

<b>COMPLAINT NUMBER</b>	17/166
<b>COMPLAINANT</b>	M Taylor
<b>ADVERTISER</b>	Rapha Bowen: Bowen Therapy
<b>ADVERTISEMENT</b>	Rapha Bowen: Bowen Therapy Digital Marketing
<b>DATE OF MEETING</b>	1 June 2017
<b>OUTCOME</b>	Settled

**Advertisement:** The Rapha Bowen: Bowen Therapy website, [www.raphabowen.co.nz](http://www.raphabowen.co.nz), details the technique and benefits of the therapy.

**The Chair ruled the complaint was Settled.**

**Complainant, M Taylor, said:** A website advertisement for a "Bowen Therapy" contains misleading therapeutic claims regarding its Health Services, in violation of the Therapeutic Health Advertising Code Principle 2a. Because these claims are misleading, The advertisement also fails to observe the high standard of social responsibility required of it by Principle 1. As far as I can tell, there is no evidence to substantiate the claims being made about the service offered.

The advertisement lists 27 conditions, under the heading CONDITIONS WHERE YOU MAY CONSIDER USING BOWEN THERAPY and finishing with and many other conditions. This gives the open-ended implication that Bowen Therapy may be able to treat any condition which is not listed. My concern is that this type of treatment is being used as a catch-all solution and delaying what could be important, evidence based treatment. At the very least, consumers will be spending money on purported health services which have no evidence of efficacy.

It is worth noting that the Australian Department of Health included the Bowen Technique in a review of alternative treatments, and found no evidence in support of the techniques efficacy for any condition(<http://www.health.gov.au/internet/main/publishing.nsf/content>)  
In summary, the claims made on the website do not appear to have been adequately substantiated, and should therefore be considered to violate the Therapeutic Health Advertising Code Principle 2a.

**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 Advertiser's website contained unsubstantiated claims about Bowen Therapy, 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**