



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/>

Halcyon Bracelets vs ASA. Are fundamental rights under threat?



[Halcyon Bracelets](#) produce bracelets made from the purest copper sourced from South Africa. Many people who have Restless Leg Syndrome (RLS) have had

significant benefit from using them. RLS a condition that the NHS says can affect "as many as 1 in 10 people" and on Halcyon's website there are more than one hundred testimonies from people attesting to how their condition has been improved.

Copper has for many centuries been used for medicinal purposes and there is growing evidence of its effect on inflammation and bacteria. You would think that the possibility of such relief would be something to be promoted, especially because the NHS say that, "In the majority of cases, there's no obvious cause."

But no, not for the ASA. Their "adjudication process" decreed that the company had to remove any claims that there were any health benefits being expressed through the testimonials themselves. Effectively the ASA are saying that genuine, honest testimonies that have helped many individuals and could potentially help many more cannot be made public as it violates the ASA's standards of what is permissible.

This is despite the fact that Halcyon Bracelets submitted their site to the [General Regulatory Council for Complementary Therapies Advertising Certification](#)

process - a process that includes an objective assessment of any claims made on the site and includes legal input on whether it is permissible to make such statements. Halcyon came away with a validated certification.

The ASA were aware of this but simply dismissed the GRCCT assessment, whose examination of the claims was done with greater expertise than their own adjudication board, for no valid reason whatsoever.

Halcyon have refused to change their advertising so the ASA are now threatening to pay for Google advertising to "warn" people about the site. Here we have an organisation which, in our view, is using unfair bullying tactics, quashing freedom of expression, freedom of choice and engaging in illegal and unfair business practices by taking out such advertising.

We should not accept this kind of behaviour from a private body. Join us to do something about it.

CAM Pressure Group is Moving Ahead



The CAM pressure group against the unfair practices of the ASA is moving ahead. For more information and details as to where we are going see Discussion Document (item 4): <http://www.positivehealth.com/article/letters-to-the-editor/letters-to-the-editor-issue-231> and Article (February

2016): <http://www.positivehealth.com/article/complementary-medicine/your-cam-practice-and-the-advertising-standards-authority-ltd-time-to-take-action>.

Do you want?:

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

If so, then join us in contributing to this forum.



25 June
2016
CAM
SUMMIT

The CAM Summit is an event for registered nutritional therapists and CAM practitioners.

Freedom4Health has kindly been offered a stand at the summit so please come to enjoy the lectures and networking and also speak with us there.

The summit has latest insights and research on the most up-to-date topics within the industry and will be launching with a line-up of five incredible speakers, each focusing on their specialist subjects.

For more information please go to <http://www.camsummit.co.uk/>



In association with



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.

Freedom4Health

MAILERLITE