

<b>COMPLAINT NUMBER</b>	18/228
<b>COMPLAINANT</b>	K Hester
<b>ADVERTISER</b>	New Zealand Herbals
<b>ADVERTISEMENT</b>	Para, Digital Marketing
<b>DATE OF MEETING</b>	10 August 2018
<b>OUTCOME</b>	Settled – advertisement changed

**Advertisement:** The NZ Herbals website advertisement, [www.nzherbal.co.nz](http://www.nzherbal.co.nz), promotes the product Para. It says that parasitic infections can lead to serious diseases and that Para will rid the body of parasites. The website lists a range of medical conditions associated with parasites.

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

**Complainant, K Hester, said:** 1. "Para": <http://nzherbal.co.nz/our-products/detox-and-healing/para/>

This is sold as a treatment for parasitic infections. From the page: "Parasites can lead to serious disease and we recommend that you rid yourself of parasites at least once each year. Our Para formula is designed to naturally and safely rid the body of these invaders."

Later in the page there is a paragraph listing a series of symptoms/diseases: "Fatigue, tiredness after meals, behaviour problems in children, attention deficit hyperactivity disorder (ADHD), depression, headaches, low blood sugar, diabetes, heart disease, stroke, cancer, asthma, sinus, hay fever, joint and muscle problems (including rheumatoid arthritis), Crohns disease, irritable bowel syndrome, allergies, skin problems (especially eczema), overweight, underweight, stomach pain, low immunity and much more."

A linked product information pamphlet PDF (<http://nzherbal.co.nz/wp-content/uploads/2016/01/PARASITEupdated-2014.pdf>) repeats this list under the title "Key Symptoms".

NZ Herbals are claiming that these symptoms/diseases are caused by parasites and their product can be used as a treatment. I.e. as a medical/therapeutic product.

This claim requires substantiation. I cannot see a single item in their list that doesn't seem questionable. Claiming to be a treatment for some items, e.g. cancer, diabetes, or heart disease, is dangerous.

**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 Para formula, 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.