

<b>COMPLAINT NUMBER</b>	22/174
<b>ADVERTISER</b>	Nutrient Rescue
<b>ADVERTISEMENT</b>	Nutrient Rescue Facebook
<b>DATE OF MEETING</b>	5 July 2022
<b>OUTCOME</b>	Settled

**Advertisement:** The Nutrient Rescue sponsored Facebook post promotes survey results from 930 of the company's "Shotsters", i.e., their customers. The image shows "72%" in a pink bubble and states "% of Shotsters who say that taking Nutrient Rescue has helped them manage their underlying health condition". The caption reiterates this claim and lists 15 health conditions which the Shots have helped, including, asthma, cancer and depression. The caption also states "We don't pretend we have a cure for these chronic conditions, but we do know that our Shotsters feel better". It also states they will give a full refund to customers who not feel healthier after 30 days of daily shots, and recommends consulting with a GP for customers with underlying health conditions.

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

**Complaint:** This company is repeatedly running misleading adverts on Facebook regarding the benefits of the nutritional drinks. The advertising is misleading and suggestive that the drinks can improve multiple chronic diseases. As a health professional I am aware that there is no evidence regarding the drink supplements and chronic disease. The advertising is both deceptive and misleading to those without a scientific or medical background.

**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 was making unsubstantiated therapeutic claims.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Therapeutic and Health 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.

Upon receipt of the complaint, the Advertiser confirmed it had removed the advertisement and would not use it again in its current form.

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.

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.