

# \$470,000 NEEDED NOW

## To make a donation

- ♥ Call the ANH US donation hotline: 011 44 870 701 5555.
- ♥ Visit our web site at [www.alliance-natural-health.org](http://www.alliance-natural-health.org) and click on "Make a donation". All major credit and debit cards accepted.
- ♥ Transfer funds electronically to:  
**National Westminster Bank PLC**  
US correspondent bank – **J P Morgan Chase (NY)**  
swift code: **CHAS US 33**  
ABA code: **021 0000 21**  
payment for benefit of 'Alliance for Natural Health',  
account no. **12765309**  
sort code: **60-09-21**  
swift code: **NWB KGB 2L**  
Please email [info@alliance-natural-health.org](mailto:info@alliance-natural-health.org)  
for a receipt.
- ♥ Check payments to be made payable to 'Alliance for Natural Health' and mailed to ANH Campaign Fund, 16 The Mount, Guildford, Surrey, GU2 4HS, United Kingdom.
- ♥ For bank transfers and standing orders,  
email [info@alliance-natural-health.org](mailto:info@alliance-natural-health.org)  
or phone +44 1252-371275.

Support your right to natural  
healthcare

Support the ANH

Donate funds - today

Donation Hotline: 011 44 870 701 5555



For more information visit

[www.alliance-natural-health.org](http://www.alliance-natural-health.org)

Alliance for Natural Health

ANH Campaign Fund

16 The Mount, Guildford, Surrey, GU2 4HS,  
United Kingdom

**Your freedom to  
choose dietary  
supplements  
is seriously  
threatened - unless  
you act now**



Please contribute funds to the  
**ALLIANCE FOR NATURAL HEALTH**

**\$470,000 NEEDED NOW**

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Proposed European Union (EU) legislation is set to ban – this year - many of the dietary supplements we currently take for granted. These critical events in Europe are ever more likely to be implemented in the US, as there is considerable political and commercial pressure for trade harmonization and regulation at a global level (especially via Codex). That will mean restrictions on dietary supplements in the US as the hard-won freedoms of DSHEA are eroded.

**Do you want that?** Nor do we.

The **Alliance for Natural Health (ANH)** is spearheading opposition to legislation and guidelines set to massively restrict your access dietary supplements.

Also ANH is leading international initiatives to restrict proposed legislation in the pipeline that will dramatically limit dosages and health claims.

**This costs money. And the ANH needs \$470,000 of immediate funds urgently.** Until now, dedicated professionals and volunteers have devoted their time to fighting the cause. The ANH campaign has cost nearly \$800,000 since its formation 3 years ago, and has achieved considerable success, including bringing a major landmark legal case to the European Court, heard on 25 January and to be ruled upon in the following months. Without financial support NOW, we will be unable to influence this legislation. And then **you** will notice the difference. If we don't overturn the ban in the European Court, the decision will be very difficult to reverse. And for once, what starts in Europe will end up in the US.

### Why support the ANH?

- ♥ ANH is an international, European-based campaign organization comprised of dedicated professionals responsible for safeguarding the leading-edge in natural healthcare worldwide
- ♥ ANH initiated and successfully brought the legal challenge against the EU Food Supplements Directive ban to the European Court.
- ♥ ANH's approach is rational, based on sound science and legal reason, and on co-operation – not on emotional outcry
- ♥ ANH's initiatives are of critical importance to consumers, practitioners and doctors reliant on leading-edge dietary supplements

## \$470,000 NEEDED NOW

**Ask yourself  
this – what is it  
worth to protect  
my right to  
decide my own  
health choices?**



**Please donate what you can. NOW.  
Whether it's \$10 or \$100 or more. Without  
these funds, our chances of success  
and your freedom of choice will be  
significantly reduced.**

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### What is the ANH?

- ♥ ANH is an alliance of members in over 40 countries. Nearly 30% of ANH members are from the USA
- ♥ ANH represents the interests of the leading-edge natural health sector – many of which are US-based. This includes companies, practitioners, retailers and consumers
- ♥ ANH supporters or endorsees include many of the leading lights in complementary health, including Drs Abram Hoffer, Jeff Bland, Jonathan Wright, Julian Whitaker, Steve Levine, Garry Gordon and Alan Gaby
- ♥ ANH directors are specialists in their fields of science and law

### What has the ANH achieved to date?

- ♥ Raised public awareness of the significance of these issues to the long-term sustainability of natural healthcare
- ♥ Made significant amendments to EU legislation through collaboration with Members of the European Parliament
- ♥ Brought the landmark legal challenge to the EU Food Supplements Directive
- ♥ Promoted rational science as the basis on which nutritional supplement upper safe levels are assessed at a global level
- ♥ Created a united front of common interests across Europe, the USA and many other countries



### What are funds needed for?

- ♥ Legal fees, to pursue the ECJ Court challenge using the world's leading EU law barristers
- ♥ Groundbreaking technical scientific and legal work on EU threats and consultations with Regulators
- ♥ Professional public affairs lobbying in Brussels
- ♥ Public and media awareness campaign
- ♥ Communications activities, to garner support