

<b>COMPLAINT NUMBER</b>	19/477
<b>COMPLAINANT</b>	D Ryan, for The Society for Science Based Healthcare
<b>ADVERTISER</b>	Healing House
<b>ADVERTISEMENT</b>	Digital Marketing
<b>DATE OF MEETING</b>	28 January 2020
<b>OUTCOME</b>	Settled

**Advertisement:** The website advertisement for Healing House ear candling service made a number of therapeutic claims: "Possible benefits of Ear Candling include: Ear Ache, Glue/Blocked Ears, Headaches, Sinus Problems, Blocked Nose, Sore Throats, Neck Pain, Ear Strain, Hayfever, Coughs, Whole Body Relaxation.

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

**Complainant, D Ryan, said:** Healing House has an ear candling service where they are making claims on their website that is likely to break the Advertising Standards Code, Principle 2, Rule 2 (b) and the Therapeutic and Health Advertising Code Principle 2, Rule 2(a).

On their ear candling page ([http://www.healinghouse.co.nz/s\\_ear.html](http://www.healinghouse.co.nz/s_ear.html)):

"Possible benefits of Ear Candling Including:

- Ear Ache
- Glue/Blocked Ears
- Headaches
- Sinus Problems
- Blocked Nose
- Sore Throats
- Neck Pain
- Ear Strain
- Hayfever
- Coughs"

"...the candle acts as a chimney and draws wax from the ear canal."

The scientific evidence doesn't show any benefits, only possible harms.

<https://www.healthline.com/health/cosmetic-safety/ear-candling>

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

**The Chair** noted the Complainant's concerns the website advertisement was making unsubstantiated claims.

The Chair acknowledged the Advertiser made changes to the website, after receiving the complaint, removing references which were of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending 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.