

COMPLAINT NUMBER	20/141
ADVERTISER	Lagan's Pharmacy
ADVERTISEMENT	Lagan's Pharmacy Print
DATE OF MEETING	8 June 2020
OUTCOME	Settled

Advertisement: The Lagan's Pharmacy print advertisement for three healing devices, the Pulsed Electric Magnetic Field device, the Mild Hyperbaric Oxygen Therapy device and the Low Level Laser Therapy device made therapeutic claims.

The Chair ruled the complaint was Settled.

Complaint: This Upper Hutt pharmacy is providing these three state of the art healing devices:

Pulsed Electric Magnetic Field (PEMF),
Mild Hyperbaric Oxygen Therapy, and
Low Level Laser Therapy (LLLT)

Their advertisement claims they help reduce pain and inflammation; and boost healing of wounds, grafts, muscles, bones, improved brain function in stroke recovery, tbi, migraine, dementia and much more.

These are all therapeutic claims which are unlikely to have been shown to be efficacious, especially the PEMF and LLLT.

So, 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.

Further, in 2012, the Science Based Medicine website looked at LLLT and pointed out its users seem to claim it can cure anything. Their survey of the evidence concluded, you can draw any conclusion you like, but [we] suggest that it is all sound and fury signifying nothing. A 2018 review in Pain Science is damning

<https://www.painscience.com/articles/laser-therapy.php>

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 therapeutic claims that were unsubstantiated.

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

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled 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.