

COMPLAINT NUMBER	18/070
COMPLAINANT	V Scott-Lang
ADVERTISER	Osmosis Skin Care
ADVERTISEMENT	Osmosis Skin Care, Digital Marketing
DATE OF MEETING	20 March 2018
OUTCOME	Settled – advertisement changed

Advertisement: The website advertisement for Osmosis Skin Care, www.osmosisskin.co.nz, displayed various skincare products on offer and provided descriptions of the cause and potential treatment of the skin conditions Keratosis Pilaris and Eczema.

The Chair ruled the complaint was Settled.

Complainant, V Scott-Lang, said: There are at least two wildly inaccurate claims on this website that I have discovered today. There may be more.

1. They claim that keratosis pilaris is caused by yeast in the gut. This is not true - it is an autosomal dominant common genetic skin condition. They claim that they have a product which allows the skin to clear itself - this is not possible. It is an incurable genetic skin disease.
2. Under the eczema section on their website they claim that eczema is caused by candida - this is false. It says that topical treatments are not required - this is totally false and in fact is the mainstay of treatment. To say otherwise is unethical and misleading and could lead to significant harm for eczema sufferers if they stop their topical treatments. They claim that Osmosis "goes after the source of the problem using Harmonised Water technology" - this makes absolutely no sense scientifically and is false.

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

The Chair noted the complainant's concern the Advertiser's website contained unsubstantiated claims about the causes and treatment of Keratosis Pilaris and Eczema, 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.