

Homeopathy

It's just a placebo

There have been hundreds of clinical trials of homeopathy. A few trials suggest a positive effect but these are mainly small and of poor methodological quality.

The vast majority show homeopathy to be **no more effective than placebo**. It cannot therefore be accurate to call homeopathic products 'remedies' or 'medicines'.

Does 'like cure like'?

A fundamental belief of homeopathy is that 'like cures like'. For example, drinking too much coffee can cause sleeplessness and agitation, so according to this homeopathic belief, when given in infinitesimally small amounts, it could be used to treat people with these symptoms.

This does not fit with our scientific understanding of how the body works.

Diluted out of existence

Homeopaths also believe that the more a substance is diluted, the more potent it becomes. Most homeopathic products are so dilute that **doses are unlikely to contain a single molecule of the original ingredient.**



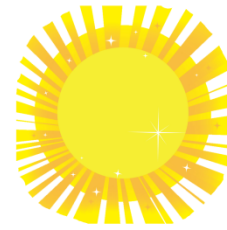
For the common 30C dilution, one would need to swallow a volume of water greater than all the water present in all the oceans of our entire planet in order to stand a good chance of swallowing just one molecule of the original substance.

We hope you will use your pharmaceutical knowledge and experience to ensure your customers are properly informed about homeopathy.

For more information, go to www.nightingale-collaboration.com/homeopathy

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Season's Greetings



Don't worry — when we've melted, the homeopaths are going to dilute us into a trillion, trillion, trillion, trillion, trillion, trillion remedies for hypothermia.



Did you know?

Homeopathic products, like those sold in high street shops, are diluted to such an absurd level that there isn't a single molecule of active ingredient left.

See back for further details.



With best wishes from

**the Nightingale
Collaboration**

Challenging misleading healthcare claims

www.nightingale-collaboration.com