

ASA Non-broadcast Adjudication: East London Homeopathic Centre

East London Homeopathic Centre

8 Heneage Street
(off Brick Lane)
London
E1 5LJ

Date:

12 July 2006

Media:

Regional press

Sector:

Health and beauty

Complaint(s) from:

London

Complaint type:

Industry

Complaint Ref:

41510

Complaint

A regional press ad, in Bengali, for a homeopathic practitioner. Text stated "The problems that are dealt with most importance are: Gastric ulcer, bloating, heart burn, indigestion, asthma, allergy, skin diseases, ringworm, eczema, tonsillitis, mouth ulcer, toothache, sexual problems, headache, migraine, hay fever, chronic cough, epilepsy, sinusitis, arthritic pain, gonorrhoea, urethritis, nervous and physical weaknesses, measles, pox, boils, tumours, obesity and diabetes and many other different types of complex and chronic diseases. Are you suffering from many complex and chronic diseases for a long time? Do you feel hopeless with the treatment options? Do you feel disinterested in life? Live a healthy and peaceful and unblemished life with the help of Homeopathic treatment. East London Homeopathic Centre. Gias Uddin Ahmed (Presenter: Alternative medicine, Vecton Bangla Television) MA, DHMS (Dhaka), Diploma (London) ... ". The London Free Homoeopathic Health Centre challenged whether Gias Uddin:

1. was suitably qualified to practice as a homeopath and
2. could treat the listed conditions.

CAP Code (Edition 11)

3.16.17.150.150.350.19

Adjudication

1. Complaint not upheld

Gias Uddin Ahmed of the East London Homeopathic Centre (ELHC) submitted a diploma from the British School of Yoga (BSY) to show he had studied homeopathy, a certificate of insurance and a certificate of kinesiology.

The ASA noted the BSY diploma was awarded for a course of instruction and evidence in proficiency in homeopathy. We noted that there were no specific regulatory requirements for homeopathic practitioners to have particular qualifications or be affiliated with a statutory body. Because Mr Ahmed was able to show that he had undertaken studies in homeopathy, we did not object on this point.

On this point we investigated the ad under CAP Code clauses 3.1 (Substantiation), 6.1 (Honesty) and 7.1 (Truthfulness) but did not find it in breach.

2. Complaint upheld

The ELHC offered to amend the ad to remove references to the treatment of serious medical conditions.

We were concerned that, by making reference to serious medical conditions such as arthritic pain, diabetes, epilepsy, sexual problems, gonorrhoea, obesity, tonsillitis and gastric ulcer, the ad implied homeopathic treatment was effective in treating those conditions. We were also concerned that the ad could discourage readers from seeking help from suitably qualified medical professionals. We welcomed the ELHC's offer to amend the ad and told them to remove references to serious medical conditions from future ads.

The ad breached CAP Code clauses 3.1 (Substantiation), 50.1 (Health and beauty-scientific substantiation), 50.3 (Discouragement of essential treatment) and 50.19 (Homeopathic medicinal products) on this point.