

Date: Mon Jan 7, 2013 2:09:03 PM Europe/London

Dear Dr Mulhallen

Thank you for your email. Firstly, I should explain that the ASA Council considers complaints on a case by case basis, though it is mindful of previous, relevant adjudications. As is explained in the CAP Advice Online article on Homeopathy (found here - <http://www.cap.org.uk/Advice-Training-on-the-rules/Advice-Online-Database/Medicines-Homeopathic-medicines.aspx>), the ASA had considered very few complaints relating to Homeopathy before the extension of our remit in 2011 to online marketing communications.

The Investigations Executive (IE) does not generally submit all of the previous adjudications on a particular topic or sector to the Council when they are considering a specific case. However, the IE will often attach one or two similar cases for Council's information. The two cases attached to this investigation have been attached to this email - they are both from 2006.

We do not generally hold records for cases that are more than six years old, therefore I do not have ready access to the statistics that you have also requested, but I trust the above information and attachments are sufficient. Information on other cases from 2008 onward can be found by searching our website.

Kind regards
Gerald

Gerald Blee
Investigations Executive
Direct line 020 7492 2118

Advertising Standards Authority
Mid City Place, 71 High Holborn
London WC1V 6QT
Telephone 020 7492 2222
www.asa.org.uk

Follow us on twitter: @ASA_UK