



BBC 2 PROGRAMME DEMONSTRATES THAT HERBAL MEDICINE IS A VALID TREATMENT OPTION

Bio-Health applauds investigation into the efficacy of herbal medicines

BBC 2's *Alternative Medicine* series, researched and presented by Professor Kathy Sykes of Bristol University, looked into the evidence for efficacy of herbal medicines on Tuesday 7th February. The programme took a positive view on the evidence available and suggested that the growing number of clinical trials demonstrating the efficacy of herbs will allow herbal medicine to be considered equal to, and used alongside, orthodox medicine in the future.

Bio-Health, leading manufacturer of additive-free, pure herbal medicines, has welcomed the evidence put forward in the programme and states that this is the beginning of a positive future for herbal medicines in the UK.

June Crisp, Sales & Marketing Director for Bio-Health, comments:

“Professor Sykes’s programme has highlighted the growing respect for herbal medicines, both amongst consumers and the scientific and medical establishment. We have always believed that herbal medicine has a lot to offer and that herbs should be viewed as a serious option in the treatment of numerous illnesses.

“Until recently there has been little evidence and no industry regulation, which has led to the practice being largely viewed as a ‘mumbo jumbo’ medicine by scientists and those in orthodox medicine. It is now clear that growing evidence supporting claims for the efficacy of individual herbs, along with the introduction of safety and quality regulations by the MHRA, will help herbal medicine to achieve its rightful place as a respected and proven medical speciality.”

During the programme, Professor Sykes discussed trials that demonstrate the benefits of St John’s Wort for treating mild to moderate depression, Devil’s Claw for treating arthritis and rheumatic pain, Black Cohosh for alleviating menopausal symptoms, Hawthorn for treating cardiovascular conditions and the use of Ginkgo Biloba for treating Alzheimer’s.

Another exciting development the programme highlighted was the confirmation of the effects of synergy, providing an argument for the use of the whole herb as opposed to isolated components found in herbs.

Press Enquiries:

Melissa Neal/Evelyn Vittery
Bloomsbury Communications
Tel: 020 7833 3759

Email: melissa@bloomsburycommunications.com

Date: 13th February 2006

Note to Editors:

Bio-Health produces a wide range of herbal medicinal supplements including single herbs and blended herbal medicines. The products are manufactured on-site at the company HQ in Rochester, Kent. Since it was founded in 1981, Bio-Health has insisted on using non-irradiated herbs that are sourced from sustained species. The company has always produced herbal medicinal products of the highest possible quality standard, using the whole herb rather than isolated compounds.