

COMPLAINT NUMBER	18/170
COMPLAINANT	R Goulstone
ADVERTISER	Century Mail
ADVERTISEMENT	Bio-Healing Bracelet, Print
DATE OF MEETING	18 October 2018
OUTCOME	Settled – advertisement removed

Advertisement: The print advertisement for the Bio-healing bracelet provides a testimonial story on Mr Trevor Bond, who says in part “I’ve seen huge improvements in my joints and I now get a full night’s sleep.” The advertisement states “If you suffer from insomnia, joint pain, sciatica or migraines try the Bio-Healing Bracelet, Mr Bond did!”

The Chair ruled the complaint was Settled

Complainant, R Goulstone, said: They are advertising a metal bracelet that it claims will prevent strokes and help with the effects of strokes. It is making unsubstantiated medical claims where there is no way it can work. This company is a serial offender, selling modern day snake oil and duping people and endangering people's health.

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

The Chair noted the Complainant's concern that the print advertisement contained unsubstantiated therapeutic claims about the benefits of the Bio-Healing Bracelet, which were misleading.

The Chair acknowledged the Advertiser had confirmed that it had ceased advertising the product.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken by agreeing to no longer advertise the product, 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 removed**

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.