

COMPLAINT NUMBER	20/159
COMPLAINT ON BEHALF OF	The Society for Science Based Healthcare
ADVERTISER	Turmerix
ADVERTISEMENT	Turmerix Digital Marketing
DATE OF MEETING	12 May 2020
OUTCOME	Settled

Advertisement: The website blog post advertisement for Turmerix contained a number of therapeutic claims.

The Chair ruled the complaint was Settled.

Complaint: This product appears to be a form of curcumin extracted from tumeric root.

The company claims their product can:

- "reduce(s) the toxicity levels in the body and helps get rid of more toxins. Because of its antioxidant properties, turmeric can ease liver complaints like fatty liver disease and cirrhosis.
- can reduce the appearance of acne scars and marks,
- can aid both mild and more serious gastrointestinal complaints. The benefits of turmeric can reduce irritation throughout the gut, prevent ulcers, and lower the risk of bleeding into the bowels.

-can increase concentration, cognitive functions, and memory skills. Promising results have also shown in studies that turmeric can be effective at removing amyloid plaque, one of the major indicators of Alzheimers progression.

-use of turmeric can be highly effective at reducing the pain of arthritis"

These are all therapeutic claims, none of which are likely to be substantiated.

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.

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 made unsubstantiated therapeutic claims which could be misleading.

The Chair acknowledged the Advertiser had removed the advertisement after receiving the complaint.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing 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.