

COMPLAINT NUMBER	20/463
ADVERTISER	Salud Health Ltd
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	17 February 2021
OUTCOME	Settled

Advertisement: The Salud Colloidal Silver website, <http://www.colloidal-silver.co.nz/>, contained health and therapeutic claims about the benefits of Colloidal Silver.

The Chair ruled the complaint was Settled.

Complaint: The Salud advertisement for its colloidal silver products (<http://www.colloidalsilver.co.nz/what-is-colloidal-silver.html>) makes unsubstantiated claims in breach of the ASA's Therapeutic and Health Advertising Code Rule 2(a). The site says:

"What is the Therapeutic Value of Colloidal Silver?

Medical journals from around the world describe Colloidal Silver as a powerful, widespectrum antibiotic. Colloidal silver disables the enzymes that all one-celled bacteria, fungi and viruses use for their oxygen metabolism. Recently UCLA medical labs tested Colloidal Silver. Pleomorphic or mutant forms of organisms are just as vulnerable. Most prescription antibiotics kill only a few different disease-causing organisms, but Colloidal Silver is known to successfully kill over 650."

"It is tasteless and can be taken orally for such conditions as parasites, Candida, Herpes, Chronic Fatigue, Staph and Strep conditions, Shingles and over 600 viral and bacterial diseases. It has been successfully used in septic conditions of the mouth including pyorrhoea and tonsillitis.

Applied to the skin, it can help acne, warts, open sores and Athlete's Foot. In the eye, it can help conjunctivitis, inflammation, and other infections with virtually no stinging or irritation. It can additionally be used vaginally, anally, and atomised into the nose or lung."

"No known side effects have been recorded from the use of Colloidal Silver. Additionally, there has NEVER been a reported case of a drug interaction. It is non-addicting – the body does not build up a tolerance to it and studies show that Colloidal Silver is NOT deposited under the skin. Its non-toxic qualities make Colloidal Silver safe for pregnant and lactating women."

These claims are in breach of Rule 2(a) of the code, as they haven't been substantiated. They also breach Principle 2, as the advert is likely to be misleading.

Rule 1(b) is breached by the claims of "No known side effects" and "NEVER been a reported case of a drug interaction".

Finally, Principle 1 is breached as it is socially irresponsible to make these kinds of unproven claims about colloidal silver.

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

The Chair noted the Complainant's concerns the advertisement contained therapeutic claims that were misleading. The Chair acknowledged the Advertiser had made changes to the website, after receiving the complaint, removing references which were of concern.

Given the Advertiser's cooperative 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.