


Power Balance Australia Pty Ltd

Company or individual details	<ul style="list-style-type: none"> Power Balance Australia Pty Ltd ACN: 136 576 997 ABN: ARBN:
Undertaking date	22 nd December 2010
Undertaking	<p>Power Balance Australia Pty Ltd (Power Balance) claimed that their wristbands and pendants improve balance, strength and flexibility and worked positively with the body's natural energy field. It also marketed its products with the slogan "Performance Technology". These claims made by Power Balance were not supported by any credible scientific evidence and therefore Power Balance has admitted that it has engaged in misleading and deceptive conduct in breach of s 52 of the Trade Practices Act 1974. To address the ACCC's concerns, Power Balance has undertaken that it will:</p> <ul style="list-style-type: none"> not make any claims about its products that are not supported by a written report from an independent testing body that meets certain standards; offer a refund to consumers who feel they have been misled; publish corrective advertising to prevent consumers from being misled in the future; amend the Australian website to remove any misleading representations; remove the words 'performance technology' from the brand itself; and implement a compliance program.
TRIM document number	D10/3721142
Section	s 52
Attachments	<ul style="list-style-type: none">  Undertaking.pdf (780.2 KB)
Related media releases	<ul style="list-style-type: none"> Power Balance admits no reasonable basis for wristband claims, consumers offered refunds <p>Misleading advertising claims about the alleged benefits of Power Balance wristbands and pendants...</p> <p>Issued: 22nd December 2010 Release # NR 284/10</p>