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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: 784

Date: 21 September 2023

Category: Specific

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

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, and electric plug-in heaters by Prime Star Shop Ltd trading as Branshaws.

This is a part reissue of an Ad Alert first published in 2021. This Ad Alert has been updated to include ads for plug in mini heaters.

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

Health-related devices

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 on this issue.

Plug-in mini heaters

Problem claims were identified in a press ad for a “Branshaws Handy Heater 400” product. The ad included claims that the product could help save money on heating bills and that the product was available only in limited stock, insufficient to meet demand.

The claims were [found to be unsubstantiated](#) and therefore breach the CAP Code.

CAP is concerned the ad for this product contained unsubstantiated savings claims and claims referring to limited stock of the product. The CAP Compliance team contacted the advertiser, on a separate occasion in September 2023, requesting an assurance to comply with the requirements of the CAP Code but received no response on this issue.

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

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