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**PRESS RELEASE**  
**For immediate distribution**

## **MARKETPLACE & HOMEOPATHY: BOIRON CANADA WISHES TO SET THE RECORD STRAIGHT!**

Saint-Bruno-de-Montarville, Monday, November 22, 2021 - On Friday, November 19<sup>th</sup>, CBC's Marketplace aired a segment on homeopathic medicines sold at pharmacies and calling into question their efficacy. Boiron Canada wishes to affirm that the position taken by Marketplace is demonstrably misleading.

The story Marketplace aired to Canadian families, 2,9 million of which use and trust homeopathic medicines<sup>1</sup> each day was grotesquely unbalanced. Despite asking for references and receiving them, Marketplace refused to speak to any of the scientific experts who were made available to them and the studies and sources we submitted that would have provided a balanced story were demoted to their online site. Instead of fair and accurate reporting, Canadians were presented with the personal prejudices of a single pseudo-scientist who has been crusading with the same baseless claims for years.

### **Scientific evidence on homeopathy does exist**

It is simply impossible today to persistently state that there is «no scientific evidence» pointing to the efficacy of homeopathy.

### **Homeopathy backed by more than 200 years of history, experience, research and trials**

The Homeopathic Research Institute (HRI)<sup>2</sup> rigorously reviews worldwide research and trials that exclude the placebo effect with fundamental studies and clinical testing being carried out on plants, animals and cells. Modern scientific evidence has been accepted by peer-reviewed journals and are indeed available, verifiable, and credible for those who wish to consult it.

Anyone who chooses not to do so is knowingly offering the public a one-dimensional and one-sided view which ignores the broader available information.

### **Resources are available to healthcare practitioners and pharmacists who wish to know more about homeopathy**

Several resources exist for healthcare practitioners and pharmacists wishing to enhance their knowledge in homeopathy, including traditional references, manufacturing process, safety, and scientific evidence.

Some skeptics say that only clinical trials are science. Homeopathic traditional references are cumulative recorded clinical experiences over 200 years based on experimentations, observations and repeat process.<sup>3</sup>

Consequently, health professionals can confidently rely on these resources.

### **The importance of respecting Canadian Consumer's freedom of choice**

"The industry continues to work together with Health Canada in unison ensuring Canadians are offered homeopathic medicines that are safe and effective. This entails responding to individual preferences in their healthcare choices, addresses diverse cultural realities, while continuing to improve information so Canadian families can increasingly make informed choices" adds Boiron Canada President & CEO, Daniel Dereser.

### **About Boiron and Boiron Canada**

For over 85 years, Boiron, a French pharmaceutical company, has been well known for its high standard for excellence and high quality in homeopathic medicines and has been inviting consumers and healthcare practitioners to discover homeopathy and use it in their daily lives. Today, the Boiron Group has 3 700 employees, 21 subsidiaries and 4 industrial sites, and its medicines are distributed in 50 countries.

For over 30 years, one of Boiron's subsidiaries, Boiron Canada has been assuring its presence in Canada in more than 8000 pharmacies. We are proud to continue to offer Canadian consumers and healthcare professionals quality homeopathic medicines that are safe, effective, and produced according to the absolute best manufacturing processes, thus preserving their freedom to choose a different approach to healthcare and self-care. Boiron Canada is proud to have forged great partnerships with healthcare professionals everywhere.

[www.boiron.ca](http://www.boiron.ca)

References:

1 Behaviours and Attitudes Towards Homeopathic Medicine: A Survey of Canadians - H+K, Canadian Homeopathic Pharmaceutical Association (CHPA) Final report - April 2019

2 [www.hri-research.org](http://www.hri-research.org)

3 [FAQ | CHPA \(chpa-aphc.ca\)](http://FAQ | CHPA (chpa-aphc.ca))

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Source: Boiron Canada, The Homeopathy Research Institute (HRI), Canadian Homeopathic Pharmaceuticals Association (CHPA)

For information and interview requests:

Sylvie Piché,  
Communications and Public Relations Specialist  
514-758-5519  
[spiche@boiron.ca](mailto:spiche@boiron.ca)