



**ADVERTISING STANDARDS
AUTHORITY of SINGAPORE**

Ulu Pandan Community Building #05-01,
170 Ghim Moh Road Singapore 279621
Tel: 6463 6678 ext 24 Fax: 6467 9055
email: asas@case.org.sg

25 April 2011

Advisory: Notification to Advertisers and Media Owners on advertisements relating to Air Ionisers and Alkaline Water Generating Devices

The Advertising Standards Authority of Singapore (ASAS) has received several concerns on advertisements of air ionisers and alkaline water generating devices featuring misleading claims, particularly on health and medical benefits which among others, include the following.

- Preventing or treating medical conditions like cancer, arthritis, gout, diabetes, Alzheimer's Disease, hypertension, asthma, infections
- Improving metabolism, immune system, heart health, blood circulation, intelligence

The ASAS Council has reviewed the available information and arrived at the consensus that there is insufficient substantive evidence to support the derivation of any health or medical benefits from the use of such products.

The Council is thus of the view that such claims cannot be substantiated and should not be included in any advertisements.

Thank you for your corporation.

Dr Tan Sze Wee
Chairperson
Advertising Standards Authority of Singapore

For clarifications, please contact the Secretariat to the ASAS Council at asas@case.org.sg or 6461-1888.

