

Therapeutic Products Advertising Complaints
COMPLAINTS RESOLUTION PANEL**Complaint Submission**

Date Submitted: Mon 29-Jul-2013
Publication: www.a-sashi.com
Current Status: Pending Review
Date/Edition: 29/7/13

Product:

Please identify the therapeutic goods that are promoted in the advertisement. If possible, identify the party responsible for publishing the advertisement.

A-sashi range. Clearly promoted as therapeutic goods but do not appear to be on the ARTG and no Aust-L numbers displayed on pack.

Details of the Complaint:

Act - 42DL(1)(g)

Code - Section 5, 4(2)(d), 4(2)(e) - References to Potentially lethal hardening of the arteries, Reducing blood cholesterol, lowering cholesterol, Resistance to infection, Alcohol abuse, Viral infections, Treatment of spleen disorders, Treatment of hepatitis, Treatment of malaria, Treatment of diabetes, Treatment of pleurisy, Treatment of gallbladder problems, Anti-cancer properties, Alzheimer's disease, Cardiovascular disease, Hypertension, Depression, Skin ulcers, Varicose veins, Rheumatism, Blood diseases, Congestive heart failure, Urinary tract infections, Venereal diseases, Reducing the risk of colon cancer

Section 4(1)(b), 4(2)(c), 4(4) - clinically tested and proven, 30+ years of research, gluten free (as opposed to no added gluten), premium quality, multivitamin - anti-ageing, increase energy, strength and protect against cardiovascular problems, fat burner - all claims, Memory - aid intelligence and memory, strengthen the adrenal glands, cleanse the blood, treat skin for impurities, combat against stress. claims about lecithin, calcium for PMS. Glucosamine - "exclusive formula"

Section 4(2)(i) - no side effects - mood, sleep

Section 4(4) - no reference Hair Skin Nails study + "results were fairly astonishing" = misleading, it is likely that patients showing improvement were biotin deficient, this is not referenced.

Section 7(3) - fat burner

Advertiser Contacted by Complainant: No (Please provide details below)

Legal Action Pending: No (Please provide details below)

Complainant Information

THIS COMPLAINANT HAS REQUESTED THAT THEIR INFORMATION BE KEPT CONFIDENTIAL

Name:

Postal Address:

Postal code:

Telephone:

Fax:

Email Address:

I am associated with the Therapeutic Goods Industry: Yes

Attachment:

1. a-sashi screenshots.docx

www.a-sashi.com

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A-SASHI HOME SHOP BLOG ABOUT CONTACT

EVERYDAY ESSENTIALS \$9.95

WOMEN'S MULTI-VITAMINS
MINERALS & ANTI-OXIDANTS WITH HERBS
DIETARY SUPPLEMENT
GLUTEN FREE & DAIRY FREE
30+ YEARS OF RESEARCH
CLINICALLY TESTED & PROVEN
60 TABLETS 2 MONTH SUPPLY

MEN'S MULTI-VITAMINS
MINERALS & ANTI-OXIDANTS WITH HERBS
DIETARY SUPPLEMENT
GLUTEN FREE & DAIRY FREE
30+ YEARS OF RESEARCH
CLINICALLY TESTED & PROVEN
60 TABLETS 2 MONTH SUPPLY

LIVER DETOX
SUPPORTS LIVER HEALTH & ASSISTS DIGESTION*
DIETARY SUPPLEMENT
GLUTEN FREE & DAIRY FREE
30+ YEARS OF RESEARCH
CLINICALLY TESTED & PROVEN
60 CAPSULES

Premium Quality, 30+ Years of Research, Clinically Tested & Proven, No GMO, Gluten Free & Dairy Free

SHOP NOW

NOW SHIPPING WORLDWIDE FROM AUSTRALIA, HK, UK & USA

AUSTRALIA POST Hongkong Post 香港郵政 Royal Mail UNITED STATES POSTAL SERVICE

GOTU KOLA A BRAIN TONIC

Gotu Kola is regarded as a brain tonic & is said to aid intelligence and memory...

[READ MORE](#)

A-SASHI
MEMORY
ASSISTS WITH MEMORY & MUSCLE CONTROL*
DIETARY SUPPLEMENT
GLUTEN FREE & DAIRY FREE
30+ YEARS OF RESEARCH
CLINICALLY TESTED & PROVEN
60 TABLETS

BIOTIN FOR HEALTHY HAIR

Biotin is an essential nutrient which is important to promoting healthy hair...

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A-SASHI
HAIR+ SKIN+NAILS
ASSISTS WITH STRENGTHENING & MAINTAINING HEALTHY HAIR, SKIN & NAILS*
DIETARY SUPPLEMENT
GLUTEN FREE & DAIRY FREE
30+ YEARS OF RESEARCH
CLINICALLY TESTED & PROVEN
60 TABLETS

MILK THISTLE FOR LIVER HEALTH

Milk thistle used for centuries to treat liver problems caused by alcohol...

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A-SASHI
LIVER DETOX
SUPPORTS LIVER HEALTH & ASSISTS DIGESTION*
DIETARY SUPPLEMENT
GLUTEN FREE & DAIRY FREE
30+ YEARS OF RESEARCH
CLINICALLY TESTED & PROVEN
60 CAPSULES

AUSTRALIA

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MEN'S MULTI-VITAMINS MINERALS & ANTI-OXIDANTS WITH HERBS (30+ Nutrients)

Exclusive formula containing essential antioxidants, premium quality vitamins & minerals and natural herbs to protect our cells from the damaging effects of oxidation (which causes premature ageing and dulling skin)—helps to promote a healthy complexion, boost body resistance to infection, increase energy, and protect against cardiovascular problems & anti-ageing—helps promote a healthy nervous system, good health & strength.



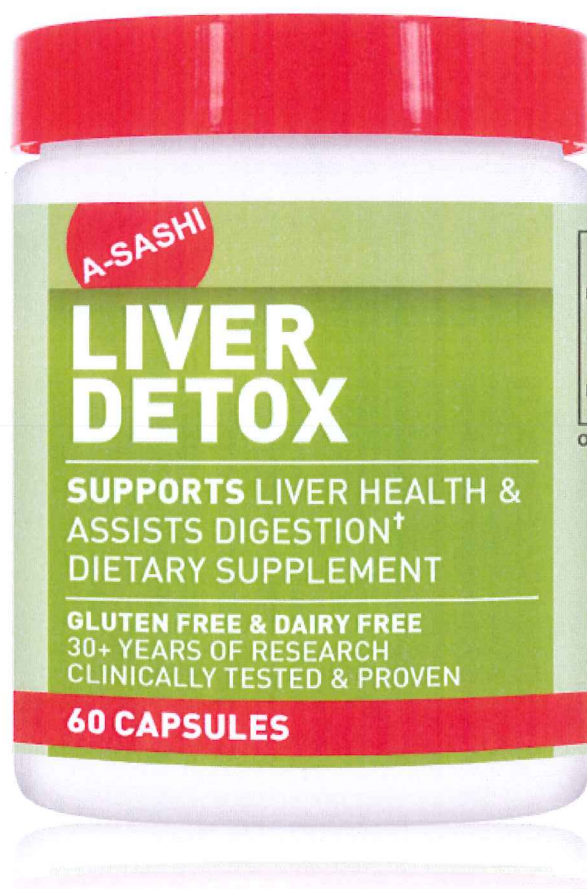
WOMEN'S MULTI-VITAMINS MINERALS & ANTI-OXIDANTS WITH HERBS (30+ Nutrients)

Exclusive formula containing essential antioxidants, premium quality vitamins & minerals and natural herbs to protect our cells from the damaging effects of oxidation (which causes premature ageing and dulling skin)—helps to promote a healthy complexion, boost body resistance to infection, increase energy, and protect against cardiovascular problems & anti-ageing. Helps promote a healthy nervous system, good health & strength.



FAT BURNER, HELPS SUPPORT HEALTHY WEIGHT MANAGEMENT

Exclusive weight loss formulation containing Pyridoxine (Vitamin B6) which balances salt & potassium in the body and is essential for the processing of amino acids (the "building blocks" of our muscle cells)—Choline Bitartrate controls fat & cholesterol build up in the body, is known to increase the mobilization of fatty acids, which means body fat loss, and also helps to prevent fat accumulation in the liver—Choline Bitartrate is a fat emulsifier which "melts" cholesterol so that it doesn't cling to arterial walls—this lipotropic fat burner aids in ridding the body of fat in areas that are normally hard to lose weight such as the hips stomach and thighs—Inositol is vital for the health of cell membranes and for the transmission of energy & nutrients between cells—Inositol may also enhance the action of vitamin E, one of the body's most important fat-soluble anti-oxidants—Inositol not only reduces blood cholesterol but also helps prevent the oxidation of the low density lipids (LDL), or "bad cholesterol," which is a principal precursor of potentially lethal hardening of the arteries (atherosclerosis)—taken together with choline, in the form of lecithin, Inositol stimulates the metabolic rate and thereby acts as a powerful fat-burner for many people whose excess weight is principally due to a slower than normal metabolism—Methionine has been shown to reduce fat and aid in lowering cholesterol—it aids in reducing liver fat and increases the body's metabolism—because of its ability to remove & transport fat out of our body, Methionine is essential for weight loss—Methionine is also the source of sulfur that is required for the synthesis of other substances that are important for the efficient production of energy in the body such as choline, creatine and carnitine—Betaine HCL is a powerful digestive aid, donating hydrochloric acid to the stomach to help break down proteins & meals—Betaine also propels the repair of joints & liver tissue—research supports claims that Betaine can directly enhance muscle power & strength.



LIVER DETOX SUPPORTS LIVER HEALTH & ASSISTS DIGESTION

Milk thistle used for centuries to treat liver problems caused by alcohol abuse, food poisoning & viral infections is also used in the treatment of spleen disorders, hepatitis, malaria, diabetes, pleurisy, gallbladder problems and for relieving indigestion. Milk thistle is described as having anti-oxidant, anti-inflammatory, anti-bacterial, anti-viral and anti-cancer properties, along with the ability to help lower cholesterol and blood sugar levels.



OMEGA 3 FISH OIL ASSISTS WITH HEART, IMMUNE, BRAIN, JOINT & EYE HEALTH

Exclusive formula containing Omega 3 unsaturated fatty acids—eicosapentaenoic acid (EPA fatty acid) & docosahexaenoic acid (DHA fatty acid)—DHA fatty acid is the primary oil in fish which has been shown to help reduce heart disease by lowering blood triglyceride levels—DHA is also the primary fatty acid in the human brain—DHA deficiency has been linked to cognitive decline & possibly Alzheimer's disease—research has shown Omega 3 fatty acids can reduce inflammation throughout your body, reduce blood clotting, improve cardiovascular health, improve brain cell structure & contribute to a healthy nervous system, healthy hair, skin & nails.



MAGNESIUM • CALCIUM • ZINC, HELPS RELIEVE MUSCLE CRAMPS, NERVOUS TENSION & STRESS

Exclusive formula containing premium quality ingredients including Magnesium, Zinc & Calcium—necessary in the body to keep muscle & nerve functioning normal, and heart beat rhythmic—also helps to support a healthy immune system, and keeps bones strong—Magnesium also helps to regulate blood sugar levels, thereby promoting normal blood pressure & supports energy metabolism and protein synthesis—Magnesium has a positive effect on treatment of disorders such as cardiovascular disease, hypertension, and diabetes.



MOOD, HELPS RELIEVE NERVOUS TENSION, ANXIETY & STRESS

Exclusive formula containing premium quality ingredients & vitamins B1, B2, B3, B6 & B12 which can ease mild to moderate symptoms of depression, promote natural sleep, and ease anxiety without causing unpleasant side effects—it's nature's herbal antidepressant—a traditional treatment for feelings of anxiety & unhappiness—provides natural aid to a better night's sleep—soothes nerves & helps relaxation without causing daytime drowsiness.



SLEEP, RELAX NATURALLY, ENJOY RESTFUL SLEEP

Exclusive formula containing premium quality herbs & minerals to naturally relieve symptoms of stress & improve sleep quality without causing addiction or daytime drowsiness—helps promote natural sleep—helps ease anxiety without causing unpleasant side effects.



HAIR • SKIN • NAILS

Biotin is an essential nutrient which is important to promoting healthy hair growth, strong nails & skin lustre. According to a study at Columbia University College of Physicians and Surgeons in New York and Thomas Jefferson University Hospital in Pennsylvania, where nearly 900 men & women participated in study taking two milligrams of Biotin daily. The results were fairly astonishing. It was determined approximately 87% of the participants had significant improvements in increased hair health & growth, stronger nails & increased lustre to skin. Also contains premium quality vitamins & minerals essential in assisting the formation of collagen which is necessary for maintaining healthy skin, hair, bones & nails.



MEMORY, ASSISTS WITH MEMORY & MUSCLE CONTROL

Gotu Kola is regarded as a brain tonic & is said to aid intelligence and memory, strengthen the adrenal glands, cleanse the blood, treat skin for impurities and is effective in assisting to combat against stress and depression—Gotu Kola has also been used to treat minor burns, scars, skin ulcers, varicose veins, rheumatism, blood diseases, congestive heart failure, urinary tract infections, venereal diseases, hepatitis

High blood pressure—Lecithin helps to regulate the flow of nutrients throughout the body while also cleansing waste materials from body cells—Lecithin's job is to help break down fat that accumulates in the body & by preventing the build up of fats & bad cholesterol, Lecithin assists in metabolizing foods while also helping to prevent fat from coagulating in the heart, veins & arteries—Calcium intake is critical to the development & maintenance of healthy bones throughout the life cycle—Calcium also lowers blood pressure, reduces the risk of colon cancer and reduces symptoms of premenstrual syndrome (PMS).



CHILDREN'S MULTI-VITAMINS MINERALS & ANTI-OXIDANTS ASSISTS DIET & HEALTH (15+ Nutrients)

Exclusive tasty orange formula containing essential antioxidants, premium quality vitamins & minerals to promote a healthy complexion, boost body resistance to infection & increase energy—helps promote a healthy nervous system & good health—supplements diet & assists strength.



CALCIUM + VITAMIN D, HEALTHY BONES & TEETH

Vitamin D is critical for bone health because it helps the intestines absorb Calcium – a major building block for bone—Calcium is a mineral that helps build strong bones & teeth—it is critical for children during their growing years and is also critical in aging adult years helping to prevent bone loss.



HIGH STRENGTH VITAMIN C - HELPS PREVENT COLD & FLU

Contains premium quality ingredients including Vitamin C which acts as a cell-protecting antioxidant and an immune booster—helping to support a healthier immune system which can reduce the duration of a cold & flu symptoms.



Exclusive formula containing premium quality ingredients to assist in maintaining healthy cholesterol levels & healthy cardiovascular circulation. helps boost the body's antioxidant protection against free radicals & is important for heart muscle function.



GLUCOSAMINE •

Exclusive formula containing premium quality ingredients to help assist in maintaining joint health & symptomatic relief from osteoarthritis. Glucosamine can help reduce joint inflammation & swelling for sufferers of osteoarthritis.