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Ad Alert

The Copy Advice team

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No: 774

Date: 17 August 2021

Category: Specific

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

PRIME STAR SHOP LTD T/A BRANSHAWS

Registered Address: 4 The Hop House Colchester Road, West Bergholt, Colchester, England, CO6 3NW

Trading Address: Branshaws, Unit 7 Romsey Industrial Estate, Greatbridge Road, Romsey, SO51 0HR

Action: Please consult Copy Advice before publishing ads for health-related devices and products by Prime Star Shop Ltd trading as Branshaws

The CAP Compliance team is concerned about the appearance of problematic health-related ads by Prime Star Shop Ltd, trading as Branshaws, promoting mail order services and the website www.branshaws.co.uk

The problem claims were identified in press ads for “The Original Copper Bracelet”; “LegPRO Exerciser”; and “The Copper Knee Support”. These ads include claims the products can treat and potentially cure arthritic pain, joint pain, and circulation issues.

The claims breach the CAP Code as past ASA investigations have established that similar treatment and relief claims for circulation stimulation devices, and wearable copper and magnetic equipment, are not supported by suitably rigorous scientific evidence.

CAP is concerned the ads for these products contained unsubstantiated medical and efficacy claims. The CAP Compliance team contacted the advertiser requesting an assurance to comply with the requirements of the CAP Code but received no response.

Please ensure you contact Copy Advice before accepting for inclusion any ads from Prime Star Shop Ltd or their trading style, Branshaws.

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