

## Attachment A

**NFA** = “No further action”

<b>Complaint:</b> ENQ0291325	<b>Trader(s):</b> Hobsonville Pharmacy & Pharmacies generally
<b>Issue(s):</b> Concerns claims about the efficacy of homeopathic products in the pharmacy industry generally. The complainant specifically mentions pharmacies’ endorsement of a product called Naturo Pharm.	
<b>Outcome:</b> Assessed NFA at first instance.	

<b>Complaint:</b> ENQ0298669	<b>Trader(s):</b> Chris Rhodes Naturopathic Limited
<b>Issue(s):</b> Concerns alleged false claims on the trader’s website, including claims that a “Kinetic Energy Analyser” device “tests the organs, glands, viruses, chemicals, vitamins and minerals” of patients. And claims that the trader has been practising on children and elderly patients for 26 years.	
<b>Outcome:</b> Assessed NFA by screening panel.	

<b>Complaint:</b> ENQ0501421	<b>Trader(s):</b> Unichem & pharmacy industry generally
<b>Issue(s):</b> Concerns alleged claims about the efficacy of homeopathic products, generally. Specifically complained about the Unichem website, which states that Bach Rescue Remedy drops “[p]rovides relief from feelings of: anxiety, nervous tension, stress [...]. The complainant points out that the ingredients include: rock rose, cherry plum, impatiens, and ethanol.	
<b>Outcome:</b> Assessed NFA by screening panel.	

<b>Complaint:</b> ENQ0322326	<b>Trader(s):</b> Homeopathy Centre
<b>Issue(s):</b> Concerns alleged claims that homeopathy’s ability to “stimulate the body’s own healing mechanism” for use in relation to short term illness or infections (including bladder infection, flu, cold, sore throat, ear infection or minor injury), any illness which does not have a name or specific causation (such as chronic pain or chronic fatigue).	
<b>Outcome:</b> Assessed NFA by screening panel.	

<b>Complaint:</b> ENQ0511295	<b>Trader(s):</b> Miers Labrotories Limited
<b>Issue(s):</b> Concerns alleged claims relating to the trader’s No-Jet-Lag product. The complainant points out that the active ingredients are present at a “40c concentration level”.	
<b>Outcome:</b> Assessed NFA at first instance.	

<b>Complaint:</b> ENQ0312754	<b>Trader(s):</b> My Café Homeopathy
<b>Issue(s):</b> The trader had refused to comply with an order from the Advertising Standards Authority, for unsubstantiated claims the home-based homeopathy can be used to treat: drowning, fainting, head injuries, broken bones, increasing immunity, croup, mumps, measles and chicken-pox.	
<b>Outcome:</b> Assessed NFA at first instance.	

<b>Complaint:</b> ENQ0318231	<b>Trader(s):</b> Homeopathy Hub
<b>Issue(s):</b> Concerns allegedly unsubstantiated representations on the trader's website, including the following:	
<p>"Safe, effective, natural medicine for adults and children"</p> <p>"Homeopathy is an effective and scientific system of medicine that assists the natural tendency of our body to heal itself. Homeopathic medicines are easy to take and effective for all ages, even during pregnancy. They can be safely used alongside conventional medicines."</p> <p>"Homeopathy is useful in mental and emotional as well as physical complaints. For example homeopathy is very effective with fertility and menstrual problems, during pregnancy and labour, mastitis, UTIs, lactation problems, baby colic and digestive disorders, coughs, colds and infections but also consider homeopathy for migraines, arthritis, depression, anxiety and behavioural problems. The list is endless."</p> <p>"Effective No side effects Not Addictive Work at dynamic plane Holstic"</p> <p>"What homeopathy can help with:</p> <ul style="list-style-type: none"> <li>- Acute illness, childhood illnesses</li> <li>- Chronic disease management</li> <li>- Family planning, pregnancy, birthing, nursing</li> <li>- Ear infections</li> <li>- Heart disease</li> <li>- High blood pressure</li> <li>- Chronic fatigue</li> <li>- Sleep disturbances</li> <li>- Difficulty concentrating</li> <li>- Lack of confidence</li> <li>- Depression, stress, anxiety</li> <li>- Difficulty relaxing</li> <li>- Difficulty with decision making</li> <li>- Irritability, anger, behavioural issues"</li> </ul>	

“There is almost unlimited help available in the homeopathic medicine chest for life’s multitude of stresses whether they are:

- PHYSICAL: aches and pains, colds and coughs, digestive disorders
- MENTAL: exhaustion, poor memory and concentration, negative thought patterns
- EMOTIONAL: depression, grief, resentment after abuse”

**Outcome:** Assessed NFA at first instance. Sent to screening panel for visibility.

**Complaint:** ENQ0283567 | **Trader(s):** New Zealand health Shop Limited

**Issue(s):** Concerns the trader’s (television) claims that homeopathic remedies can assist sleep.

**Outcome:** Assessed NFA at first instance.

**Complaint:** ENQ0300581 | **Trader(s):** Pharmacybrands Limited T/A Unichem Pharmacies (complaint refers to an unspecified franchisee of the trader)

**Issue(s):** Whilst seeking cold & flu medicine, the complainant was directed to homeopathic remedies by one of the trader’s staff members (specifically a product called Codral). He/she claims that the staff member claimed that homeopathic products are “safer than traditional medicines because they have no molecules”.

**Outcome:** Assessed NFA by screening panel.

**Complaint:** ENQ0315755 | **Trader(s):** Yellow Pages

**Issue(s):** The complainant points to several advertisements for alternative medicine related goods and services listed by third parties the trader’s publication (specifically referencing Apex Natural Healthcare and The Therapeutic Centre’s advertisements for homeopathic products). The trader allegedly refuses to remove these.

**Outcome:** Sent to screening panel – referred to Advertising Standards Authority. NFA.

**Complaint:** ENQ0281208 | **Trader(s):** The HCG Diet

**Issue(s):** The complainant states the trader was featured on a radio show, in which one of the presenters claimed to have lost weight on a homeopathic diet. He/she further cites the following copy on the trader’s website: “proven weight loss”, “fast”, “safe”, “all-natural”, “FDA Approved Lab”, and “most effective and most trusted”. He/she believes that these claims are misleading and dangerous.

**Outcome:** Forwarded to Medsafe. NFA.

**Complaint:** ENQ0296115 | **Trader(s):** Weleda (New Zealand) Limited

**Issue(s):** Concerns allegedly unsubstantiated representations about homeopathic remedies, including claims that the “30C Arnica” “Assists in the healing of bruised and sprained tissues and muscles. For all soft tissue injuries”.

**Outcome:** Sent to screening panel. NFA.

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