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Press Release

26 March 2014

CAMpaign to Close Current Advertising Standards Authority in Favour of a New Government Regulated Agency

The Advertising Standards Authority is, whether it knows it or not, attacking natural health and its qualified practitioners in the UK. I'm hearing from many people, who have had devastating experiences such as mine when they have been singled out for investigation by the ASA. It's an experience that causes huge personal anguish and frustration at not being heard and not having access to the process. As a result of an 'adjudication' there are attempts to destroy the individual's (or company's) reputation through the online promotion of unbalanced or prejudiced rulings by this Private Limited Company that is no different from Boots or Tesco's.

I have, with the support of some high profile natural health organisations (mentioned above), set up a website with a movie I produced outlining the facts. **These are facts that will astonish you.**

The movie is a call to action to sign my government e-petition that aims to have this organisation, a Private Limited Company, closed down. I believe it is masquerading as a government department (with a name that includes "Standards" and "Authority") that has proper authority and process to examine the facts and come to authoritative decisions. Instead it acts as prosecutor, judge and jury on facts that it is unable or unwilling to understand and then promotes these rulings through advertising 'non-compliants' on its website and threatening a personal Google ads campaign to promote its viewpoint against you. They are destroying people's lives and livelihoods – this can't be allowed to continue. **In the words of David Cameron (UK) Prime Minister, "No body has a right to bully"** (www.bbc.co.uk/news/uk-scotland-24758166).

I am seeking a properly set up ASA, one that has real regulatory power, not one which appears to be funded by organisations with an agenda to bring disrepute upon established and accepted science; and, one that does not seek to usurp the remits of other government bodies, as it did in my case – insisting that I lie on my website and imply that I have two doctoral degrees.

Do watch the movie to find out more – also see statements from my supporters and published articles that have already gone out.

If you are a UK citizen please give your support to the campaign – watch the movie and sign the e-petition and encourage anyone you can to do the same. We need change and this will help us to achieve it. Let's stop the massacre of natural health practitioners under the pretext of misrepresentation of natural health 's science and practice.

This campaign is not about giving credence to people who practice without qualifications or make claims that are false or misleading.

Go to: www.asa-the-truth.org.uk

For more information, to sign the e-petition and to watch the movie!

I would welcome any comments.

Thank you for your interest.

Dr Alyssa Burns-Hill, PhD, MSc, FRSPH, MIHPE

www.dralyssaburns-hill.com

Tel: 01534 522151

Mobile: 07781 199199

Email: Alyssa@dralyssaburns-hill.com