

COMPLAINT NUMBER	17/125
COMPLAINANT	M Honeychurch
ADVERTISER	Mana Products Ltd
ADVERTISEMENT	Mana Products Ltd, Digital Marketing
DATE OF MEETING	30 May 2017
OUTCOME	Settled

Advertisement: Mana Products website, www.manaproducts.co.nz/energy-wands.asp, advertised an Energised Health Wand, which claims to help with pain, injury recovery and sleep.

The Chair ruled the complaint was Settled.

Complainant, M Honeychurch, said:

Claims are made that the Mana Products Energised Health Wand:

"Alleviates or eliminates pain, Speeds healing process, Treat your food, liquids, plants, pets"

"WHAT IS THE ENERGISED PROGRAMMED WAND CAPABLE OF :

It will speed the healing process by reducing inflammation around wound damage and correcting the magnetic field of the area.

Muscle, ligament, and tendon aches and pains will be reduced or eliminated over a period from a few minutes to several hours."

"Water, wine, and other liquids, supplements, and food can be enhanced by being energized, as can animals and plants."

"These energies can provide extraordinary benefits for your health in both the physical and nonphysical, mental, emotional, and spiritual."

"The wand may be used to improve your sleep pattern by placing underneath your pillow, or place on a bedside table at head height, and aimed at your head."

"Injuries, wounds, bruising, and strains are treated on the affected area."

"To treat an animal the more you know of the animal's physiology and energy fields (yes, they have meridians and Chakras as well), the better the treatment you can give them. If this knowledge is minimal you can still do a lot to help them just by treating the obvious physical symptoms."

"To treat the food in the refrigerator, simply place the wand inside when you are not otherwise using it. The change in the molecular structure and the absorption of Life Force energy will improve the taste, increase the shelf life, and finally improve the health of you and your family."

These claims seem fantastical (which is somewhat fitting for a magic wand!), and are also therapeutic in nature. Claims are made of being able to treat pain and other conditions in both humans and other animals, and being able to treat food so that it can improve health (presumably more than it otherwise would have done).

These claims are in breach of the ASA's Therapeutic and Health Advertising Code Rule 1(b), as talk of "extraordinary benefits" and "The wand will benefit all life forms - all the animal kingdom, and all the plant kingdom" suggests that this device is effective in all cases and is miraculous.

Rule 1(c) is breached, as these outcomes are unrealistic.

Principle 2 has been breached, as these claims have not been proven, and they are likely to be misleading to consumers.

Rule 2(a) has been breached, as there is no substantiation of these claims offered on this page, or elsewhere on the site. It would be good to see some evidence that this wand, with its 12 crystals and magnet, was able to eliminate pain, speed healing and reduce inflammation. However, all that seems to be on offer is blind assertions. Independent peer reviewed studies commissioned by the manufacturer would go a long way towards providing a good level of substantiation for these claims, but a quick look online for evidence just brings up lots of websites making similar unsupported claims about nano wands.

The relevant provisions were Therapeutic and Health Advertising Code - Guideline 1(b), 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 benefits of the Energised Health Wand, which were misleading.

The Chair acknowledged the Advertiser had since had the website taken down, therefore removing references which were of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing 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**