

COMPLAINT NUMBER	19/003
COMPLAINANT	N Smith
ADVERTISER	Sportsfuel Supplements NZ
ADVERTISEMENT	Sportsfuel Supplements NZ Digital Marketing
DATE OF MEETING	22 January 2019
OUTCOME	Settled

Advertisement: The Sportsfuel Supplements NZ Facebook advertisement for Cort RX made therapeutic claims that with Cort RX you could “detoxify your liver, lose weight, get better sleep, reduce pain and inflammation and boost your immune system”.

The Chair ruled the complaint was Settled.

Complainant, N Smith, said: This ad makes unsubstantiated therapeutic claims. It claims that their product will "Detoxify your liver, lose weight, get better sleep, reduce pain and inflammation and boost your immune system" and "balance out your cortisol levels" but this is a herbal supplement. The website provides no ingredients list so there is no way to substantiate their claims.

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

The Chair noted the Complainant’s concerns the advertisement made unsubstantiated therapeutic claims about the product Cort RX.

The Chair acknowledged the Advertiser had removed the advertisement from their Facebook page and agreed not to use the advertisement in that form in future.

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 **No Grounds to Proceed**

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.