

COMPLAINT NUMBER	17/278
COMPLAINANT	J Harper
ADVERTISER	Auckland Homeopathy
ADVERTISEMENT	Auckland Homeopathy, Digital Marketing
DATE OF MEETING	8 September 2017
OUTCOME	Settled

Advertisement: The Auckland Homeopathy website, www.aucklandhomeopathy.co.nz, offers homeopathic remedies as a solution to a range of conditions.

The Chair ruled the complaint was Settled.

Complainant, J Harper, said: This company claims that homeopathy can be a "remedy" for many complaints. Below is an excerpt from their website..."For the relief of acute and chronic health issues. At Auckland Homeopathic Solutions Ltd in New Zealand, we can offer you a variety of homeopathic remedies as homeopathic solutions to your concerns.

Anxiety; fear; depression; mental stress. Allergy; asthma; coughing and sneezing
Migraine; vertigo; tonsils; hay fever. Pimples; blemishes; itch; dandruff; eczema
Cervical spondylitis; backache; slipped disc. Sciatica; tennis elbow; frozen shoulder.
Arthritis; cramps; gout; joint pains. Uric acid; urea and cholesterol function disorders
Low appetite; mouth ulcers; jaundice. Heart and kidney functional disorders. Sleep related problems"

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.

The advertiser provides no evidence that homeopathy improves these conditions 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 this website.

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 the effectiveness of Homeopathy, which were 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**