

COMPLAINT NUMBER	19/478
COMPLAINANT	M Honeychurch
ADVERTISER	The Colour Therapy Clinic
ADVERTISEMENT	The Colour Therapy Clinic website
DATE OF MEETING	26 February 2020
OUTCOME	Settled

Advertisement: The website advertisement for The Colour Therapy Clinic made a number of therapeutic claims about the benefits of colour therapy.

The Chair ruled the complaint was Settled.

Complainant, M Honeychurch, said: The "How it Works" page for The Colour Therapy Clinic (<https://www.colourtherapyclinic.com/how-it-works> - based in Te Awamutu), claims:

"With the correct and characteristic frequency, all bacteria, viruses, parasites, fungi and diseased tissues are destroyed by resonance...This system of Colour Healing is a new paradigm for the sick, especially for those who are doomed at present while being treated with orthodox medicine."

"Colour Therapy works by matching the frequency wavelength of a colour to that of a disease, virus or infection. Patients can spend days connected with a bracelet and wire to a coloured tabulation, which in time neutralises the disease."

"This system of Colour Healing removes bacterial and virus infections provided you complete the treatments."

"Colour Therapy removes microbes"

"Bloodstream infections are the easiest to remove because all the microbes circulate under the connection of the machine. Infections in organs and flesh take longer."

"Overdose is impossible with this treatment machine... It is completely free of all harmful effects. This means that there is no side effects either, so the treatment is 100% safe,"

"The latest electronic colour machine often removes infections faster than your body can take advantage of."

"Colour Therapy kills off disease organisms"

"These radio waves are harmless... You dont feel anything, there are no known side effects, it's totally harmless"

These claims are therapeutic, and also seem to be somewhat fantastical. No evidence is given that colour therapy can destroy all "bacteria, viruses, parasites, fungi and diseased tissues", or neutralise any disease. Therefore the ASA's Therapeutic and Health Advertising Code Rule 2(a), about truthful representation, has likely been breached. The claims have not been substantiated, and appear to be inaccurate.

In addition, Principle 2 has been breached as these claims are likely to be misleading, and lead consumers to believe that colour therapy can treat health issues.

Principle 1 has been breached, as it's socially irresponsible to make misleading claims about something as important as people's health.

The relevant provisions were Therapeutic and Health Advertising Code - Principle 1, 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.

The Chair

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 days of receipt of this decision.