



Sweet Cures

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Ms Dora East
Dept. Of Health, Richmond House
79 Whitehall, London
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Ref: TO0000296155

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Dear Ms East,

Thank you for your reply to our letter about testing new drugs not only against placebo, but against natural remedies too.

Since we haven't yet been consulted by the relevant policy team, we'd like to reiterate how important we feel this matter is to the health of the nation. The current situation where there are so many unknowns about herbal, glyconutrient, and other natural remedies effectiveness compared to drugs is purely based on pharmaceutical companies' reluctance to bring natural remedies into their drug trials. They need to be forced to show that if they are introducing a new drug, it is not only better than placebo, but better or at least as effective as the natural alternative.

At the same time, this system would give us a great deal of knowledge about natural remedies that would prove invaluable to the general public. They would no longer waste their money on natural remedies that are snake-oil nonsense, but they would get the knowledge needed to make sensible choices about natural remedies that do actually work, based on the information the clinical trials brought to light.

This would save enormous sums of money for the NHS as people were better able to find natural remedies for common ailments, without having to go to the doctor, allowing the NHS to put the money to better use, and provide a better service as a result, without having to get extra funding. It would be a popular move with the general public.

We would like to suggest that this proposal is taken very seriously, implemented fast, and not allowed to be crushed by the vested interests of pharmaceutical companies whose only interest in natural remedies is as competition that they would rather remove from the market entirely. The balanced trials proposed would soon reveal which natural remedies are useful, and which are not. Knowing what does not work is as important as knowing what does work.

We have a number of well thought out ideas for the implementation of our proposal, and have many expert and high profile contacts in the natural health industry who would be interested in contributing to the discussion and would help to advise the Dept. Of Health on a way forward.

We look forward to hearing from you, and we would very much like to be put in contact with the policy team who are looking at our proposal.

Best regards,

John Bremner & Anna Sawkins
Sweet Cures Partners.