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Homeopathy: Medicine for the 21st Century

Poppysseed Cottage, High Street, Stoke Ferry, Norfolk PE 33 9SF

Janet Newell
Investigations Executive
Advertising Standards Authority
Mid City Place
71 High Holborn
London WC1 6QT

23 May 2011

Dear Janet Newell

Reference: A10-139800/JN

We have received your latest letter and draft recommendation. We note that you refuse to make any further changes to this draft, and that we have until the 27 May to provide an additional direct submission to the ASA Council, if we wish, of no more than two A4 pages.

We have already made a formal complaint about the conduct of this investigation, and we believe that this should be concluded before the case proceeds.

We note that we are entitled to comment on “the factual accuracy of the draft Recommendation” (*Non-broadcast Complaint Handling Procedures*, 26). The current draft recommendation still contains significant errors of fact. As such, it will provide misleading information to the ASA Council, and we consider this to be unethical.

We also note that this draft recommendation contains wholly new arguments which are refuted by the evidence we have supplied, but which we are not being permitted to address at this point. We consider it unethical to rewrite the terms of a complaint and then not allow an opportunity to respond.

In the light of these issues and other statements made in the letter accompanying the recommendation, we consider that the investigation team is denying us the right to a fair hearing by the ASA Council.

Yours sincerely

Paul Burnett

On behalf of the Trustees of Homeopathy: Medicine for the 21st Century

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