

<b>COMPLAINT NUMBER</b>	17/434
<b>COMPLAINANT</b>	M Honeychurch
<b>ADVERTISER</b>	Pick Homeopathy
<b>ADVERTISEMENT</b>	Pick Homeopathy, Digital Marketing
<b>DATE OF MEETING</b>	19 December 2017
<b>OUTCOME</b>	Settled – advertisement changed/removed

**Advertisement:** The Pick Homeopathy website, [www.homeopathnelson.com](http://www.homeopathnelson.com), advertises the fundamentals of homeopathy, how it works and what conditions can potentially be treated with the therapy

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

**Complainant, M Honeychurch, said:** Eva Pick makes strong therapeutic claims about her homeopathic service:

"Because Homeopathy works in such a profound way, it can be used as an effective treatment for these conditions:

Allergies, Common conditions like colds and flu, Recurrent conditions, like migraines or ear infections, Anxiety, Infertility, Arthritis, Infertility, Addictions, Childhood behavioral problems  
Sleeping disorders, Injuries to bone or muscle tissue"

These claims, as they are therapeutic in nature, are likely in breach of the ASA's Therapeutic and Health Advertising Code.

Principle 1 is breached, as the serious claims being made are socially irresponsible because they are likely to make consumers believe that Eva's homeopathic services will help treat the conditions listed above.

The claims that are made appear to be unsubstantiated, therefore breaching Rule 2(a).

Rule 2(f) is breached, as a testimonial is used:

So good, the headaches and nausea have gone...! I feel like my head is a lot clearer...I feel like this is how I am supposed to feel!.

Rule 1(b) is breached, as the advert states "Homoeopathy is completely safe and gentle"

Principle 2 is breached, as the advert is likely to deceive a portion of the public.

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

**The Chair** noted the Complainant's concern that the Advertiser's website contained unsubstantiated claims about the benefits of homeopathy, which could be 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**