

COMPLAINT NUMBER	19/079
COMPLAINANT	J Buck
ADVERTISER	Kindred Chiropractic
ADVERTISEMENT	Kindred Chiropractic Addressed Mail
DATE OF MEETING	27 February 2019
OUTCOME	Settled

Advertisement: The addressed mail advertisement for Kindred Chiropractic was written in the form of a letter, and was distributed via the local school's community notices. The letter included the text: "...As a chiropractor, I am specifically trained to evaluate and correct challenges in the spine and nervous system that can and WILL cause future health problems... Do you know that regular chiropractic care DRAMATICALLY improves immune function? Want a healthier, sick-free year?"

The Chair ruled the complaint was Settled.

Complainant, J Buck, said: This advertisement was included in our school community notices, nestled in amongst ads for drama and swimming classes. It promises chiropractic care will lead to improved immunity and less sick days. It is also guilty of scare mongering about potential injuries that could have been prevented if only chiropractor care was initiated early enough. These claims can not be supported by high quality clinical research and are therefore inaccurate and misleading.

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

The Chair noted the Complainant's concerns the advertisement made inaccurate and misleading claims about chiropractic care.

The Chair noted the Advertiser had only sent the advertisement to three places, which have all now been contacted to remove it from their premises immediately. The Advertiser acknowledged they were not familiar with the Advertising Standards Authority guidance on advertising Health Services or the Therapeutic and Health Advertising Code before they wrote the advertisement. They confirmed they will not use the advertisement again.

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**

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.