

COMPLAINT NUMBER	18/288
COMPLAINANT	R Goulstone
ADVERTISER	Century Mail
ADVERTISEMENT	Body Cleanse Japanese Foot Patches Print
DATE OF MEETING	24 September 2018
OUTCOME	Settled

Advertisement: The newspaper advertisement for Body Cleanse Japanese Foot Patches was written in the form of a newspaper article. The heading said: “Cleanse your body while you sleep!” The text included the following: “What happens is the whole metabolic, and digestive system begins to fire on all cylinders, and the result is a powerful boost to energy levels! ... Just pop them on, and ... in the morning ... you’ll see all the rubbish that has passed through your system. The darker the patches, the better”.

The Chair ruled the complaint was Settled.

Complainant, R Goulstone, said: They are making invalid claims about this health product there is no way it can do what it claims. It is physiologically impossible. They claim it cleanses your body it doesn't. It provides zero health benefits it is a complete scam. It has been proven not to work as you can get the patch to change to black by simply adding moisture and heat without ever touching the body. They say incredible health benefits this is outrageously false and misleading. I'm disappointed the Herald would print an advertisement that is obviously a scam.

The relevant provisions were Therapeutic and Health Advertising Code - Principle 1, Principle 2.

The Chair noted the Complainant's concerns the advertisement made misleading unsubstantiated claims about Body Cleanse Japanese Foot Patches.

The Chair noted the Advertiser has advised the ASA Secretariat it has ceased advertising this product, following receipt of this complaint.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing 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 via email or letter within 14 days of receipt of this decision.