



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

Please Quote: A10-139800/JN

23 September 2011

Dear Mr Alderson

### **Final Adjudication**

The ASA Council has now adjudicated on the investigation into your ad. When taking into account the two-page submission you asked it to consider, the Council made some changes to the Draft Recommendation and the attached document is now confirmed as the Final Adjudication. The changes are as follows.

1. In response to your concerns about the references in the response section (to issue eight), the reference to SAS having no relevant qualifications has been removed.
2. In response to your concerns about the number of MP's referred to in point 12, the text has been changed from "one of those three MP's" to "two of those three MP's".
3. The ASA Council considered that issue six should be changed to a 'Not upheld' decision, for the reasons given in the Final Adjudication.
4. The text "We noted H:MC21 had shown Sense About Science had been partially funded....." has been removed from the assessment section of point eight.
5. The ASA Council considered that issue ten should be changed to a 'Not upheld' decision for the reasons detailed in the Final Adjudication. The references to CAP Code rules 3.1, 3.7 and 12.1 have been removed.
6. The ASA Council considered that the wording on issues 11 and 12 should be changed slightly to indicate that the claims in the ad did not breach rule CAP Code rule 3.42.

The attached report will be published on the ASA website, [www.asa.org.uk](http://www.asa.org.uk), on **Wednesday 5 October** and we ask you to treat it as confidential until then. It will be made available to journalists, under embargo, from the Monday before publication. The complainants will also receive a copy of the adjudication today.

You should change your advertising immediately to comply with the CAP Code, if you haven't already done so. Please give us your written assurance, within the next five working days, either that you have already changed your advertising or that you will act promptly to comply with the ASA Council's decision.

For convenience, we have enclosed a pro-forma setting out the assurance we require, which you can post or fax to us when you have signed it. If we don't receive a written assurance of compliance, we will refer the matter to the CAP Compliance team, who may invoke sanctions against advertisers who fail to comply with ASA decisions.

Please note ASA adjudications apply to marketing communications in all media, including broadcast (TV and radio), claims on marketer's own websites and ads appearing in paid-for space on the internet.

Thank you for your assistance throughout the investigation.

Yours sincerely

Janet Newell  
**Investigations Executive**  
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Tel: 020 7492 2148

#### **Advertising Codes**

Since 1st March the Code has also applied to marketing communications online, including advertisers' own marketing communications on their own websites and marketing communications in other non-paid-for space under their control, such as social networking sites like Facebook and Twitter.

We shall use your contact details, together with other information from or about you, to deal with the complaint. We may contact you to assess the quality of our services or to give you information about our activities, which might interest you. If you do not want to be contacted for that purpose, please let our Data Protection Officer know at the

above address or by e-mail at [data.protection@asa.org.uk](mailto:data.protection@asa.org.uk). For further information about our Data Protection Policy please refer to our website [www.asa.org.uk](http://www.asa.org.uk).