

COMPLAINT NUMBER	17/389
COMPLAINANT	M. Honeychurch
ADVERTISER	Native Healing Herbals
ADVERTISEMENT	Native Healing Herbals, Digital Marketing
DATE OF MEETING	16 November 2017
OUTCOME	Settled

Advertisement: The website advertisement for Native Healing Herbals, www.nativehealingherbals.co.nz, promoted a range of balms and creams intended to remedy various conditions. The range includes a plantain and collidal silver cream.

The Chair ruled the complaint was Settled.

Complainant, M.Honeychurch, said: This page of balms and creams is filled with unproven therapeutic claims about the products that are on sale. This complaint focuses on one product, but all of them appear to make claims that breach the ASA's Therapeutic and Health Advertising Code.

The advert for PLANTAIN AND COLLIDAL SILVER CREAM claims that because of the plantain, it can be: "used for treating sunburns, stings, insect bites, snakebites, poison ivy breakouts, rashes, burns, blisters, and cuts. It is also applied to swollen joints, sore muscles, sprains, and sore feet. Interestingly enough, It has also been used for treating cancer sore throats, and mouth sores"

It also claims that because of its colloidal silver, it can be: "used as a rinse for acne, eczema and other skin irritations. Colloidal silver is a germicide. While most antibiotics are effective against about a half-dozen disease causing organisms (germs, bacteria, fungi, parasites and some viruses), silver is effective against over 650 organisms.

Colloidal silver has been proven effective against all species of fungi, bacteria, protozoa, parasites and certain viruses"

These claims are therapeutic, serious and unproven. As such, they breach Rule 1(b) of the Therapeutic and Health Advertising Code by portraying unrealistic outcomes. Rule 2(a) is also breached, as the claims have not been substantiated and appear unlikely to be accurate.

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

The Chair noted the Complainant's concern that the Advertiser's website contained unsubstantiated claims about the benefits of Plantain and Collidal Silver products, which were misleading and portrayed unrealistic outcomes.

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**