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Ad Alert

The Copy Advice team

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No: 763

Date: 25 March 2019

Category: Specific

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

LIFE HEALTHCARE T/A LIFE NATURAL CURES, NATURE'S CURES, NUTRI-EXPERT, REGAL HEALTH, MG PERFORMANCE AND www.lifenaturalcures.com

Company HQ:

Life Healthcare LLC, Unit 1689, 24B Moorefield Road, Johnsonville, Wellington 6037, New Zealand

Fulfilment House:

Eurowide Fulfilment, IBRS/CCRI, Numero 13011, Breda, 4800 VE, Netherlands

Action: Please consult Copy Advice Copy Advice before publishing ads for Life Healthcare t/a Life Natural Cures, Nature's Cures, Nutri-Expert, Regal Health, MG Performance and www.lifenaturalcures.com

This is a reissue of an Ad Alert first published in April 2013 and last updated in November 2017.

The ASA has published upheld rulings about Life Healthcare ads for health products in 2008, 2009, 2011, 2012 and 2013. The ads, which appeared as brochures in direct mailings, catalogues and magazines, included many unsubstantiated efficacy claims and medicinal claims for unlicensed products.

The CAP Compliance team is particularly concerned about ads for arthritis treatment products: Arthroplex, Arthrosolve, Celaritis, Celabolin, InflaRelief, PainFree Pill and Revitalise. The ads contained direct or implied efficacy claims that the products could stop, eradicate or relieve arthritis or arthritic pain.

We are also concerned about ads for erectile dysfunction products: Cordyceps, Erectcure, Erecton, Exerin, Killer, Maximus, Stallone, Ultimax, Vasolator and Stiff Gel. As well as making unsubstantiated efficacy claims and medicinal claims for unlicensed products, the ASA considered that the sexually explicit brochures were offensive and inappropriate for inclusion in general interest publications.

In previous adjudications the ASA published upheld complaints about ads for the following products: Thyrosine Support Formula (AKA Thyroid Support Formula), RestoreX, Propause Progesterone Cream, Som-hGH, Cholesterol & Triglyceride, SAME, Serrapeptase and Natural HRT. CAP is concerned that the ads for these products contained unsubstantiated efficacy claims and medicinal claims for unlicensed products.

Please ensure you contact Copy Advice before accepting for inclusion any ads from Life Healthcare.

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