

<b>COMPLAINT NUMBER</b>	18/105
<b>COMPLAINANT</b>	M Honeychurch
<b>ADVERTISER</b>	New Zealand Herbals
<b>ADVERTISEMENT</b>	New Zealand Herbals, Digital Marketing
<b>DATE OF MEETING</b>	11 May 2018
<b>OUTCOME</b>	Settled – advertisement changed

**Advertisement:** The New Zealand Herbals website, <http://nzherbal.co.nz>, advertisement for Lemon and Garlic Elixir contains information about the health benefits of the product in relation to colds, flu, skin cancer and acne.

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

**Complainant, M Honeychurch, said:** New Zealand Herbals Health and Beauty Digital Marketing <http://nzherbal.co.nz/our-products/detox-and-healing/lemon-garlic-elixir/>

NZ Herbals' online advert for their Lemon and Garlic Elixir (<http://nzherbal.co.nz/our-products/detox-and-healing/lemon-garlic-elixir/>) makes definite therapeutic claims about the product:

"Lemon and garlic elixir is an immune enhancing, blood cleansing, natural antibiotic, anti cancer, anti inflammatory, alkalising, purifying..."

"The seeds are rich in anti biotic, anti fungal, anti viral and preservative properties. No unnatural preservative is needed in this elixir as in Medicine man tonic the entire lemon is finely blended; juice, pith and seed then lovingly strained to produce the most remarkable liquid immune and rosy glow elixir of life"

"The allicin in garlic is a powerful anti biotic agents effective in combating most colds and flu"

"Turmeric has been shown to have anti skin cancer activity, it also has anti-inflammatory powers which are used to reduce the signs of ageing, ex-foliate dead skin, clear the skin and ease eczema. Turmeric is used in the treatment of acne due to its antiseptic and antibacterial properties which fight pimples and breakouts to provide a youthful glow to your skin. Turmeric helps you to get beautiful, healthy and younger looking skin."

"Black peppers have been in use since centuries for their anti-inflammatory"

The claims that this mix of lemon, garlic, turmeric and black pepper is able to treat colds, flu, cancer, bacteria, viruses and acne have not been back up by evidence on the website, and don't appear to be backed by good quality peer reviewed evidence elsewhere, either. As such, this advert is likely to be misleading to consumers, and is therefore in breach of the ASA's Therapeutic and Health Advertising Code Principle 2. Rule 2(a) has been breached, as the claims appear to be inaccurate and have not been substantiated. Principle 1 has been breached, as it is socially irresponsible to sell an "Elixir" with claims of being able to treat cancer and other serious diseases.

**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 lemon and garlic elixir, 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.