

IMPORTANT INFORMATION

for all Bowen Practitioners

The Bowen Association UK wish to remind you that it is vitally important that you check your personal website for any information which may give the public cause to be misled.

In the past Bowen Practitioners have been able to make claims for the benefits of the Bowen technique, this is no longer the case and the Advertising Standards Agency very clearly recommend that Bowen therapists, when marketing, are required to hold documentary evidence for their claims before submitting an advert for publication. Robust documentary evidence is required to back any claims that the Bowen technique can treat the listed condition shown in any advertising. It is not enough to have references. It is your responsibility, as the practitioner to make sure that you check your advertising and make any changes necessary and the Bowen Association take no responsibility for any material you include on our website.

Advertising Codes (supplied by ASA)

“Since 1st March the Code has also applied to marketing communications online, including advertisers’ own marketing communications on their own websites and marketing communications in other non-paid-for space under their control, such as social networking sites like Facebook and Twitter.”

You can read or download the full Code on the CAP website, www.copyadvice.co.uk and the ASA website, www.asa.org.uk. We suggest that you read the link from the Committee of Advertising Practice (CAP). **The specific advice given regarding the Bowen Technique is below.**



Help Note
health_beauty_slimmi

CopyAdvice



Therapies: Bowen technique

APPLICABLE AFTER 1 SEPTEMBER 2010 Note: This advice is given by the CAP Executive about non-broadcast advertising. It does not constitute legal advice. It does not bind CAP, CAP advisory panels or the Advertising Standards Authority. This section should be read in conjunction with the entry on ‘Therapies, General, Massage.’

This technique uses pressure to mobilise soft tissue and does not seem to be covered by a trade or regulatory body. CAP has seen no evidence that this technique can have any effect except that usually attributed to massage.

Marketers may make claims about relieving stress or helping relaxation.