



F4H is dedicated to ensuring freedom of healthcare choice for the public, complementary therapists and those providing natural medicine. In recent years non-mainstream approaches to health are being adversely affected because they are faced with arbitrary hurdles put in the way by self-appointed regulatory systems that are institutionally biased in favour of the large food and pharmaceutical companies. For further information on us click here and visit our website: <http://freedom4health.com/>

Exciting News - CAM Pressure Group to be Established



A number of individuals and groups are looking to form a *CAM Pressure Group (CPG)* to raise awareness and understanding as well as taking positive action. The primary purpose of the CPG

would be to ensure

1. The freedom of practitioners to practise and regulate CAM.
2. The freedom of their patients to choose a CAM practitioner and to receive CAM.
3. The status of CAM within the Health and Social care sectors

Following two UK Parliamentary debates in [the Lords](#) and [the Commons](#), as well as [the South African High Court decision](#) which significantly limited the powers of the ASA and increased awareness of the insular procedures of the ASA, it is clearly time to make a change in the UK.

Still in its forming stages, the idea is for individuals and groups to retain their own

identity and for group representatives to remain primarily responsible to their members. However, the reason for participation will be to represent and protect their membership with regard to the activities of the ASA.

Please let us know if you are interested to participate in this forum.



Question: When does the word 'Artisan' not mean Artisan? Answer: When the ASA says so.



In a recent nonsensical ruling the ASA decided against *The Real Bread Campaign* when it complained to the ASA that certain bread-makers wrongly claimed their product was artisan bread when it did not meet the standard.

The ASA decided against *The Real Bread Campaign* by saying that as the advert was directed to other companies and not the general public, these companies would understand that artisan would mean that it was artisan-style and not truly artisan. That's ASA logic for you!

Somewhat disgruntled by this, *The Real Bread Campaign* pointed out it was a misleading ploy to put a higher cost on a product that did not warrant it and the consumer would pay the price for this.

Is this how the ASA demonstrates its precision logic and protection of the consumer?

<http://www.foodnavigator.com/Market-Trends/B2B-firms-know-artisan-doesn-t-mean-.well-artisan-says-ASA>

**TAKE
ACTION
NOW**



Do you feel that the ASA has dealt with your website or promotional materials in a biased or unfair way. If so, please let us know.

There is no need to let the ASA walk all over you!!!

Of course, you should be sure that your website or promotion is sound.

There are many professional associations which are against the ASA regime. If your's is not then we suggest you urge them to take a position.

Voluntary help needed. Even if only a few hours per week. Please get back to us if you can spare some time to assist us in this campaign.

Best regards

Freedom4Health Team



For further information please contact us at contact@freedom4health.com and visit our website at www.freedom4health.com.

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MAILERLITE