

<b>COMPLAINT NUMBER</b>	19/078
<b>COMPLAINANT</b>	J Harper
<b>ADVERTISER</b>	Intergrace
<b>ADVERTISEMENT</b>	Intergrace, Digital Marketing
<b>DATE OF MEETING</b>	1 March 2019
<b>OUTCOME</b>	Settled – advertisement amended

**Advertisement:** The Intergrace website advertisement, <http://www.intergrace.co.nz/services>, promotes a coaching and training programme using Neurolinguistic Programming (NLP). The advertisement lists a range of problems the technique can overcome including anxiety, stress, sleep difficulties

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

**Complainant, J Harper, said:** INTEGRACE is a website promoting an Auckland based woman, Julia Kurusheva, who charges for her services that includes using an unproven supposed psychotherapy called NLP. In the services section, Kurusheva claims NLP will, Overcome problems with: Anxiety, nerves, fears, panic, phobias, Stressful emotions (anger, sadness, guilt), Low confidence and self-esteem, Lack of motivation, direction, and purpose. Unwanted habits and thoughts, Sleep difficulties, Internal conflicts, Relationship and communication challenges.

This is I believe a breach of the ASA's Therapeutic Codes principle 2 and rule 2(a) that advertisements are truthful and claims shall be able to be substantiated.

Given the many meta-analyses of Neurolinguistic Programming that have not substantiated any claims, this claim seems unlikely. She has not backed up her claims with any reliable and credible evidence.

In fact the British Journal of General Practice review concluded, there is little evidence that NLP interventions improve health-related outcomes.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3481516/>

I spent a lot of time as a Masters graduate in Psychology looking into NLP and eventually decided it was based on an amateur and unlikely theory with no evidence to support efficacy in treating any measurable illness.

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

**The Chair** noted the Complainant's concern that the Advertiser's website contained unsubstantiated therapeutic claims about Neurolinguistic Programming (NLP), which were misleading.

The Chair acknowledged the Advertiser had made changes to the website, removing or amending references which were of concern.

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 – advertisement amended**

**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.