

<b>COMPLAINT NUMBER</b>	17/365
<b>COMPLAINANT</b>	D. Ryan
<b>ADVERTISER</b>	Shakti Acupressure Mat NZ
<b>ADVERTISEMENT</b>	Shakti Mat, Website
<b>DATE OF MEETING</b>	18 October 2017
<b>OUTCOME</b>	Settled

**Advertisement:** The advertisement for the Shakti Acupressure Mat NZ which appeared on the Go Green website ([www.gogreenexpo.co.nz](http://www.gogreenexpo.co.nz)) made therapeutic claims about the benefits of the mat.

**The Chair ruled the complaint was Settled.**

**Complainant, D. Ryan, said:** On The Shakti Mat product popup, it quotes: "The Shakti Mat is an acupressure mat that is designed for prevention, reduction or complete elimination of stress, sleep problems and back pain, by encouraging circulation, muscle recovery and relaxation."

There was a complaint settled this year against The Shakti mat: 17/088.

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

**The Chair** noted the Complainant's concern the advertisement made unsubstantiated therapeutic claims.

The Chair noted the Advertiser rephrased the claims made in the advertisement in order to comply with the Advertising Codes of Practice.

Noting the self-regulatory action of the Advertiser in amending the advertisement, the same outcome required if the complaint was Upheld, the Chair said it served no further purpose to place the matter before the Complaints Board for a determination and ruled the matter was Settled.

Accordingly, the Chair ruled to Settle the complaint.

**Chair's Ruling:** Complaint **Settled**