

<b>COMPLAINT NUMBER</b>	17/417
<b>COMPLAINANT</b>	J. Harper
<b>ADVERTISER</b>	Cyclo-ssage NZ
<b>ADVERTISEMENT</b>	Digital Marketing
<b>DATE OF MEETING</b>	8 February 2018
<b>OUTCOME</b>	Settled

**Advertisement:** The website advertisement for the cyclo-ssage therapy system made various claims about the product's efficacy in treating conditions including that it increases "blood and lymphatic circulation" and "eases muscle spasm and... aches and pains."

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

**Complainant, J. Harper, said:** "This advertiser sells a very expensive vibrating mattress that folds in half they call their portable Therapy System. They claim it " increases blood and lymphatic circulation" They also say it will "ease muscle spasm and...aches & pains" It also provides a "full reflexology". However there is no evidence for any of these measurable benefits.

This is, I believe, a breach of the ASA's Therapeutic Codes principle 2 and rule 2(a) that advertisements are truthful and claims shall be able to be substantiated.

Given the many meta-analyses of ... that have not substantiated any claims, this claim seems unlikely. It would surely be a simple matter to scientifically test whether this remedy works?

**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 unsubstantiated claims about the health benefits of a massage therapy device, which could be misleading.

The Chair acknowledged the Advertiser had made changes to the website, removing the page that was 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 removed**

#### **APPEAL INFORMATION**

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website [www.asa.co.nz](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.