

COMPLAINT NUMBER	17/181
COMPLAINANT	D Ryan
ADVERTISER	Salud Health Products
ADVERTISEMENT	Salud Health Products, Digital Marketing
DATE OF MEETING	13 July 2017
OUTCOME	Settled

Advertisement: The Sauld Colloidal Silver website, <http://www.colloidal-silver.co.nz/>, contains testimonials about the benefits of Colloidal Silver such as preventing colds and curing skin conditions.

The Acting Chair ruled the complaint was Settled.

Complainant, D Ryan, said: Salud breaks Rule 2(f) Therapeutic and Health Advertising Code. On their "What Our Customers Say" page (<http://www.colloidal-silver.co.nz/what-our-customers-say.html>) they have many testimonials making claims about colloidal silver that is not backed up with evidence. For example:

"been using colloidal silver for approx 3 years now. I spray it down my throat every morning, I haven't had any colds since I have used it... It stops the bug pretty much straight away."

"I have had the spray in the past and thought I'd try the cream. Between the two I have managed to clear up severe psoriasis"

"Colloidal silver is an excellent preventative for colds, flus, and infections."

"First time in years did not get the flu - have been taking Colloidal Silver through the winter."

"Colloidal Silver works for me. I wouldn't be without it. I know that it is one of the most powerful, safest & affordable natural antibiotics... It helps me to overcome a rare skin problem which could get serious"

"Truly amazing results from this product - saved my leg and saved my life. I suffered Necrotising Fascitis that was fiercely eating away at me."

"used so many products on my small skin cancers on my forehead and nothing has worked until I used this product SALUD Colloidal Silver Ointment fr 3 weeks intensively and then they cleared off."

No medical evidence supports the effectiveness of colloidal silver.

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

The Acting Chair noted the Complainant's concern that the website contained testimonials which made unsubstantiated claims about the effectiveness of Salud Colloidal Silver.

The Acting Chair acknowledged the Advertiser had made changes to the website, removing 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 Acting Chair said that it would serve no further

purpose to place the matter before the Complaints Board. The Acting Chair ruled that the matter was settled.

Acting Chair's Ruling: Complaint **Settled**