



Homeopathy International

46 – 48 East Smithfield
London. EC1W 1AW

Tel (+44) 0207 175 7264

office@hint.org.uk
www.hint.org.uk

ASA Enforcement Notice - What should you do?

In the latest round of Homeopathy-bashing the Advertising Standard Authority Ltd (ASA) has written to a number of homeopathic practitioners who list CEASE on their websites.

This is not a new attack, just a stumbling continuation. In September 2016, in the guise of their 'sister' company The Committee of Advertising Practice Ltd (CAP) ASA wrote to a large number of UK Homeopaths. These letters dictated (without any industry consultation) the Advertising Standards for Homeopathy, gave a deadline for compliance and made the usual threats for referral to Trading Standards.

In a similar vein the most recent letters can be very intimidating and official-sounding. They quote the ASA's position and amongst a long list of threats of 'sanctions for non-compliance they list 'referral' to their enforcement body '*The ultimate sanction is referral by the ASA to the Trading Standards under the Consumer Protection from Unfair Trading Regulations 2008.*'

What these letters don't tell you:

- Regulation by the ASA is a voluntary process and it has no powers to enforce compliance.
- Trading Standards will consider referred cases to determine if there are breaches of law.
- The law is NOT the ASA/CAP code.
- With the correct support a website may reject the ASA onslaught and continue to function

What about MHRA?

There is a lot of rumour and confusion around the role of the Medicines and Healthcare products Regulatory Agency (MHRA) in relation to homeopathic practitioners. The Advertising Standards and Outreach department at MHRA have confirmed that the current full guidance is still the [2014 MHRA Blue Guide, Advertising and Promotion of medicines in the UK](#) with specific guidance for advertising homeopathy services contained in [Section 5 of Appendix 2](#). The MHRA is focused on products, there is no reason a competent homeopathic practitioner would be 'raided' by the MHRA.

The first paragraph of Section 5, Appendix 2 states:

'Homeopathic practitioners may promote the service they provide for the public, e.g. the availability of a homeopathic consultation service. Details of products in any advertising must be limited to those licensed by the MHRA and must comply with the requirements set out in section 4 above. '

What can be done?

Homeopathy International – HINT - take a different approach. We are a dynamic group committed to robustly supporting our members in their lawful practice of homeopathy and the public's right to choose homeopathy. We

have campaigned since our inception to prevent companies such as ASA Ltd impinging on the right of legitimate practices.

HINT has:

- Stopped the Department of Business and Industrial Enterprise (BEIS) funding of a trading standards office established to pursue non-ASA-compliant practitioners.
- Contributed to the closure of Camden Trading Standards pilot scheme to focus on alternative medicine
- Engaged with local Trading Standards and National Trading Standards Board in support of practitioners of homeopathy.
- Formally requested the Competition & Markets Authority (CMA) to investigate ASA and CAP Ltd under the Consumer Protection from Unfair Trading Reg
- Apprised the Secretary of State for Health and Social Care on international events and opinion in relation to the practice of homeopathy.
- Met with the Parliamentary Office of Science and Technology to advocate the use of homeopathy in the treatment of AMR
- Is represented on eleven All Party Parliamentary Groups
- Confronted the Royal College of General Practitioners on its lawfully binding obligation to support NHS provision of Homeopathy.
- Challenged the Chief Medical Officer to withdraw her statements that homeopathy is 'rubbish'
- Individually supported and advised HINT members on how to challenge Trading Standards
- Repeatedly challenged the ASA.
- Engaged with MHRA to make ensure our advice is accurate and up-to-date

[Click here to see the HINT Communications](#)

[Click here to see our advice statements and releases](#)

At HINT, we acknowledge that technology has changed the ways in which information is now dispersed around the globe, the systems and thought processes needed to combat the threats to our freedom of speech and the practice of homeopathy need to change too. In response HINT is not content to keep a low profile, it is time for action, and we would love you to be part of that action.

Right now, there has never been a greater need for what you as a Homeopath offer and no longer can homeopathy sit idly by whilst those with vested interests attempt to prevent freedom of choice for the public and inhibit the legal right of homeopaths to practice.

In simple terms its time for change and to do that we need all homeopaths to get behind HINT as it dares to change the dynamics of how we promote and protect homeopathy for generations to come.

Want advice, need help? HINT offers a real-time online chat facility open 7 days a week

Want to know more? Visit www.HINT.org.uk **Want to speak to a human?** Tel 0207 175 7264