

COMPLAINT NUMBER	17/257
COMPLAINANT	M Hanna
ADVERTISER	Wrigley Street Health - Claire Bleakley Homeopath
ADVERTISEMENT	Wrigley Street Health – Claire Bleakley Homeopath, Print
DATE OF MEETING	31 August 2017
OUTCOME	Settled

Advertisement: The newspaper advertisement for Claire Bleakley's Homeopathic treatments, based at the Wrigley Street Health Centre, appeared in the Wairarapa Midweek newspaper. The advertisement claims to offer the successful treatment for viral respiratory ailments such as coughs, blocked sinuses, earaches and head colds.

The Chair ruled the complaint was Settled.

Complainant, M Hanna, said: An advertisement for homeopath Claire Bleakley on page 7 of the Wednesday July 26th 2017 issue of the Wairarapa Midweek community newspaper contains unsubstantiated and misleading therapeutic claims about homeopathy, in violation of the Therapeutic and Health Advertising Code Rule 2(a) and Basic Principle 3 of the Advertising Code of Ethics.

In the context of an advertisement full of unsubstantiated and misleading health claims, it is particularly irresponsible for the advertisement to promote this service as Health Care You Can Trust. This abuses the trust of consumers and exploits their lack of knowledge, violating Principle 2 of the Therapeutic and Health Advertising Code.

There is no robust evidence that homeopathic products are able to effectively treat any health issue. The ASA has settled and upheld many complaints regarding similar claims made about homeopathy, including:

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 newspaper advertisement contained unsubstantiated claims about the benefits of homeopathic treatments, which were misleading.

The advertiser informed the Secretariat that the advertisement was a one-off newspaper publication and it would not to run again in its current form.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in agreeing not to repeat the advertisement in its current format, 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**