

COMPLAINT NUMBER	19/139
COMPLAINANT	J Harper
ADVERTISER	Barbara Ward Homeopathy Clinic
ADVERTISEMENT	Barbara Ward Homeopathy website
DATE OF MEETING	30 April 2019
OUTCOME	Settled

Advertisement: The website advertisement for Barbara Ward Homeopathy said: "Homeopathy can be used for first aid and common acute conditions, for example coughs, colds, influenza, childhood illnesses, headaches and stomach disorders. Treatment also works for long-standing chronic conditions such as asthma, allergies, high blood pressure, arthritis and women's health concerns. Emotional and mental disturbances, including behavioural problems in children, depression, anxiety and phobias can be treated successfully with homeopathy."

The Chair ruled the complaint was Settled.

Complainant, J Harper, said: Ward uses homeopathic products on her clients and claims "Homeopathy can be used for first aid and common acute conditions, for example coughs, colds, influenza, childhood illnesses, headaches and stomach disorders. Treatment also works for long-standing chronic conditions such as asthma, allergies, high blood pressure, arthritis and women's health concerns. Emotional and mental disturbances, including behavioural problems in children, depression, anxiety and phobias can be treated successfully with homeopathy. Homeopathy is an effective medicine which helps the natural tendency of the body to heal itself. Symptoms of ill health are signs of disharmony within the whole person. It is the person who needs treatment, not the disease." There is no reliable evidence homeopathy treats any of these illnesses, so she has breached the ASA's Therapeutic Codes principle 2 and rule 2(a) that advertisements are truthful and claims shall be able to be substantiated.

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

The Chair noted the Complainant's concerns the advertisement made health claims which could not be substantiated.

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.