



## Briefing Document

### What is the Alliance for Natural Health?

The Alliance for Natural Health (ANH) is an international, non-governmental organisation, based in the UK. It was founded in 2002 and is working particularly on behalf of health-conscious consumers, medical doctors, complementary health practitioners and health-product suppliers worldwide. Its key mission is to protect and promote safe, sustainable, natural healthcare, using the principles of good science and good law.

Central to this mission, is ANH's work to help promote an appropriate legal-scientific framework and environment for the development of sustainable approaches to healthcare, while also helping to promote natural health as a key approach to mainstream healthcare. Within this setting, consumers and health professionals should be able to make informed choices about a wide range of health options, and in particular those that relate to diet, lifestyle and non-drug-based or natural therapies, so that they may experience their benefits to the full while not exposing themselves to unnecessary risks.

The ANH has pioneered the concept of sustainability as applied to healthcare—a concept that is already the most acceptable long-term approach for a variety of other industries, including agriculture, energy, construction and tourism. But pharmaceutically based, orthodox western medicine has strenuously avoided associating itself with the notion of sustainability. Orthodox healthcare is now considered to be the third leading cause of death in industrialised countries in the West, and it is increasingly threatening and continuing to replace long-established traditional systems of healthcare in many other countries, including India, China, South East Asia, South America and southern Africa.



### What has the ANH achieved to date?

Since its inception in 2002, the ANH's achievements include:

- ◆ Development of consumer-awareness programmes on natural health
- ◆ The ANH has become one of the premier international resources for reliable information on actual and future threats and opportunities posed by European and US legislation, as well as future Codex Alimentarius guidelines and standards
- ◆ The ANH has demonstrated effectively the critically flawed nature of existing methods of risk assessment and approaches to risk management for natural health products, as well the misuse of the precautionary principle in this context
- ◆ Production of proposals for methodologies that could be used as the basis for more viable safety/benefit-assessment approaches for natural products, including presentation of such approaches to the relevant Codex Alimentarius electronic working group on risk assessment
- ◆ Legal challenge to EU Food Supplements Directive (2003-5), which has resulted in improved clarification and narrowing of the Directive's scope to exclude 'natural forms' of vitamins and minerals along with a simplification of the application process to the 'positive lists' of allowed ingredients. It has also clarified the regulator's responsibility for providing the primary burden of proof of safety
- ◆ Adoption of positive amendments to the European Commission's Human Medicinal Products Directive and the Traditional Herbal Medicinal Products Directive
- ◆ Uniting the leading-edge interests in natural health worldwide under a single, progressive and effective 'umbrella' to help protect and promote natural healthcare globally
- ◆ Pioneering a new paradigm for healthcare, termed as 'sustainable healthcare' - see [www.anhcampaign.org](http://www.anhcampaign.org) for further information.