

<b>COMPLAINT NUMBER</b>	19/448
<b>COMPLAINANT</b>	D Ryan
<b>ADVERTISER</b>	Brett Elliot's Ultimate Herbal Health
<b>ADVERTISEMENT</b>	Unaddressed Mail
<b>DATE OF MEETING</b>	9 January 2020
<b>OUTCOME</b>	Settled

**Advertisement:** The brochure for Brett Elliott's Ultimate Herbal Health included the following text: "...there have been reports from users of The Ultimate Herbal Health program of a reduction or relief of the following conditions: Acid reflux, Acne, Allergies, Arthritis, Asthma, back pain, bloating, boils, candida, chronic fatigue, constipation, Chrons disease, colitis, diverticulitis, eczema, edema, fatigue, gas, gout, headaches, heartburn, hemorrhoids, high cholesterol, high blood pressure, indigestion, irritable bowel, memory loss, mucus loss, mucous congestion, obesity, palpitations, parasites, psoriasis, sinusitis, skin conditions, stomach or peptic ulcers, ulcerative colitis, weight gain."

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

**Complainant, D Ryan, said:** Brett Elliot Ultimate Herbal Health is likely to break the Therapeutic and Health Advertising Code Principle 2, Rule 2(a). They are making claims that their program has helped their customers with a variety of problems; basically, it's a panacea. These are likely unsupported claims.

On their flier they say:

"...there have been reports from users of The Ultimate Herbal Health program of a reduction or relief of the following conditions:

Acid reflux, Acne, Allergies, Arthritis, Asthma, back pain, bloating, boils, candida, chronic fatigue, constipation, Chrons disease, colitis, diverticulitis, eczema, edema, fatigue, gas, gout, headaches, heartburn, hemorrhoids, high cholesterol, high blood pressure, indigestion, irritable bowel, memory loss, mucus loss, mucous congestion, obesity, palpitations, parasites, psoriasis, sinusitis, skin conditions, stomach or peptic ulcers, ulcerative colitis, weight gain.

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

The Chair noted the Complainant's concerns that it was unlikely the claims being made on the brochure could be substantiated.

The Chair observed that the Advertiser amended the brochure and removed the wording that was the subject of this complaint.

Given the self-regulatory action taken by the Advertiser, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled 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.