

**Advertising Standards Authority:  
Observations on the Independent Review published May 11 2018**

These are four observations following a quick read of the letter dated May 11 2018 by the Independent Reviewer of the rulings of the ASA council.

1. I am surprised that the ASA's prejudgement of the case was a " mistake" but of no consequence. I remember discussing on the phone with the ASA's case officer how many studies would be needed to refute the ASA's prejudgement. I supplied my lengthy arguments precisely to refute the ASA's prejudgement. My many pages were certainly not to support, or accept, the ASA's mistaken prejudgement but directly against it. I had imagined that this would have been very obvious to all readers.

2. I cannot find an assessment of the ASA's lack of accountability. There is still no indication of the identity of the person who wrote their scientifically invalidated ruling and whether they have any expertise in this area.

3. It seems odd to claim that WHO/IARC's 2B "Possible" assessment of RF as a human carcinogen is not "a sufficiently robust basis to underpin" the words "Cancer Risk Raised". For the poster to have stated instead either (a) "Cancer Risk the Same" or (b) "Cancer Risk Lowered" would be illogical and insufficiently robust for a "Possible" Risk. Therefore "Risk Raised" appears to have fully robust underpinning. And, of course, my evidence included studies more recent than 2011 confirming that RF is a class 2A or a class 1 human carcinogen in the view of the world's leading experts. It seems, therefore, that the ASA and this Review do not also regard the words "Probable" or " Certain" as indicating "Risk Raised".

4. I cannot find any reference in this Review of May 11 2018 to the failure of the ASA's ruling to supply even one peer-reviewed study to disprove all the many hundreds of peer-reviewed studies which my substantiation provided. This confirms that the ASA's ruling lacks scientific validity.

The ASA's Council's Ruling and the Review seem to lack scientific expertise and understanding in this area.

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May 11 2018