

COMPLAINT NUMBER	18/209
COMPLAINANT	M Honeychurch
ADVERTISER	Colostrum Health Products
ADVERTISEMENT	Colostrum Health Products, Digital Marketing
DATE OF MEETING	24 July 2018
OUTCOME	Settled – advertisement changed

Advertisement: The website advertisement for Colostrum Health Products, www.colostrum.gen.nz, says colostrum can help fight infections and boost the immune system of humans and animals. Health benefit claims include helping allergies and auto-immune diseases.

The Chair ruled the complaint was Settled.

Complainant, M Honeychurch, **said:** Colostrumhealth main website page (<http://www.colostrum.gen.nz/>) advertises its products as having health benefits: Additionally their Facts page (http://www.colostrum.gen.nz/colostrum_facts.htm) makes claims:

None of these therapeutic claims (of being able to help protect from bacterial and viral infections, and speed up recovery) have been substantiated, and they do not appear to have been substantiated at the time the advert was created, meaning that this advert is likely in breach of Rule 2(a) of the ASA’s Therapeutic and Health Advertising Code.

The lack of substantiation means that these claims breach Principle 2 of the code, because they are likely to be misleading.

Being misleading to the public is likely to be socially irresponsible, so this advert breaches Principle 2 of the code. The claim that their products are "free of side effects" is in breach of Rule 1(b).

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

The Chair noted the Complainant’s concern the Advertiser’s website contained unsubstantiated therapeutic claims about the health benefits of Colostrum, 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.