



ADVERTISING STANDARDS AUTHORITY

COMPLAINT NUMBER	12/649
COMPLAINANT	M. Hanna
ADVERTISER	Balanced Energy
ADVERTISEMENT	Balanced Energy Website
DATE OF MEETING	4 February 2013
OUTCOME	Settled

Complaint: The website advertisement for Balanced Energy (www.balancedenergy.co.nz) promoted massage oils. One of the oils advertised stated: in part:

“This blend opens the lungs, uplifts the spirit is great for balancing skin and as a preventive for airborne diseases.”

Under the Ingredient section of the website it also stated:

“Anything that we sell that we do not make ourselves has been thoroughly researched to ensure it meets our strict standards for purity and effectiveness.”

Complainant, M. Hanna, said: the Advertiser had not provided scientific evidence on the website for the claims made in the advertisement.

The relevant provisions were Principles 2 and 3 of the Therapeutic Products Advertising Code.

The Advertiser, Balanced Energy, said: “I have edited the two pages that were specifically highlighted by M. Hanna and also completed editing on several other pages containing the same information. ...” The Advertiser also said they had registered with the Therapeutic Advertising Pre-Vetting System (TAPS) to better ensure compliance to the Advertising Codes.

The Chairman noted the explanation given by the Advertiser that alterations had been made to the areas subject to complaint and that it had registered with TAPS for pre-vetting of future advertisements.

In light of this self-regulatory action, the Chairman said it would serve no further purpose to place the matter before the Complaints Board and ruled that the matter was settled.

Chairman’s Ruling: Complaint **Settled**

Balanced Massage Blend



Perfect for all over body massage, Balanced Massage Blend contains only natural oils that nourish the skin. Wonderful applied after a shower or bath to slightly damp skin, locking in hydration for soft, smooth skin. A light, easy glide massage oil containing certified organic sunflower, camellia, jojoba and sweet almond blended lovingly with pure, [Five Element Essential Oil Blends](#) and [Liquid Light Essences](#) for an extra balancing effect not found in any other massage oil!

100ml brown glass bottle \$42.00/ 500ml brown glass bottle with pump \$140.00

There are six blends, one for each of the Chinese Five Elements plus Unity, the sixth element

Heartbeat of the Mother – *Sensual and nurturing*

Element of Earth, grounding, balances all chakras and meridians, alignment with new energies, divine feminine, letting go, support and nurture through times of transition.

The sensuous scents of Ylang Ylang, Rose Geranium and earthy, grounding Vetiver balanced with a citrus hint of Lemon make this an exotic, earthy blend for balancing emotions and hormones.

Wings of Joy- *Uplifting and joyful*

Element of Air or Metal, lifts depression, opens up creative expression, throat and sacral chakras, relating in a playful way.

Heady, cleansing Frankincense is lifted to new heights with the citrus scents of Palmarosa and May Chang. This blend opens the lungs, uplifts the spirits is great for balancing the skin and as a preventative for airborne viruses

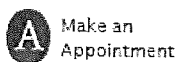
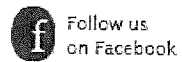
Path of no Resistance- *Calming and soothing*

Element of Water, emotional balance, solar plexus and third eye, courage, deep calm, cleansing.

An age old remedy, Lavender, is given a new spicy twist with the addition of Australian Eucalyptus Radiata and Coriander. Soothing, calming, relaxing and emotionally balancing

Emerging Spirit- *Enlightening and indulging*

Element of Wood, divine masculine, aids decisiveness, instills patience and a sense of timing, having a



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