

<b>COMPLAINT NUMBER</b>	21/211
<b>ADVERTISER</b>	House of Health
<b>ADVERTISEMENT</b>	House of Health, Website
<b>DATE OF MEETING</b>	15 April 2021
<b>OUTCOME</b>	Settled- Advertisement removed

**Advertisement:** The House of Health website page under its services tab ([www.houseofhealth.co.nz/services/nutritional-services/quantum-nutrition/](http://www.houseofhealth.co.nz/services/nutritional-services/quantum-nutrition/)) made therapeutic claims about its Quantum Reflex Analysis Service. The website included a reference to physical trauma or an injury resulting in a scar (such as surgery or vaccinations) which can result in “on-going interference with the body’s natural energy flow which may inhibit healing.”

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

**Complaint:**

The text on this website claims that Quantum Reflex Analysis (QRA) Assessing the core of the problem and identifying the nutritional remedy required uses a university-proven Applied Kinesiology-type muscle testing technique (Bi-Digital O-Ring Test) of medically accepted reflex points. This is QRA Quantum Reflex Analysis. The only reference I was able to find to any evidence of University research was to Bob Marshall who developed "QRA" as a version of the Bi-Digital O-Ring Test BDORT which is a form of Applied Kinesiology (also a disproven form of alternative medicine) The "University" referred to was a nonaccredited correspondence school which was shut down in 2001: <https://quackwatch.org/related/tests/bdort/>

Furthermore, this site also includes misinformation about vaccinations which is particularly dangerous in the current climate.

I submit that this is in breach of:

Therapeutic and Health Advertising Code PRINCIPLE 2: TRUTHFUL PRESENTATION  
Rule 2 (a) Truthful Presentation

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

**The Chair** noted the Complainant was concerned the advertisement made misleading claims about Quantum Reflex Analysis including a reference to physical trauma or an injury resulting in a scar (such as surgery or vaccinations) which can result in “on-going interference with the body’s natural energy flow which may inhibit healing.”

The Chair accepted the complaint to go before the Complaints Board to consider whether the Therapeutic and Health Advertising Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser removed the website page and confirmed the wording will not be used again in its current form.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken to remove 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 – Advertisement removed**

**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.