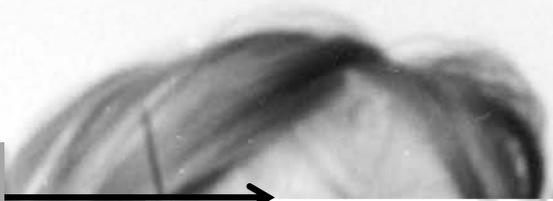


THE  
SCHOOL OF HOMEOPATHY®

Me!



Dad



# WOLFF OLINS



Sky – TV Network

Sainsbury's - Supermarket

New Look – Fashion Retailer

Kwikfit – Car Servicing & Repair

Olympics – Athletics

Holmes Place - Gym

Speedo – Sports

Orange – Telecoms

BT – Telecoms

Douwe Egberts – Coffee

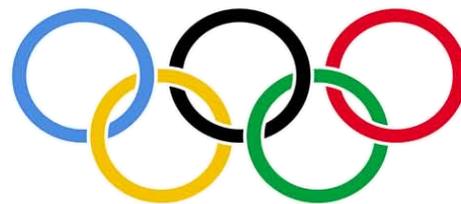
Lego – Toys

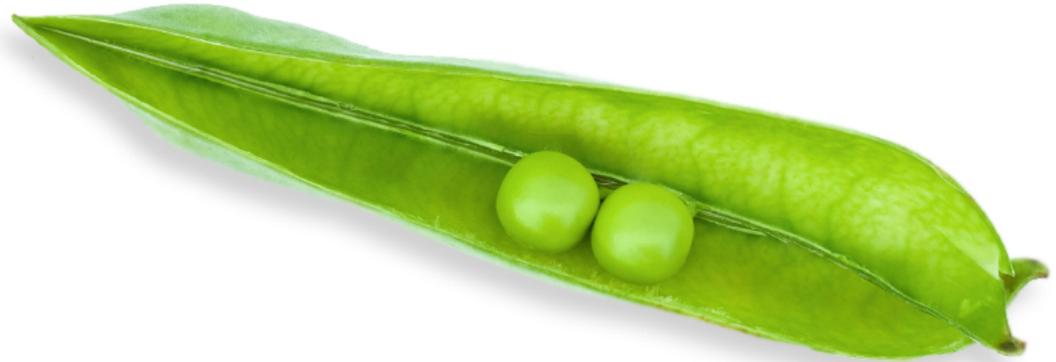
Liberty - Fashion



TM ©

ATHENS 2004





Trained in 1999

Bought Alternative Training (now The School of Health) in 2005

Joined The School of Homeopathy core team in 2006

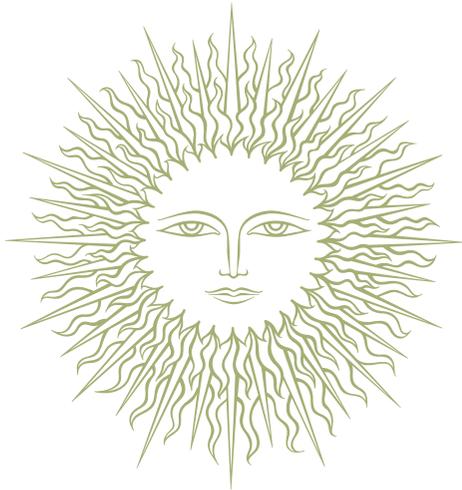
Took over The School of Homeopathy in 2009

Mani, Founding Member of HCPF

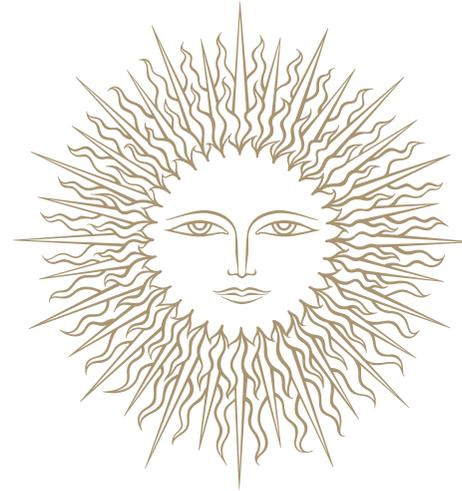
Mani, Founding Member and Vice Chair of 4Homeopathy

Events panel Society of Homeopaths

Organising committee of the Homeopathic Research Institute



THE SCHOOL OF  
HEALTH®



THE SCHOOL OF  
HOMEOPATHY®







HOMEO  
PATHY

Who are we

Why 4H

Work to date

**Who are we**

Why 4H

Work to date

Alliance of Registered  
Homeopaths

BRITISH  
HOMEOPATHIC  
ASSOCIATION  
INCORPORATING THE HOMEOPATHIC TRUST



B A H V S



HOMEOPATHYACTIONTRUST

HCPE  
Homeopathy Course Providers Forum



HRI HOMEOPATHY  
RESEARCH INSTITUTE

The Society  
of Homeopaths

The Group first met at the RLHIM on Thursday 2<sup>nd</sup> April 2011

# Members

Each member wears many hats

Time and work given for free

Each organisation makes an annual financial contribution

Together the membership organisations represent the whole UK

homeopathic profession:

Homeopaths, Patients, Doctors, Vets, Students, Research, Manufacture and Charity

Strategy, planning, projects etc are agreed annually

Who are we

**Why 4H**

Work to date

Options for you

## How the 4H group formed

- Skeptics, detractors, biased scientists and science evangelists dominating the news and controlling the agenda.
- Homeopathy on the back foot; unable to launch unified response.
- Many good people/organisations have similar ideas working in tandem.
- A meeting in 2011 of the sector that led to 4H and all its activities.



Homeopathy needs a voice  
Coherent · Consistent · Compelling



patient



practitioner



patient



energy



ideas



reality



happy patient · happy practitioner · happy profession



Our vision is to help  
homeopathy become an  
important part of  
everyone's life

Who are we

Why 4H

**Work to date**



**MEDIA**

**INTERNET**

**TELEVISION**

**RADIO**

**MAGAZINES**

**NEWSPAPERS**



**AL TIME**  
View from the Top  
Peak Globish? Page 13

**Daily Telegraph**  
TOMORROW  
IN COLOUR  
KENNETH  
BRANDISH

**THE TIMES**  
Good warnings

**THE GUARDIAN'S  
GREATEST HITS**  
I am the greatest  
Meet Jay Z, the  
McCartney of  
Hip-hop  
With American women  
think of Hillary Clinton  
All over here

**the guardian**  
...craft: new questions about  
... his tax and his home

...alty points  
...neer.

**THE INDEPENDENT**  
**EXPOSED**  
THE BEST PHOTOGRAPHS AS  
SEEN BY THE WORLD'S LEADING  
PHOTOGRAPHERS LIVE ONLINE

B

B

C



# Positioning

Using research analysis and workshop sessions, the 4Homeopathy Group worked with a PR agency to draft a new positioning statement for homeopathy that would be used to inform future projects and campaigns.

# Media code

The 4Homeopathy Group developed a new media code circulated this to every homeopath in the UK ensuring the profession had the same guidelines to follow.



conventional medicine	18% between 2000 and 2007. 7% of treatments tested are either unproven or harmful to patients	<a href="http://clinical.evidence.bmi.com/oweb/0204/knowledge.htm">http://clinical.evidence.bmi.com/oweb/0204/knowledge.htm</a>	British Medical Journal	every 6
homeopathy use	An estimated 5.75 million people a year in the UK go to see a complementary practitioner for treatment and it has been estimated that one in four members of the public would like to access complementary medicine on the National Health Service	<a href="http://www.britishhomeopathic.org/media/centofacts_about_homeopathy/popularity_and_market_place.html">http://www.britishhomeopathic.org/media/centofacts_about_homeopathy/popularity_and_market_place.html</a>	Thorson K & Coleman P. Use of complementary or alternative medicine in a general population in Great Britain. Results from the National Omnibus Survey. Journal of Public Health 2004; 26(2): 163-167	20
		<a href="http://www.homeopathy-nhs.org/whats-">http://www.homeopathy-nhs.org/whats-</a>	C Smallwood	

# Media toolkit

A foundation stone for any proactive or reactive media work. We have built a database to hold our positive statements, responses to often-used arguments, and facts to help reinforce our statements. The toolkit is revised regularly to include emerging facts and arguments to support our statements. A compact version was circulated to all homeopaths.

Three brown circles are arranged horizontally. Each circle contains text in a white, italicized font. The first circle on the left contains the text 'Homeopathy works'. The middle circle contains 'Millions use it'. The third circle on the right contains 'There is evidence'.

*Homeopathy  
works*

*Millions  
use it*

*There is  
evidence*



*Homeopathy  
works*



*Millions  
use it*



*There is  
evidence*



# Patient database

We have a growing database of patients who are willing to speak about their experiences of homeopathy.

Nothing is more powerful than hearing patients tell their accounts of how homeopathy helped them.



# Joint media strategy

Since the 4 Homeopathy Group has been coordinating press responses negative coverage of homeopathy has been significantly reduced. Messages to the press are far more aligned. It is still hard to place positive media stories in the national newspapers but we are making slow progress.



# Media training

The School of Homeopathy paid for a group of 8 spokespeople across registers and expertise to be trained extensively and who are now better prepared for media interviews. Use of the toolkit is an essential prerequisite for those engaging with the media and the arguments have been road tested by experts.

# PR

Antibiotics

Swiss Report

EU Funding

Evidence Check

Single Directory

# Change direction

Celebrity endorsement

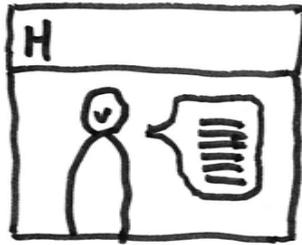
Social media

Video

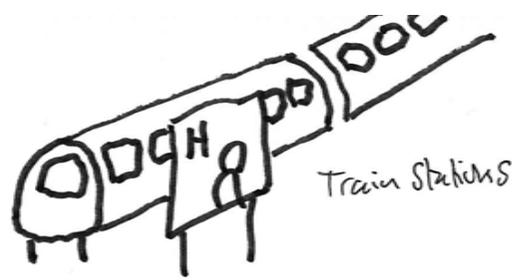
Build a brand

WWW FIND A HOMEOPATH

New logo lives on this site



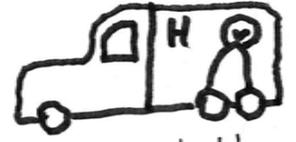
1000 Patient Testimonials on this site



Train Stations

ADVERTISING

ROAD SHOW



This is on hold.

Homeopath Packs



Brand book use of logo



Leaftlet



posters



stickers



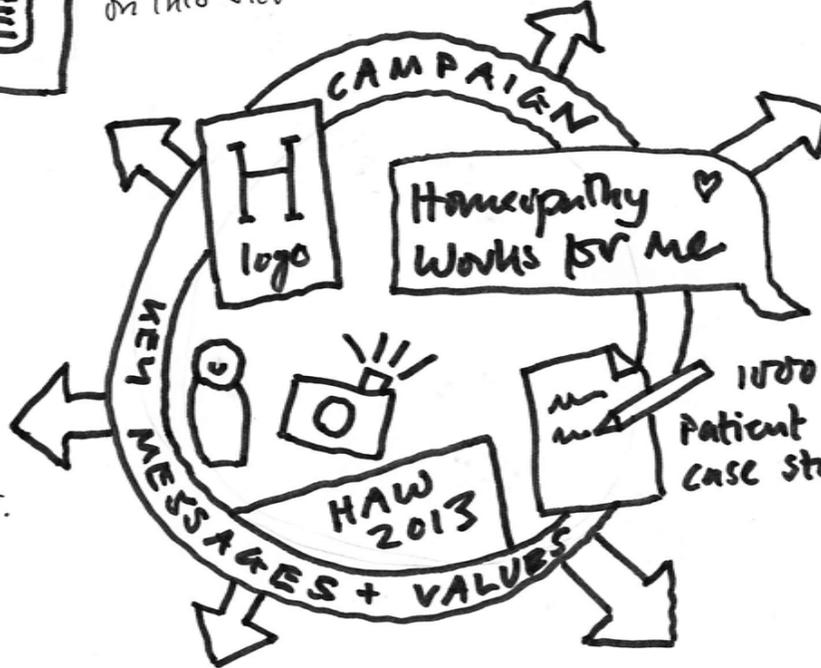
stands put up all over the UK

Town/City stalls

CELEBRITY PR



Celebrity + patient photo shoot.



YOU TUBE

STUDENT ANIMATIONS

student competition



HOMEOPATHY

WORKS

FOR ME

HOME  
PAT  
HY

HOMEOPATHY



## Talking Homeopathy

This reference page is to help you respond confidently when asked difficult questions or when approached by the media. Always remember that your registering body is keen to assist you. Do let them know if you are invited to be on the radio, interviewed for your local press or give a local talk, so they can help you. Remember, whenever a homeopath speaks they represent the profession as a whole. A collective approach helps to make the most of such opportunities.

We have provided facts on many different areas. If you're not confident to answer follow-up questions on a particular subject, just say 'that's beyond my area of expertise, but I can tell you that homeopathy works' and go back to what you really know about - your experience with homeopathy!

Keep this card handy, so you have it with you.

### Key messages

Homeopathy works - There is evidence that it is effective - Millions of people use it across the world

### What is homeopathy?

Homeopathy is a complete system of medicine. Patients are treated as a whole, not just the complaint they present with. Homeopathy helps to stimulate the body's own healing mechanism.

### Why use homeopathy?

Homeopathy is a natural, safe, effective system of medicine that can be used by everyone, including babies, children, pregnant women, the elderly and those with chronic conditions.

million people depending solely on homeopathy for their medical care. Well over 200 million people around the world use homeopathy.

1 Global 100 Business: Issue 30, Jan 08 - 1 Contribution Report to the European Parliament and Council on the Application of Directive 82/71 and 82/74, Luxembourg, 2004, Jan 02 - 1 19225 2012 - 4 Point 6, Homeopathy Working in India, London, 17th November 11, 2007, 1129-40

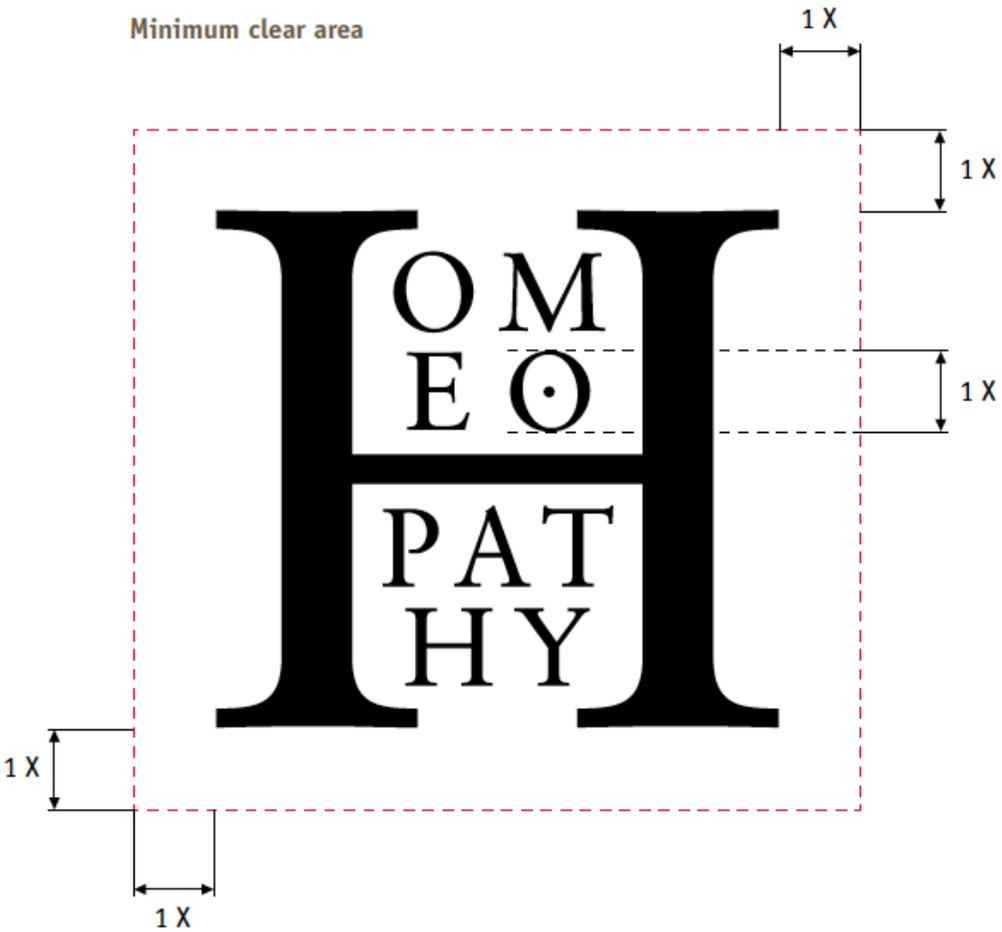


Millions of people use homeopathy. Homeopathy is one of the most popular forms of medicine in the world (equivalent to the population of the UK). Homeopathy is available in over 100 countries. Homeopathy is available in the counter or prescription systems in Britain, Germany, France, and 56% of French people use homeopathy in terms of number of prescriptions.



our profession · our brand

Minimum clear area



### Black & white logo options

The logo works very well in black and white, as the versions below show.



### Minimum size

The logo must never be used smaller than 10mm in height



 **pollynoakes**  
registered homeopath

meadow house, ragman's • stocks, london/oxford, homecare ip6 2th  
t. 01425 427838 m. 07779 197 024 e. info@pollynoakes.co.uk  
© Pollynoakes & Solibus



HOMEOPATHY  
CLINIC

Homeopathy Clinic - No 1 Cheapside - Street - G1 3EN  
0113 2766336 - clinic@homeopathyclinic.com - www.homeopathyclinic.com



**Noam Bar RSHom**  
Registered Homeopath

Consultations in:  
Ainsworth Homeopathic Pharmacy  
36 NewVendick Street  
London W1G 8JF

M: 07811 924 953  
E: clinic@noambar.co.uk  
www.noambar.co.uk



HOMEOPATHY

*Homeopathy works for me*  
Debbie Moore



[www.findahomeopath.org.uk](http://www.findahomeopath.org.uk)

HOMEOPATHY

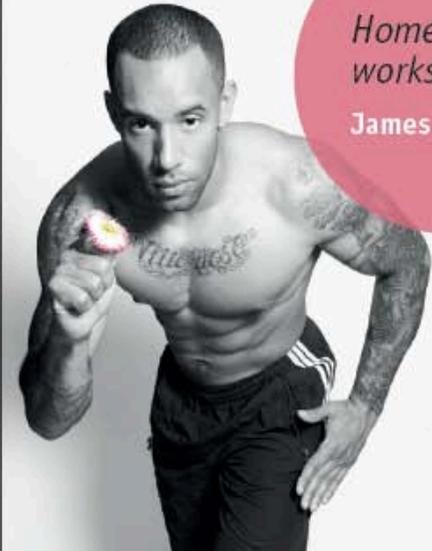
*Homeopathy works for me*  
Jo Wood



[www.findahomeopath.org.uk](http://www.findahomeopath.org.uk)

HOMEOPATHY

*Homeopathy works for me*  
James Ellington



[www.findahomeopath.org.uk](http://www.findahomeopath.org.uk)



HOMEOPATHY



*Homeopathy works for me*

**Louise Hazel**  
Team GB Heptathlete

As an Olympic Athlete, I have used homeopathy countless times to assist with the various bumps and bruises that I have suffered from hitting hurdles.

[www.findahomeopath.org.uk](http://www.findahomeopath.org.uk)



HOMEOPATHY



*Homeopathy works for me*

**Stacey Dooley**  
BBC3 Presenter

I first discovered homeopathy when a friend suggested trying it to overcome my phobia of flying and I haven't looked back since – it really has worked!

[www.findahomeopath.org.uk](http://www.findahomeopath.org.uk)



HOMEOPATHY



*Homeopathy works for me*

**Janey Lee Grace**  
Radio 2 Presenter

I was first introduced to homeopathy 15 years ago when I was pregnant with my first child. I gave birth in a fabulous hospital where the midwives prescribed homeopathy during labour.

[www.findahomeopath.org.uk](http://www.findahomeopath.org.uk)

H  
O M  
E O  
P A T  
H Y

**“Homeopathy is very important to healthy living. It empowers you to take control of your health.”**

Michelle Collins  
Ambassador for  
‘Homeopathy Works for Me’ campaign



[www.findahomeopath.org.uk](http://www.findahomeopath.org.uk)





## Arlene Philips CBE

"I've regularly found Arnica cream to be so helpful with healing bruises and dancing related injuries!"

Arlene Phillips, CBE, choreographer, Strictly Come Dancing star and former dancer, celebrated homeopathy in a "living" dress decorated with real flowers that are all used for homeopathic remedies, including Clematis, Hydrangea and others.



HOMEOPATHY  
LIVING  
DRESS



[www.findahomeopath.org.uk](http://www.findahomeopath.org.uk)





findahomeopath.org

Professional homeopathy treatments in Havant

Find a Homeopath | Find a Homeopath UK | Homeopathy | Search for Homeopathic Practitioner...

FIND A HOMEOPATH TESTIMONIALS ABOUT HOMEOPATHY THE CONSULTATION THE REGISTERS SHOP COURSES WANT HELP

PRODUCTS  
CART  
DOWNLOADS



HOMEOPATHY WORKS FOR ME

About Us News Sign In

 Play   
**The Snooks**  
About homeopathy : 0m 44s

 Play   
**The Snooks**  
What happens when you visit a homeopath? : 0m 45s

 Play   
**The Snooks**  
Why try homeopathy? : 0m 49s

**What to Expect**

**Find a homeopath near you:**

*Homeopathy treats each person as a unique individual with the aim of stimulating their own natural healing ability. A homeopath selects the most appropriate medicine based on the individual's specific symptoms and personal level of health.*

*This website has been designed to introduce you to the healing potential of homeopathy and make it easier for you to find a qualified practitioner, who is regulated by one of the UK's homeopathic registering bodies.*

**Did you know...**

- Homeopathy is the second largest system of medicine in the world. <sup>1</sup>
- There is a substantial body of scientific research demonstrating homeopathy is an effective form of treatment. <sup>2</sup>
- There are over 3,000 registered practitioners across the UK. <sup>3</sup>



www.facebook.com/HoWFMe

Over 160k+ likes

The screenshot shows the Facebook page for 'Homeopathy Worked for Me'. The page header includes navigation tabs for Page, Messages (4), Notifications (99), Insights, and Publishing Tools. The main cover image features a woman, Michelle Collins, with floral tattoos, and text identifying her as the Ambassador for the 'Homeopathy Worked for Me' Campaign. A large yellow 'HOMEOPATHY' logo is also visible. The page statistics on the right show 56,673 Post Reach, 4,578 Post Engagement, and a 39% Response Rate. The main content area displays a status update from 'Homeopathy Worked for Me' shared by Em Colley, featuring a photo of a woman and text describing the symptoms of Argentum nitricum (Silver Nitrate). The right sidebar includes a 'Recent' section with years 2015, 2014, 2013, and 'Founded', and a 'See Your Ad Here' section with a small advertisement for the page.

Facebook page of 4Homeopathy (4H) maintained by member organisation Homeopathy Action Trust (Registered Charity Number 328537).

**Michelle Collins**  
Ambassador for 'Homeopathy Worked for Me' Campaign  
www.findahomeopath.org.uk

**Homeopathy Worked for Me**  
Community

**THIS WEEK**

- 56,673 Post Reach
- 4,578 Post Engagement
- 39% Response Rate
- 7 hours Response Time

**Recent**

- 2015
- 2014
- 2013
- Founded

**See Your Ad Here**

**Homeopathy Worked for Me**  
Facebook page of 4Homeopathy (4H) maintained by member organisation Homeopathy Action Trus...

Like Page · 121,533

38% response rate, 7-hour response time  
Respond faster to turn on the icon

121k likes +718 this week

56,673 post reach this week

Invite friends to like this Page

**Find New Customers**  
Connect with more of the people who matter to you  
Promote Page

**Status** Photo/Video Offer, Event +

Write something...

**Homeopathy Worked for Me** shared North West College of Homoeopathy's photo.  
Published by Em Colley [?] · 6 September at 21:41 ·

**Argentum nitricum (Silver Nitrate)**  
Fear of flying. Anticipatory anxiety and gastro-intestinal problems (belching / flatulence). Suits warm-blooded people with a tendency to feel hurried and impulsive. They may have a fear of failure when having to perform in public. Their fear is justified, as they often rush through things and get into a mess. (cf Gelsemium & Lycopodium). Pains splinter-like. Better: open air; walking fast. Worse: crowds; sweets (causes diarrhoea).

www.twitter.com/HomeopathyWFM  
5k followers

The screenshot shows a browser window displaying the Twitter profile of Homeopathy WFM. The browser's address bar shows the URL www.twitter.com/HomeopathyWFM. The Twitter navigation bar includes Home, Notifications, Messages, and a search bar. The profile header features a banner image of a woman with flowers on her shoulder, the URL www.findahomeopath.org.uk, and the name Michelle Collins. The profile picture is a yellow square with the text 'HOMEOPATHY' in a stylized font. The bio reads: 'Homeopathy works for me! Learn about homeopathy and find a qualified practitioner at: findahomeopath.org.uk'. The profile statistics are: 9,418 Tweets, 1,614 Following, 2,858 Followers, 1,187 Favorites, and 3 Lists. The profile is set to 'Following'. The main content area shows a tweet from Homeopathy WFM (@HomeopathyWFM) posted 19 hours ago, which reads: 'The numbers: 172 Tweets. 19 Participants. 3,509,809 Impressions. More #homeopathyhour analytics here: symplur.com/healthcare-has... via @symplur'. The tweet has 1 retweet and 1 favorite. Below the tweet, it is noted that Homeopathy WFM retweeted a tweet from CHE HOMEOPATHY (@chehomeopathy) about a free first aid webinar.

www.findahomeopath.org.uk  
Michelle Collins

**HOMEOPATHY WORKS FOR ME**

**HOMEOPATHY WFM**  
@HomeopathyWFM  
Homeopathy works for me! Learn about homeopathy and find a qualified practitioner at:  
[findahomeopath.org.uk](http://findahomeopath.org.uk)  
Joined July 2013

TWEETS 9,418 FOLLOWING 1,614 FOLLOWERS 2,858 FAVORITES 1,187 LISTS 3

Following

Tweets Tweets & replies Photos & videos

**Homeopathy WFM** @HomeopathyWFM · 19h  
The numbers: 172 Tweets. 19 Participants. 3,509,809 Impressions. More #homeopathyhour analytics here: [symplur.com/healthcare-has...](http://symplur.com/healthcare-has...) via @symplur

Homeopathy WFM retweeted

**CHE HOMEOPATHY** @chehomeopathy · 19h  
@HomeopathyWFM #homeopathyhour free first aid webinar taking place next Monday, register here [bit.ly/1K0IBuD](http://bit.ly/1K0IBuD) spread the news!

www.youtube.com/user/FindaHomeopath  
Over 175k views

The screenshot shows the YouTube channel page for FindaHomeopath. At the top, there is a browser window with the address bar showing 'youtube.com'. The YouTube logo is in the top left, and a search bar is in the top center. On the right, there are buttons for 'Upload', a notification bell with a '1' badge, and a profile icon.

The channel banner features a large image of Michelle Collins with the text 'Michelle Collins Ambassador for "Homeopathy Works for Me" Campaign' and a circular logo that says 'HOMEOPATHY WORKS FOR ME'. To the left of the banner is a yellow logo with the text 'HOMEOPATHY'.

Below the banner, the channel name 'FindaHomeopath' is displayed, along with a 'Subscribed' button and a settings gear. A navigation menu includes 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'. To the right, it says 'Also subscribed' with three small profile icons.

The 'What to watch next' section shows a large video thumbnail for 'Stacey Dooley' by FindaHomeopath (1,962 views, 1 year ago). To its right are three smaller video thumbnails: 'Louise Hazel' (1,601 views, 1 year ago), 'Jo Wood' (1,171 views, 1 year ago), and 'Janey Lee Grace' (1,015 views, 1 year ago).

The 'Featured Channels' sidebar on the right lists three channels: 'School of Homeop...', 'Faculty of Homeop...', and 'Britishhomeopathic', each with a 'Subscribe' button.

At the bottom, there is a section titled 'The Snooks : Talking Homeopathy' with the text 'The Snooks explain some of the basic principles of homeopathy.' Below this are three video thumbnails, each with a 'WATCHED' label.



Testimonials – have your say



works for me

[www.findahomeopath.org.uk/HaveYourSay](http://www.findahomeopath.org.uk/HaveYourSay)

Has homeopathy helped you? Do you want to help others? We're creating a searchable database of how homeopathy has improved peoples' lives and well-being. Please take a moment to **have your say** - thank you.

Homeopathy works for me!



## Talking Homeopathy

This reference page is to help you respond confidently when asked difficult questions or when approached by the media. Always remember that your registering body is keen to assist you. Do let them know if you are invited to be on the radio, interviewed for your local paper or give a local talk, so they can help you. Remember, whenever a homeopath speaks they represent the profession as a whole. A collective approach helps to make the most of such opportunities.

We have provided facts on many different areas. If you're not confident to answer follow-up questions on a particular subject, just say 'that's beyond my area of expertise, but I can tell you that homeopathy works' and go back to what you really know about - your experience with homeopathy!

Keep this card handy, so you have it when you need it!

### Key messages

Homeopathy works - There is evidence which shows that it is effective - Millions of people use homeopathy across the world

### What is homeopathy?

Homeopathy is a complete system of natural medicine - Patients are treated as a whole, not only for the medical complaint they present with - Homeopathic medicines help to stimulate the body's own natural healing mechanism

### Why use homeopathy?

Homeopathy is a natural, safe, gentle and effective system of medicine that can be used to treat everyone including babies, children, pregnant women and the elderly - Patients are prescribed homeopathic medicines based on their unique, individual needs - Homeopathic medicines are safe, non-toxic, and rarely produce unwanted effects - Homeopathy can help for both acute and chronic diseases - Homeopathy can be used alongside other treatments, and will not interfere with the beneficial effects of conventional medication - Homeopathy can be used successfully by qualified vets to treat animals including pets, farm animals, competition horses and even wild animals!

1 [www.britisshomeopathic.org/veterinary-research/](http://www.britisshomeopathic.org/veterinary-research/)

### Millions of people use homeopathy

Homeopathy is one of the most commonly used systems of medicine in the world today - In the UK 12% of the population (equivalent to nearly 8 million) trust homeopathy<sup>1</sup> - 100 million European citizens use over-the-counter or prescribed homeopathic medicines<sup>2</sup> - Homeopathy is available as part of the national health systems in Britain, Germany, France, India and Brazil - 56% of French people use homeopathy<sup>1</sup> - India leads in terms of number of people using homeopathy, with 100

million people depending solely on homeopathy for their medical care - Well over 200 million people around the world use homeopathy<sup>2,3</sup>

1 *Globe: TCI Renaissance*, Issue 33, Jan-08 - 2 *Commission Report to the European Parliament and Council on the Application of Directives 92/73 and 92/74, Com(97) 342 Final*, Jul-97 - 3 *IPSO's 2012 - A Pascal R. Homeopathy booming in India*, *Lancet*, 370:November 17, 2007,1679-80

### Mechanism of action

We do not yet have a scientific explanation to describe how homeopathic medicines work - This is true of many other things in the world around us, such as how anaesthetics work, or even gravity<sup>1</sup> - It is clear that we do not have to fully understand how something works, in order to know that it does work - Clinical outcomes and over 200 years of use demonstrate that patients benefit from homeopathic treatment

1 [www.britisshomeopathic.org/1770-greatest-mysteries-grow-by-root/](http://www.britisshomeopathic.org/1770-greatest-mysteries-grow-by-root/) - [http://www.ribovine.com/61/20221345/ribo/technology\\_and\\_science-science/quality-vet-clinicians-scientists/](http://www.ribovine.com/61/20221345/ribo/technology_and_science-science/quality-vet-clinicians-scientists/)

### RCTs (Randomised controlled trials)

Most of the arguments used against homeopathy concentrate on randomised controlled trials (RCTs), which are considered by some to represent the 'gold standard' of trials - However, concerns about the limitations of RCTs and the dangers of relying solely on this one form of evidence are being expressed by medics and scientists alike (Rawlins, 2008, Dacks et al, 2014) - Both scientists and commentators (Ben Goldacre) recognise that RCTs can have inherent flaws

The Hamilton Oration Of 2008, Dr Testosterone, 'On the evidence for decisions about the use of therapeutic interventions' by Professor Sir Michael David Rawlins - Dacks PA, Bennett DA, Furler HM, Evidence needs to be translated, *Whether or Not It Is Complicated*, *JAMA Neurol*, 2014 Feb;71(2):131-8, doi: 10.1001/jamaneurol.2013.

But if RCTs are the only measure; homeopathy has evidence on its side - Up to the end of 2013, a total of 188 RCT papers in homeopathy (on 100 different medical conditions) have been published in good quality scientific journals, with the majority being positive - In fact, 44% of RCTs have a balance of positive evidence, 5% have a balance of negative evidence, and 47% have not been conclusively positive or negative; 4% of the RCTs do not contain data that are suitable for analysis<sup>1</sup> - These outcomes are similar to conventional medicine

1 [www.britisshomeopathic.org/evidence/the-evidence-for-homeopathy/](http://www.britisshomeopathic.org/evidence/the-evidence-for-homeopathy/)

There are powerful outcome studies demonstrating that homeopathy improves patient health - In 2005, the largest service evaluation of homeopathic treatment reported that 70% of 6,500 follow-up patients experienced improvement in their health - Eczema, asthma, migraine, irritable bowel syndrome, arthritis, depression and chronic fatigue syndrome - difficult chronic problems suffered by many people - all improved<sup>1</sup> - In an eight year study published in BMC Public Health, over 3,500 patients reported considerable improvements in various health conditions following homeopathic treatment<sup>2</sup>

1 *Science* 30, Thompson EA, Homeopathic Treatment for Chronic Disease: A 6-Year University-Hospital Outpatient Observational Study, *The Journal of All and Care Med* 2005; 10(11), pp. 793-798 ([www.ncbi.nlm.nih.gov/pubmed/16250250](http://www.ncbi.nlm.nih.gov/pubmed/16250250)) - 2 *Witt CH, Lütke R: How healthy are chronically ill patients after eight years of homeopathic treatment? - Results from a long term observational study*, *BMC Public Health* 2008, 8:e153 doi:10.1186/1471-2908-8-153 ([www.biomedcentral.com/1471-2908/8/153](http://www.biomedcentral.com/1471-2908/8/153))

### Science & Technology Committee 'Evidence check'

This 2010 report is often quoted as proving that homeopathy doesn't work - It was not a scientific peer-reviewed report, and cannot be viewed as evidence - No homeopaths or patients were asked to give evidence even though both groups submitted detailed submissions to the committee - Only three out of the fourteen MPs on the S&T Committee approved the report - Over seventy MPs expressed serious concerns about the manner in which the investigation was conducted, and its conclusions - The Government has not acted on the recommendations of this flawed report - More information can be found on [www.homeopathyevidencecheck.org](http://www.homeopathyevidencecheck.org)

### The placebo effect

There are numerous outcome studies which consistently show that patients get better following homeopathic treatment - However these studies are often either dismissed as 'unscientific', or declared to be nothing more than the 'placebo effect' given the high dilutions of the medicines - Professor Luc Montagnier, a French virologist and Nobel Laureate, stated in *Science* that 'high dilutions of something are not nothing. They are water structures which mimic the original molecules. It's not pseudoscience. It's not quackery. These are real phenomena which deserve further study'<sup>1</sup> - There are positive RCTs which demonstrate homeopathy is more than a placebo

### The Lancet meta analysis

Entitled 'Are the clinical effects of homeopathy placebo effects?', this analysis was written by Shang et al, and published in the *Lancet* in 2005 - The study, which purportedly matches 110 homeopathy trials with 110 allopathic trials, demonstrates: selection bias - only 8 out of 110 homeopathy trials were selected for final analysis; analysis limitations - statistical differences between the trials selected for final analysis were not

taken into account; interpretation bias - the authors 'cherry picked' the resulting data, in order to present a predetermined outcome - There have been five major systematic reviews undertaken to analyse the balance of evidence resulting from RCTs of homeopathy - Four of these reviews reached a positive conclusion, and only one was negative

Bias in the Trial and Reporting of Trials of Homeopathy: A Fundamental Breakdown in Peer Review and Standards? - Michael Froese, E. Schuster, Zoe Muchbach, Jeff Duncan, Walter Gel, Gloria Koop, Christa Kestinger-Mayr, Anton E. Felbtrauer, Christian Reiter, Christian Indler, Menachem Uberman, *JAMA*, October 2005, 11(13): 780-782, doi:10.1093/jama.2005.11.780 - The conclusions on the effectiveness of homeopathy 'highly depend on the set of analyzed trials', Lütke R, Rutten ALB, *J Clin Epidemiol* 2008

### The safety of homeopathy

According to a report in the BMJ, 3% of conventional medical treatments are potentially harmful<sup>1</sup> - Every year 1-million Britons need hospital treatment because of the side-effects caused by conventional drugs<sup>2</sup> - The European Commission estimated in 2008 that adverse reactions kill 197,000 EU citizens annually, at a cost of €79 billion<sup>3</sup>

1 <http://clinical.evidence.bmj.com/lookup/quickurl/doi/10.1136/bmj.e1111> - 2 [www.guardian.co.uk/society/2008/apr/03/nhs.drugsideeffects](http://www.guardian.co.uk/society/2008/apr/03/nhs.drugsideeffects) [NTMPP-SRC] - 3 [ec.europa.eu/health/files/pharmacos/pharmack\\_12\\_2008/homeo\\_pharmacos\\_vigilance\\_december\\_2008\\_en.pdf](http://ec.europa.eu/health/files/pharmacos/pharmack_12_2008/homeo_pharmacos_vigilance_december_2008_en.pdf)

### Patient choice

We pay for the NHS via our taxes, so when we are ill, we should receive the treatment option of our choice, which we know works best for our individual needs - Homeopathy was included in the NHS Act of 1948, and is available on the NHS - Two studies recorded the outcomes and costs of treatment by German and French General Practitioners (GPs) who integrated homeopathy in their practice, compared with those who did not. The results of the two studies are congruent: GPs who integrated homeopathy in their practice achieved better results for similar cost<sup>1</sup> - In the UK the NHS spends just .0001% of its drugs budget on homeopathy, treating over 40,000 patients a year, who often suffer chronic illness that was previously managed with much more expensive drugs<sup>2</sup>

1 <http://www.britisshomeopathic.org/safety-and-cost-benefit/>  
2 <http://www.publications.parliament.uk/pa/cm/200910/cmselect/cmselect/45/4502.htm>

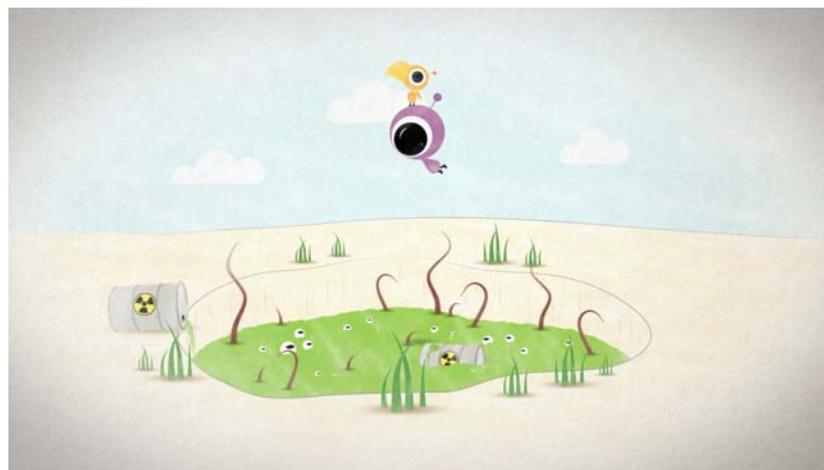
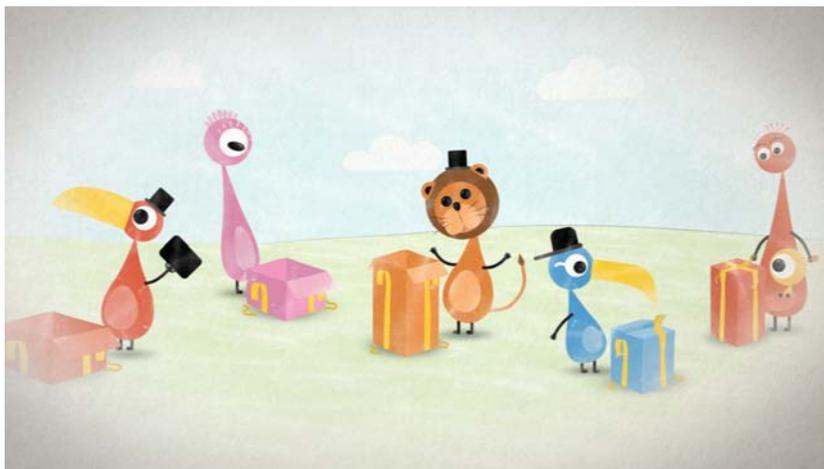
### Homeopathic myths

Homeopathy and conventional medicine can be used alongside each other when appropriate - Homeopaths do not advise against other medical intervention - Patients are encouraged to make an informed choice - Homeopaths believe that patients should be allowed to make an informed choice about vaccines, or any other medical interventions, based on individual research, and knowledge of any familial susceptibility to particular vaccines/medicines - Homeopaths will expect to liaise with other health professionals to ensure the best standard of care for the patient

[www.findahomeopath.org.uk](http://www.findahomeopath.org.uk)



[www.youtube.com/user/FindaHomeopath](http://www.youtube.com/user/FindaHomeopath)



44k + views YouTube  
15k + views FaceBook



# Homeopathy the natural choice



*Homeopathy involves treating the individual with the aim of triggering the body's natural system of healing. Based on their specific symptoms and personal health, a homeopath will match the most appropriate remedy to each patient.*



No toxic agents - remedies come from nature  
Safe - few or little side effects  
Choice - over 3000 registered & insured practitioners in the UK  
Time - consultations last 60-90 minutes  
Individual - we look at the causes of illness, as well as symptoms  
Family - safe for babies, children, parents and grand parents  
Integrated - homeopathy works alongside conventional medicines  
Remedies - from Boots, Holland & Barretts and pharmacies

[www.findahomeopath.org.uk](http://www.findahomeopath.org.uk)



# Homeopathy the natural choice

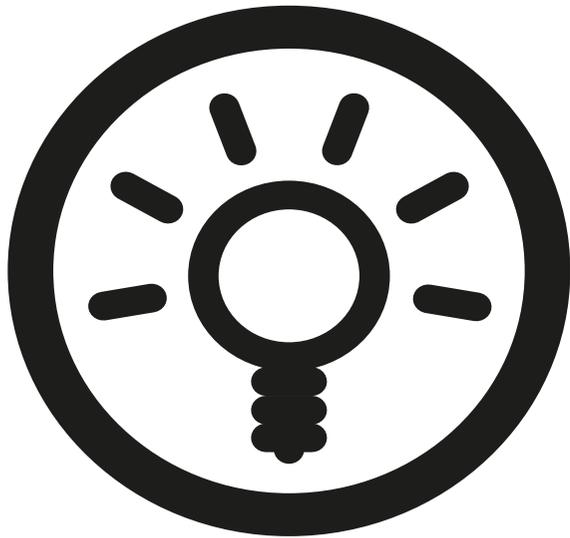
*"Homoeopathy changed my life. I never needed steroids again. In every instance I turn to Homoeopathy and it simply passes away."*  
D Kirpalani

No toxic agents - remedies come from nature  
Safe - few or little side effects  
Choice - 3000 registered practitioners  
Time - consultations last 60-90 minutes  
Individual - causes of illness, as well as symptoms  
Family - safe for the whole family  
Integrated - works alongside other medicines  
Remedies - Boots, Holland & Barretts and regulated pharmacies



Homeopathy involves treating the individual with the aim of triggering the body's natural system of healing. Based on their specific symptoms and personal health, a homeopath will match the most appropriate remedy to each patient.

[www.findahomeopath.org.uk](http://www.findahomeopath.org.uk)





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### Find A Homeopath

Discover the healing potential of Homeopathy. A homeopath selects the most appropriate medicine based on the individual's specific symptoms and personal level of health.

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# Homeopathy the natural choice

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Become happier and healthier.

Find a registered practitioner today.

Find a homeopath near you.

[Http://www.findahomeopath.org](http://www.findahomeopath.org)

Homeopathy - the natural choice in medicine.

Find a registered practitioner today.

Top ads:

Find a homeopath near you - become happier and healthier.

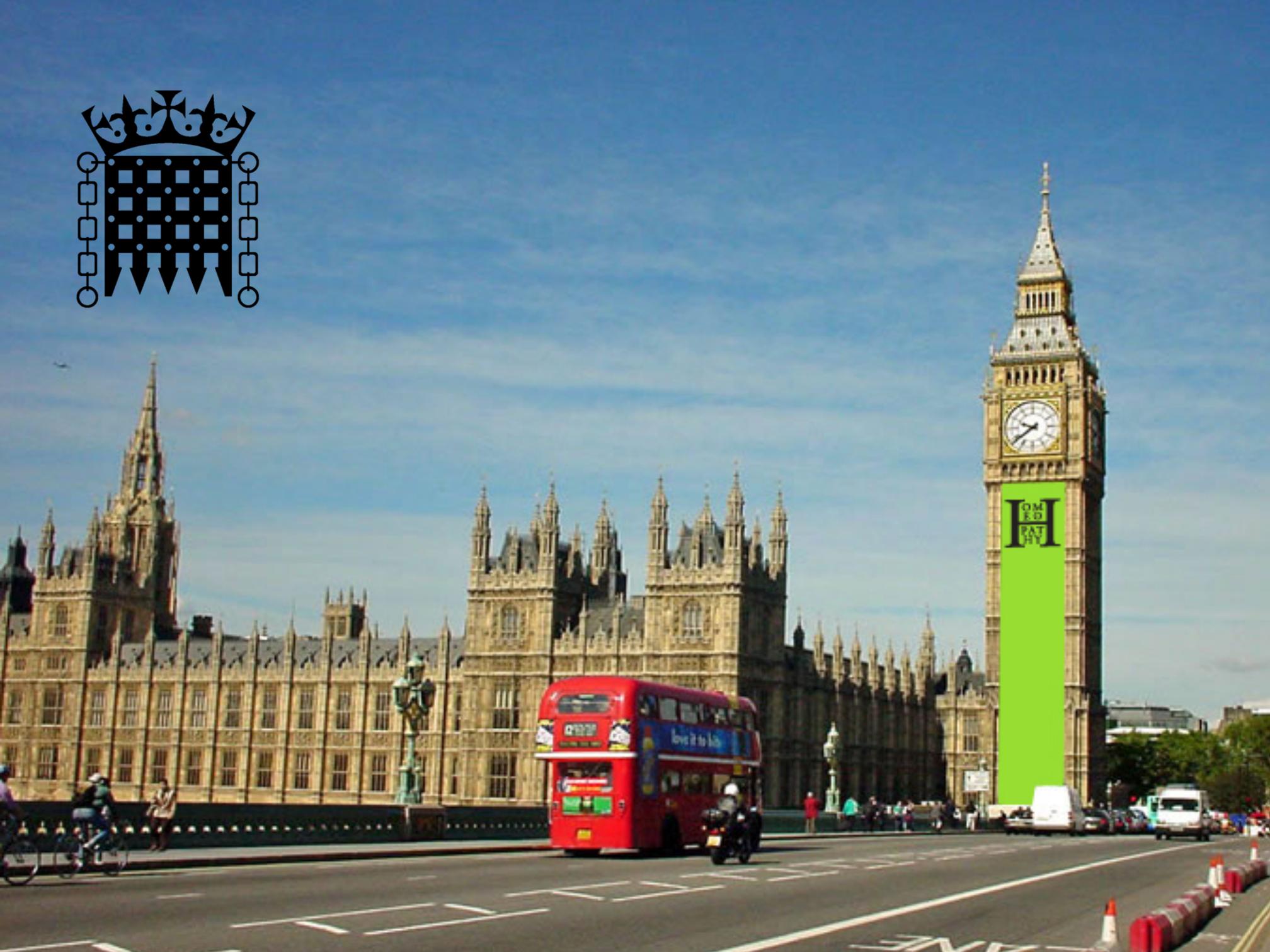
[Http://www.findahomeopath.org](http://www.findahomeopath.org)

Find a registered practitioner today.

Find a homeopath near you – homeopathy, the natural choice in medicine.

[Http://www.findahomeopath.org](http://www.findahomeopath.org)

Find a registered practitioner today.



[www.4homeopathy.org](http://www.4homeopathy.org)



▣



**TAKE ACTION**

Support homeopathy  
Join the campaign

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COULD THIS BE NATURE'S  
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THE STORY BEHIND THE HOMEOPATHY CONTROVERSY

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*Rx Promise or Placebo?*



HOMEOPATHY  
AWARENESS  
WEEK  
10-16 APRIL



Homeopathy works for me  
Alice Barlow  
Actress

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**Play**

Dr Stephan Baumgartner  
Homeopathy Research : 5m 53s



**Play**

Dr Elizabeth Thompson  
Homeopathy Research : 6m 30s



**Play**

Dr Elio Rossi  
Homeopathy Research : 6m 32s



**Play**

Miranda Castro  
Homeopathy Research : 4m 02s

## Homeopathy Awareness Week

Homeopathy Awareness Week (HAW) is a celebration of homeopathy as a patient-centred system of medicine which works! Homeopathy Awareness Week takes place from 10-16 of April, at the same time as the homeopathic community, practitioners and patients, celebrate the birthdate of Samuel Hahnemann, homeopathy's founder, and the benefits of homeopathy.

During Homeopathy Awareness Week, practitioners across the country organise free talks, or other promotional events, which give you information about homeopathy. You will have a chance to find out more about homeopathy, and hear from patients for whom homeopathy has made a profound difference to their health and wellbeing.

Homeopathy has been used effectively as a system of natural medicine across the world for over two hundred years. One of homeopathy's defining features is that it views each patient as a unique individual.

We are all very different, and when become ill we experience our dis-ease in different ways. We might have similar physical symptoms to a particular condition, for example sneezing and a runny nose when we have a cold, but our reaction to that cold will be different. Some people will just carry on as usual and regard the physical symptoms as a minor inconvenience, whereas others might react totally differently and feel sad or despondent, or irritable and bad-tempered.

Homeopathy treats each person as a unique individual with the aim of stimulating their own natural healing ability. A homeopath selects the most appropriate medicine based on the individual's specific symptoms and personal level of health.

# HOMEO EOPATHY

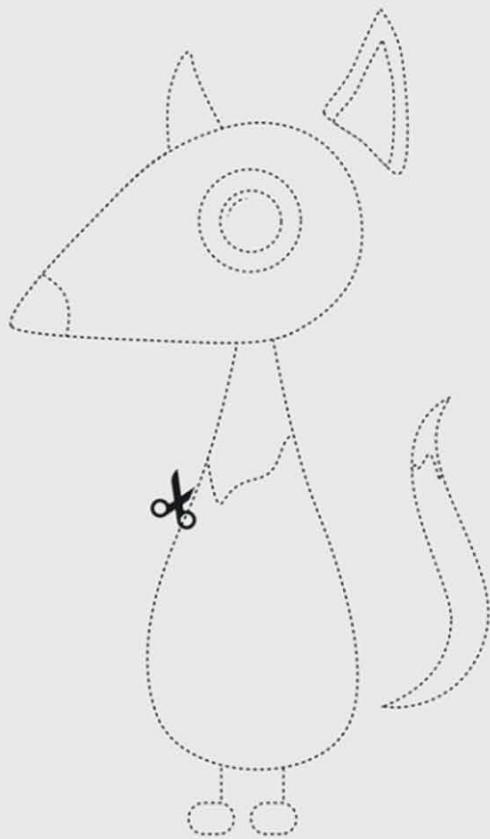
## AWARENESS WEEK 2017

Homeopathy is the second largest medical system worldwide



Homeopathy Awareness Week (HAW) takes place from 10th – 16th April, and is a celebration of homeopathy, a safe, gentle, natural system of medicine. April 10th was the day on which Samuel Hahnemann, the founder of homeopathy, was born. During Homeopathy Awareness Week, people from around the world will gather together to commemorate Hahnemann's birth, and to raise awareness of how homeopathy can help to improve health and wellbeing.

In the UK, 15% of our population already use homeopathy, and a further 80% have heard about it. However, many



**Make a toy Snook**



**Download the templates**



The Snooks - Homeopathy Works for Me shared a photo.

1 0

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The Snooks - Homeopathy Works for Me shared a photo.

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Little snook family 😊 The purple bird is flying off next to London to visit the Royal London Hospital for

4 0

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# The Snooks - Homeopathy Works for Me

@TheSnooksHomeopathyWorksforMe

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<https://www.youtube.com/watch?v=Fn-U7cE8y90>

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The Snooks - Homeopathy Works for Me shared Mary Ellie's photo

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- Amy Richards
- Anna Poly Anna
- Pratik Jain
- Rameez Raja
- Charlotte Debbage
- Hiren Darji
- Magdalene Paula 19h
- Hayley Edwards 36m
- Mary Aspinwall 6h
- Jo Pearce 1h
- MORE CONTACTS (114)
- Cara Wingar

## HOMEOPATHY AWARENESS WEEK

FIND A HOMEOPATH



Each year, from the 10th to the 16th April, homeopaths, patients of homeopathy, and others interested in natural healthcare, come together to celebrate **Homeopathy Awareness Week**. It is also a commemoration of the birth date of Samuel Hahnemann, the founder of homeopathy, who was born on the 10th April.





***Customer satisfaction:*** 72 per cent of homeopathic patients rated their practitioner as either 'Very Good' or 'Excellent'

***Repeat business:*** Over half of Brits (59 per cent) use homeopathy more than once because the treatments work

***Phone a friend:*** Over two thirds (63 per cent) of British adults visiting a homeopathic practitioner have been referred by a friend

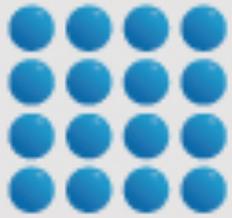


Fire fighting



# ASA

4homeopathy shares information. On behalf of the homeopathic community, we have challenged key tenets of the approach taken by the ASA and Committee of Advertising Practice (CAP). 4homeopathy continues to work towards a satisfactory resolution to ongoing disputes in this area. Members in significant numbers across the board wrote to their MPs, using guidelines we provided to help identify the issues of concern.



# Science & Technology

A unique website was launched in Sept 2012 providing clear, concise and verifiable information that questions the validity of the House of Commons Science and Technology (S&T) committee's 'evidence check' report on homeopathy. For journalists and public alike this website offers an opportunity to fully understand the nature of this controversial report and to reach a more balanced conclusion.

[www.homeopathyevidencecheck.org](http://www.homeopathyevidencecheck.org)



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Report

Responses

Home

## EVIDENCE CHECK REPORT ON HOMEOPATHY CONSIDERED FLAWED BY MPs AND DISMISSED BY GOVERNMENT

On February 22nd 2010 the UK Parliament's Science and Technology Committee published an 'evidence check' report on homeopathy.

The main purpose of the committee's work leading up to the report had been to investigate government spending on homeopathy through the National Health Service (NHS) and the licensing of homeopathic products through the Medicines and Healthcare products Regulatory Agency (MHRA).

The report, approved by only three of the committee members, was largely negative towards homeopathy, and has been referred to extensively by anti-homeopathy campaigners. However, many Members of Parliament and the Governments' Department of Health itself expressed serious concerns about both the approach taken and the recommendations made in the report. Most importantly, the Government itself rejected the recommendations of the report and endorsed a patient's right to continue to access homeopathy on the NHS.

The purpose of this site is to ensure that the full truth about this report is made available to the public.

Indeed, contrary to the report's rhetoric, homeopathy is...

- **A long-trusted and widely used method of treatment** - Homeopathy has been safely used for over 200 years and is a widely used and recognised form of medical treatment across the EU and beyond
- **Not simply the placebo effect** – there is clear evidence that homeopathy works, including the 'gold standard' of evidence: Randomised Controlled Trials (RCTs) and systematic reviews
- **The patient's right to choose** – as the Government's response to the committee's report reflects, removing homeopathy from the NHS would deny many patients access to a form of treatment they have found beneficial, often when conventional medicine has failed

Please see further pages for more details on the [report](#) itself, [responses](#) from a variety of sources, [information on homeopathy](#) and [useful links](#).

### A flawed report

An independent critique written by Earl Baldwin of Bewdley concluded that the committee's report was "*an unreliable source of evidence about homeopathy.*"

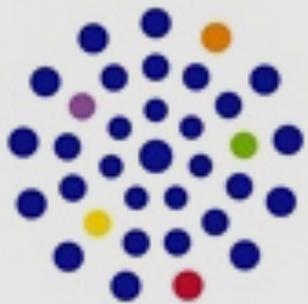
[Read his critique here](#)



The Scottish Parliament  
Pàrlamaid na h-Alba

# Scottish Parliament

On the 14th March 2012 a reception took place in the Scottish Parliament due to the good work of many homeopathic organisations and individuals. A leading homeopathic veterinary surgeon, Geoff Johnson, gave a presentation – “Cleaning up the food chain; the role homeopathy could play” – stressing the use of homeopathy in a veterinary setting and the growing evidence base for homeopathy from research with animal patients. The BHA funded this event and worked hand in hand with colleagues across the sector to make it a reality.



**MHRA**  
Regulating Medicines and Medical Devices

# MHRA

A successful 4Homeopathy campaign alerted MPs and decision makers to our concerns about planned changes in legislation leading to severely reduced access to unlicensed homeopathic medicines. Following the campaign, at a face-to-face meeting, we received verbal assurances from health ministers that access would not be affected by the new Human Medicines Regulations 2012 coming into force in August 2012. We are continuing to monitor this situation.

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July 14th. RSM Royal Society Academy.  
Dinner 13th. £150  
Not 4th event. Ken in March  
John

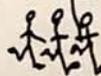
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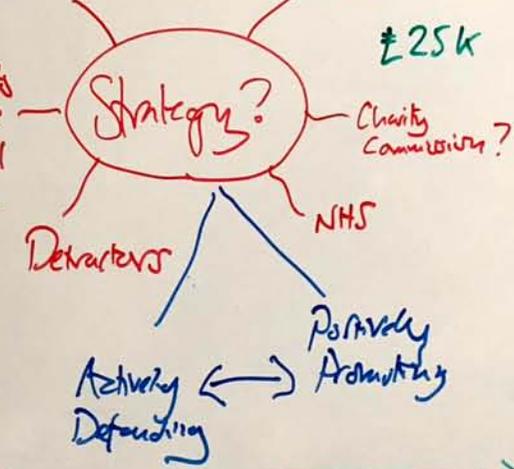
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For HAW

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NHS England  
1-3 May Hearing + rolled up  
Fees: Solicitors + QC. £££ 100k  
£10     
Cristal

Magic Pills + JOD   
Homopathy Documentaries + trailers  
HAW  
40 People in 40 cities  
Scientists  
EM

£500.00 Angelina Maslay? Rachel/Cristal  
Highlight issues with research + trails  
In conventional medicine   
50% x  
11% v

£600.00 Jane  
VET March/Demonstration   
People + animals on the streets  HAW?  
June?



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Organic - A natural approach   
Animals + Humans.  
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Farm interview + film  
HAW - Jane  
Photoshoot for Campaign 

Online Social Media Campaigns  
People + Pets - Frames + Animals  
£5k? Mani

1. Legal Approach – NHS England campaign
2. VETs – RCVS campaign
3. HAW - Patient videos
4. HAW - Google ads
5. HAW - Just One Drop
6. HAW – Website promo & links
7. Magic Pills Movie – 20|20
8. 4Homeopathy event – A united voice - Sept
9. FOI Requests – School of Homeopathy - 350 letters
10. Detractors - Under the microscope
11. Issues in medical research
12. Comment army
13. People & Pets - Online social media campaign
14. App updates
15. Social media
16. Celebrity ambassador



# NHS England

NHS England held a public consultation on homeopathic medicines, until 21st October 2017. Unopposed, this could see the NHS abolish prescriptions of all Homeopathic and Herbal medicines.





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HY

To save these valuable health services ACT NOW! Visit [www.4homeopathy.org](http://www.4homeopathy.org) to see how YOU can help.

**PATIENT CHOICE**



According to NHS England's website, "Patient choice is at the heart of the NHS." Yet NHS England is now proposing to deny patients the only natural health choices in treatment they can receive.

**HOMEOPATHY**

**NATURAL AND SAFE**



When used appropriately natural therapies are extremely safe, producing very few side-effects. Costs in the NHS for adverse drug reactions are estimated at £466 million - more natural treatments are needed not less.

**SAVES MONEY**

**£££**

Homeopathy helps the NHS's spiralling drugs' bill and removing it will only increase prescription costs. Doctors in the UK, and throughout Europe, who practice homeopathy have reported lower prescribing costs.

**PATIENTS ARE HAPPY**

**70%**

A study of 6,544 chronically ill patients conducted at the NHS Bristol Homeopathic Hospital found 70% reported positive health changes following treatment.

**SAVE**

**SHN HOMEOPATHY & HERBAL MEDICINE**



**EVIDENCE BASED**



Homeopathy is effective for treating both acute and chronic disease. Claims that there is no quality evidence supporting homeopathy as an effective treatment are false, the majority of systematic reviews of homeopathy demonstrate it is more than a placebo.

**CLINICAL EXPERTISE**

**400**

Approximately 400 NHS doctors trained in herbal medicine, homeopathy and other natural therapies regularly see the health benefits in the patients they treat.

**VULNERABLE PATIENTS**



Many patients receiving homeopathy on the NHS have failed to respond to conventional treatments. These vulnerable patients will suffer if NHS England cuts the care they are receiving.

**THIN END OF WEDGE**



These proposed cuts are not just about homeopathic medicines. They herald the end of most Complementary therapies on the NHS. Once these NHS services disappear they are gone for good. Fight these cuts and save the NHS money and patient choice!

**SAVE NHS SERVICES**

To save these valuable health services ACT NOW! Visit [www.4homeopathy.org](http://www.4homeopathy.org) to see how YOU can help.

**NHS**

**BULLYING TACTICS**



A small group of activists are campaigning to deprive YOU of choice in NHS treatments. DON'T LET THEM WIN!





Petition

## Stop NHS England from removing herbal and homeopathic medicines

NHS England is consulting on recommendations to remove herbal and homeopathic medicines from GP prescribing. The medicines cost very little and have no suitable alternatives for many patients. Therefore we call on NHS England to continue to allow doctors to prescribe homeopathy and herbal medicine.

[▶ More details](#)

[Sign this petition](#)

**22,723** signatures

[Show on a map](#)

100,000



### Government responded

“ It is for local NHS organisations to decide on the commissioning and funding of these healthcare treatments. NHS England’s consultation on low value prescription items includes homeopathic treatments



HOUSE OF COMMONS  
LONDON SW1A 0AA

David Drew  
5a Lansdown  
Stroud  
GL5 1BB

Mani Norland  
The School of Homeopathy  
Orchard Leigh  
Rodborough Hill  
Stroud  
Gloucestershire  
GL5 3SS

Our Ref: DD0336

12 October 2017

**Re: Herbal and Homeopathic Medicines**

Dear Mani Norland,

Thank you for your letter dated 9<sup>th</sup> October 2017.

David has asked me to write to you to let you know he has received similar letters calling for the opposition to the ban on prescribing herbal and homeopathic medicines within the NHS.

David has already written to the Department of Health regarding this matter and opposing the ban. He will continue to advocate on behalf of his constituents to make sure their rights are protected and welfare is supported.

Yours sincerely,

Jessica Cobbett  
Caseworker for David Drew MP

20 September 2017

Ms Cristal Sumner  
British Homeopathic Association  
CAN Mezzanine  
49-51 East Road  
London  
N1 6AH

By email: [csumner@BritishHomeopathic.org](mailto:csumner@BritishHomeopathic.org)

Dear Cristal

**Potential challenge to NHS England consultation on homeopathy commissioning guidance**

1. You asked for our advice on potential legal bases of challenge by British Homeopathic Association ("BHA") to NHS England in respect of its consultation on [Items which should not be routinely prescribed in primary care](#) (the "Consultation").
2. Thank you for your very helpful summary of the issues identified in respect of the Consultation. We have set out in this letter the options available to BHA for a challenge to NHS England, the key arguments we would seek to make in a pre-action letter and suggested next steps.

**Options for a challenge to NHS England**

3. As previously discussed, judicial review proceedings must be brought promptly and in any event not later than three months after the grounds to make the claim first arose. While it is usually the final decision that is challenged in judicial review proceedings, there is a body of case law which confirms that it can be appropriate to bring judicial review proceedings in respect of a consultation before a final decision is taken, where the legal issues in relation to the consultation are already apparent. To await a final decision may be considered insufficiently 'prompt' and/or limit the relief available.
4. As discussed below, there are a number of arguments which could be credibly made about the legality of the Consultation in a pre-action letter. Therefore, and similar to the approach taken in respect of the pre-action letter to NHS Bristol, North Somerset and South Gloucestershire Clinical Commissioning Groups (the "CCGs"), in light of the concerns about the legality of the Consultation, we recommend that it would be most appropriate to bring these concerns to the attention of NHS England as soon as practicable, preferably before the Consultation ends.
5. We recommend that this action is taken in tandem with appropriately detailed responses to the Consultation by BHA and connected individuals and organisations, which we understand you are currently co-ordinating.
6. Depending upon the response to the pre-action letter, BHA may consider making an application for judicial review at that stage, potentially adding grounds afterwards in relation

217129/0001/001513362/Ver.01





[www.bahvs.com](http://www.bahvs.com)

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Natural Choice · Healthy Animals





## Homeopathy 4 Animals

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- Integrated and complementary healthcare
- Reduces antibiotic use
- Cost effective
- Non toxic
- Effective
- Safe

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## Homeopathy 4 Animals

Healthy animals, naturally.

- Administered by registered vets
- Integrated and complementary healthcare
- Reduces antibiotic use
- Cost effective
- Non toxic
- Effective
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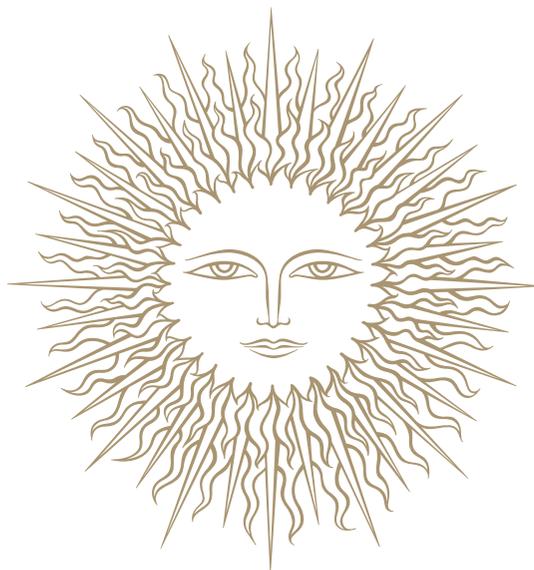
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