

Confidential

COMPLAINT NOTIFICATION

Subject To Confirmation

Homeopathy: Medicine for the 21st Century

Poppyseed Cottage
High Street
Stoke Ferry
Norfolk
PE33 9SF

Case number: A10-139800/JN

Media: Magazine

Sector: Health and beauty

Agency:

Number of complaints : 6

Ad

A magazine ad for a pro-homeopathy organisation was headlined "Homeopathy cares" and contained thirteen claims under the sub-headlines "Homeopathy has a history of success in chronic illness", "Homeopathy offers a caring alternative" and "Opposition to homeopathy is based on propaganda".

Issue

Six complainants challenged whether the following claims could be substantiated:

1. "Homeopathy has a history of success in chronic illness",
2. "At Bristol Homeopathic Hospital 70.7% of 6,500 patients with chronic conditions benefited from homeopathic treatment and had reduced need for conventional medicine",
3. "...more randomised controlled trials are positive than negative" and
4. "In Cuba, an integrated approach to healthcare has led to homeopathy being used to enable 2.3 million, including the elderly, to be cheaply and effectively protected against endemic Leptospirosis".

The complainants also challenged whether the following claims were misleading:

5. "About 6 million people in the UK chose homeopathy; and
6. "Even a small increase in spending on homeopathy could produce dramatic benefits, reducing care needs and increasing patient quality of life".

Investigated under CAP Code (Edition 12) rules 3.1 (Misleading advertising), 3.6 (Subjective claims), 3.7 (Substantiation), 3.11 (Exaggeration), 12.1, 12.2 and 12.10 (Medicines, medical devices, health-related products and beauty products).