

COMPLAINT NUMBER	18/240
COMPLAINANT	J Harper
ADVERTISER	Keltica Contact Care
ADVERTISEMENT	Keltica Contact Care, Digital Marketing
DATE OF MEETING	30 August 2018
OUTCOME	Settled – advertisement changed

Advertisement: The Keltica website advertisement, www.keltica.co.nz, promotes the Con Tact C.A.R.E. Flinchlock Release Method and states it can release frozen (immobile) areas of bone and treat conditions such as breathing disorders, carpal tunnel, depression, headaches, migraines, and sports injuries.

The Chair ruled the complaint was Settled.

Complainant, J Harper, said: This is the website of a woman known as Seona on the site, who charges \$70 per hour for her Flinchlock Release Method procedure. The rationale for the treatment does not seem to make medical sense. If release from pain in bones was so simple, I think orthopaedic surgeons would all be using the technique. However, there is no evidence given for this procedure. Despite this, she claims to be "Releasing the pressure from the bone" and this in turn is "allowing for increased mobility". She goes on to claim the "Release Method can effectively treat, but is not limited to -Breathing Disorders, Carpal Tunnel. Depression and several other conditions. 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. She has not backed up her claims with any reliable and credible evidence. At the bottom of the page in small print is a disclaimer (to the effect there is no scientific research and the claims are based on anecdote), however I suggest the misleading damage is already done with the above statement.. Further, the claims have been made, and such claims have to be supported by credible evidence. I would also suggest Seona could be reminded of the unprofessional image testimonials create. Real medical practitioners are not allowed to use them, and Acupuncturists are being urged by their own association (Acupuncture NZ) to abandon them.

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 benefits of the Con Tact C.A.R.E. Flinchlock Release Method therapy, including testimonials 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.