

<b>COMPLAINT NUMBER</b>	18/304
<b>COMPLAINANT</b>	A. Berry
<b>ADVERTISER</b>	Linda Liewendahl
<b>ADVERTISEMENT</b>	Linda Liewendahl, Digital Marketing
<b>DATE OF MEETING</b>	23 October 2018
<b>OUTCOME</b>	Withdrawn

**Advertisement:** A Facebook post by Linda Liewendahl asked for a juicer to help her on her journey to reversing Type 1 Diabetes naturally.

**The Chair ruled the complaint was Withdrawn.**

**Complainant, A. Berry, said:** I am concerned about a woman who is claiming she has reversed type 1 diabetes on Facebook via juicing. We have made contact with her to correct this only to be blocked.

**The relevant provisions were Therapeutic and Health Advertising Code - Principle 1, Principle 2;**

**The Chair** noted the Complainant's concern the advertisement made unsubstantiated therapeutic claims about reversing Type 1 Diabetes naturally.

The Chair reviewed the Facebook post and requested the Secretariat contact the Advertiser for more information prior to considering whether to accept the complaint. The Secretariat advised the Chair the post was made to a closed Facebook group where only members could see it. The Secretariat was therefore unable to access the original post in the context of the page it was posted to. The Secretariat was also unable to identify contact details for the Advertiser.

The Chair noted the Secretariat had not be able to contact the Advertiser. As a matter of natural justice, the ASA was required to establish contact with an Advertiser for a complaint to be considered. Taking this into account, along with the fact that the post was made to a closed Facebook group, the Chair ruled the complaint was not able to proceed and was withdrawn.

**Chair's Ruling:** Complaint Withdrawn

#### **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.