

COMPLAINT NUMBER	19/127
COMPLAINANT	D Ryan
ADVERTISER	Tea House
ADVERTISEMENT	Tea House, Flyer
DATE OF MEETING	15 April 2019
OUTCOME	Settled – advertisement removed

Advertisement: The Tea House flyer advertisement says "Health Benefits of Real Tea" and lists a number of benefits such as antioxidants, antiaging properties, reducing heart attacks and strokes, increasing metabolism and strengthens the immune system.

The Chair ruled the complaint was Settled.

Complainant, D Ryan, said: The Tea House breaks Therapeutic and Health Advertising Code, principle 2, Rule 2(a) by the many therapeutic claims on their flier.

They say: "Health Benefits of Real Tea Abundance of Antioxidants ... which are known to prevent various cancer. They are also known to have antiaging properties."

"Reduce risk of heart attacks and strokes - Drinking tea is known to help keep the arteries and capillaries smooth and clot free.

Protects bones - Tea's beneficial phytochemicals help strengthen and improve bone density.

Fights Plaque - Fluoride and tannins contained in tea can help keep plaque at bay.

Immunity Boost - Tea strengthens immunity system of the body to fight against infection."

"Increases metabolism (helping weight loss) - Tea is effective in increasing the body's metabolic rate, helping in the process of weight loss."

I'm sceptical of the claims listed here. Some of these therapeutic claims might have some truth for some teas in special cases. Tea House should prove that their teas have enough of the certain chemical(s) to make these therapeutic claim(s) in average drinking amounts.

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

The Chair noted the Complainant's concern the advertisement was making unsubstantiated therapeutic claims about the benefits of tea, which were misleading.

Upon receipt of the complaint, the Advertiser has confirmed it has removed the flyer from circulation and will ensure that any future advertising adheres to the ASA's Therapeutic and Health Advertising Code.

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 – advertisement removed**

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.