

COMPLAINT NUMBER	17/450
COMPLAINANT	T Atkin
ADVERTISER	Sujon Berries
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	9 February 2018
OUTCOME	Settled – advertisement changed

Advertisement: The Sujon Berries website advertisement, <https://sujon.co.nz>, included testimonials from customers who have used the berry powder products and claimed it has aided recovery time, helped with injuries and fatigue and improved vision.

The Chair ruled the complaint was Settled.

Complainant, T Atkin, said: The Sujon page for testimonials, accessed under their "Products / Powder" menu item (and presumably therefore related to their powder products), contains testimonials making therapeutic claims about Sujon's powder:

These testimonials are wide ranging, and include therapeutic claims of
 Faster recovery
 Halving injury recovery time
 Combats Delayed-onset-muscle stiffness
 Improved vision
 Decrease in muscle fatigue
 Helping with muscle injuries.

I believe such claims violate Rule 2(a) and are unsubstantiated.

They do not appear to be authenticated, genuine or typical in violation of Rule 2(f) of the ASA Therapeutic and Health Advertising Code.

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 concern that the testimonials on the website made unsubstantiated therapeutic claims about the benefits of the berry powder products.

The Chair acknowledged the Advertiser had made changes to the website, removing or amending references in the testimonials 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.