

COMPLAINT NUMBER	18/018
COMPLAINANT	J Harper
ADVERTISER	The Twig Centre
ADVERTISEMENT	The Twig Centre, Digital Marketing
DATE OF MEETING	14 February 2018
OUTCOME	Settled – advertisement changed

Advertisement: The website blog advertisement for The Twig Centre, www.thetwigcentre.co.nz, promoted various homeopathic remedies such as Arnica for healing bruises, Calendula for infection and Rhus Tox for sprains.

The Chair ruled the complaint was Settled

Complainant, J Harper, said: Twig Centre <http://thetwigcentre.co.nz/category/homeopathy>- This site sells homeopathic "remedies" to be administered as first aid on their first aid page. Various "remedies" are sold as remedies for various specific conditions. For example, "The use of homeopathic remedies have been found to speed the rate of recovery from many injuries" Arnica is for "speeding healing" and bruises...Calendula they say will "reduce infection" Rhus Tox is sold as "a remedy for sprains..." and there are many more "remedies"...

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 homeopathy that have not substantiated any claims, this claim seems unlikely. The Twig Centre has not backed their claims with any reliable and credible evidence.

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

The Chair noted the Complainant's concern the Advertiser's website contained unsubstantiated claims about the benefits of homeopathic remedies, 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

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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.