

COMPLAINT NUMBER	18/165
COMPLAINANT	M Honeychurch
ADVERTISER	Alkaway NZ
ADVERTISEMENT	Alkaway NZ, Digital Marketing Website
DATE OF MEETING	20 July 2018
OUTCOME	Withdrawn

Advertisement: The Alkaway NZ website advertisement, www.alkaway.co.nz, includes the promotion of the product Optimum D-Tox, a proprietary colon support formulation. The advertisement makes various therapeutic claims including reducing inflammation, cancer risk and the causes of colds and flu.

The Chair ruled the complaint was withdrawn.

Complainant, M Honeychurch, **said:** Alkaway's Optimum D-Tox (<http://alkawaynz.co.nz/product/1061/>) makes the following therapeutic claims about the product:

"Optimum D-Tox contains 100% schidigera yucca which produces anti-stress, anti-inflammatory, anti-bacterial, anti-fungal, anti-aging, anti-oxidant properties"

Optimum D-Tox provides optimal colon support that may reduce cancer risk and eliminate or reduce pain resulting from inflammation."

Optimum D-Tox promotes a healthy well-being and balance in the body that triggers the body's own natural immune system to help eliminate the causes of frequent colds and flu, parasite, yeast and other fungal infections, as well as constipation and digestive disorders."

"it balances the body and lifts energy, concentration and alertness beyond belief. I personally found this also helped control blood glucose levels. I would recommend any person with disease of any type use this and the herbal tea as a starting point to recovery."

The claims that this product can reduce cancer risk, reduce inflammation pain, help fight colds and flu, help regulate blood glucose, act in an anti-stress, anti-inflammatory, anti-bacterial, anti-fungal or anti-aging way or be a starting point to recovery from "disease of any type" breach Rule 2(a) of the ASA's Therapeutic and Health Advertising Code. The claims appear to not be accurate, and have not been substantiated.

This advert also breaches Principle 2, as it is likely to be misleading to consumers. Finally, it breaches Principle 1, as it is socially irresponsible to make these kinds of therapeutic claims without robust evidence to back them up.

The relevant provisions were Therapeutic and Health Advertising Code - Principle 1, Principle 2, Rule 2(a);

The Chair noted the Complainant's concern the advertisement made unsubstantiated therapeutic claims which were likely to be misleading.

The Chair relied on the Secretariat's advice that despite multiple attempts to identify the Advertiser, it has not been able to identify them. The Chair accepted the Secretariat had exhausted all possible lines of enquiry and she ruled the complaint was withdrawn.

Chair's Ruling: Complaint Withdrawn

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.