

COMPLAINT NUMBER	19/130
COMPLAINANT	M Honeychurch
ADVERTISER	Nature in Balance
ADVERTISEMENT	Nature in Balance website
DATE OF MEETING	21 May 2019
OUTCOME	Settled

Advertisement: The Nature in Balance website contained an advertisement for the Bowen Technique, which made a number of therapeutic claims.

The Chair ruled the complaint was Settled.

Complainant, M Honeychurch, said: The Nature in Balance web page for their Bowen Therapy makes unsupported therapeutic claims about their Bowen Therapy service (<http://www.natureinbalance.co.nz/bowen.htm>):

"The Bowen Technique offers relief for people of all ages from conditions including:
Anxiety and stress-related conditions
Back pain, sciatica and spinal problems
Newborn baby problems (e.g. colic, feeding problems and sleep-related conditions)
Digestive and bowel problems (such as irritable bowel syndrome)
Fibromyalgia, chronic fatigue syndrome and ME
General muscle stiffness
Gynaecological conditions (such as heavy or painful periods, infertility, fibroids and menopausal problems).
Headaches and migraines
Hormonal imbalances
Joint problems (such as tennis elbow, frozen shoulder, ankle and knee injuries)
Post-dental trauma, temporo-mandibular joint problems and jaw disorders
Post-operative recovery
Respiratory conditions
Repetitive strain injuries and carpal tunnel syndrome
Sports injuries and whiplash"

None of these therapeutic claims have been backed up with evidence that Bowen Therapy is able to treat them, and given the nature of Bowen Therapy I am skeptical that evidence exists for these claims.

Rule 2(a) of the ASA's Therapeutic and Health Advertising Code has been breached by the lack of substantiation for these claims. Principle 2 has been breached, as these claims are likely to be misleading. Principle 1 is breached as it's socially irresponsible to make these kinds of therapeutic claims about an unproven therapy.

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 therapeutic claims which were not substantiated.

The Chair acknowledged the Advertiser decided to take down the website, after receiving the complaint.

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