

COMPLAINT NUMBER	19/228
COMPLAINANT	J Harper
ADVERTISER	Earth Energies
ADVERTISEMENT	Earth Energies website
DATE OF MEETING	1 August 2019
OUTCOME	Settled

Advertisement: The website advertisement for Kawa Magic Wart Removal Cream said: “Our customers find Kawa Magic “magic” in removing warts & other various fungal infections.”

The Chair ruled the complaint was Settled.

Complainant, J Harper, said: WARTS

Warts are caused by a virus, and even standard medical treatments are not always effective at eliminating an infestation of warts because a single wart may vanish but then be replaced with another in a different location. Warts can also spontaneously disappear with no treatment. Salicylic Acid is considered the most effective treatment. The Cochrane Collaboration describe this as a modest beneficial effect, while the use of liquid nitrogen (Cryotherapy) is “more limited and less consistent than Salicylic acid[1]. There is little or no evidence for any other treatments such as using duct tape.

References all are 2019 summaries

1 Cochrane Collaboration

<https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD001781.pub3/full?highlight=abstract=withdrawn%7Cwarts%7Cwart>

2 Science Based Medicine <https://sciencebasedmedicine.org/wishing-away-warts/>

3 Mayo Clinic <https://www.mayoclinic.org/diseases-conditions/common-warts/diagnosis-treatment/drc-20371131>

4 Harvard Medical School <https://www.health.harvard.edu/diseases-and-conditions/how-to-get-rid-of-warts>

Earth Energies state their product is

"A successful blend with usually fast results.

(for best results, start using on the full moon for 2 weeks, repeat on the next full moon if required.)"

This is I believe a breach of the ASAs Therapeutic Codes principle 2 and rule 2(a) that advertisements are truthful and claims shall be able to be substantiated.

They have not backed up their claims with any reliable and credible evidence.

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

The Chair noted the complainant’s concerns the advertisement made unsubstantiated claims about how the Kawa Magic Wart Removal Cream is “magic” in removing warts & other various fungal infections.”

The Chair noted 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.