

COMPLAINT NUMBER	18/008
COMPLAINANT	R Tomes
ADVERTISER	Power Balance
ADVERTISEMENT	Power Balance, Digital Marketing
DATE OF MEETING	18 January 2018
OUTCOME	Settled – advertisement changed

Advertisement: The Fishpond website, www.fishpond.co.nz, advertisement for the Power Balance Silicone Wristband Bracelet describes how the product uses holograms embedded with frequencies to promote balance, strength and flexibility.

The Chair ruled the complaint was Settled.

Complainant, R Tomes, said: Advertiser has made unsubstantiated claims about the product advertised, namely a silicone wrist band called Power Balance.

Example: https://www.fishpond.co.nz/Sports_Outdoors/Power-Balance-Silicone-Wristband-Bracelet-Size/

Performance technology that uses holograms embedded with frequencies that react positively with your body's natural energy field. When the hologram comes in contact with your body's energy field, it allows your body to interact with the natural, beneficial frequency stored within the hologram resulting in improved energy flow throughout your body.

Considering that all historic claims about the magic powers of Power Balance have long been shown to be completely without merit, and that the Power Balance company has already issued an apology for misleading the public, (Power Balance admits no reasonable basis for wristband claims, consumers offered refunds, 22 December 2010, <https://www.accc.gov.au/media-release/power-balance-admits-no-reasonable-basis-for-wristband-claims-consumers-offered>), I submit that the claims on the advertiser website above are without substantiation. This is contrary to Therapeutic and Health Advertising Code Guideline 2(a).

The advertiser has many listings for the Power Balance band. A simple search produces many results. Not all the listings have unsubstantiated claims in the description text, however.

I submit that, with the knowledge that this product is a scam, the advertiser should be required to proactively check each listing and remove all unsubstantiated claims.

Should the advertiser be able to produce robust evidence of the claims, then, of course, I will withdraw this complaint.

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

The Chair noted the Complainant's concern the advertisement made unsubstantiated claims about the benefits of the Power Balance wrist band which could be misleading.

The Chair acknowledged Fishpond had made changes to the website, amending references which were of concern.

Given Fishponds 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**