

<b>COMPLAINT NUMBER</b>	20/099
<b>ADVERTISER</b>	Happy Valley Honey
<b>ADVERTISEMENT</b>	Happy Valley website
<b>DATE OF MEETING</b>	5 May 2020
<b>OUTCOME</b>	Settled

**Advertisement:** The website advertisement for Happy Valley Manuka Honey made a number of therapeutic claims.

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

**Complaint:** The webpage for Happy Valley's Manuka Honey UMF 5+ states that "You can also use honey to make your own face mask to treat acne, eczema or dry skin. Add it to your post-workout smoothie to reduce inflammation and get you through that mid-afternoon energy slump."

The claims that this honey can treat acne, eczema and dry skin, or reduce inflammation, have not been backed up with robust evidence, and it appears unlikely that good quality evidence (meta-studies, large scale trials) exists for these claims. As such, the claims breach the ASA's Therapeutic and Health Advertising Code Rule 2(a) - the claims have not been substantiated. Principle 2 has been breached, as the claims are likely to be misleading, and lead the average consumer to believe that they can treat skin conditions and inflammation with honey. Principle 1 has been breached, as it's socially irresponsible to make these kinds of claims without having a good evidence base.

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

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

The Chair noted the Advertiser had amended the website content after receiving this complaint, to support compliance with the Therapeutic and Health Advertising Code.

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.