

<b>COMPLAINT NUMBER</b>	17/147
<b>COMPLAINANT</b>	S Taylor
<b>ADVERTISER</b>	Marcia Montgomery
<b>ADVERTISEMENT</b>	Marcia Montgomery, Digital Marketing
<b>DATE OF MEETING</b>	29 June 2017
<b>OUTCOME</b>	Settled

**Advertisement:** The Marcia Montgomery Herbalist website, [www.marciamontgomery.co.nz/naturopathy](http://www.marciamontgomery.co.nz/naturopathy), makes claims about the treatment of various conditions through naturopathy and herbal medicine.

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

**Complainant, S Taylor, said:** I would like to make a complaint against Marcia Montgomery Herbalist website: The website and associated pages break a number of the ASA therapeutic health advertising code, making claims to treat a number of health conditions with no evidence to back their claims, which can also cause serious harm and complications if not treated by a medical doctor.

Rule 1 (b) - on <http://www.marciamontgomery.co.nz/naturopathy-herbal-medicine/> The advertiser states that: Seeing a Naturopath or a Medical Herbalist can safely and effectively address most health issues using a combination of Nutrition, Herbal Medicine, Dietary and Lifestyle counselling

Rule 1 (c) The advertiser claims that they can; this is positioned at the top of the page (link under Rule 1(b) aiming their claims at a vulnerable group (the sick and overweight)

Restore wellness with Naturopathy and Herbal Medicine

...These conditions, as well as various Women's, Men's and Children's health issues, can be safely and effectively treated with the use of Naturopathy, Nutritional and Herbal Medicine

Rule 2 (a) The advertiser doesn't give any evidence that substantiates their claims that herbs and naturopathy can treat any of the conditions mentioned above, if there is any scientific evidence to validate claims I would be interested in reading this.

Rule 2 (f) on the bottom of each of the pages there are testimonials which are in breach of the medicines act: ... This states that visiting the advertiser has treated a number of health problems, making a therapeutic claims and not just supporting the natural body function.

**The relevant provisions were Therapeutic and Health Advertising Code - Guideline 1(b), Guideline 1(c), Guideline 2(a), Guideline 2(f), Principle 1, Principle 2.**

**The Chair** noted the Complainant's concern that the Advertiser's website contained and unsubstantiated claims about the benefits of naturopathy and herbal medicines, 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**