

COMPLAINT NUMBER	21/424
ADVERTISER	Be Well Chiropractic Studio
ADVERTISEMENT	Be Well Chiropractic Studio website
DATE OF MEETING	28 September 2021
OUTCOME	Settled

Advertisement: The Be Well Chiropractic Studio web page provides information about Applied Kinesiology. It gives a brief summary of its purpose, the issues that it can and cannot address, and background about how it was developed. Towards the bottom of the page, it highlights several holistic health practices and techniques that are used to treat issues found through Applied Kinesiology.

The Chair ruled the complaint was Settled.

Complaint: I submit that this this advertiser has information on their website which in is breach of PRINCIPLE 2: TRUTHFUL PRESENTATION: Rule 2 (a) Truthful Presentation In relation to the practice of "Applied Kinesiology", they state: "Applied Kinesiology™ is a form of diagnosis that utilises muscle testing to normalise, strengthen, and balance the body. It is used to examine how a person's body is functioning on a structural, chemical or emotional level. Applied Kinesiology is used to address issues within the endocrine, immune, digestive, crainiosacral, nervous and musculoskeletal systems. It does not detect disease or pathology but looks to address a poorly functioning body through structural and tonal adjustments, dietary and lifestyle changes, and nutritional supplements. Applied Kinesiology is a great tool Dr. Sarena uses to help you get well and stay well. Applied Kinesiology uses a variety of assessment and treatment techniques to address weakened and strained muscles. This can include muscle testing, meridian therapy, joint mobilisation, myofascial techniques, CranioSacral-based techniques, and reflexology. Applied Kinesiology was developed in 1964 by chiropractor Dr. George Goodheart, based on his experiences and skills in chiropractic, Chinese meridian theory, joint mobilisation, myofascial therapy, reflexology theory and techniques, nutrition, and craniosacral techniques. Components of all of these techniques can be found in Applied Kinesiology." There is currently no credible scientific evidence that Applied Kinesiology is is in any way effective for "examin(ing) how a person's body is functioning on a structural, chemical or emotional level" nor has it been proven that it is a reliable method for advising a person's diet or nutritional needs

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 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.