

COMPLAINT NUMBER	17/158
COMPLAINANT	J Harper
ADVERTISER	Helios Integrative Medical Centre
ADVERTISEMENT	Helios Integrative Medical Centre, Digital Marketing
DATE OF MEETING	7 June 2017
OUTCOME	Settled

Advertisement: The Helios Integrative Medical Centre website, <https://www.helios.co.nz/our-services/biodynamic-impulsation/>, advertises the therapeutic practice of Biodynamic Impulsation to treat specific complaints such as local injuries, headaches, painful shoulders and backs.

The Chair ruled the complaint was Settled.

Complainant, J Harper, said: The website claims that "Biodynamic Impulsation" "works well for specific complaints where a short treatment is focused on part of the body, e.g. local injuries, headaches, painful shoulders, backs, This is I believe a breach of the ASA's Therapeutic Codes principle 2 and rule 2(a) that advertisements are truthful and claims shall be able to be substantiated. There is no substantiation for the therapy working for those conditions. Given their description of how the therapy works, this seems very unlikely.

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 Biodynamic Impulsation therapy, which were misleading.

Upon receiving the complaint, the Advertiser contacted the Secretariat to say they are no longer offering this service and have had the pages relating to this subject removed from their website.

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