

COMPLAINT NUMBER	17/236
COMPLAINANT	J Harper
ADVERTISER	NLP Counselling
ADVERTISEMENT	NPL Counselling, Digital Marketing
DATE OF MEETING	1 August 2017
OUTCOME	Settled

Advertisement: The NLP Counselling website, www.nlpcounselling.co.nz/, contains details about the benefits of Neuro Linguistic Programming therapy.

The Chair ruled the complaint was Settled.

Complainant, J Harper, said: This ad 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.

The following makes specific bold claims for NLP "therapy" none of which are substantiated.especially in regard to phobias...

While listening to you and identifying your difficulties or concerns you may have, NLP will help you achieve the goals that you set within your sessions. Using NLP strategies, you will be enabled and encouraged to make changes towards healing and wholeness. Whilst using NLP therapy where necessary, we combine other counselling therapies depending on the clients needs, by doing so we will be enhancing the NLP therapy and we find from client feedback that we have positive long term results.

We specialise in treatment of all counselling issues and find the Shinnick Rapid Depression Method and Shinnick Rapid Anxiety Treatment along with NLP strategies for the treatment of Allergies & Phobias have approximately a 90% success rate. Clients find they have release from these issues fairly quickly when compared with other counselling therapies.

Let's take Gestalt developer John O Stevens NLP comments. A few specific examples of things you can learn to accomplish are;

Cure phobias and other unpleasant feeling responses in less than an hour.

Help children and adults with learning disabilities (spelling and reading problems etc) overcome these limitations, often in less than an hour.

Eliminate most unwanted habits smoking, drinking, overeating, insomnia, etc in a few sessions.

Make changes in the interactions of couples, families and organisations so that they function in ways that are more satisfying and productive.

Cure many physical problems not only most of those recognised as psychosomatic, but also some that are not in a few sessions.

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 Neuro Linguistic Programming (NLP) 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**