

COMPLAINT NUMBER	19/357
COMPLAINANT	M Honeychurch
ADVERTISER	Wong Doo Health Centre
ADVERTISEMENT	Wong Doo Health Centre
DATE OF MEETING	13 February 2020
OUTCOME	Settled

Advertisement: The website advertisement for Wong Doo Health Centre made a number of therapeutic claims about their acupuncture treatment.

The Chair ruled the complaint was Settled.

Complainant, M Honeychurch, said: The Wong Doo website (<https://www.wongdoo.co.nz/services/>) makes many therapeutic claims about the efficacy of their acupuncture service:

"Here are some examples of conditions that can be treated by Acupuncture:

Womens Health " Painful periods, PMS, infertility, cystitis

Musculoskeletal " Lower/upper back pain, tennis elbow, sciatica, arthritis, swollen joints, sports injuries

Respiratory " Sinus, hayfever, asthma, bronchitis

Gastrointestinal " Constipation, colitis, haemorrhoids, indigestion

Heart " Angina, palpitations, high and low blood pressure

Pregnancy " Morning sickness, breach births, reduced labour pains, placid babies

Neurological " Headaches, migraines, shingles, tinnitus

Miscellaneous " low energy, insomnia, CFS, stress, anxiety, smoking"

These claims are therapeutic in nature, and therefore come under the ASA's Therapeutic and Health Advertising Code.

The claims breach Rule 2 (a), as they have not been substantiated - and presumably substantiation wasn't available at the time the claims were made.

Principle 2 has been breached as the claims are likely to be misleading to the public.

Principle 1 has been breached as these claims of being able to treat serious conditions (such as infertility, cystitis, sciatica, arthritis, hayfever, asthma, bronchitis, angina, blood pressure issues, breach births, placid babies, shingles and tinnitus) are socially irresponsible.

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

The Chair

noted the Complainant's concern the advertisement made unsubstantiated therapeutic claims about their acupuncture treatment.

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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.