

COMPLAINT NUMBER	18/001
COMPLAINANT	J Harper
ADVERTISER	Miramar Natural Health Centre
ADVERTISEMENT	Miramar Natural Health Centre, Digital Marketing
DATE OF MEETING	27 February 2018
OUTCOME	Settled – advertisement changed

Advertisement: The website advertisement for Miramar Natural Health Centre, www.miramarnaturalhealth.co.nz, describes the history and principles of homeopath therapy and the conditions it would benefit.

The Chair ruled the complaint was Settled.

Complainant, J Harper, said: Homeopathy practitioner Lalita Kasanji on her homeopathy section has a quote that homeopathy "For a .rapid, gentle and permanent restoration of the health.in the shortest, most reliable, and most harmless way This clearly suggests homeopathy can cure unspecified illnesses.. Further down that page, she lists many specific illnesses including: colds and flu, ear infections and tonsillitis. The heading is "when to use homeopathy" It is very clear she is telling her patients that she can cure or effectively treat these conditions with her homeopathy.

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. She has not backed up her claims 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 ability of homeopathy to cure unspecified illnesses 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.