

COMPLAINT NUMBER	21/210
ADVERTISER	Biotrace
ADVERTISEMENT	Biotrace, Website
DATE OF MEETING	11 May 2021
OUTCOME	Settled – advertisement amended

Advertisement: The website advertisement, www.biotrace.co.nz, explains the term Quantum Reflex Analysis and says in part: “This university-proven energy testing technique has been shown in numerous research studies to be both reliably accurate and to generate reproducible results.”

The Chair ruled the complaint was Settled

Complaint: The text on this website claims Quantum Reflex Analysis (QRA) is an advanced system of kinesiology using the scientifically researched 'Bi-digital O-ring' technique. This university-proven energy testing technique has been shown in numerous research studies to be both reliably accurate and to generate reproducible results.

The only reference I was able to find to any evidence of University research was to Bob Marshall who developed "QRA" as a version of the Bi-Digital O-Ring Test BDORT which is a form of Applied Kinesiology (also a disproven form of alternative medicine)

The "University" referred to was a nonaccredited correspondence school which was shut down in 2001 <https://quackwatch.org/related/tests/bdort/>

I submit that this is in breach of: Therapeutic and Health Advertising Code, PRINCIPLE 2: TRUTHFUL PRESENTATION, Rule 2 (a) Truthful Presentation

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

The Chair noted the Complainant was concerned the website advertisement referenced university research studies without providing any substantiation of their existence, which could be misleading.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Therapeutic and Health Advertising Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint the Advertiser reviewed the website content subject to complaint and amended the references that were of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of 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 – advertisement amended**

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.