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Ad Alert

The Copy Advice team

Email: Submit a query directly to the team through the [online form](#).

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No: 777

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Category: Specific

Sent to: National/Regional Press, Magazine, Direct-Marketing

DIRECT RESPONSE MARKETING GROUP PLC T/A PERSONAL CHOICE, WELLFORM AND HEALTHY FOR LIFE

DIRECT RESPONSE FULFILMENT PLC T/A PERSONAL CHOICE and HOME SHOING SELECTIONS LTD

Drmg House, Cremers Road, Sittingbourne, Kent, ME10 3US

Action: Please consult Copy Advice before publishing health, beauty, slimming or food supplement ads by Direct Response Marketing Group / Direct Response Fulfilment plc and their trading styles Personal Choice, Wellform, Healthy for Life and Home Shopping Selections Ltd

This is a reissue of a previous Ad Alert first published in 2012 and last updated in 2021.

The CAP Compliance team remains concerned about the continued appearance of problematic health-related ads by Direct Response trading styles, including press ads and inserts for “Snail Elixir” marketed under the Wellform trading style, and “Shark Cartilage” capsules, marketed by Healthy for Life. These ads claim that the products can cure arthritis and joint pain. They breach the CAP Code because ads for food supplements should not state or imply that a food prevents, treats or cures disease.

The CAP Compliance team is concerned at the advertiser’s apparent disregard for the Code and asks publishers and direct marketing members to consult the CAP Copy Advice team before publishing any health, beauty or slimming advertisements by Home Shopping Selections Ltd, Personal Choice, Wellform, Healthy for Life or any other companies under the Direct Response Marketing Group / Direct Response Fulfilment plc umbrella.

Please consult the CAP Copy Advice team if you are unsure about ads or the Code’s requirements.