



*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 debated in Parliament this week



**This week the ASA was strongly criticised in Parliament during a debate which highlighted the shortcomings of the organisation. The issue was brought up by John Glen, MP, speaking on behalf of his constituent Dr. Alyssa Burns-Hill, a natural health practitioner.**

The debate included a number of the issues practitioners have been bashing their heads against when trying to engage with the ASA: transparency; complete lack of appropriate experts; biased adjudication proceedings and no effective review process.

During the Commons debate, Ed Vaizey, the Minister responsible said that he ‘...hope(s) that the ASA will...take on practical suggestions as to how it can improve its process..’ and ‘...that it will sit down...to talk through how it can increase transparency in order to embed greater trust...’;

He also gave ‘...strong advice to the ASA is that...it should listen well...’; and that ‘...we therefore take the concerns raised by hon. Members in tonight’s debate very seriously indeed...’. He finished off by saying, ‘...I hope that the ASA will take their points on board...and reflect on whether it can take forward some of the judiciously put critiques of how it has worked...’

Clearly there is significant concern about the ASA's activities.

This is an important step forward on bringing about effective change to the ASA.

You can read the full debate here <http://www.theyworkforyou.com/debates/?id=2016-05-23a.371.3&s=Google>

Speak to your own MP and professional association to bring about further actions against the ASA.

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 to be 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 clarity of thought and protection of the consumer?

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



**Do you feel that the ASA has dealt with your website or promotional materials in a biased and 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 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.

## 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.

**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](mailto:contact@freedom4health.com) and visit our website at [www.freedom4health.com](http://www.freedom4health.com).

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