

COMPLAINT NUMBER	19/005
COMPLAINANT	T Devenish
ADVERTISER	Abeeco
ADVERTISEMENT	Abeeco Print
DATE OF MEETING	14 February 2019
OUTCOME	Settled

Advertisement: The print advertisement for Abeeco gout care formula included the phrase "Give gout the boot".

The Chair ruled the complaint was Settled.

Complainant, T Devenish, said: This advertisement for a health supplement prominently displays the text "Give gout the boot".

While the rest of the advertisement uses the usual terms such as "supports" and "promotes", the phrase above, in anyone's language, clearly states that this product will entirely remove gout in anyone taking this supplement.

To my knowledge (as a retired GP), there is no scientifically approved basis for this statement, & no peer-reviewed acceptable study to support this statement. I claim that it is blatantly false, attempting to manipulate the public into buying the product as an accepted therapeutic agent.

I believe that the company needs to be advised of this falsehood, be required to remove all of these advertisements, print a full & clear retraction in all media which ran the original advertisement, and to desist from such statements in the future.

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

The Chair noted the Complainant's concerns the advertisement gave the impression the Abeeco product will eliminate gout.

The Chair noted the response from the Advertiser which said the 'give the boot' phrase was simply a play on the fact that gout mostly occurs in the big toe/foot, and it was not intended to mislead the public in any way as to the effectiveness of the product.

The Chair acknowledged the Advertiser agreed to stop using this phrase in future advertisements. 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**

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.