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## Ad Alert

The Copy Advice team

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No: 762

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Category: Specific

Sent to: Direct Marketing, Magazine

### **NATURE'S RANGE LTD**

88-90 Hatton Garden, London, EC1N 8PG

***Action: Please consult Copy Advice before accepting ads by Natures' Range Ltd***

This is a reissue of an Ad Alert first published in 2008 and last updated in November 2017.

The CAP Compliance team remains concerned about the continued appearance of ads by Nature's Range Ltd for products such as JointEase, Pernol and ProstEase.

The ASA investigated an ad for JointEase in 2014 and concluded that the pain relief claims had not been substantiated with robust clinical evidence. Nature's Range was further told not to discourage essential treatment for conditions for which medical supervision should be sought by claiming to cure arthritis.

The ASA has also upheld complaints about unsubstantiated efficacy claims for the ProstEase and Pernol products.

The CAP Compliance team contacted the advertiser for an assurance to comply with the rulings but Nature's Range Ltd did not respond to CAP's enquiries.

*CAP is concerned at the advertiser's apparent disregard for the Code and asks publishers and direct marketing companies to contact the CAP Copy Advice team before accepting ads by Nature's Range Ltd.*

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