

10/09/2024

Advertising Standards Authority
Castle House
37-45 Paul Street
London
EC2A 4LS

To whom it may concern,

Pristine Conditional International Ltd of Unit 1, Centenary Business Park, Station Road, Henley-On-Thames, RG9 1DS with Managing Director and Founder **David Snowdon** present the following fabrications, dishonest and misleading advertising on their website www.pristinecondition.com

This lies and fabrications have been on their website for many years since 1997.

As shown on their website they claim to be **'the best of the best.'** We see no evidence of how they can justify this. This is self-proclaimed.

5. HANDS-ON TRAINING FOR REAL-LIFE APPLICATION

Our practical, hands-on training empowers your staff to apply effective manual handling techniques in their everyday tasks. By instilling realistic and achievable principles, we ensure long-lasting buy-in from your team. Our field-based team are all ex-military and are often described as **"the best of the best"**

Pristine Condition International Ltd display no owned Scientific Research Papers so they cannot say their **'methodologies are scientifically proven.'** There is very little research into Manual Handling Techniques, which again highlights the lies and fabrications by their responsible Director *Davy Snowdon*.

3. SCIENTIFICALLY PROVEN TO WORK IN INDUSTRY

Our methodologies are scientifically proven to deliver outstanding results! During an independent Biomechanics Study with Tesco Distribution, Pristine Condition's manual handling training was proven to reduce risk factors for injury by up to 94%.

Read more about our groundbreaking [Tesco case study](#).

Their use of **'groundbreaking'** on their website suggests they are pioneering. Again, fabricating they are above every Company that provides Manual Handling Training across the UK.

DELIVERING CONSISTENT AND BENCHMARKED MESSAGES THAT GET RESULTS

Pristine Condition are regarded as leaders in [manual handling](#) and have been achieving unprecedented results across the world for the last [28 years](#). Using our passion, experience and enthusiasm, we work with you to produce programmes that minimise your business risks.

The use of **'Benchmarked'** is misleading. There is no standard for Manual Handling Training in the UK. Not even with the Health & Safety Executive www.hse.gov.uk What is *Pristine Condition International Ltd* 'benchmarked' against? A dishonest marketing ploy. Many will see through it. But many won't.

Misleading statistical use.

**PROVEN TRACK RECORD IN MANUAL HANDLING INCIDENT REDUCTION.
50% REDUCTION GUARANTEED – 100% REDUCTION ACHIEVED**

This Blog post below highlights the use of misleading statistics in advertising.

www.singlegrain.com/blog/a/misleading-statistics-in-advertising

WORLD CLASS MEDIA PRODUCTIONS



HIGH QUALITY, ENGAGING PRODUCTIONS, PROFESSIONALLY PRESENTED BY SUBJECT-MATTER EXPERTS

Our in-house media team has a wealth of experience, whether it be working for major broadcasters, filming live multi-camera shots, sporting events or creating award winning productions.

They are well versed in producing high quality, engaging and informative video content. By using our passion and enthusiasm, we deliver your business messages in our own unique style.

Our productions are bespoke for your training needs and delivered in broadcast quality. All content is hosted in our secure private log-in area.

'World Class Media Productions' ... the gold standard in misleading and fabricating marketing. There is Director in Chief *Davy Snowdon* (on the right) discussing their 'World Leadership' with their Cameraman.

HIGH QUALITY, ENGAGING PRODUCTIONS, PROFESSIONALLY PRESENTED BY SUBJECT-MATTER EXPERTS

Our in-house media team has a wealth of experience; whether it be working for major broadcasters, filming live multi-camera shots, sporting events or creating **award winning productions.**

'Award Winning Productions' There are no Awards listed.

This demonstration within this letter of their lies, fabrications and misleading advertising is a drop in the ocean compared to what their website and social media display.

You can find all of this on all 5 Parts of our Blog Post:

www.osteopathicsolutions-manualhandling.co.uk/not-as-pristine-as-you-are-led-to-believe

As well as:

www.pristinecondition.com

www.linkedin.com/company/pristine-condition-international

We look forward to *Pristine Condition* updating their website and social media, so that Professionals in Health & Safety and Learning & Development across the UK can make the right decisions.

Yours faithfully,



Mr. Gareth Milner BSc. (Hons) Ost.
Qualified Osteopath & Director of Osteopathic Solutions Ltd