

COMPLAINT NUMBER	17/193
COMPLAINANT	M Honeychurch
ADVERTISER	Helios Integrative Medical Centre
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	27 July 2017
OUTCOME	Settled

Advertisement: The Helios Integrative Medical Centre website, www.helios.co.nz/our-services/Eurythmy, describes the benefits of the movement therapy, Eurythmy.

The Chair ruled the complaint was Settled.

Complainant, M Honeychurch, said: Helios Integrative Medical Centre offers Eurythmy, which they describe in this advert as a "movement therapy", "part of the anthroposophical medicine and its therapies" and "Therapeutically guided movement". Eurythmy is also talked of as a "healing process" and a "healing companion".

There is mention of "Therapeutic Group Sessions" for "PTSD, Asthma, Flu prevention/Strengthening of the Immune system, Cancer, Depression" and a paragraph of "Indications" that Eurythmy can be used for: "Allergies, Addictions, Anxiety, Asthma, Alzheimers, Arthritis, Back problems, Cancer, Colitis, Crohns Disease, Circulation problems, Dementia, Diabetes Mellitus, Epilepsy, Fybromyalgia, Hayfever, Heart disease, Headaches, Kidney diseases, Mental Health issues, Multiple Sclerosis, Stress related illnesses, Paralysis (Polio), Parkinsons, Thyroid."

These claims are therapeutic in nature, and so the advert is subject to the ASA's Therapeutic and Health Advertising Code. As such, it appears to be in serious breach of Principle 1 of the code, as it is irresponsible to make therapeutic claims without good quality evidence to back them up. I have searched for evidence that Eurythmy is able to help with any of the named medical conditions, but was unable to find anything robust and relevant. This advert is especially irresponsible because it mentions cancer - twice.

Rule 1(c) is breached, as this advert portrays a realistic outcome that Eurythmy is able to help with the named conditions.

Principle 2 is breached, as these claims are likely to mislead potential patients, and they have not been proven to be truthful. Rule 2(a) has been breached, as the statements being made about how Eurythmy can help with these serious medical conditions such as cancer, addictions, heart disease, mental health issues, MS, Parkinson's, diabetes and depression have not been substantiated, and are unlikely to be valid.

Unfortunately this appears to be far from the only therapy on the Helios website that has unsubstantiated claims made about it. Biopton, Intravenous Vitamins (where, again, cancer is mentioned), Magnetic Laser Therapy and Massage Therapy also appear to be in breach of the ASA's Health code..

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

The Chair noted the Complainant's concern that the Advertiser's website contained unsubstantiated claims about the benefits of Eurythmy 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**