

<b>COMPLAINT NUMBER</b>	19/481
<b>COMPLAINANT</b>	M Honeychurch for The Society for Science Based Healthcare
<b>ADVERTISER</b>	Ephraim Health
<b>ADVERTISEMENT</b>	Ephraim Health website
<b>DATE OF MEETING</b>	27 February 2020
<b>OUTCOME</b>	Settled

**Advertisement:** The website advertisement for Ephraim Health's CAA Multivitamin product contained a number of testimonials endorsing the product.

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

**Complainant, M Honeychurch, said:** The testimonials on E-Health's "CAA Multivitamin" product page (<https://ephraimhealth.co.nz/products/caa-multivitamin>) are misleading and dangerous. These two in particular are very worrying:

"Peter S. on Jul 18, 2019

CAA Multi

I have only been taking CAA sense Christmas this year. All the small cancer spots on my face have all vanished I am very impressed."

"GORDON B. on May 13, 2019

GREAT PRODUCT

Both of us are taking CAA Multi now for over 6 months and have recommended it to a large number of friends, especially people we know suffering with different forms of cancer. we were introduced to it by a neighbour whose brother had liver cancer some 3 years ago and now has no signs of the cancer. Whilst it may not be due to the CAA\_Multi, it certainly can't harm anyone as its contents are natural. We will continue to take it daily and continue to recommend it to others."

These claims are in breach of the ASA's Therapeutic and Health Advertising Code Rule 2(f) regarding testimonials. The claims have not been shown to be authenticated, genuine, current or typical, and are extremely dangerous because of their seriousness. The claims should be deleted from the website by its owners.

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

**The Chair** noted the Complainant's concerns the advertisement contained testimonials that were misleading.

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 calendar days of receipt of this decision.