

Press release
For immediate release
1st April 2011



Alliance for Natural Health launches poster campaign **On the eve of Natural Products Europe trade show in London**

With the impending EU ban on a wide range of herbal products set in one month to the day, the Alliance for Natural Health International (ANH-Intl) launches a set of four, multi-format posters to support its campaign to protect citizens' rights to natural health.

The ANH-Intl hopes that its posters will help engage even more people with the campaign that it freely admits has necessarily involved complex, scientific and legal ideas often not fully understood by laypeople. These complexities stem, says ANH-Intl, from scientific and regulatory frameworks that have been shaped by diverse and often conflicting influences among governments, corporations, small businesses, consumers and the practitioner sector.

Executive and scientific director of the independent, not-for-profit campaign organisation, Robert Verkerk PhD, explained: *"This is more about the heart than it is the head. We feel our friends at Emblema, who have long supported ANH's ideals, have really captured graphically what it is that we do and why we do it. We are releasing the poster files into the public domain on the eve of Natural Products Europe at Olympia in London that starts on Sunday and not long before we initiate judicial review proceedings in response to the EU herb ban."*

ANH-Intl hopes that the set of four, thought-provoking posters will be distributed widely, including virally on social networks. The posters are available at a low resolution for screen or online viewing, but also for download and subsequent printing for physical display. Some companies have already agreed to distribute the posters to health stores to help inform consumers about the risks to the ongoing availability of effective natural health products.

The posters can be viewed or downloaded from the ANH-Europe and ANH International websites, as well as from the ANH-Intl Facebook page.

Ends.

Contact:

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Downloads (from ANH-Europe site) for screen/online viewing (low resolution files):

EU herb ban / wrong tools poster
Natural health choice poster
Unshackling from GM foods & drugs poster
ANH-Intl mission poster

Poster images on ANH International Facebook page

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Poster design by:

Emblema Ltd

www.emblema.co.uk