

COMPLAINT NUMBER	21/336
ADVERTISER	Turmerix
ADVERTISEMENT	Turmerix Website
DATE OF MEETING	30 September 2021
OUTCOME	Settled

Advertisement: The website for TurmeriX <https://nzbuyturmerix.com/> promotes the benefits of taking the product and includes testimonials.

The Chair ruled the Complaint was Settled.

Complaint: The about page for TurmeriX (<https://nzbuyturmerix.com/pages/about>) makes claims about the efficacy of their products:

"Our goal at TurmeriX is to help you to live your best life, pain-free and full of energy."

"TURMERIC IS COMMONLY KNOWN AS AN ANTI-INFLAMMATORY ASSISTANT DUE TO ITS BIO-ACTIVE COMPOUNDS"

"The curcumin within turmeric is a natural anti-inflammatory that can help reduce inflammation in the body. With turmeric being the main component of our product range, the TurmeriX blend is a safe and easy to consume turmeric powder."

"TurmeriX offers our customers the choice to use a natural product, not drugs, to manage health challenges and inflammation in the body."

"Can you imagine not needing to rely on certain man-made drugs for the next 40 years of your life?"

These claims appear to breach the ASA's Therapeutic and Health Advertising Code Rule 2(a), as they have not been substantiated. It's been well known for a while now that turmeric is unlikely to have therapeutic properties (<https://www.chemistryworld.com/features/separating-turmeric-fact-from-fiction/4010612.article>), and so claims that it can help you live a "pain-free" life and that it is "anti-inflammatory" are likely to be inaccurate.

These claims also breach Principle 2 of the code, as they are not balanced and are likely to mislead the average consumer into thinking that TurmeriX products will help them with pain and inflammation.

Additionally, "Can you imagine not needing to rely on certain man-made drugs for the next 40 years of your life?", "TurmeriX offers our customers the choice to use a natural product, not drugs" and "We want people to know that they have a choice to use food instead of drugs." are pretty bold claims that TurmeriX can be an effective replacement for consumers' prescription drugs - and those kinds of claims are obviously dangerous as well as wrong.

Rule 1(b) is likely breached by the claim that the products are "safe and easy to consume".

There are also testimonials within the advert:

"Turmeric is an amazing spice that has different reactions and health benefits for each individual. Up to a tablespoon a day can make a huge impact on your daily life, just like it did mine."

"We love seeing messages telling us how they feel "less depressed and anxious," are "sleeping better," or their "Gord [reflux] has disappeared - no more drugs."

These testimonials likely breach Rule 2 (f) of the code.

Finally, the disclaimer at the bottom of the page seems pretty incongruous given the strong claims TurmeriX appears happy to make about the efficacy of the products they sell:

"The information on this website is not intended to replace a one-on-one relationship with a qualified healthcare professional and is not intended as medical advice. The material appearing on the website is for educational use only."

The relevant provisions were Therapeutic and Health Advertising Code - Principle 1, Principle 2, Rule 1(b), Rule 2(a), Rule 2(f)

The Chair noted the Complainant was concerned the website advertisement was making unsubstantiated therapeutic claims.

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 has amended the content of the advertisement to address the issues raised in the complaint and agreed not to use the original advertisement content again. The Chair confirmed this ruling applied to the website advertisement before her but noted that if the same content appeared in other advertising, it should be removed to support code compliance.

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

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.