



**Press Release
For Immediate Release**

Discontinued coverage of homeopathic medicines in France :

No impact at Boiron Canada

Boiron Canada continues to offer Canadians its homeopathic medicines, thus preserving their freedom of choice to selfcare

Saint-Bruno-de-Montarville, Wenesday, July 24, 2019 - On July 9th, in France, Health Minister Agnès Buzyn announced that homeopathic medicines will no longer be reimbursed as of January 1st, 2021. Boiron Canada, a subsidiary of the Boiron Group, wishes to reassure consumers, partners, customers and all other homeopaths and health practitioners in Canada, that access to its homeopathic medecines will be maintained.

"This decision by the French government has no impact on the availability of Boiron homeopathic medecines in Canada. Minister Buzyn's decision concerns reimbursement only; homeopathic medicines retain their status and marketing authorization. The Boiron Group will continue to make reliable, high-quality homeopathic medicines," says **Daniel Dereser**, President of Boiron Canada. "Also, all jobs at Boiron Canada will be preserved." He emphasizes that "Boiron Laboratories and its subsidiaries will continue to promote the importance of offering to all, the freedom of choice to selfcare."

Despite the recent evaluation by the Haute Autorité de Santé (HAS), the results of which led the French government to the decision to discontinue coverage of all homeopathic medicines, Mr. Dereser recalls that "each therapy has its place. Homeopathic medicines are not an alternative to conventional medicine. We must rather consider them as being part of an integrative approach to health. An integrative health system notably enables everyone to have the freedom to choose the therapeutic approach that best suits them, a value which certainly challenges healthcare professionals and patients."

A recent survey showed that 4.9 million people in Canada have used homeopathy in the past year¹, and Canadian can always count on Boiron Canada to access reliable, high-quality homeopathic medicines.

¹ *Behaviors and Attitudes Towards Homeopathic Medicine: A Survey of Canadians - Final report, April 4, 2019, The Consumers Healthcare Products Association (APCH)/Hill and Knowlton Strategies*

For additional information on Boiron Canada, visit www.boiron.ca

About Boiron Group and Boiron Canada

For over 85 years, Boiron, a French pharmaceutical company, invites healthcare practitioners and consumers to discover homeopathy and use it in their daily lives. Today, the Boiron Group has 3 700 employees, 21 subsidiaries and 4 production sites, and its medicines are distributed in 50 countries. For over 30 years, Boiron Canada is proud to provide Canadians with simple and effective solutions for self-medication to ensure the health of their entire family.

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Source : Boiron Canada

For information and/or interview requests:

Sylvie Piché
Communications and Public Relations Specialist
Boiron Canada
Off: 450-723-8222, Cell: 514-758-5519,
spiche@boiron.ca