

COMPLAINT NUMBER	19/128
COMPLAINANT	M Honeychurch
ADVERTISER	Liv's Apothecary
ADVERTISEMENT	Liv's Apothecary website
DATE OF MEETING	23 April 2019
OUTCOME	Settled

Advertisement: The website advertisement for Liv's Apothecary advertised a product called the Women's World Tonic, "a specialized formula for womanly issues". The advertisement made a number of therapeutic claims about conditions the product could help alleviate, for example period pain, hormone imbalance and irregular periods.

The Chair ruled the complaint was Settled.

Complainant, M Honeychurch, said: The Liv's Apothecary web page for their Women's World Tonic (<https://www.livsapothecary.co.nz/womens-world-tonic/>) makes therapeutic claims about the tonic's ability to treat health conditions:

"It may help to alleviate period pain, irregular or heavy periods, and hormone imbalance. Paeony and Cramp bark target period pain by relaxing the muscles involved that cause cramping, while ginger is known to relieve pain. Chaste tree may increase progesterone levels, helping to balance female hormones as menstrual problems are often associated with high oestrogen and low progesterone.

Recommended for:

Period pain

Irregular periods

Heavy periods

Hormone imbalance

Poly Cystic Ovarian Syndrome (PCOS)**

The claims that this mixture of Paeony, Chaste tree, Licorice, Cramp bark and Ginger is able to treat multiple period issues, including pain, hormone imbalance and PCOS, have not been backed up with any evidence whatsoever, and so these claims appear to be in breach of the ASA's Therapeutic and Health Advertising Code Rule 2(a). Additionally, Principle 2 has been breached as this advert is likely to be untruthful and therefore misleading.

Principle 1 has also been breached, as it is socially irresponsible to make unsupported claims about a health product.

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 makes therapeutic claims which have not been backed up with any evidence.

The Chair acknowledged the Advertiser had removed the product from their website, after receiving the complaint.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the website, the Chair said 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.