

COMPLAINT NUMBER	19/306
COMPLAINANT	M Honeychurch
ADVERTISER	Natural Wellbeing
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	18 September 2019
OUTCOME	Settled- advertisement removed

Advertisement: The website advertisement for Natural Wellbeing which promoted their Osteopathy service listed that by using the service it can treat “Headaches & Migraine. Fibromyalgia, Arthritic syndromes & Polymyalgia Rheumatica “

The Chair ruled the complaint was Settled.

Complainant, M Honeychurch, said: Natural Wellbeing make claims that their Osteopathy service can treat "Headaches & Migraine... Fibromyalgia, Arthritic syndromes & Polymyalgia Rheumatica". These claims have not been backed up with robust evidence, and therefore appear to breach the ASA’s Therapeutic and Health Advertising Code Rule 2(a), which requires that "claims shall be valid and shall be able to be substantiated", and furthermore that "Substantiation should exist prior to a claim being made". These unsubstantiated claims breach Principle 2 of the code, as they are "likely to mislead, deceive or confuse consumers" into thinking that this Osteopathy service will be able to treat the conditions listed above.

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

The Chair noted the Complainant’s concerns the advertisement made unsubstantiated claims about how their Osteopathy service could treat a range of health conditions.

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- advertisement removed**

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.