

<b>COMPLAINT NUMBER</b>	19/077
<b>COMPLAINANT</b>	M Honeychurch
<b>ADVERTISER</b>	Manutuke Herbs
<b>ADVERTISEMENT</b>	Manutuke Herbs website
<b>DATE OF MEETING</b>	20 March 2019
<b>OUTCOME</b>	Settled

**Advertisement:** The website advertisement for Manutuke Herbs said “Exma Ease is a soothing all natural vegetable based cream to apply to areas that are troubled by eczema. Exma Ease is safe to use on all age groups... Remember creams do not fix the cause – but they are soothing and can help greatly with healing...”

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

**Complainant, M Honeychurch, said:** The web page for Exma Ease cream from Manutuke Herbs makes a therapeutic claim that the cream can "help greatly with healing": "Exma Ease is a soothing all natural vegetable based cream to apply to area that are troubled by eczema. Exma Ease is safe to use on all age groups. Exma Ease cream is hand made and most of the ingredients are certified organic. Apply as often as needed. Remember creams do not fix the cause but they are soothing and can help greatly with healing." This claim breaches the ASA's Therapeutic and Health Advertising Code Principle 2, as there is no evidence that this cream can help in any way with healing related to eczema. Rule 2(a) is breached, as this claim has not been substantiated. Principle 1 is breached, as it's socially irresponsible to make untrue health claims of this kind. Rule 1(b) is breached, as the advert claims that the product "is safe to use on all age groups".

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

**The Chair** noted the Complainant's concerns the advertisement made therapeutic claims that have not been 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.