

STOP THE EU BAN ON SUPPLEMENTS NOW!

UPDATE
SEPTEMBER
2003

THE PROPOSED BAN WILL
ELIMINATE

LEADING-EDGE
INNOVATIVE AND EFFECTIVE SUPPLEMENTS

HELP THE



alliance for

natural health

CHALLENGE THE EU'S FOOD SUPPLEMENTS DIRECTIVE!

Find out all you need to know at:

www.alliance-natural-health.org

Read more about how you can help stop the ban overleaf

YOUR FREEDOM TO CHOOSE IS BEING PROGRESSIVELY REMOVED!

The Food Supplements Directive has already passed in to EU member country laws (July 2003) and, if unchallenged, will ban over 300 effective and bioavailable nutrient forms present in over 5000 safe vitamin and mineral products.

This WILL happen in August 2005 unless we ALL act NOW!

Q: What can you do to help?

A: Support the Alliance for Natural Health's challenge to the Food Supplements Directive!

The international Alliance for Natural Health (ANH), together with its multidisciplinary team of experts, is at an advanced state of preparation for a legal challenge of the EU Food Supplements Directive.

The ANH's top EU outhouse lawyers (the only team ever to have overturned an EU directive) have given a clear 'green light' to proceed. The ANH's pan-European support base is one of many factors critical to the success of the challenge.

Please help the ANH succeed in launching the challenge – which must happen within a very short time frame – by taking the following steps immediately:

1 Make your own personal contribution to the 'financial fuel' required NOW for the ANH challenge to move rapidly forward. Your contribution is vital, however little you are able to give. Please consider donating monthly if you can. Contribute to the ANH challenge by secure credit/debit card donation on our website, by direct bank transfer (details available by phone or email request), or by cheque (made payable to 'Alliance for Natural Health'), sent together with your name address and telephone number(s) to:

ANH Food Supplements Directive Fund
16 The Mount, Guildford, Surrey GU2 4HS, UK

2 Become a Member/Partner of the Alliance for Natural Health by entering your details in the 'Join the Alliance' section of the website. This registered base of supporters is critical to the success of our lobbying work in the European Parliament and other campaign activities. You will then also receive regular mailshots about the campaign progress.

3 Please visit our website www.alliance-natural-health.org regularly and find out more about the issue and the problems that will result if the Food Supplements Directive and other EU Directives are fully implemented.

4 As a manufacturer, supplier, retailer, complementary health practitioner or clinic, please request our companies' or practitioners' e-packs by emailing info@alliance-natural-health.org, and find out what you can do to join the rapidly growing ANH Support Base (see www.alliance-natural-health.org).

5 Ask as many others as you know (throughout Europe and elsewhere) who may be similarly concerned about the legislation to visit our website, view this flyer and repeat steps 1 – 5.

Alliance for Natural Health: "Working cooperatively to allow access to popular, safe and effective dietary supplements throughout Europe."

WHAT'S WRONG WITH THE FOOD SUPPLEMENTS DIRECTIVE?

1. It will effectively ban more than 300 nutrient forms that include a large number of the safest, most readily absorbed and most effective, food-derived forms.

This includes:

- natural vitamin forms such as the mixed tocopherols/tocotrienols (natural vitamin E), carotenoids and methylcobalamin
- all forms of sulphur, boron, vanadium, silicon and most trace elements
- the most readily absorbed (and safest) forms of calcium, magnesium, zinc, selenium, chromium and molybdenum

2. It will severely limit the doses of vitamins and other nutrients allowed in products, removing all high-dose products from the market.

3. It will include future restrictions on nutrient forms other than vitamins and minerals, such as fatty acids, amino acids, enzymes, probiotics, phytonutrients, etc.

4. It will dramatically limit future innovation in the dietary supplement industry, with consequent serious impacts on specialist retailers, complementary practitioners and consumers who choose to take responsibility for their own health.

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