

On 21 Feb 2011, at 15:29, Janet Newell wrote:

Dear Mr Alderson

Thank you for your email and the attachments.

I apologise for the fact it has taken so long to inform you about the documents that we had not received. We had been examining the large amount of documentation we had received during this period and it was not until we had examined those papers that it became apparent that some of them were missing and formed a significant part of your response in relation to some of the specific challenges.

I am also sorry that we were not aware that the office was closed during the first part of February and we were therefore unable to correspond about the missing documents at that point.

We suggest that you respond to all points of the Draft Recommendation. Once we have received your response we will consider all of the points you have made along with the documents you have supplied in this email.

Having glanced at the BMJ Evidence attachments it seems that these had already been considered when writing the Draft Recommendation because they had been obtained from your website. I would like to point out that we would be unlikely to accept the pie chart on the "What we do" tab on the website to be sufficient to support the claim in the ad as we would need to see more details about how that data was collected and measured and how "unknown effectiveness" is defined in that context.

We therefore invite you to supply further information when you respond to the Draft Recommendation.

Kind regards

Janet Newell