

<b>COMPLAINT NUMBER</b>	21/429
<b>ADVERTISER</b>	Calder Chiropractic Centre
<b>ADVERTISEMENT</b>	Calder Chiropractic Centre
<b>DATE OF MEETING</b>	15 September 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The Calder Chiropractic Centre web page focuses on the Applied Kinesiology service. It elaborates on the method of diagnosis and possible treatments that can come out of this. At the bottom of the page, there is a disclaimer that Applied Kinesiology is not a stand-alone diagnostic tool.

**The Chair the complaint was Settled.**

**Complaint:** I submit that the information on this web page is in breach of the Therapeutic and Health Advertising Code, PRINCIPLE 2: TRUTHFULPRESENTATION: Rule 2 (a) Truthful Presentation. It states: "WHAT IS APPLIED KINESIOLOGY? Applied Kinesiology (AK) is a form of diagnosis through muscle testing to examine how a person's body is functioning. In Applied Kinesiology the practitioner uses muscle testing as part of the diagnostic procedure as an indicator tool to assess the body's structural, chemical or emotional aspects of health and identifies how well a person's body is functioning. Most commonly the practitioner will find a muscle which tests "weak" and thus attempts to investigate what is causing the muscle to function ineffectively. AK utilises the triad of health to explain health problems that arise. The triad of health is represented by an equilateral triangle which evaluates the structural, chemical and mental aspects of health. Treatments may involve specific joint manipulation or mobilisation, various myofascial therapies, cranial techniques, meridian and acupuncture skills, clinical nutrition, dietary management, counselling skills, evaluating environmental irritants and various reflex procedures. AK is not a stand-alone diagnostic tool but is used in conjunction with other diagnostic testing. For more information go to [www.icak.com](http://www.icak.com)" There is currently no credible scientific evidence which proves that Applied Kinesiology can be reliably used to made any assessment or diagnosis.

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

**The Chair** noted the Complainant's concern the advertisement is making unsubstantiated therapeutic claims which could be misleading.

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

The Advertiser had amended the advertisement. Given 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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.