



Advertising Standards Authority
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William Alderson
Homeopathy: Medicine for the 21st
Century
Poppyseed Cottage
High Street
Stoke Ferry
Norfolk
PE33 9SF

Please Quote: A10-139800/JN

18 February 2011

Dear Mr Alderson

Your advertising – Homeopathy Cares

Thank you for responding to the complaint.

The attached report is now ready to be sent to the ASA Council. We have based it on the information we have at the moment. If you want to send us more, please do so now.

Please confirm that your company's name and address are listed correctly at the top of the report.

As you can see from the attached we are recommending that the majority of the complaints are upheld. Please note we have removed the challenge about the claim “Opposition to homeopathy is based on propaganda” because we believe the nature of the complaint is adequately dealt with in the challenges that followed it.

We have considered all the information and evidence you provided in response to the complaints but for your information we did not receive the documents entitled: ‘Bracho’, ‘Check No Balance’, ‘Wulff’ (x2).

Please also note although we understand the BMJ publication ‘Clinical Evidence’ provides the pie-chart detailing the 51% “unknown effectiveness”, we considered that we would need to see more information on what that was based in order to consider if it could be used to substantiate the claim in the ad.

The report is a draft recommendation and the decision and wording will rest entirely with the Council, who may see things differently.

Chairman Rt Hon Lord Smith of Finsbury • **Chief Executive** Guy Parker
ASA Council (Non-broadcast) James Best • Louisa Bolch • Sally Cartwright • Elizabeth Fagan • Gareth Jones • John Mayhead • Andrew Motion • Colin Philpott • Ruth Sawtell • Anthony Wilkes • Diana Whitworth • Neil Watts

The Advertising Standards Authority Limited, registered in England No 733214, Mid City Place, 71 High Holborn, London WC1V 6QT.

Please ensure you have made all the points that you want to make. We shall consider written comments on the factual accuracy of the draft if we receive them by 1 March.

The complainants will also receive a copy of the draft recommendation today.

If we change the draft recommendation materially as a result of comments we receive, we shall tell you. If no material changes are needed, the draft recommendation will be forwarded to the Council for consideration.

We shall write to you again to tell you the Council's decision and the publication date for the final report. Please treat the draft recommendation as confidential until the final report is published.

Yours sincerely

Janet Newell
Investigations Executive
Email: janetn@asa.org.uk
Tel: 020 7492 2148

The Advertising Standards Authority (ASA) and the Advertising Standards Authority (Broadcast) Ltd will use the information you have given us to deal with your complaint. If your complaint falls under the remit of a different regulatory body, we will normally pass it on to that body. If you are seeking suppression from an advertiser's database or have not received goods or a refund, we will pass the details of your complaint to the advertiser so it can take action.

We would like you to be available to take part in the ASA's customer satisfaction research. On our behalf, an independent research company contacts complainants by email. If you did not opt-out when completing our online complaint form, or made your complaint in writing or by phone and do NOT want to participate in this research please email data.protection@asa.org.uk or write to Advertising Standards Authority, Freepost LON20659, LONDON, WC1V 6BR. We will not contact you for marketing purposes unless you have given us permission to do so. You can register on our website for communications you would like to receive from us, and can amend your choices at any time. We will not sell, rent or exchange your details with any other organisation. Our full Privacy Policy can be found at www.asa.org.uk