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| COMPLAINT NUMBER | 19/073 |
| COMPLAINANT | D Ryan |
| ADVERTISER | The Healing Company |
| ADVERTISEMENT | The Healing Company website |
| DATE OF MEETING | 8 March 2019 |
| OUTCOME | Settled |

Advertisement: The Healing Company website said: "The Healing Company offers high quality energy healing Brennan Healing Science (BHS) to help relieve you of stress, anxiety, depression, spiritual and emotional pain... My experience with this healing modality is that it can relieve very real emotional and physical symptom of illness and disease."

The Chair ruled the complaint was Settled.

Complainant, D Ryan, said: The Healing Company breaks Therapeutic and Health Advertising Code, principle 2, Rule 2(a) by "Brennan Healing Science (BHS)" therapeutic claims on their website.

They say:

"The Healing Company Ltd offers high quality energy healing Brennan Healing Science (BHS) to help relieve you of stress, anxiety, depression, spiritual and emotional pain."

"My experience with this healing modality is that it can relieve very real emotional and physical symptoms of illness and disease."

"Brennan Healing Science practitioners have over two thousand hours of training and facilitate physical healing of many disease conditions, quicken recovery from surgery and trauma, reduce pain, and assist with emotional, psychological and spiritual healing."

<http://thehealingcompany.co.nz/about-us/>

"We help relieve you of stress, anxiety, depression, relationship issues, Emotional and Spiritual pain"

<http://thehealingcompany.co.nz/>

I've found little scientific evidence which backups these therapeutic claims.

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

The Chair noted the Complainants concerns the website advertisement made therapeutic claims which couldn't be substantiated.

The Chair acknowledged the Advertiser made changes to the website, after receiving the complaint, removing references which were of concern.

Given the Advertiser's co-operative 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 via email or letter within 14 days of receipt of this decision.