



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/>

The ASA cannot adjudicate on natural health practitioners in South Africa



A Johannesburg High Court judge has ruled that the South African Advertising Standards Authority, which has a very similar role to the UK ASA, cannot make a ruling on an organisation that does not belong to its membership.

The Court ruled that the South African ASA – a self-appointed ‘watchdog’ just

like UK’s ASA, is a private organisation and is prohibited from making rulings on non-members.

Saul Shoot, the lawyer of Herbex, the company that brought the case, said: "The authority has finally been exposed for what it is. An unqualified, ignorant and cavalier private club which has no jurisdiction over non-members."

There are at least two other pending cases in South Africa along the same lines.

The decision can be found here

<http://www.naturalhealthalliance.co.za/20160505112544289.pdf>

An article on the decision can be found here

<http://themediainline.co.za/2016/05/shock-ruling-against-advertising-regulator-was-inevitable/>

Whilst the UK is obviously a different jurisdiction than South Africa the position and role of the two ASAs are essentially the same. It is clearly now time for people

in the UK to take the initiative and bring about similar action to strip the ASA of its assumed “authority” and arbitrary discriminatory actions and to create a balanced scene in the UK.

Parliamentary Debate in UK Parliament



One such initiative is from Alyssa Burns-Hill who has been in contact with her Member of Parliament. Next Monday, there will be a debate in the House of Commons on the subject of “Work and Oversight of the Advertising Standards Authority”. This will undoubtedly raise the profile of the ASA’s discriminatory

and biased procedures with the government and is an opportunity to highlight the way they are operating and how they should be limited.

All concerned practitioners as well as anyone else concerned with the freedom to promote natural health correctly should contact their Members of Parliament to become involved in this debate. Please let us know if you are able to do this.



Don’t let the ASA walk all over you!!!
Of course, you should be sure that your website or promotion is sound. There are ways to do this (see below).

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.

If you have an issue yourself, let us know and we may be able to help you.

The South African decision shows that the ASA can be brought under control. So let's do it in the UK.

Website certification:

If you have any concerns about your website or promotional materials the General Regulatory Council for Complementary Therapies (GRCCT - one of the two “regulatory bodies” of natural health therapies) has an Advertising Certification body – which will assess your website or advertisement for a fee (Freedom4Health gets no financial or other return from this procedure). It goes before a panel of experts that includes someone who is qualified in your therapy, as well as legal and academic experts, and if they are confident your statements are correct they

will certify your site or promotion. They will even provide legal support by providing expertise should you be taken to court because of any action taken against you because of your promotion. Go to <http://www.grcct.org/advertising-certification/> for more information.

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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