

<b>COMPLAINT NUMBER</b>	19/175
<b>COMPLAINANT</b>	M Honeychurch
<b>ADVERTISER</b>	NZ Acupuncture Wellness
<b>ADVERTISEMENT</b>	NZ Acupuncture Wellness website
<b>DATE OF MEETING</b>	21 June 2019
<b>OUTCOME</b>	Settled

**Advertisement:** The website advertisement for NZ Acupuncture Wellness made a number of therapeutic claims about the benefits of moxibustion.

**The Chair ruled the complaint was Settled.**

**Complainant, M Honeychurch, said:** NZ Acupuncture Wellness makes therapeutic claims about their Moxibustion Therapy service (at <https://www.nzaw.co.nz/treatments.html>):

"Moxibustion Therapy

It is particularly known for its ability to turn breeched babies, also has many other benefits. Moxa is used with certain health issues where there are deficiencies of energy. Moxibustion can also help with joint pain, arthritis, diarrhea, kidney stones, menstrual cramps, infertility, sperm motility and more"

None of these claims have been backed up by good quality evidence. Therefore the claims appear to be in breach of Rule 2(a) of the ASA's Therapeutic and Health Advertising Code Rule 2(a). These claims are socially irresponsible, given that they would likely lead the average consumer to believe that burning herbs against the skin can help with joint pain, arthritis, diarrhea, kidney stones, menstrual cramps, infertility, sperm motility and breeched babies. This is in breach of Principle 1 of the code.

**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 was in breach of the Therapeutic and Health Advertising Code.

The Chair noted the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the text that was the subject of the complaint. The Chair said 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.