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Ad Alert

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The Copy Advice team
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[online form](#).

No: 767
Date: 6 May 2021
Category: Specific
Sent to: National/Regional Press

HEALTH BROADCAST 43 Berkeley Square, London W1J 5AP

Action: Please consult Copy Advice before accepting ads by Health Broadcast.

The CAP Compliance team remains concerned about the continued appearance of problem ads for products from Health Broadcast, including Copper Insoles and Detox Footpads.

The ASA has previously upheld complaints about ads which claim that orthotics can treat various conditions, where evidence was either lacking, or was not sufficiently robust.

Marketers have tried in the past to establish that the human body accumulates toxins that can be purged. CAP and the ASA understand that the body's liver and kidneys automatically detoxify and excrete many toxic materials, including metabolic wastes, and has not seen evidence to support the theory that toxins can be removed from the body by other means.

CAP have advised Health Broadcast to make use of our Copy Advice service prior to publication of ads.

CAP is concerned at the advertiser's continued non-compliance and asks the national/regional press to contact the CAP Copy Advice team before accepting any ads from Health Broadcast. Please consult the CAP Copy Advice team if you are unsure about ads or the Code's requirements.