

<b>COMPLAINT NUMBER</b>	17/403
<b>COMPLAINANT</b>	M Honeychurch
<b>ADVERTISER</b>	Arnica Health and Healing
<b>ADVERTISEMENT</b>	Arnica Health and Healing, Digital Marketing
<b>DATE OF MEETING</b>	6 December 2017
<b>OUTCOME</b>	Settled – advertisement changed/removed

**Advertisement:** The website advertisement for Arnica Health and Healing, [www.arnicalhealth.co.nz](http://www.arnicalhealth.co.nz), describes the Bioresonance test and treatments and lists a range of conditions which can benefit from the therapy.

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

**Complainant, M Honeychurch, said:** Complaint Details: Arnica Health & Healing offer a bioresonance service for which they make therapeutic claims, such as:

"Bioresonance is a German Technology that was developed around 35 years ago and has been used in successfully diagnosing and treating a wide range of conditions since."

"Treatments can help with a wide range of conditions including:

Digestive problems, including bloating, cramps, wind, heartburn, reflux, irritable bowel syndrome etc

Chronic Fatigue and low energy, Treating allergies, intolerances and sensitivities.

Weight loss, Hay fever, Eczema and other skin conditions, Thrush and Candida overgrowth,

Dealing with infections naturally, Detoxification of the liver, kidneys and lymphatic system,

Improving absorption of vitamin and minerals, Balancing hormonal levels, Identifying and

dealing with the underlying causes of illness, Fungal, viral and bacterial infections, Assisting

with chronic condition, (including cancer), Pain relief.

Treatments are available for most conditions."

These claims breach Rule 2(a), as they are likely to be misleading to consumers. No evidence is given to support the claims that bioresonance can help with serious conditions such as cancer, viral infections and allergies, or any of the other conditions they list. There's also no evidence that the Arnica Health & Healing had substantiation for these serious claims before they made them.

The claims also breach Principle 2, as they appear not to be truthful.

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

**The Chair** noted the Complainant's concern that the Advertiser's website contained irresponsible claims about the benefits of bioresonance treatments, which were misleading.

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 – advertisement changed/removed**