

<b>COMPLAINT NUMBER</b>	21/558
<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 'Bach Remedies' provides more information on the therapy. It explains that the remedies are "plant based Remedies that gently balance and soothe emotional stresses, including frustration, fear, resentment, anxiousness, dreamyness; and may reduce other emotional states that get in the way of being fully present and resourceful". The web page explains how the appointment works, states that it is "safe for the entire family", and provides information on the origins of the therapy.

**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/bach-remedies/>

Bach Remedies

Bach Remedies are plant based Remedies that gently balance and soothe emotional stresses, including frustration, fear, resentment, anxiousness, dreamyness; and may reduce other emotional states that get in the way of being fully present and resourceful. Safe, simple and very effective. Allow 45 minutes for an appointment where the Practitioner will talk with the client to ascertain the main issues that are causing concern. Following the consultation a customised Bach Remedy is mixed for the client which they take away and use 4 times a time for approximately 2 weeks.

Safe for the entire family, including babies, children and pets, Bach Remedies were developed by a medical doctor, Dr Edward Bach over 80 years ago. As well as being a medical doctor Dr Bach was a Bacteriologist and a Pathologist who firmly believed that if we balance the emotions dis-ease will not happen! Safe and natural and available to every household was his goal.

Dr Bach said Healing with the clean, pure, beautiful agents of nature is surely the one method of all which appeals to most of us.

The Wellington School of Massage Therapy hold training courses for those wanting to learn more about the remarkable Bach Remedies. Click here for details.

- There is no scientific evidence which supports that Bach remedies are effective beyond providing a placebo effect. It is also appalling that yet another unproven "therapy" is being targeted at babies. None of the staff listed on the website display any pediatric qualifications 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 Furthermore, I submit that targeting of any therapies to children without the express guidance and expertise of a qualified paediatrician breaches the spirit and intent of the code

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