

Re: SAJCN Issue 2017;30(3):1-60 – Advert for Lorisian

Dr Harris Steinman

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Sir

The South African Journal of Clinical Nutrition is held in high esteem by health professionals. With the power and esteem of the journal comes the responsibility to ensure that all articles, including all advertising, comply with the highest ethical standards and science-based evidence. It was therefore surprising to find a full-page advert on the back page of the most recent edition, SAJCN Issue 2017;30(3):1-60, for the Lorisian 150plus Food Intolerance Test.

IgG testing for food intolerances is beyond 'controversial' and in fact not backed by any reasonable level of scientific support. Although this advert does not mention food allergy per se, it alludes to the test's benefits in asthma, sinusitis, rhinitis and eczema. The American Academy of Allergy, Asthma & Immunology, the European Academy of Allergy and Immunology, the Allergy Society of South Africa, and other allergy societies and organisations all have position statements against the claims being made for IgG testing and for claims that the test is useful in food intolerance.

Complaints against the claims for the test (IgG testing) were laid with the South African Advertising Standards Authority and were upheld. Lorisian states that the 150plus was developed by one of the world's leading laboratories specialising in food intolerance testing, and refers to data from the University of York. This data has not been peer reviewed or published in a peer reviewed journal. I suspect that the data emanates from York Laboratories, and not the University of York. York Laboratories that developed this test has had numerous UK Advertising Standards Authority rulings against the claims for this test, i.e., effectiveness in diagnosing food intolerances.

It is therefore my opinion that accepting an advertisement for this product has devalued the reputation and standard of the SAJCN.

Sincerely

Dr Harris Steinman

Editor-in-Chief:

The process error in due policy is regretted and an apology is offered; the advert will not appear again in any future editions of the SAJCN. The transdisciplinary monitoring and care of our Journal is much appreciated. Corrective measures have been taken to prevent recurrence.
