

COMPLAINT NUMBER	17/167
COMPLAINANT	M Taylor
ADVERTISER	Bowenworks
ADVERTISEMENT	Bowenworks, Digital Marketing
DATE OF MEETING	1 June 2017
OUTCOME	Settled

Advertisement: The website for Bowenworks, www.bowenworks.co.nz, contained therapeutic claims about the efficacy of Bowen therapy on a wide range of conditions.

The Chair ruled the complaint was Settled.

Complainant, M Taylor, said: A website advertisement for "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.

...Effectively, this description covers a wide range of potential ailments, and could be seen to promote the Bowen technique to address a great many conditions. This gives the open-ended implication that Bowen Therapy may be able to treat any condition which is not listed. The advertisement then lists 30 conditions. 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.

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.

Upon receiving the complaint, the Advertiser contacted the Secretariat to say they are now deregistered as a practitioner and have had the website removed.

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**