

COMPLAINT NUMBER	18/210
COMPLAINANT	J Harper
ADVERTISER	Equilibrium Homeopathy
ADVERTISEMENT	Equilibrium Homeopathy Digital Marketing
DATE OF MEETING	18 July 2018
OUTCOME	Settled – Advertisement changed

Advertisement: The homeopathy section of the website advertisement for Equilibrium Homeopathy, <http://www.homeopathauckland.co.nz/about-homeopathy/>, said homeopathy can be used to treat a range of injuries and medical conditions.

The Chair ruled the complaint was Settled.

Complainant, J Harper, said: This is the site for Joelle Smaniotto-Gorton describing herself as " a registered holistic practitioner, combining classical homeopathy, naturopathy, nutrition, herbal medicine, supplements, mental exercises and Equilibrium Therapy in her treatment." In the homeopathy section, she claims Homeopathy can treat: " sprains, bruises, trauma as well as acute and chronic conditions...colds, coughs, bronchitis, sore throats, earaches, teething problems, food poisoning

...Chronic conditions such as allergies, asthma, migraines, headaches, I.B.S, ulcerative colitis, Crohn's disease, chronic fatigue, fibromyalgia ,M.E., rheumatoid and osteoarthritis, chronic pain, joint disorders, insomnia, frequent urination, eczema, psoriasis.

These are specific conditions for which she should be able to provide some evidence of efficacy.

So 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 are many exhaustive surveys of homeopathy finding it does not work, so the Social responsibility Principle is also breached because offering Snake oil (useless quackery) will mean some patients with treatable conditions will be harmed by avoiding or delaying effective medical treatments.

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 a range of conditions that homeopathy could treat, which were misleading and unable to be substantiated.

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**

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.