

COMPLAINT NUMBER	20/113
ADVERTISER	The Healing Haven
ADVERTISEMENT	The Healing Haven Digital Marketing
DATE OF MEETING	31 March 2020
OUTCOME	Settled

Advertisement: The website advertisement for The Healing Haven contained health and therapeutic claims in relation to homeopathic products which helped protect against COVID 19.

The Chair ruled the complaint was Settled

Complaint: On The Healing Haven's website page titled "The Season of Coronavirus" (<https://healinghaven.co.nz/the-season-of-coronavirus-homeopathic-support-for-healthy-functioning/>), claims are made about the effectiveness of homeopathy in protecting against viral issues, along with the promotion of several homeopathic products (including Anas Barb 200c, Gelsemium and Merc sol).

"Homeopathy had a 98% success rate in the 1918 flu epidemic. Why would you not use it at the first sign of your body needing support to come into balance?"

"I have seen clients in respiratory distress, when nothing else was working, respond to homeopathy."

"Anas Barb 200c

French Physician, Joseph Roy, discovered this in 1918 during the Spanish Influenza outbreak. Dr Roy found a strange microbe in the blood of flu patients. He also found the same microbe in the blood of people with other diseases too. Diseases such as syphilis, gonorrhoea, tuberculosis, and cancer. Also those with eczema, herpes, arthritis and mumps too.

He injected blood containing this microbe into rats. The rats would show flu-like symptoms. On moving to Paris, Dr Roy made friends with homeopath Léon Vannier. Together they decided to make a homeopathic remedy from this microbe.

The Anas barb remedy today is made from the liver of a muscovy duck which contained the microbe. Interestingly, water birds tend to host a bunch of viruses. They are also the most resistant to infection.

I recommend to all my clients to take this remedy once per month throughout the cold and flu season. It supports the healthy functioning of the immune system. I work with clients in winter all day that have winter illnesses and last year I did not get sick at all."

Although these claims are interspersed with liberal use of the softening word "support", I believe that, given the extraordinary circumstances we find ourselves in, even weak claims such as these are likely to breach the Therapeutic and Health Advertising Code. I think it is likely that the average consumer will read this advert and believe that the listed homeopathic products may be able to help protect them against COVID-19. As such the advert breaches Rule 2(a), Principle 2 and Principle 1 of the code - the claims in the advert have not been substantiated, are likely to be misleading and are socially irresponsible.

Saying that "Homeopathy had a 98% success rate in the 1918 flu epidemic" seems particularly galling given the total lack of good quality evidence for this claim. In fact, all the claims in this advert are extremely dubious, and none have any evidential basis. It's sad to see a homeopath using the Coronavirus to try to sell their unproven products to an unsuspecting, and likely desperate, public.

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

The Advertiser, Healing Haven, said: I have made all the changes ...and here is the link to the updated blogpost <https://healinghaven.co.nz/the-season-of-winter-homeopathic-support-for-healthy-functioning/>

Please pass on my appreciation and thanks for the Chair's consideration in this complaint and your help. I have learnt a lot and become more aware of what I can and cannot say.

The Chair noted the complainant's concerns that the website was promoting homeopathic products that were claimed to protect against viruses such as COVID 19.

The Chair acknowledged the Advertiser had made changes to the website and would take more care in future.

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 calendar days of receipt of this decision.