



Australian
Competition &
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Commission

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NEWS RELEASE

Attention: Medical, Consumer writers

ACCC ACTS QUICKLY TO TEMPORARILY RESTRAIN ALLEGED MISLEADING CANCER TREATMENT CLAIMS

The Australian Competition and Consumer Commission has obtained interlocutory injunctions in the Brisbane Federal Court against Darryl Jones, principal of the Darryl Jones Health Resolution Centre on the Sunshine Coast, Queensland, over alleged misleading or deceptive conduct in connection with a cancer treatment program.

The ACCC alleges that Mr Jones represented on the Centre's website and in an e-book he wrote that he had reasonable grounds and a reliable and current scientific or medical basis to assert that:

- the reduction or elimination of glucose in the diet; and
- taking laetrile, also known as amygdalin or "B17",

were effective to treat or prevent cancers or, together with an exercise regime recommended by Mr Jones, preferable to conventional medical treatments such as surgery or chemotherapy.

The injunctions stop Mr Jones, until the court makes further orders, from making claims that his treatments can prevent or treat the growth of cancer, or any medical condition. Mr Jones must first obtain written advice from an appropriately qualified professional certifying that the proposed treatment is, in the opinion of that person, supported by reliable scientific or expert medical opinion and is believed to be effective and safe. That advice must be disclosed to his clients, customers and the ACCC.

Other orders require Mr Jones to write to his clients and customers and also display a notice on any websites he controls, owns or maintains, advising of the interlocutory injunctions.

The ACCC urges anyone suffering from cancer or seeking to prevent it to seek advice from a suitably qualified medical practitioner.

A directions hearing has been set down for 16 April 2010.

NR 41/10
9 March 2010