

<b>COMPLAINT NUMBER</b>	17/235
<b>COMPLAINANT</b>	D. Ryan
<b>ADVERTISER</b>	Test Your Intolerance
<b>ADVERTISEMENT</b>	Test Your Intolerance, Website
<b>DATE OF MEETING</b>	30 October 2017
<b>OUTCOME</b>	Settled

**Advertisement:** The Test Your Intolerance website ([www.testyourintolerance.co.nz](http://www.testyourintolerance.co.nz)) promoted a test that could help with the diagnoses of various intolerances and allergies which it claimed caused a range of associated health conditions.

**The Chair ruled the complaint was Settled.**

**Complainant, D. Ryan, said:** "Test Your Intolerance" breaks the Therapeutic and Health Advertising Code, PRINCIPLE 2, Rule 2(a).

Home page (<https://www.testyourintolerance.co.nz/>):

"Do you suffer with Headaches, Nausea, Bloating, Stomach cramps, Diarrhoea, Constipation, Fatigue, Skin disorders, Brain fog, Lethargy or constant tiredness? These are just some of the symptoms of allergies and intolerances. We provide a simple test that can identify the potential causes and allow you to make changes to your diet or your life that can ease these symptoms."

"Headaches, bloating or stomach cramps? These are just some of the symptoms of allergies and intolerances. We can give you everything you need to know about improving your health and lifestyle!"

Pollen Test (<https://www.testyourintolerance.co.nz/product/pollen-test/>):

"With so many different pollens from trees, grasses and flowers as well as other environmental factors such as chemicals, dust and mould, it can be difficult to figure out the cause of such symptoms.

All we require from you is a hair sample which we then test against the resonances of over 300 external and internal issues to help you identify the cause of your suffering."

Gold (<https://www.testyourintolerance.co.nz/product/gold/>):

"...to get the Intolerance Test, Nutrition Test and our Metal Toxicity Test so you can get a full snap shot of how your body is doing on the inside.

With these three tests, you'll be able to see all the intolerances you have, the metals you need to avoid and any nutritional items (vitamins and minerals) you need to include in your diet. Alongside these results, you'll be able to create the perfect diet to keep you feeling healthy and allowing your body to heal.

The Intolerance Test uses your hair sample to test over 600 different food and non-food items to see what items will cause you a reaction due to having an intolerance. To complete the Nutrition Test we then reverse the process and using the same hair sample we can see out of a list of 80 items, which you are lacking and need to include more of in your diet.

What's tested

300 of the most common food items including wheat, dairy and meats

300 non-food items including chemicals used in food processing, animal hairs and pollens  
 80 nutritional items needed to keep your body healthy  
 24 individual metals including mercury & lead."

Standard (<https://www.testyourintolerance.co.nz/product/standard/>):

"We have developed the most comprehensive Intolerance Test available in the world. Using the latest in bio-technology, our safe and non-invasive procedure uses a sample of your hair to create an extensive report of all of your intolerances..."

"Our innovative one-step Intolerance Test enables us to produce a comprehensive report of the items of food and non-food that you are intolerant to as well as where the items are commonly found. We will also give guidance on how your individual intolerances can be reduced or even eliminated completely.

What's tested

300 of the most common food items including wheat, dairy and meats

300 non-food items including chemicals used in food processing, animal hairs and pollens."

Hair analysis in this manner is an alternative medicine and doesn't have any evidence that it works.

<https://www.quackwatch.org/01QuackeryRelatedTopics/hair.html>"

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

**The Chair** noted the Complainant's concern the website contained several therapeutic claims relating to the efficacy of the test in diagnosing intolerances and allergies.

The Advertiser has been in contact with the Therapeutic Advertising Pre-vetting Service (TAPS) and has removed or rephrased the claims made in the advertisement in order to comply with the advertising Codes of Practice.

Noting the self-regulatory action of the Advertiser in amending the website, the same outcome required if the complaint was Upheld, the Chair said it served no further purpose to place the matter before the Complaints Board for a determination and ruled the matter was Settled.

Accordingly, the Chair ruled to Settle the complaint.

**Chair's Ruling:** Complaint **Settled**