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Ad Alert

The Copy Advice team

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No: 765

Date: 13 September 2019

Category: Specific

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

DIRECT RESPONSE MARKETING GROUP PLC T/A PERSONAL CHOICE and WELLFORM

DIRECT RESPONSE FULFILMENT PLC T/A PERSONAL CHOICE and HOME SHOPPING SELECTIONS LTD

Euro House, Cremers Road, Sittingbourne, Kent ME10 3US

Action: Please consult Copy Advice before publishing health, beauty or slimming ads by Direct Response Marketing Group / Direct Response Fulfilment plc and their trading styles Personal Choice, Wellform and Home Shopping Selections Ltd

This is an updated version of an Ad Alert originally published in 2012 and reissued in 2015.

The Alert has been reissued following the reappearance of press ads for “Snail Elixir” marketed under the Wellform trading style. These ads claim that the product can cure arthritis and joint pain. This breaches the CAP Code because ads for food supplements should not state or imply that a food prevents, treats or cures disease.

The original Alert was issued because the advertiser failed to respond to the ASA’s enquiries when asked to provide evidence in support of claims for a cosmetic product.

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 publishing any health, beauty or slimming advertisements by Home Shopping Selections Ltd, Personal Choice, Wellform or any other companies under the Direct Response Marketing Group / Direct Response Fulfilment plc umbrella.

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