

COMPLAINT NUMBER	17/283
COMPLAINANT	M. Honeychurch
ADVERTISER	Lemurian Springs
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	10 November 2017
OUTCOME	Settled

Advertisement: The Lemurian Springs website www.lemuriansprings.com website promoted and made various claims about Colloidal Silver Spray.

The Chair ruled the complaint was Settled.

Complainant, M. Honeychurch, said: Many therapeutic claims are made about Lemurian Springs' Colloidal Silver Spray:

"colloidal silver's anti-bacterial properties aid healing and prevent infection without stinging.

Itâ€™s extremely affective when dropped into the eye for conjunctivitis."

"It's safe to spray regularly in the mouth to ease a sore throat as well as in the ear for ear infections."

"Our colloidal silver... is very effective for ulcers and bad breath. Itâ€™s even been known to ease tooth ache."

"Acne? Spray it on and let the anti bacterial properties soak in"

"Itâ€™s incredible for eczema and skin conditions"

"It can assist rapid wound healing in both people and animals"

"helps sooth shavers rash"

"Teenagers can use it as a pimple preventative as well as a tool to heal acne"

"Spraying this into your mouth acts like a bacteria shield, and will often help stop you from catching everyones else's bugs."

"Mosquito bites? Just spray and walk away!"

These claims are in breach of Principle 2 of the ASA's Therapeutic and Health Advertising Code, as they do not appear to be truthful, and are likely to deceive people.

The claims breach Rule 2(a), as they have not been substantiated. Colloidal silver is a well known pseudo-scientific treatment, and I would be surprised if there was good quality evidence for its ability to treat medical conditions that has so far eluded modern medicine. Other similar adverts for colloidal silver (decisions 17/181, 15/299, 16/228, 14/664, 06/344 and 04/138) have been found to be in breach of the ASA's codes.

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

The Chair noted the Complainant's the Lemurian Springs website contained unsubstantiated therapeutic claims about the benefits of its Colloidal Silver Spray.

The Chair acknowledged the Advertiser had made changes to the advertisement and removed all claims related to the Colloidal Silver Pray 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**