

<b>COMPLAINT NUMBER</b>	17/282
<b>COMPLAINANT</b>	M. Honeychurch
<b>ADVERTISER</b>	Lemurian Springs
<b>ADVERTISEMENT</b>	Digital Marketing
<b>DATE OF MEETING</b>	10 November 2017
<b>OUTCOME</b>	Settled

**Advertisement:** The Lemurian Springs website [www.lemuriansprings.com](http://www.lemuriansprings.com) website promoted alkaline water with a 9.9pH and made various claims about the composition and benefits of the water, as well as the Orange Blossom Face and Body Mist product.

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

**Complainant, M. Honeychurch, said:** "Lemurian Springs' Orange Blossom Face & Body Mist advert makes therapeutic claims about its ability to treat a "sore throat", "acne and eczema", "help ease the pain of sunburn" and "help prevent the peeling process". None of these claims has been backed up by any evidence, and so the claims are likely to be in breach of the ASA's Therapeutic and Health Advertising Code.

Specifically the advert is in breach of Principle 2, as the claims are likely to be misleading. It is also in breach of Rule 2(a), as no evidence has been provided to substantiate the therapeutic claims being made. I doubt that any medical tests have been performed on this product, but would be keen to see what evidence has been gathered to support the idea that it can be used to treat sore throats, acne, eczema or sunburn.

Rule 2(c) has been breached by claims made on another page about the Lemurian Springs water, where the water is compared favourably to all other mineral waters:

"We are the only water company to add exactly the right amount of dissolved Himalayan salt to match the salinity of your blood for ultimate absorption, but with no salty taste."

"It is more viscous, more saline, more oxygenated, more structured and alkaline than any other mineral water on the planet."

<https://www.lemuriansprings.com/our-vision>

There are more comparative claims made on the front page:

"Not all water is created equal..."

...

Most tap water and bottled waters look diseased under a microscope, lacking in essential structures, minerals and electrons. Your body has to spend hours processing this kind of water before it can even enter your cells."

<https://www.lemuriansprings.com/>

The Our Vision page also appears to breach Rule 1(d), using scientific sounding words that don't accord with real science:

"Lemurian Springs Water is not just your average H<sub>2</sub>O: far from it. The truth is, it has more in common with your cells than what you'll find coming out of your tap. It is exactly the KIND of water that your body spends hours converting regular tap water INTO!"

"She talks about the 4th phase of water which is the kind of water inside your cells"

There is more pseudo-scientific talk on the front page of the website:

"When we look through a microscope we can see the health of our cells..the same goes for water molecules.

Most tap water and bottled waters look diseased under a microscope, lacking in essential structures, minerals and electrons. Your body has to spend hours processing this kind of water before it can even enter your cells."

Identical claims to those above have been made for a second product, Indian Red Rose Face & Body Mist:

<https://www.lemuriansprings.com/product-page/indian-red-rose>

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

**The Chair** noted the Complainant's concerns the Lemurian Springs website contained unsubstantiated therapeutic claims about the benefits of alkaline water.

The Chair acknowledged the Advertiser had made changes to the advertisement and removed the page for the Orange Blossom Face and Body Mist product which was of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, 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**