

COMPLAINT NUMBER	20/136
ADVERTISER	Bodywise Natural Health and Beauty
ADVERTISEMENT	Bodywise Natural Health and Beauty Digital Marketing
DATE OF MEETING	8 July 2020
OUTCOME	Settled

Advertisement: The website advertisement for Bodywise Natural Health and Beauty included information under the headings: “Regain your health with natural remedies” and “Herbal relief for viral infections”.

The Chair ruled the complaint was Settled.

Complaint: This company claims on the website these three products provide herbal relief for viral infections. This is a therapeutic claim.

The website then goes on to say,

When viral infections take hold, early intervention with herbal medicine can be highly effective at reducing symptoms and complications.

In 2009 when the swine flu arrived in NZ we put together our Viral Ease herbal tonic. Since then we have helped people cope with a variety of viruses and the complications that can arise.

This is I believe a breach of the ASAs Therapeutic Codes principle 2 and rule 2(a) that advertisements are truthful and claims shall be able to be substantiated.

The claims regarding these three products are unlikely to be backed by any reliable evidence.

In fact the Science Based Medicine site reports a current study on Echinacea for coughs and colds produced completely negative results.

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

The Chair noted the Complainant's concerns the advertisement made unsubstantiated therapeutic claims which could be misleading.

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