

<b>COMPLAINT NUMBER</b>	21/219
<b>ADVERTISER</b>	Lifestream
<b>ADVERTISEMENT</b>	Lifestream Ultra Immunity Defence Website
<b>DATE OF MEETING</b>	14 May 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The website advertisement for Lifestream Ultra Immunity Defence dietary supplement said this product can “strengthen the immune system”.

**The Chair ruled the complaint was Settled.**

**Complaint:** Lifestream is an Auckland based company selling a number of products. They claim to be specialists in plant based wellness.

Their Lifestream Ultra Immunity Defence is a product they claim to be scientifically researched. The main ingredient is echinacea, whilst the claims are made for the other ingredient, listed as Larix arabinogalactan which comes from Larch trees.

It could conceivably improve the immune system as they claim; however this is clearly what they do claim. They say this product will,

Power your immune defences and strengthen the immune system for Everyday Immune Protection.

So a testable hypothesis here is that someone taking this product would pick up fewer infections than matched subjects taking a placebo pill.

Perhaps they can provide some reliable good evidence of this claim. But none it to be found as far as I can see in their website.

I consider they are in breach of the Therapeutic and Health Advertising code.

Rule 2(a) is breached because there is no good reason to believe the claims are truthful.

I found a study that suggested arabinogalactan may have an effect that it could be promising. But it is also found in a variety of common vegetables so there is no good rationale for taking this product.

**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 made therapeutic claims which had not been substantiated.

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 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.