

<b>COMPLAINT NUMBER</b>	19/402
<b>COMPLAINANT</b>	D. Ryan
<b>ADVERTISER</b>	White Tui
<b>ADVERTISEMENT</b>	White Tui Digital Marketing
<b>DATE OF MEETING</b>	14 November 2019
<b>OUTCOME</b>	Settled

**Advertisement** The website advertisement for White Tui [www.whitetui.co.nz](http://www.whitetui.co.nz) promoted the benefits of homeopathic remedies.

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

**Complainant, D. Ryan, said in part:** White Tui is making claims with various products on their website that go against what the science says with homeopathic products. The weight of the scientific evidence shows there is no evidence for treating, healing, preventing, use as a vaccine for homeopathy. This is likely in breach of Advertising Standards Code, Principle 2, Rule 2 (b) Truthful presentation.

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

**The Chair** noted the Complainants concerns that the advertisement made unsubstantiated therapeutic claims which could be misleading in relation to homeopathic products that are available to purchase. The Chair also noted that upon receipt of the complaint, the Advertiser had made changes to the wording in the advertisement.

**The Advertiser White Tui said:** I have just returned from absence so trying to respond to your email that staff have downloaded. It will be a matter of rewording the script and we will advise our website manager.

The Product Canine Homeopathic Nosodes and Feline Homeopathic Nosodes will have the following wording deleted from the text:

"When you want an alternative to vaccinations without the side effects"

The text will now simply read "An oral homeopathic combination of nosodes of the following diseases.."

Product Bites & Stings Allergy Support.

Bites, sting & venomous things, reduce or put a halt to allergic conditions whilst waiting for medical treatment, it may save a life"

The text will now read.. A combination of homeopathic remedies that may assist in the treatment of insect bites, jellyfish and plant stings.

Product Worm Control

Text will be deleted and replaced by " a homeopathic combination that may assist in treating worms"

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in making changes to the website, 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- Changed**

#### **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.