

COMPLAINT NUMBER	18/206
COMPLAINANT	J Harper
ADVERTISER	Universal Homeopathic NZ Ltd Website Advertisement
ADVERTISEMENT	Universal Homeopathic NZ Ltd Digital Marketing
DATE OF MEETING	27 August 2018
OUTCOME	Settled – website changed

Advertisement: The Universal Homeopathic NZ Ltd website, www.naturallyhealth.co.nz, advertises the fundamentals of homeopathy, how it works and what it can be used for.

The Chair ruled the complaint was Settled.

Complainant, Jonathon Harper, **said:** The advertiser is a homeopathic consultant, "Dr" Preet who studied homeopathy in India and charges \$110 for the first appointment (including the homeopathic products). In his website (about homeopathy section) he claims, he has, "great knowledge and experience to cure ... ailments". As he uses homeopathy this seems unlikely.

He claims "homeopathy is cost effective" For that to be true, it must work. He makes a strong claim there is hard evidence for homeopathy's efficacy,

"Remedies are scientifically proven. All remedies are double blind tested, and written up in 'materia medica' before being released to practitioners. This way the effects and curative aspects of the remedies are known. This process can take from one to four years before the results are finalised." Then he makes another bizarre claim, "The more dilute Homeopathic remedies are, the stronger and gentler the effect."

That claim could be tested, although if true, I might conclude I will get more drunk by drinking very low alcohol beer

This is I believe a breach of the ASAs Therapeutic Codes principle 2 and rule 2(a) that advertisements are truthful and claims shall be able to be substantiated.

Given the many meta-analyses of homeopathy that have not substantiated any claims, this claim seems unlikely. He has not backed up his claims with any reliable and credible evidence.

Mr Preet has also breached the Social responsibility Principle because offering unproven and probably useless homeopathy 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 claims about the benefits of homeopathy, which could be 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**

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.