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| COMPLAINT NUMBER | 19/121 |
| COMPLAINANT | R Tomes |
| ADVERTISER | Natural Pet |
| ADVERTISEMENT | Fear Less, Digital Marketing |
| DATE OF MEETING | 27 March 2019 |
| OUTCOME | Settled – advertisement amended |

Advertisement: The Natural Pet website advertisement, www.naturalpet.co.nz, promotes its Fear Less homeopathic stress relief treatment for animals. It states the treatment “has been designed to help calm a stressed animal.”

The Chair ruled the Complaint was Settled.

Complainant, R Tomes, said: The advertiser, Paulette Carpenter, operator of the site naturalpet.co.nz makes clear claims of efficacy regarding the so-called 'Fear less' treatment for pets.

The claims are specifically: "Fear Less has been designed to help calm a stressed animal.", and "If this preparation fails to alleviate the condition being treated..."

On the 'How to use' section, it reads "If this preparation fails to alleviate the condition being treated..."

On the associated page: <https://www.naturalpet.co.nz/blog/fear-loud-noises-cats-dogs.html> It is clearly written: "Fear Less, it is homeopathic and herbal blend that works well at calming your pet down when in these stressful situations."

These are all clear statements promoting the apparent efficacy of the treatment.

The 'treatment' is listed as 'homeopathic'. By definition, homeopathy contains no active ingredients, and is universally accepted by the scientific community as being utter bunk.

It is not for me to prove that it doesn't work, however. The onus of proof is squarely on the shoulders on the party making the claims.

There is no supporting evidence for the claims, so therefore I submit that the claims breach the Advertising Code of Ethics, Basic Principle 3, in that it is misleading or deceptive. It also breaches the Therapeutic and Health Advertising Code, Rule 2(a), in that claims are unsubstantiated.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b);

The Chair noted the Complainants concerns the website advertisement made unsubstantiated therapeutic claims about its homeopathic stress relief treatment for animals which could be misleading.

The Chair acknowledged the Advertiser made changes to the website, after receiving the complaint, removing or amending 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 – advertisement amended**

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.