

COMPLAINT NUMBER	19/129
COMPLAINANT	M Honeychurch
ADVERTISER	Nature in Balance
ADVERTISEMENT	Nature in Balance website
DATE OF MEETING	21 May 2019
OUTCOME	Settled

Advertisement: The Nature in Balance website contained an advertisement about uropathy (urine therapy) which said “Urine Therapy is definitely not something people like to talk about, unless it has saved their life. Examples are those people that cured their warts, chilblains or other skin diseases with this super juice.”

The Chair ruled the complaint was Settled.

Complainant, M Honeychurch, said: The Nature in Balance page on their Urine Therapy service (<http://www.natureinbalance.co.nz/uropathy.htm>) suggests that warts, chilblains, gangrene and poisoning can be treated by drinking one’s own urine. These therapeutic claims are not just unsupported, but are also dangerous (<https://www.healthline.com/health/drinking-urine>). Rule 2(a) of the ASA’s Therapeutic and Health Advertising Code has been breached by the lack of substantiation for these claims. Principle 2 has been breached, as these claims are likely to be misleading. Principle 1 is breached as it’s socially irresponsible to make these kinds of dangerous therapeutic claims about an unproven therapy.

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

The Chair noted the Complainant’s concerns the advertisement made therapeutic claims which were not substantiated.

The Chair acknowledged the Advertiser decided to take down the website, after receiving the complaint.

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**

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.