

COMPLAINT NUMBER	19/155
COMPLAINANT	M Honeychurch
ADVERTISER	Salt Cave
ADVERTISEMENT	Salt Cave, Digital Marketing
DATE OF MEETING	18 June 2019
OUTCOME	Settled – advertisement amended

Advertisement: The Salt Cave digital marketing advertisement, [www.saltcavenz.co.nz/product](https://saltcavenz.co.nz/product) describes the various health benefits of the Himalayan Salt Lamp, Salt Inhalers, Salt Detoxer and Himalayan Salt and Granules.

The Chair ruled the complaint was Settled

Complainant, M Honeychurch, **said:** The Salt Cave NZ's products page (<https://saltcavenz.co.nz/product/>) makes therapeutic claims about various salt products that it sells. These claims include:

"Himalayan Salt Lamp: let's take a look at the top 10 benefits of the Himalayan Salt Lamp: Reduce Allergy & Asthma Symptoms, Eases Coughing, Better Sleep, Improve Mood & Concentration, Treat Seasonal Affective Disorder, Himalayan Salt Inhalers:

As you breathe, natural moisture in the air absorbs the salt particles into the lungs, which can help with sinus problems, asthma, the common cold, allergies, hay fever and congestion. Unlike steroid inhalers and other pharmaceutical drugs, this therapeutic approach offers absolutely no negative side effects.

9 Health Benefits of Salt Inhalers: Helps with Sinus Ailments, Supports Harmful Organism Cleansing, May Help Reduce Swelling and Redness, May Help Lower Blood Pressure, Deepens Breath Capacity and Promotes Mental Calmness, Aids in Promoting Sound Sleep. May Help Reduce Mucus Build Up, Moisturizes Dry Mucous Membranes.

Himalayan Salt Detoxer: When the Himalayan Salt Detoxer is warmed, the salt releases negative ions that are anti-microbial, air purifying, skin purifying and that promote a sense of well being. Purifying the air by binding positive ions helps dust and allergens to settle. The warmth of the stone causes the feet to sweat, allowing the salt to purify and cleanse. Toxins are pulled out and minerals pulled in, thus decreasing unhealthy acidity. This also helps ease tiredness, aching, and symptoms of stress caused by over-exertion. The Himalayan Salt Detoxer helps to re-attune the body to the Schumann resonance, sometimes called the heart beat of Mother Earth which helps ease nervousness, insomnia and lack of concentration while helping to clear cancer causing free radicals from the body.

Himalayan Salt & Granuals: Himalayan salt can help: Regulate the water content throughout your body, Assist in the generation of hydroelectric energy in cells in your body, Prevent of muscle cramps, Regulate your sleep, Regulate your blood pressure with sufficient water and potassium intake."

These claims are unsupported by any evidence, and appear to be without merit. Claiming that salt, either as a lamp, inhaler, detoxer or granuals [sic], can help with allergies, asthma,

SAD, sinus issues, swelling, blood pressure issues, sleep, mucus, stress, cancer or cramps seems to be stretching the truth at the very least.

This advert breaches Rule 2(a), as the claims have not been substantiated - and presumably weren't substantiated at the time the claims were made. Principle 2 has been breached, as the claims are likely to be misleading to consumers.

Rule 1(b) has been breached by the claim that "Unlike steroid inhalers and other pharmaceutical drugs, this therapeutic approach offers absolutely no negative side effects."

Principle 1 has been breached as these claims, which have absolutely no evidence to back them up and are likely to be untrue and misleading, are socially irresponsible.

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 concern that the Advertiser's website contained unsubstantiated therapeutic claims about the benefits of various salt products which were misleading.

The Chair acknowledged the Advertiser had made changes to the website, 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 website, 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.