

COMPLAINT NUMBER	17/270
COMPLAINANT	J Harper
ADVERTISER	Isbell Medical Practice
ADVERTISEMENT	Isbell Medical Practice, Digital Marketing
DATE OF MEETING	8 September 2017
OUTCOME	Settled

Advertisement: The Isbell Medical Practice website, www.isbellmedicalpractice.com, provides general advice about Homeopathy effectiveness.

The Chair ruled the complaint was Settled.

Complainant, J Harper, said: Dr Isbell seems to have reverted to the kind of claim about homeopathy that she agreed to remove in my previous complaint...She states now "Homeopathy has been shown to be particularly effective in the management of chronic conditions such as eczema, arthritis, pre-menstrual syndrome and other conditions that do not tend to respond well to conventional treatments."

This 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.

Dr Isbell provides no evidence that homeopathy improves health or corrects the body in any way.

There are exhaustive meta-analyses of homeopathy that I have scrutinized, and I have been unable to find anything to substantiate the claims of Dr Isbell.

References: Linde et al The Lancet 1997 page 834 We found insufficient evidence that homeopathy is clearly efficacious This was a survey of 89 studies.

National Health and Medical Research Council of Australia 2015 NHMRC concludes that there are no health conditions for which there is reliable evidence that homeopathy is effective.

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

The Chair noted the Complainant's concern that the Advertiser's website contained unsubstantiated claims about homeopathy, which could be misleading.

The 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 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**