

<b>COMPLAINT NUMBER</b>	18/002
<b>COMPLAINANT</b>	J Harper
<b>ADVERTISER</b>	Naturo Pharm Ltd
<b>ADVERTISEMENT</b>	Naturo Pharm Ltd, Digital Marketing
<b>DATE OF MEETING</b>	14 February 2018
<b>OUTCOME</b>	Settled – advertisement changed

**Advertisement:** The website advertisement for Naturo Pharm Ltd, [www.naturopharm.co.nz](http://www.naturopharm.co.nz), promoted the benefits of homeopathic remedies and consultations.

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

**Complainant, J Harper, said:** This site makes the claim, "more chronic or long-term conditions can also benefit from consultation with a trained homoeopath." This is a claim that homeopathy can cure or treat serious medical conditions.

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.

Naturo Pharm has not backed up this claim with any reliable and credible evidence

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

**The Chair** noted the Complainant's concern the Advertiser's website contained unsubstantiated claims about the benefits of homeopathic consultation in treating or curing serious medical conditions, 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.