

COMPLAINT NUMBER	21/209
ADVERTISER	Lynne Flood
ADVERTISEMENT	Lynne Flood website
DATE OF MEETING	7 May 2021
OUTCOME	Settled

Advertisement: Lynne Flood's website advertisement said "Quantum Reflex Analysis is a university-proven, advanced form of kinesiology, using medically accepted reflex points, to find out what is happening in the underlying organs and glands."

The Chair ruled the complaint was Settled.

Complaint: The text on this website claims that Quantum Reflex Analysis (QRA) "is a university-proven, advanced form of kinesiology, using medically accepted reflex points, to find out what is happening in the underlying organs and glands." 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/> When asked to provide evidence backing up the statement mentioned above, the advertiser declined. I submit that this is in breach of: Therapeutic and Health Advertising Code PRINCIPLE 2: TRUTHFUL PRESENTATION Rule 2 (a) Truthful Presentation Unless the statement can be substantiated, it is misleading to say that this is "university-proven". Also the advertise needs to clarify what they mean by "medically accepted reflex points"

The relevant provisions were Therapeutic and Health Advertising Code - Principle 2, 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 cooperative 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.