

<b>COMPLAINT NUMBER</b>	21/555
<b>ADVERTISER</b>	Radiant Health Centre
<b>ADVERTISEMENT</b>	Radiant Health Centre Website
<b>DATE OF MEETING</b>	27 January 2022
<b>OUTCOME</b>	Settled

**Advertisement:** The Radiant Health Centre web page for 'Neural Organisation Technique' provides more information on the therapy. It explains that it "is a very structural set of protocols that work by re-activating specific gravity and equilibrium reflex systems that may have been compromised through Injury, Trauma, Poor Posture (e.g. whiplash) etc – which helps to re-balance the Neurological, Muscular/Skeletal Systems and related physiological functions."

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

**Complaint:** This advertiser lists at least 7 "therapies" which have have no credible scientific evidence which proves their efficacy.

<https://www.radianthealthcentre.co.nz/therapies/n-o-t/>

N.O.T.

N.O.T. (Neural Organisation Technique) was developed by Chiropractor Dr Carl Ferreri. N.O.T. is a very structural set of protocols that work by re-activating specific gravity and equilibrium reflex systems that may have been compromised through Injury, Trauma, Poor Posture (e.g. whiplash) etc – which helps to re-balance the Neurological, Muscular/Skeletal Systems and related physiological functions.

- This is also a re-packaged version of Applied Kinesiology

I submit that this this advertiser has information on their website which in is

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 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 wording in the advertisement that had been complained about. 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**

**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.