



Your health deserves the greatest respect

*Please note :*

*Boiron Canada was recently contacted and requested an interview by the CBC for their television show Marketplace. The show's producers informed Boiron that they were preparing a segment on homeopathy and provided a series of questions pertaining to the intended content of their forthcoming episode.*

*For the purposes of full transparency, Boiron Canada is publishing below the full exchange between Marketplace producers and ourselves. While we have no control over the editorial content, editing, nor how marketplace plans to use the information we provided in response to their questions, we felt it nonetheless imperative that consumers be allowed to see the exchanges between the CBC's Marketplace and Boiron Canada in their full entirety.*

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**Saint-Bruno-de-Montarville, November 10, 2021**

**Ms. Tyana Grundig  
Research Producer  
CBC Television - Marketplace**

**Object: your recent interview request – CBC-Marketplace**

Dear Ms. Grundig,

I hope this note finds you well. I understand you have recently received an email from Sylvie Piché who is responsible for Boiron Canada's Communications and Public Affairs branch, in response to your request for an interview regarding an upcoming program you are working on about homeopathic products available on pharmacy shelves. As Sylvie mentioned, I am currently away following surgery, but I wanted to personally follow up with you as we had promised in our last email despite my extended absence, and I also wanted to thank you for your good wishes; I hope to be up and about before long.

I have read your email to Sylvie with interest and my wish is to provide you with appropriate answers to your questions. In addition, I also hope to offer you some insight in response to some of the perceived allegations that may have been suggested incorrectly in the email outlining your initial query.

**Labelling for homeopathic children's cough, cold, and flu products and Oscillocoquinum**

In your email, you refer to Oscillocoquinum. Oscillocoquinum is a homeopathic medicine for the relief of flu-like symptoms such as body aches, headache, fever, and chills, and it reduces the duration of flu-like symptoms. These claims are supported by randomized, double blind, placebo-controlled clinical trials.

These studies have been reviewed by Health Canada during the assessment of our DIN-HM file. Health Canada concluded that they supported the claims on the packaging.

In short, Oscillococcinum claims are based on modern scientific evidence. The purported statement regarding Oscillo in your email, therefore, is erroneous for this homeopathic medicine.

As for homeopathic labelling for children's cough, cold and flu products, in June of 2016, following the ministerial statement referred to in your email, Health Canada requested that homeopathic medicine for children add the following claim qualifier "*This claim is based on traditional homeopathic references and not modern scientific evidence*" on the front panel of cough, cold and flu homeopathic medicines for children under 12. This requirement was not mandatory for the general population but limited to the children under 12 category.

In addition, it is important to bring to your attention that, the reference document entitled « *Evidence for homeopathic medicines, July 2015, Version 2.2* » is in fact, not up to date as it does not reflect the implementation rules communicated by Health Canada's Assistant Deputy Minister to the industry regarding this matter, in 2016.

Boiron's packaging for homeopathic medicines falling within the category of children's cough, cold and flu products consequently are, in fact, compliant with the required changes as outlined by Health Canada.

### **Pharmacy shelves invariably (and increasingly) offer a wide range of self-care products to consumers**

There is no doubt: homeopathy and natural health products are popular and gaining in popularity. According to the most recent [World Health Organization report on the progress of traditional and complementary medicines](#)<sup>1</sup>, homeopathy is used by the populations of 100 out of its 134 member-states.

In the entitled [Report of the Commissioner of the Environment and Sustainable Development to the Parliament of Canada](#)<sup>2</sup> released last spring (Independent Auditor's Report), it states: « according to a 2010 public opinion poll on natural health products, about 70% of Canadians regularly use such products to maintain their health and to prevent minor health problems. »

Clearly, from the outset of the 1990's, available data increasingly suggests that Canadians wish to preserve and protect their freedom to choose from a broad array of traditional medicines and self-care approaches that are above all, safe. This is especially true amongst those seeking more holistic ways to maintain their health.

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<sup>1</sup> [WhoGlobalReportOnTraditionalAndComplementaryMedicine2019.pdf](#)

<sup>2</sup> [Health Canada responds to the Spring 2021 Report of the Commissioner of the Environment and Sustainable Development - Canada.ca](#)

Boiron also understands that freedom of choice must also be mitigated to avoid the possible unintended consequences whenever anyone decides to turn to over-the-counter medicines and self-care for their minor health issues. Accordingly, then, the crucial feature of freedom of choice is to make sure efforts are made to ensure that adequate, clear regulations are in place thereby allowing consumers to be able to make the best-informed choices in self-care.

To this end, Boiron Canada is again proud of its past record and will continue acting proactively by initiating changes to its packaging, if needed, to ensure that consumers are always well informed.

There are many homeopathic and traditional products that consumers can purchase and use successfully that are based on references that are vetted by Health Canada. Furthermore, experts from the fields of both integrative medicine as well as traditional medicine do in fact recognize the value of homeopathic medicine to patients. It is crucial, then, that when looking to any one expert to obtain opinions that they be balanced with those of other experts, too.

Of course, we continue to support all the essential information that permits and indeed fosters informed choice. We are very proud of our past and continued collaboration with Health Canada to broaden the statement application to all homeopathic medicines that rely only upon traditional references, and be assured, we will continue to be there as a dependable and responsible stakeholder. Consumer safety will always be the very hallmark of Boiron's core values.

While I must decline your request for an on-camera interview, I nonetheless trust that the concise overview provided herein offers the clarity sought out in response to the questions you provided us with.

We thank you for your interest in Boiron Canada. Stay safe.

Sincerely,



Daniel Dereser  
President and CEO