

<b>COMPLAINT NUMBER</b>	19/177
<b>COMPLAINANT</b>	A Davies
<b>ADVERTISER</b>	Air Cycle
<b>ADVERTISEMENT</b>	Air Cycle poster
<b>DATE OF MEETING</b>	27 May 2019
<b>OUTCOME</b>	Settled

**Advertisement:** The poster for AirCycle, which was displayed on the wall at a pharmacy, said “AirCycle – Your easiest step to better health – Relieve arthritic pain, reduce swollen ankles, increase joint flexibility, build muscle strength...Helpful for Arthritis, diabetes, Parkinson’s ...”

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

**Complainant, A Davies, said:** This poster makes claims about how the AirCycle can help with a range of ailments including Arthritis, Parkinson’s Disease, Diabetes and Varicose veins. These are therapeutic claims and appear to breach the ASA’s therapeutic and health advertising code.

This advertising breaches Principle 2: Truthful Presentation as it is inaccurate and unsubstantiated. It also makes full testimonials in an advertisement directed towards consumers, breaching 2f.

The advertisement claims to help with very serious ailments that would be picked up on by very unwell consumers in desperate and vulnerable positions making factual statements about being able to help such conditions, breaching rule 1c.

This Poster was located in the Horowhenua Health Centre Pharmacy at 62 Liverpool Street, Levin.

**The relevant provisions were Therapeutic and Health Advertising Code - Principle 1, Principle 2, Rule 1(c), Rule 2(f)**

**The Chair** noted the Complainant’s concerns the advertisement made unsubstantiated claims about how the AirCycle can help a range of ailments.

The Chair noted 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.