

<b>COMPLAINT NUMBER</b>	20/338
<b>ADVERTISER</b>	Bloom Massage Therapy
<b>ADVERTISEMENT</b>	Bloom Massage Therapy website
<b>DATE OF MEETING</b>	31 August 2020
<b>OUTCOME</b>	Settled

**Advertisement:** The Bloom Massage Therapy website advertisement makes claims regarding the therapeutic benefits of massage.

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

**Complaint:** The website is claiming unsubstantiated claims that massage can help with infertility. That the massage therapist has used massage to help those get pregnant with 238 cases. This therapist is advertising to vulnerable populations with no evidence.

Claim: "special healing technique used to boost fertility in women who have had trouble conceiving"

Claim: "cleansing the bodys cells of metabolic waste products that could be impeding conception while enhancing delivery of hormones and nutrients essential for conception"

Claim: balancing and opening up the bodys conception energy both physically and spiritually

Claim: help resolve blockages in the fallopian tubes

Claim: regulating menstruation cycles back to a normal (28 days)

Rule 1 (b) Safety and Effectiveness - this statement has no evidence to back up this statement that these techniques help with fertility.

Claim: I have now had 238 fertility success stories! These ladies have fallen pregnant after one or more of my fertility massages which I am super proud of, its so worth a try if you are trying for a baby!

I have also had numerous clients with debilitating endometriosis pain become painfree for up to a year after 3 massages.

If you have a question regarding fertility massage or endometriosis massage please see FAQ's page.

Above goes against Rule 1 (c) Vulnerable audiences and

Rule 2 (a) Truthful Presentation

Evidence

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5868897/?fbclid=IwAR1LVDekgKxHI3JXpIH6xWpSyw0bN6HOC4utBnVLAIpa-e5-v7ve-XF2rXc>

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

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

The Chair acknowledged the Advertiser had 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.