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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: 780

Date: 6 November 2025

Category: Specific

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

LIFE HEALTHCARE LLC T/A LIFE NATURAL CURES, NATURE'S CURES, NUTRI-EXPERT, REGAL HEALTH, MG PERFORMANCE AND www.lifenaturalcures.com

Company HQs:

1) Unit 1689, 24B Moorefield Road, Johnsonville, Wellington 6037, New Zealand

2) Ave.Perez, Azuero BC, Suite 853, Chitre, HE, 0395, Republica de Panama
Fulfilment House: Eurowide Fulfilment, IBRS/CCRI, Numero 13011, Breda, 4800 VE, Netherlands

Action: Please consult Copy Advice before accepting ads for Life Healthcare t/a Life Natural Cures, Nature's Cures, Nutri-Expert, Regal Health, MG Performance and www.lifenaturalcures.com.

This is a reissue of an Ad Alert first published in 2013 and last updated in July 2023.

The ASA has published multiple upheld rulings about Life Healthcare ads for health products. The ads, which appeared as brochures in direct mailings, catalogues and magazines, included many unsubstantiated efficacy claims and medicinal claims for unlicensed products.

The CAP Compliance team is particularly concerned about ads for arthritis treatment products: Arthroplex, Arthrosolve, Celaritis, Celabolin, InflaRelief, PainFree Pill and Revitalise. The ads contained direct or implied efficacy claims that the products could stop, eradicate or relieve arthritis or arthritic pain.

We are also concerned about ads for erectile dysfunction products: Cordyces, Erectcure, Erecton, Erexin, Killer, Maximus, Stallone, Ultimax, Vasolator, Puragra and Stiff Gel. As well as making unsubstantiated efficacy claims and medicinal claims for unlicensed

[Legal, decent, honest and truthful](#)

Chair James Best CBE Director of the Committee Shahriar Coupal
Advertising Association • Cinema Advertising Association • Clearcast • Data & Marketing Association • Direct Selling Association • Incorporated Society of British Advertisers • Influencer Marketing Trade Body • Institute of Practitioners in Advertising • Institute of Promotional Marketing • Internet Advertising Bureau • News Media Association • Newsbrands Scotland • Outsmart Out Of Home Limited • Professional Publishers Association • Proprietary Association of Great Britain • Radiocentre • Royal Mail • Television on Demand Industry Forum
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products, the ASA considered that the sexually explicit brochures were offensive and inappropriate for inclusion in general interest publications.

In previous rulings the ASA published upheld complaints about ads for the following products: Thyrosine Support Formula (AKA Thyroid Support Formula), RestoreX, Propause Progesterone Cream, Som-hGH, Cholesterol & Triglyceride, SAME, Serrapeptase and Natural HRT. CAP is concerned that the ads for these products contained unsubstantiated efficacy claims and medicinal claims for unlicensed products.

Please ensure you contact Copy Advice before accepting for inclusion any ads from Life Healthcare.

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