

<b>COMPLAINT NUMBER</b>	17/014
<b>COMPLAINANT</b>	R Tomes
<b>ADVERTISER</b>	Litevibe Marketing Limited
<b>ADVERTISEMENT</b>	Litevibe Marketing Limited website
<b>DATE OF MEETING</b>	27 March 2017
<b>OUTCOME</b>	Settled

**Advertisement:** The Litevibe website, [www.litevibe.co.nz](http://www.litevibe.co.nz) advertisement for Infinity Pro bracelets said they contained the gemstone Tourmaline, which provided a number of health benefits for conditions such as arthritis, high blood pressure and high cholesterol. Infinity Pro is said to work by emitting a large amount of negative ions to balance out the positive ionic charge in the body.

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

**Complainant, R Tomes, said:**

Breaches the Therapeutic and Health Advertising Code (Advertising Code) Guideline 1(d) - It uses scientific terminology inappropriately:

"The Infinity Pro range uses the semi-precious gemstone Tourmaline, which releases high levels of beneficial Negative Ions, Alpha Waves and Far Infrared Rays"

Breaches the Advertising Code Principle 2 - Abuses and exploits lack of knowledge: "The Infinity Pro range uses the semi-precious gemstone Tourmaline, which releases high levels of beneficial Negative Ions, Alpha Waves and Far Infrared Rays".

The average person is highly unlikely to have any idea what these sciency sounding terms mean.

Breaches the Advertising Code Guideline 2(a) - it has many unsubstantiated claims:

1. "The Infinity Pro range uses the semi-precious gemstone Tourmaline, which releases high levels of beneficial Negative Ions, Alpha Waves and Far Infrared Rays".
2. "Together with the Mylar Holograms incorporated in the design, the Infinity Pro range may defend against the debilitating effects of electro-magnetic pollution and the build-up of harmful positive ions."
3. Strongly implies that it will do the following
  - Reduction in cholesterol build up.
  - An improvement in circulation
  - Improved strength
  - A calming effect
  - Improved balance
  - Promotion of Sound Sleep
  - Increase in Mental Alertness
  - Stress relief
  - Stimulation of muscles
  - Increased Stamina

Improved Response Times  
Reduced Fatigue  
Faster Muscle Repair and Recovery  
More Focus  
Improved Mood  
Increased Energy  
No evidence is provided for any of these claims.

4. <http://www.litevibe.co.nz/> - "The Infinity Pro Ion Core contains Tourmaline - a natural semi-precious stone - that emits a large amount of negative ions to balance out the positive ionic charge in the body". No evidence is provided for this claim.

**The relevant provisions were Therapeutic and Health Advertising Code - Guideline 1(d), Guideline 2(a), Principle 1, Principle 2.**

**The Chair** noted the Complainant's concern the advertisement made claims the Advertiser did not substantiate and the average person is unlikely to understand the scientific terminology used.

The Advertiser made changes to the website after receiving the complaint, removing references that were of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, 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**