

<b>COMPLAINT NUMBER</b>	18/099
<b>COMPLAINANT</b>	J Harper
<b>ADVERTISER</b>	Ngaio Natural Health Centre
<b>ADVERTISEMENT</b>	Ngaio Natural Health Centre, Digital Marketing
<b>DATE OF MEETING</b>	16 April 2018
<b>OUTCOME</b>	Settled – advertisement changed

**Advertisement:** The Ngaio Natural Health Centre website advertisement, [www.ngaiohealth.co.nz](http://www.ngaiohealth.co.nz), describes a range of potential conditions which can be helped with Reflexology and explains what to expect during and after treatment.

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

**Complainant, J Harper, said:** Under Treatments/reflexology, this site makes a clear treatment claim for reflexology, What can reflexology treat?

Reflexology can help with a broad range of conditions, such as: stress, anxiety, depression and sleeping issues migraines/headaches, IBS, Chrones, constipation, dyspepsia and digestive issues, menopause back and neck pain auto-immune conditions, asthma and other respiratory conditions, period pain, PMT, endometriosis and subfertility, recurrent infections/flu, arthritis, circulation and Raynauds syndrome and water retention/sluggish lymphatic system

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.

There is no evidence given that reflexology can make any difference to these conditions.

**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 treatments, 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.