainant, S Taylor, said: I wish to make a complaint regarding homeopath Karen Laverde, from Health and Homeopathy: My complaint is regarding the advisement of her Body Freedom Plan (from the middle to the bottom of the page below), a weight loss plan. However there are a range of other products and services on the website which appear to be in breach of the ASA's codes, and which the advertiser may want to check over.

This advert describes the freedom body plan, which advises for the first 21 days of the plan to eat 500 calories a day, as well as taking a homeopathic spray, which is extremely irresponsible and goes against the NZ health clinical guidelines for weight management for adults.

There is also no advice or indication within the advertisement that exercise is a key element of individual weight management. The first 21 days of the plan is also a very restricted diet, and not giving advice of a balanced, healthy diet:

"Menu (sneak peak)

The menu is for the first 21 days (after the two "loading" days). It includes:

Hot/cold water with lemon juice and apple vinegar

Fruit, Meat, vegetables, Bread sticks, Herbal tea, Water"

Removing food groups such as carbohydrates.

The program also includes 2 loading days:

"First up, you get to indulge for two days as these are your "loading" days. You eat big portions of healthy foods and include a good dose of carbs and good fats."

Which encourages those about to embark on this plan to eat unlimited amount of food for these 2 days.

The advert doesn't include any reference to check with a doctor before participating, the restriction of calories to this extent needs to be checked and supervised with a medical doctor before participating

This breaks Principle 1 (a). I am unable to find on the website anywhere where it says that the homeopathic remedies should always read the label and use as directed.

Under the Body Freedom Plan, there is no social responsibility advising that weight loss takes time and effort œIndividual results may vary and there isn't a statement saying that food additional.

Rule 1 (d) is breached as the advertiser uses scientific words such as:

The spray and food plan enhances the brain's signalling pathways to alter hunger perceptions and induce rapid weight loss. Yes, there is little or no hunger!

The BODY FREEDOM PLAN uses Lesley Kenton's Cura Romana Essential Spray. The spray is made up of homeopathic HCG which tells your stored fat cells to release themselves.

Not only is there no scientific evidence that homeopathy works, but there is also no evidence that HCG works for weight loss,

<https://sciencebasedmedicine.org/the-hcg-diet-yet-another-ineffective-quick-fix-diet-plan-and-supplement/>

As per the above the advertisement also breaks Rule 2 a giving unsubstantiated claims about both the product of homeopathic HCG and of the weight loss plan itself.

Rule 2 (f) has been breached as the website also includes testimonials:

Still not sure? Here's what some others have had to say...

"Thank you Karen for making the Body Freedom Plan available to us. It's a cost effective solution to weight loss with excellent results.

Everyone who sees my husband and I have commented how good we look. The plan provided a healthy weight loss and we did not suffer any energy highs or lows or severe cravings. We are delighted with what we achieved.

If anyone is considering weight loss we highly recommend Karen Laverde's The Body Freedom Plan."

"The Body Freedom Plan has changed my life: the way I look at food, the way I eat, and I am more conscious of what I put into my body. I feel amazing I feel lighter, more energetic, more focused and am back to the weight I was 10 years ago! The Body Freedom Plan is a gentle and healthy weight loss answer. I'm so happy I did it and highly recommend it TO everyone" Nicole from Wellington.

"It's so good to strip back all the processed food and sugar from your daily diet It's like reprogramming yourself. I lost 7.4 kilos in 3 weeks and this weight has stayed off. J Scott Scotland

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

The Chair noted the Complainant's concern that the Advertiser's website contained irresponsible and unsubstantiated claims about weight loss, 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**