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| COMPLAINT NUMBER | 17/143 |
| COMPLAINANT | D Ryan |
| ADVERTISER | Epona Contact C.A.R.E Equine Centre |
| ADVERTISEMENT | Epona Contact CARE Equine Centre, Digital Marketing |
| DATE OF MEETING | 30 May 2017 |
| OUTCOME | Settled |

Advertisement: The Epona Contact C.A.R.E Equine Centre website, www.epona.co.nz, advertises the Flinchlock Release Therapy which claims to locate and release trapped bone pressure.

The Chair ruled the complaint was Settled.

Complainant, D Ryan, said:

Epona ConTact C.A.R.E. Equine Centre is breaking the Therapeutic and Health Advertising Code breaking PRINCIPLE 2 Rule 2(a).

"ConTact C.A.R.E Flinchlock Release Therapy is a therapy to locate and release trapped bone pressure. Over time, pressurised bone from impact injuries, can lead to behavioural problems, loss of mobility and physical illness"

Services - humans contact page (<https://www.epona.co.nz/services-humans-contact>):

"ConTact C.A.R.E releases pressure in bones from surprise impact injuries.

These injuries can cause massive behaviour, loss of mobility and physical problems. Releasing the pressure on the inside at the bone causing the problem, completely changes the effect noticed on the outside.

Impacted bones have far reaching effects many years after the incident.

The hidden causes of your felt pain can be understood by the natural bio-mechanical pressure balance arrangement between the head and body - e.g. a cheekbone impact can shorten the breath, a blow to the tailbone can create a migraine situation.

Impacted bone controls connective tissue length and working pressure.

Injury situation information is stored in the bone i.e. sights, smells, colours, sounds and sensations all held for future use about what hurts.

Irrational behavior and actions can be the result of impacted bones being touched - you are not an emotional mess, you are an injured mess.

Impacted bones over-react every time they are touched by ANYTHING - clothes, underwear, belts etc. can be the cause of internal stress.

Impacted bones can dictate what a person 'feels' they can and can't do.

Relationships can be changed or even destroyed by an impacted bone over-reacting to touch, causing an involuntary irrational response, e.g. an impacted little finger that relates to the heart meridian cable that creates the 'don't touch my hand' reaction and involuntary pull away, resulting in feelings of rejection in the partner.

An impacted chest can create alarm power in the body. This pressure must be burnt off - this is called the Workaholic (long hours, fidgeter, tramping holidays).

The back pain that is relieved by lying down and returns when standing...created by a foot or low leg bone pinching a nerve upon standing.

Body pain that is relieved by movement...a head bone impact.....

...I could not find one peer reviewed paper on Flinchlock Release Therapy. There is no such evidence that "pressure in bones" and "impacted bones" causes the illness they said. I also failed to locate any evidence that "Injury situation information is stored in the bone"

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2; Therapeutic and Health Advertising Code - 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 Flinchlock Release Therapy method, 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**