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| COMPLAINT NUMBER | 21/341 |
| ADVERTISER | The Healing Room |
| ADVERTISEMENT | The Healing Room Website |
| DATE OF MEETING | 15 July 2021 |
| OUTCOME | Settled- Advertisement removed |

Advertisement: The Healing Room Website <https://thehealingroom.co.nz/applied-kinesiology/> describes how the company using a diagnostic Applied Kinesiology tool.

The Chair ruled the Complaint was Settled.

Complaint: On their website, The Healing Room states the following:

"Applied Kinesiology

The current health system teaches us to see disease as the enemy that must be eliminated at all costs. But symptoms and disease are merely messengers to warn us about long-term imbalance within our bodies. They are our bodys way of asking for help.

Applied Kinesiology (AK) is a diagnostic tool that helps communicate where these imbalances are in the body. Using manual muscle testing, we can test for structural imbalance, nutritional deficiencies, toxic overloads and mental or emotional patterns. We can then find a solution that will best address these imbalances within your emotional or physical body.

We look at your body like an onion as we peel back the layers built up to protect against the original core problem."

There is currently no credible science which supports the claim that "'Applied Kinesiology" is reliable for testing in relation to nutritional deficiency.

It is not clear what is meant by "Toxic Overloads", and credible research in relation to "mental or emotional patterns" is also lacking.

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); Therapeutic and Health Advertising Code - Principle 2, Rule 2(a);

The Chair noted the Complainant's concern the advertisement is making unsubstantiated therapeutic claims which could be misleading.

The Chair accepted the complaint to go before the Complaints Board for adjudication as to whether the advertising breached the Therapeutic and Health Advertising Code. As part of

the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

The Advertiser removed the advertisement. Given 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- Advertisement removed**

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.