

## IMPORTANT NOTICE AND REMINDER

We treat people! We do not treat conditions!

It is imperative to always use the correct terminology to properly represent the scope of our practices and to stay in compliance with the Advertising Standards Authority (ASA).

Please read the below rulings from the ASA.

### ASA RULING ON A CRANIOSACRAL THERAPIST POSTING OF A CST SOCIAL MEDIA AD

The Advertising Standards Authority ruled that three ads misled consumers about the therapies' efficacy in treating long Covid.

#### Ad description

A paid-for Facebook ad and an Instagram post for a craniosacral therapist:

- a. The paid-for Facebook ad, included text that stated, "Craniosacral therapists see patients for: [...] long COVID [...]".
- b. The Instagram post, posted, included text that stated, "Craniosacral therapists **treat:** [...] long COVID [...]".

#### Issue

The ASA challenged whether the claims that craniosacral therapists could treat long COVID were misleading and could be substantiated.

#### Response

Craniosacral Therapist said that many of their clients had symptoms of long COVID, but were all under the supervision of their GPs.

They said that, following notification of the investigation from the ASA, they acknowledged that they had underestimated the level of evidence that was required to make efficacy claims about their treatment and long COVID, and had removed the ads.

#### Assessment

Upheld

We considered consumers would understand the ads to mean that craniosacral therapy was an effective treatment for long COVID. We therefore expected to see robust scientific evidence to substantiate the claims.

We had seen no evidence to demonstrate the efficacy of craniosacral therapy as a treatment for long COVID. We concluded the ads were misleading and therefore breached the Code.

The ads breached CAP Code (Edition 12) rules 3.1 (Misleading advertising), 3.7 (Substantiation) and 12.1 (Medicines, medical devices, health-related products and beauty products).

### **Action**

We told the Craniosacral Therapist not to state or imply that craniosacral therapists could treat long COVID unless they held robust evidence to substantiate the claims.