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| COMPLAINT NUMBER | 21/559 |
| ADVERTISER | Radiant Health Centre |
| ADVERTISEMENT | Radiant Health Centre Website |
| DATE OF MEETING | 27 January 2022 |
| OUTCOME | Settled |

Advertisement: The Radiant Health Centre web page for 'NLP' provides more information on the therapy. It explains that it is "a modern and extremely effective psychological System to create effective and lasting change. By communicating with the Nervous System through Language and with client participation, phobias, traumas, anxieties, and other unwanted behaviours can very quickly be eliminated or transformed to more useful and effective behaviours (can incl. Hypnotherapy)."

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/nlp/>

NLP

NLP (Neuro Linguistic Programming) ia a modern and extremely effective psychological System to create effective and lasting change. By communicating with the Nervous System through Language and with client participation, phobias, traumas, anxieties, and other unwanted behaviours can very quickly be eliminated or transformed to more useful and effective behaviours (can incl. Hypnotherapy).

- There is no credible science to support the claims made about the effectiveness of NLP

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 1, 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. 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.