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Ad Alert

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ADS FOR MAGNOTHERAPY PRODUCTS

Action: Please consult Copy Advice before accepting ads for magnotherapy products

This is a reissue of an Ad Alert first published in 2005 and last updated in November 2017.

The CAP Compliance team remains concerned about marketing communications for magnets and magnotherapy products. The ASA has in the past upheld a number of complaints made about marketing communications for magnotherapy products.

Some marketing communications for magnotherapy products claim to offer relief from, or even cure, conditions such as arthritis, rheumatism and lower back pain. Others claim that water magnetised with a magnotherapy product can be more easily absorbed in the body.

The Code requires that marketers making medical and scientific claims about health-related products should hold evidence consisting of trials conducted on people.

Although we have seen evidence presented in support of the efficacy of magnets and magnotherapy products, neither the ASA nor CAP is satisfied that the evidence is robust enough to substantiate such claims. Although some people believe in the power of magnets, the Code states that testimonials alone do not constitute substantiation.

Please ensure that marketing communications for magnets and magnotherapy products do not contain unproven efficacy claims.

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