

COMPLAINT NUMBER	19/181
COMPLAINANT	J Harper
ADVERTISER	Knox Rehab Clinic
ADVERTISEMENT	Knox Rehab Clinic website
DATE OF MEETING	19 June 2019
OUTCOME	Settled

Advertisement: The website advertisement for Knox Rehab Clinic included the following text: "What can our chiropractors do for you? The chiropractic doctors at Knox Rehab Clinic can assess and treat problems that are affecting: Joints, Muscles, Ligaments and tendons, Fascia, Nervous system, Organ function"

The Chair ruled the complaint was Settled.

Complainant, J Harper, said: The advertiser offers Chiropractic procedures.

The website clearly claims this will ,

"assess and treat problems that are affecting:

Joints, Muscles, Ligaments and tendons, Fascia, Organ function"

I have seen no reliable evidence that Chiropractic can reliably diagnose or treat any of these conditions.

In fact the Science based medicine

(<https://sciencebasedmedicine.org/reference/chiropractic/>) states,

"There is no credible evidence to support any of these [chiropractic] claims. Real subluxations (partial dislocations) show up on x-ray. Chiropractic subluxations dont....n over a century, chiropractic research has produced no evidence to support the postulates of chiropractic theory and little evidence that chiropractic treatments provide objective benefits" So This is I believe a breach of the ASAs Therapeutic Codes principle 2 and rule 2(a) that advertisements are truthful and claims shall be able to be substantiated.

It has also breached the Social Responsibility Principle because offering unproven and probably useless therapies will mean some patients with treatable conditions will be harmed by avoiding or delaying effective medical treatments.

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

The Chair noted the Complainant's concerns the advertisement was in breach of the Therapeutic and Health Advertising Code.

The Chair noted the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the text that was the subject of the complaint. 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 **No Grounds to Proceed**

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.