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Advertising Standards Authority of South Africa,
P.O. Box 41555
Craighall
Johannesburg
2024
FAX: (011) 781 – 1616
4th August 2008

Dear Sir/Madam,

**CONSUMER COMPLAINT AGAINST THE ADVERTISEMENT OF GOGO'S
TRADITIONAL MEDICINES**

My name is Andrew Warlick and I am a researcher in the Policy, Communications & Research department of Treatment Action Campaign (TAC). I am writing to complain about an advertisement that appeared in the Sowetan on the 06.06.2008 for Pisces Tonic and Bantam Tonic, sold by Gogo's Traditional Medicines. I am submitting this complaint on behalf of TAC. Please note, this is a consumer complaint. We are an NGO representing the interests of people with HIV; we do not sell products.

I attach a copy of the advert, which claims that products called Pisces Tonic and Bantam Tonic can help reduce viral load, increase CD4 cell count, and fight opportunistic infections. These claims are unsubstantiated and surely false.

The Code of Advertising Practice issued by the Advertising Standards Authority of South Africa (ASASA) states that *"[a]dvertising is a service to the public and, as such, should be informative, factual, honest, decent and its content should not violate any of the laws of the country. All entities bound by the Code shall neither prepare nor accept any advertising which conflicts with the Code and shall*

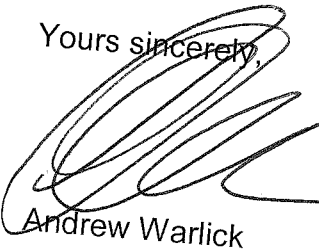
withdraw any advertising which has subsequently been deemed to be unacceptable by the ASA Directorate, Advertising Standards Committee, Advertising Industry Tribunal or Appeal Committee".

Further, Appendix F of the Advertising Code specifically states that advertisements should not make or offer products, treatment or advice for a list of conditions, including Acquired Immune Deficiency Syndrome (AIDS) unless recommendations accord with a full product registration by the Medicines Control Council (MCC). It is extremely likely that Pisces Tonic and Bantam Tonic are not registered with the MCC.

The attached advertisement for Gogo's Traditional Medicines is not factual. Further, it very likely violates regulations prohibiting the advertisement and sale of medicines that should be registered with the MCC but which are not. By misleading people into believing that there is a cure for AIDS, it poses a major public health threat.

Thank you for your time.

Yours sincerely,



Andrew Warlick

Treatment Action Campaign researcher

Re: People making fraudulent claims about the ability of certain herbal medications to treat or cure HIV

Dear Sir or Madam

I would like to congratulate you on your recent court victory.

I would like to bring the following advertisement, which I happened to notice in the Sowetan newspaper on 6 June 2008, to your attention. I feel that this is an absolute exploitation of HIV positive people. Furthermore, I find it disgraceful that the people concerned can make such unsubstantiated claims and can 'steal' such large sums of money from possibly some of the neediest people by asking R1500 for their product.

I would greatly appreciate it if you could take this matter further, or advise me how to take it further.

Thank you,

Kind Regards

... was postponed to only ...

Finally we have managed to develop medicines for HIV that brings real improvement in your health. We trust our medicines so much that we do not hesitate to give a money back guarantee. If our medicine fails to help you. If you do not feel improvement in two weeks time, you can claim your money back.

OUR PACKAGE COMPRISES OF:

- PISCES TONIC which reduces viral load in your body and increases your CD 4 COUNT in less than 30 days. It is 5 litres.
- BANTAM TONIC (5 litre) which helps to fight other opportunistic sickness.

You get all this for only R1 500 with money back guarantee, if you are not happy with the results. Our medicines are free from side-effects.

LIVER TONIC	Helps to clean the liver
H100	Helps to clean the urinary tract
ASTHMA TONIC	Helps to relieve asthma
EAR TONIC	Helps to improve hearing
DIABETES FORMULA	Stabilizes the blood sugar level
HEART TONIC	Helps to improve heart function
GOUT FORMULA	Helps to reduce inflammation
R100	Helps to reduce cholesterol
WALKER FORMULA	Helps to improve mobility
R100	Prevents flu & infection

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Sowetan 06/06/2008