

COMPLAINT NUMBER	21/379
ADVERTISER	Real Health
ADVERTISEMENT	Real Health Website
DATE OF MEETING	28 October 2021
OUTCOME	Settled

Advertisement: The advertisement for "Total Body Modification" or "T.B.M." on the Real Health website provides explanation on "what is total body modification". The page states that "T.B.M. works on the well accepted philosophy that the body is controlled and organized by a biological computer", the brain and the nervous system. The service "uses a Kinesiology muscle reflex testing system and body access points similar to acupuncture to open the bodies Biological Computer and challenge the body to identify functional faults". The page elaborates on how T.B.M. can identify and correct "faulty functional programs and behavioral patterns" of the body.

The Chair ruled the Complaint was Settled

Complaint: Real Health has (in my opinion) is trying to distinguish "Total Body Modification" from the standard "Applied Kinesiology".

On their Kinesiology page, they state:

"As with most eastern medical techniques and energetic healing therapies, there is little tolerance or understanding from pharmaceutical based medicine and criticism is often well founded as research is either lacking or inconclusive."

However, on their Total Body Modification page, they state:

"T.B.M. – Total Body Modification is an advanced Kinesiology technique that was designed to detect and correct most of the known body functions. T.B.M. works on the well accepted philosophy that the body is controlled and organized by a biological computer. The biological computer of the body is the brain and the nervous system. T.B.M. uses a Kinesiology muscle reflex testing system and body access points similar to acupuncture to open the bodies Biological Computer and challenge the body to identify functional faults. Disease and ill health are patterns and programs within the body that are not organized or managed correctly. There can be many reasons for this, which will be thoroughly investigated. The identification and correction of faulty functional programs and behavioral patterns allows the body to move to a healthier more balanced state-to optimize healing, emotionally, mentally and physically. For a Professional and thorough Complementary and Alternative Medical solution to your health care needs."

So on the one hand they are saying that Kinesiology is unproven, then on another page they are making unprovable and false claims. e.g. what is their basis for the statement: "T.B.M. works on the well accepted philosophy that the body is controlled and organized by a biological computer." No citation is provided.

I submit that this this advertiser has information on their website which is in breach of 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 was making unsubstantiated therapeutic claims.

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 has removed the content of the advertisement to address the issues raised in the complaint

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board

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 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.