

COMPLAINT NUMBER	18/162
COMPLAINANT	J Harper
ADVERTISER	Gary Moller
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	4 July 2018
OUTCOME	Settled – advertisement changed

Advertisement: The website advertisement for Gary Moller's Hair Tissue Mineral Analysis, www.garymoller.com/hair-tissue-mineral-analysis, says the programme is clinically proven to be effective in identifying mineral deficiencies, toxicities and is a powerful indicator of the root causes of many chronic and age related issues.

The Chair ruled the complaint was Settled.

Complainant, J Harper, said: Moller offers Hair Tissue Mineral Analysis. He then lists a long list of medical conditions he says are caused by "mineral deficiencies". His long list includes anaemia, asthma, eczema, migraines and Crohn's disease. He then claims to diagnose the "causes of these diseases. He then treats his patients with a "programme".. On the website I had trouble finding what this program is exactly. However I have attended a lecture by Gary and questioned him personally. This programme I discovered is focused on him selling dietary supplements. He is not a medical doctor. The claims he makes for his "programme" are only backed by testimonials. Moller's diagnostic claims are a breach of the ASA's Therapeutic Social responsibility principle because his claims are not substantiated, and could result in patients thinking they have been accurately diagnosed when they have not.

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 and testimonials about the benefits of Hair Tissue Mineral Analysis, which were misleading.

The Chair acknowledged the Advertiser had made changes to the website, removing or amending references which were of concern, including removing the testimonial section of the site.

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.