

COMPLAINT NUMBER	17/082
COMPLAINANT	R Boyer
ADVERTISER	Karioi Clinic of Homeopathy
ADVERTISEMENT	Karioi Clinic of Homeopathy Print
DATE OF MEETING	29 March 2017
OUTCOME	Settled

Advertisement: Karioi Clinic of Homeopathy advertisement for "Homeopathy for the Family" course was published in the Raglan Chronicle. The newspaper advertisement offered a 5 day training course covering how to use homeopathy safely for first aid and acute illnesses. The advertisement also touches on Arnica and notes that the course covers a vaccination discussion and appropriate remedies.

The Chair ruled the complaint was Settled.

Complainant, R Boyer, said: This advertisement, which was printed in the Raglan Chronicle, in the Raglan Old School Arts Centre Newsletter and is also viewable online here is misleading in that it states that homeopathic 'remedies' can be used for first aid and to treat acute illnesses, despite there being significant evidence-based research showing that homeopathy has no more effect on illness than a placebo.

The advertisement states that arnica is a remedy for bruising and muscle pain, when there is insufficient evidence to make this claim, and most research shows that taking homeopathic arnica by mouth or applying arnica to the skin does not reduce bruising.

It states that participants will "learn to confidently deal with simple acute illnesses for yourself and your family using completely natural homeopathic remedies" despite there being no evidence that homeopathic remedies are effective in treating acute illnesses.

It states that the course will teach participants to "safely use a range of homeopathic remedies for first aid and acute illnesses like fevers, coughs, colds and influenza" despite there being no evidence that the homeopathic remedies are effective in treating fevers, coughs, colds and influenza.

It states that the course will "include an evening for a discussion on vaccination issues and some of the appropriate remedies to support these ailments" despite there being no evidence that homeopathic remedies are effective in supporting ailments that are preventable through vaccination.

It is particularly concerning that the course claims to cover children's common ailments, as participants might be led to believe that they can treat their children with homeopathic remedies when there is no evidence that these are effective.

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

The Chair noted the Complainant's concern the advertisement makes claims the Advertiser cannot substantiate.

Upon receipt of the complaint, the Advertiser had contacted the Raglan Chronicle and The Old School Arts Centre and had the advertisement withdrawn from their websites.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken removing 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**