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| COMPLAINT NUMBER | 18/043 |
| COMPLAINANT | J Harper |
| ADVERTISER | The Natural Health Centre |
| ADVERTISEMENT | The Natural Health Centre, Digital Marketing |
| DATE OF MEETING | 22 February 2018 |
| OUTCOME | Settled – advertisement changed |

Advertisement: The Natural Health Centre website advertisement, www.naturalhealthcentre.co.nz, detailed the relexology treatments available and the reported conditions which can benefit from the therapy.

The Chair ruled the complaint was Settled.

Complainant, J Harper, said: This centre is advertising a treatment for illness for which their clients are charged, no doubt decent sums of money. They say that after their reflexology. "most people can benefit from treatment." They urge patients to use their reflexology for: Reflexology can be considered for relieving pain, reducing stress and tension, acute and chronic conditions, relieving stress and tension, improving nerve and blood supply function

These conditions can be measured and the treatment could be evaluated. The study they quote supposedly proving that brainwaves change during reflexology treatment does not address the issue of whether it is efficacious. My brain waves will have changed as I write this, but I doubt I will be healthier for that reason...

Therefore I believe this advertisement is 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.

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 therapeutic claims about the benefits of reflexology which were misleading.

The Chair acknowledged the Advertiser had made changes to the website, 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.