

COMPLAINT NUMBER	18/062
COMPLAINANT	M Honeychurch
ADVERTISER	Sacred New Zealand
ADVERTISEMENT	Out of Home
DATE OF MEETING	21 March 2018
OUTCOME	Settled – advertisement removed

Advertisement: The Sacred New Zealand table banner advertisement for magnetic copper bracelets includes a description of how magnetic copper works and lists a range of conditions which can benefit from the product.

The Chair ruled the complaint was Settled.

Complainant, M Honeychurch, said: The banner for Sacred New Zealand suggests that their magnetic copper bracelets are able to help with conditions including: Arthritis, Migraines, Depression, Eczema

This list of conditions, alongside the words "Try our magnetic copper", is highly suggestive that Sacred NZ's copper bracelets are able to help people with these conditions.

As such, I believe that this advert falls under the ASA's Therapeutic and Health Advertising Code and appears to breach Principle 2 of the code by being misleading. The prominent listing of these medical conditions, alongside talk of the benefits of copper and the products themselves, is likely to lead consumers into believing that the copper jewellery being sold is likely to at least alleviate the symptoms of the listed conditions.

Rule 2(a) has also been breached, as there is no substantiation for these claims. It seems unlikely that the advertiser had substantiation for their claims when they were made, as required by Rule 2(a)

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 table banner contained unsubstantiated claims about the benefits of magnetic copper bracelets which were misleading.

The Chair acknowledged the Advertiser had replaced the table banner with a version which was compliant with the Therapeutic and Health Advertising Code.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the banner that was of concern, 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 removed**

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.