



- Media Invitation -

**Boiron®'s Homeopathic Medicine: An Effective Treatment for the Past 83 Years!**

Montreal, September 8, 2015—Boiron Canada, the Canadian subsidiary of Laboratoires Boiron, renowned as a world leader in the field of homeopathic medicine, cordially invites you to an evening with Michèle Boiron, a retail pharmacist in France with over 30 years of experience and author of multiple works on homeopathic medicine. This special visit to Canada coincides with the official launch of her book *Homeopathy and Pharmaceutical Care*, which has already been published in 13 countries.

Please join us on Wednesday, September 30, 2015, from 5 to 9 p.m.  
At the Montreal Marriott Courtyard, 380 René-Lévesque Blvd. West, Montreal, H2Z 0A6

**An Evening of Discussion and Information-Sharing**

This event offers a unique opportunity to talk with Michèle Boiron about the everyday use of homeopathic medicine, especially for relief of cold, cough and flu symptoms.

From 5 to 7 p.m., Ms. Boiron will lead a workshop entitled “Homeopathic Medication: An Effective Treatment for Today’s Patient” for around 50 doctors and pharmacists. The evening will continue with a dinner talk open to the public, during which Ms. Boiron will discuss her experiences as a pharmacist, including past cases.

“Homeopathic medicine meets a growing need among health care practitioners and consumers, who are looking for effective, reliable health products,” explains Daniel Dereser, CEO of Boiron Canada. “We’re delighted to provide this opportunity for Michèle Boiron to share her extensive knowledge of homeopathy with Canadian health care professionals,” he added.

The occasion will also include some surprises and memorable moments, including a live art performance by painter Stéphane Lemardelé.

**Places are limited**, so please confirm your attendance by contacting Marie-Ève Bisson at [mbisson@boiron.ca](mailto:mbisson@boiron.ca) or 450-723-2066, ext. 2305.

We look forward to seeing you there.

The Boiron Team

### **About Michèle Boiron**

Michèle Boiron, a retail pharmacist in France, is the daughter of Jean Boiron, one of Boiron's founders. A health care professional with over 30 years of dispensing experience, Ms. Boiron is also the author of multiple popular books about homeopathic medicine. Her first work, *Practical Use of Homeopathic Medicines*, was published in 1998 and has since been translated into 14 languages. In 2009, she co-authored *Homeopathy and Pharmaceutical Care* with her colleague François Roux. This book makes it easier for pharmacists to advise their customers by providing protocols tailored to current clinical situations.

For many years now, Ms. Boiron has been making a significant contribution to the global development of homeopathy. She has greatly increased the visibility of Boiron and its mission while making homeopathic medicine seem more credible and professional in the eyes of retail pharmacists all over the world.

### **Boiron: A Trusted Pharmaceutical Company**

For over 80 years, the Boiron Group, a French pharmaceutical company, has been encouraging health care practitioners to discover homeopathy and incorporate it into their daily practice. Today, the Boiron Group has 3,700 employees, 18 foreign subsidiaries and five production facilities, while its products are distributed in over 59 countries.

For over 25 years, Boiron Canada has been proudly offering Canadians simple, effective over-the-counter treatment solutions to support the health of the entire family.

In Canada, Boiron is the homeopathic medication brand most recommended by pharmacists, according to the annual survey on OTC counselling conducted by *Profession Santé* and *Pharmacy Practice+*.

Visit [www.boiron.ca](http://www.boiron.ca) for more information.