

<b>COMPLAINT NUMBER</b>	18/101
<b>COMPLAINANT</b>	D Ryan
<b>ADVERTISER</b>	Belly Care
<b>ADVERTISEMENT</b>	Belly Care, Print
<b>DATE OF MEETING</b>	11 May 2018
<b>OUTCOME</b>	Settled – advertisement to be removed

**Advertisement:** The flyer advertisement for Belly Care explains how Arvigo Therapy can be used to reposition a misaligned uterus. The flyer also lists a range of health conditions which the therapy can assist with.

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

**Complainant, D Ryan, said:** Belly Care breaks Therapeutic and Health Advertising Code PRINCIPLE 2, Rule 2(a).

Their flier quotes:

"Benefits may include ... less menstrual pain and headaches... getting the best sleep you had in a while" "Arvigo Therapy is effective at putting reproduction and digestive organs back into their optimal positions and clearing out stagnation. It also helps release belly tension and adhesions..."

"How Belly Care can help For everyone (infancy to elderly)

-Digestive disorders (irritable bowel, Syndrome, gastro oesophageal reflux disease, gastritis, constipation, Crohn's disease), -Muscular tension, -Urinary System (incontinence, frequent urinary infections, etc), -Varicose Veins, -Fertility enhancement, -Post surgical experience (scar tissue, recovery, etc), -Anxiety reduction, For Women, -Menstrual disorders, (painful/irregular periods), -Pre-conception and postpartum recovery

-C-section/hysterectomy surgery recovery, -Menopause, -Pelvic organ congestion, (endometriosis, cysts, fibroids), -Chronic bladder/yeast infections, -Pelvic organ prolapse, (especially uterine)

-PMS headaches, -Low back pain or tailbone pain, For Men:, -Early stages of BPH (Benign prostatic hypertrophy), -Prostatitis (mild), -Impotence/erectile dysfunction"

**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 flyer contained unsubstantiated therapeutic claims about the benefits of Belly Care's Arvigo Therapy, which were misleading.

The Chair acknowledged the Advertiser had confirmed the flyer was no longer actively used and future flyers would comply with Therapeutic and Health Advertising Code.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the flyer, 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 to be 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.