

<b>COMPLAINT NUMBER</b>	21/490
<b>ADVERTISER</b>	Test Your Intolerance
<b>ADVERTISEMENT</b>	Test Your Intolerance Website
<b>DATE OF MEETING</b>	15 October 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The page titled "Blood testing for Allergies" on the Test Your Intolerance website provides more information on the service. The page explains that they use a CE marked in-vitro testing system to test for allergies (IgE) and sensitivities (IgG4). The page lists foods that are detected as allergens and intolerances/sensitivities in both the Choice 70 and Prime 110 tests.

The page titled "Our Hair Testing Laboratory" on the Test Your Intolerance website provides more information on their bio-resonance hair testing. The page explains the concept of hair testing, how it works and the equipment used in testing.

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

**Complaint:** This company makes claims regarding IgG hair and blood tests for allergies and intolerance which have no credible scientific evidence.

A similar complaint was upheld previously: <https://www.nzherald.co.nz/nz/bad-taste-house-of-health-naturopaths-misleading-food-intolerance-claims-rebuked/CX4C3KLETJA5G34PH6UTBCCCH3A/>

<https://www.testyourintolerance.co.nz/hair-intolerance-test-labs/>

Test Your Intolerance have been constantly improving our hair tests since 2008 and we now believe that we offer the highest quality non-IgE mediated scientific test available anywhere in the world. Offering bio-resonance hair testing to our customers, we can provide people with smart and efficient results which help them to identify dietary or environmental changes in their lives.

<https://www.testyourintolerance.co.nz/blood-testing-allergies-intolerances/>

Test Your Intolerance blood tests through Global Testing Labs test for IgG4 and this binding is measured against total IgG. The results of blood testing for allergies or intolerances, (depending on which test you have chosen) are then reported to you via email and you can see what foods you are intolerant to.

I submit that the information on this website is in breach of the Therapeutic and Health Advertising Code,

**PRINCIPLE 1: SOCIAL RESPONSIBILITY**

Rule 1 (b) Safety and Effectiveness

are likely to lead persons to believe that;

they are suffering from a serious ailment, - e.g. non-existent intolerances leading to unnecessary dietary restrictions

Rule 1 (c) Vulnerable Audiences

I submit that that are targeting people desperate for answers where none are available - at substantial financial cost

PRINCIPLE 2: TRUTHFULPRESENTATION: Rule 2 (a)  
Truthful Presentation.

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

**The Chair** noted the Complainant was concerned the advertisement made therapeutic claims which had not been substantiated and were not socially responsible.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards 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.

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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.