

COMPLAINT NUMBER	20/355
ADVERTISER	Health 2000
ADVERTISEMENT	Health 2000 Digital Marketing
DATE OF MEETING	27 August 2020
OUTCOME	Settled

Advertisement: The Health 2000 website advertisement made therapeutic claims about their Colloidal Silver products. The advertisement included the following text: "Colloidal,Silver,Immunity,Cold,Flu,Cancer,Health,Benefits - Health 2000".

The Chair ruled the complaint was Settled.

Complaint: The HTML page for the Health 2000 shop page for Colloidal Silver (<https://www.health2000.co.nz/shop/health-bank/products/colloidal-silver>) is titled: "Colloidal,Silver,immunity,cold,flu,cancer,health,benefits"

Although this Title text (metadata) does not show up on the web page itself, it does show both in the browser tab and in Google search results for the page (see screenshots). The title, within <title> tags at the top of the page, can be seen by viewing the source of the page. You can view the source in a browser, or via a tool such as:

<https://www.joydeepdeb.com/tools/support/printcode.html?v=https://www.health2000.co.nz/shop/health-bank/products/colloidal-silver>

These claims, which appear to have been shortened and comma separated for the page title, seems to be saying that Health 2000's Colloidal Silver offers immunity against cold and flu, and that it has other health benefits, including helping with cancer.

These claims are obviously not backed up by evidence, and breach several of the ASA's Therapeutic and Health Advertising Code clauses, including Rule 2(a) (as the claims have not been substantiated), Principle 2 (as these claims are likely to be misleading to consumers) and Principle 1 (as it's socially irresponsible to be making cancer claims about a totally unproven "alternative" therapy such as colloidal silver).

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

THERAPEUTIC AND HEALTH ADVERTISING CODE

Principle 1: Social Responsibility: Therapeutic and Health advertisements shall observe a high standard of social responsibility particularly as consumers often rely on such products, devices and services for their health and wellbeing.

Principle 2: Truthful Presentation: Advertisements shall be truthful, balanced and not misleading. Advertisements shall not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust, exploit their lack of knowledge or without justifiable reason, play on fear. This includes by implication, omission, ambiguity, exaggerated or unrealistic claim or hyperbole.

Rule 2 (a) Truthful presentation: Advertisements shall be accurate. Statements and claims shall be valid and shall be able to be substantiated. Substantiation should exist

prior to a claim being made. For medicines and medical devices, therapeutic claims must be consistent with the approved indication(s) (for medicines) or the listed intended purpose (for medical devices).

The Chair noted the Complainant's concerns the metadata directing consumers to this advertisement was misleading and socially irresponsible. The Chair acknowledged the Advertiser had made changes to the metadata, after receiving this complaint, deleting all content from the relevant page and unpublishing the page completely.

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