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| <b>COMPLAINT NUMBER</b> | 18/007                          |
| <b>COMPLAINANT</b>      | M Honeychurch                   |
| <b>ADVERTISER</b>       | Air Cycle                       |
| <b>ADVERTISEMENT</b>    | Air Cycle, Digital Marketing    |
| <b>DATE OF MEETING</b>  | 15 February 2018                |
| <b>OUTCOME</b>          | Settled – advertisement changed |

**Advertisement:** The website advertisement for the Air Cycle exerciser, [www.aircycle.co.nz](http://www.aircycle.co.nz), describes the various benefits of using this product, including arthritis, improved circulation, relief for back pain and diabetic foot symptoms

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

**Complainant, M Honeychurch, said:** AirCycle makes the following therapeutic claims: "BY STIMULATING NATURAL MOVEMENTS, AIRCYCLE HELPS Reduce Pain from Arthritis, Reduce Swollen Ankles, Symptoms of Arthritis, Diabetic Feet, Parkinson's and MS, Boost Circulation, Cramps and Restless Legs, Build Strength and Improve Balance and Joint Flexibility"

These claims are therapeutic in nature, and have not been backed up with good quality evidence. This means that the advert is likely in breach of Rule 2(a) of the ASA's Therapeutic and Health Advertising Code. It also likely breaches Principle 2, as the claims being made are likely to be misleading. Finally the advert appears to breach Principle 1, as it's socially irresponsible to make serious health claims such as being able to treat arthritis and MS. There are also testimonials on the following page that are likely in breach of Rule 2(f) as the testimonials have not been shown to be typical or genuine.

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

**The Chair** noted the Complainant's concerns the Advertiser's website contained unsubstantiated therapeutic claims about the benefits of the Aircycle exerciser 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.