

COMPLAINT NUMBER	21/311
ADVERTISER	Natune Heal
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	16 June 2021
OUTCOME	Settled

Advertisement: This website advertisement for Natune Heal' Ayurda Arth Oil' shows a zoomed in image of the oil showing the label: "Ayurda, ayurvedic health care.,Arth Oil. For joint, back and muscular pain. Ayurvedic herbal ingredients net contents 100mls."

The Chair ruled the complaint was Settled.

Complaint: Natune's advert for their Arth Oil makes the following claims:

"Ayurveda, the ancient health science of India has identified a number of herbs that can relieve inflammation from soft tissue damage, which have been brought together to create this safe and natural topical formulation.

Gandapura (Gaultheria fragrantissima) is an important Ayurvedic herb for relieving joint pain, muscular spasms, sprains and rheumatism while the cold energy of Kapoor (Cinnamomum camphora) helps relieve inflammation from affected areas."

These claims, specifically that the oil can relieve inflammation from soft tissue damage and relieve joint pain, muscular spasms, sprains and rheumatism, appear to be in breach of the ASA's Therapeutic and Health Advertising Code Rule 2(a). This is because the claims have not been substantiated. They also breach Principle 2, as they are likely to mislead consumers with this misinformation.

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

The Chair noted the Complainant's concerns the advertisement made claims that were not substantiated and appeared to be misleading.

The Chair acknowledged the Advertiser had amended the advertisement after receiving the complaint.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled 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.