

COMPLAINT NUMBER	20/027
ADVERTISER	NatuneHeal
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	11 September 2020
OUTCOME	Settled

Advertisement: The NatuneHeal digital marketing advertisement promotes their Spiritual Quantum Energy Healing. The advertisement states that as part of the 1st session, customers receive an initial consultation, chakra scan, chakra re balancing, sound frequency healing, energetic re balancing, and alignment quantum code activation

The Chair ruled the complaint was Settled.

Complaint: NatuneHeal is based in Wellington offer Biotuning Sound Frequency Therapy which they describe as “Osteophonic Treatments with Tuning Forks”. Exactly what they do with their tuning forks is not clear from the website description, although they say, “Tuning forks, singing bowls, drums, rattles and voice toning are just some of the Sound Healing tools...” They make several therapeutic claims for this treatment. I think this procedure comes under their heading of “Integrative Quantum Energy Healing” for which they charge \$79 for 90 minutes. It is, they say, “excellent for restoring flexibility and movement in the joints, ligaments, tissues, nervous system; and, for helping with painful or degenerative illnesses such as fibromyalgia, muscular dystrophy and others.” I think this is a breach of Therapeutic Codes rule 2(a) that advertisements are truthful and “claims shall be able to be substantiated.”

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

The Chair noted the Complainant’s concerns the advertisement made unsubstantiated therapeutic claims.

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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.