



ADVISORY RELEASE

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Advertising Certification For Complementary Therapy Sites

GRCCT announce today the roll-out of Advertising Certification for online advertising of complementary therapy disciplines in the UK.

Developed to provide a clear validation of appropriate claims, Advertising Certification is an audited process independent of the GRCCT's regulatory function. Online advertising may be submitted for consideration by a panel of legal, regulatory, academic, and profession expertise.

The Panel consider each submission in accordance with applicable UK law and the individual discipline requirements in relation to health claims. Advertising which receives panel approval is granted a Unique Certification Mark.

The process provides assurance for both viewing public and the advertiser.

Online advertising which receives Advertising Certification is backed by a Profession Guarantee providing an uncapped provision for profession witness and report in the event of any legal challenge to the online content.

Unlike the complaint-based facility offered by the Advertising Standards Authority Ltd. GRCCT Advertising Certification proactively provides the evidential requirements for a range of commonly used complementary therapies.

Certification is now open to 16 of the larger therapies with 8 further disciplines at different stages of entry. The facility is available for use by a practitioners, clinics, organisations, and education providers with fees starting at £55.

Further details from www.GRCCT.org

Notes for Editors:



The GRCCT is the larger of the two voluntary regulatory bodies for practitioners of Complementary Medicine in the UK.

The Complementary Therapies regulated by GRCCT are practiced by in excess of 50,000 practitioners in the UK.

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