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Ad Alert

The Copy Advice team

Tel: 020 7492 2100

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

Committee of Advertising Practice
Castle House, 37-45 Paul Street
London EC2A 4LS
Telephone 020 7492 2200
Email enquiries@asa.org.uk
www.asa.org.uk

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Category: Specific

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GREENWOOD HOME SHOPPING GMBH T/A HEALTH SOLUTIONS

Arquen House, 4-6 Spicer Street, St Albans, AL3 4PQ

Florastrasse 17, Zürich, 8008, Switzerland

Rm 1203 12/F, China Hong Kong City Twr 3, 33 Canton Rd

Action: Please consult Copy Advice before publishing food supplement ads or ads for health-related devices and products, by Greenwood Home Shopping GmbH / Health Solutions

The CAP Compliance team is concerned about the appearance of problematic health-related ads by Greenwood Home Shopping GmbH, trading as Health Solutions, promoting products such as ionic bracelets. Ads have included numerous unsubstantiated health claims about these products which breach the CAP Code, for example, claims to treat arthritis, insomnia, sciatica, rheumatic pains, sinusitis, migraines, depression, and menstrual pain. The ASA has investigated ads for Ionic Bracelets and are yet to see convincing evidence that wearable ionic products can have an impact on the mind or body.

The CAP Compliance team has also seen ads for food supplements, such as Black Garlic, which included prohibited claims referring to serious medical conditions such as diabetes and hypertension. This is a direct breach of the Code as advertising for food supplements should not contain any claims to prevent, treat or cure human disease.

The CAP Compliance team has sought to contact the advertiser for an assurance to comply with the Code but the advertiser has not responded to these enquiries.

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 accepting ads from Greenwood Home Shopping GmbH / Health Solutions.

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