**In this story we watch how the lack of respect for scientific and clinical validation is destroying the industry of Natural Medicine.**

**Major Homeopathic Company HEEL to Leave USA & Canada**

The German companies HEEL are the manufacturers of a world-renowned collection of homeopathic formulas, including TRAUMEEL and ZEEL, and sadly, starting September 1, 2014, they will leaving North America. They are leaving North America as a result of some class action lawsuits filed against them by skeptics of homeopathy who claimed that HEEL was falsely advertising their products.

If a manufacturer or sales person makes claims for a product they can be challenged to validate and verify those claims in court by any lawyer who wishes to challenge you. In Germany this is called *Abmahnung*. In America a lawyer can challenge a manufacturer claim in court. The burden of proof is on the company or sales person making the claim.

The law requires that all manufacturer sales claims need to be scientific and clinically validated and or verified. If not false advertising can be proven.

“An *Abmahnung* (German term for a written warning) is a formal request by one person to another person to forthwith stop a certain behavior such as an unverified claim.

If this formal request is made by an attorney, then it is similar to a cease-and-desist letter (Not an Order).

In most cases, the law allows the party sending the letter to demand payment of legal costs associated with the sending of the letter. In theory, this allows anybody that observes a violation of a law that may be covered by an *Abmahnung* to hire an attorney, have a letter sent, and be reimbursed for the attorney’s fees. In practice, a lawyer may do this without having been hired by a client who has been wronged, in essence searching for violators of covered laws and demanding payment from them for having found them. Since the enormous proliferation of web sites, this abuse of the law has led to the so-called Abmahnwelle (-wave).”

The courts can be very strict in determining what is proper validation. But multiple publications of independent medically supervised ethic committee managed double blinds in a recognized long term peer reviewed medical journal are easily adequate for validation.

**The lack of respect for the research process has put natural medicine into jeopardy.**
At WHPRS we try to help companies to find their way through the quagmire of red tape and paperwork to get their items properly validated and verified. This is NOT impossible, it is indeed quite possible.

We have trained scientists, lawyers, doctors and research specialists to help people to validate natural and energetic medicine.

**Validation and Verification of Claims is the LAW**
11 European Governmental Professional Work Qualifications for using the device.
Platinum rating.

10 Taught in accredited medical universities and your device/product appears or your peer reviewed medical studies are quoted in certified medical textbooks. This takes a minimum of seven years in peer reviewed medical journals. Gold rating.

9 Medically supervised, independently researched, double blinds, Peer reviewed medical journal publication Silver Rating.

8 Double Blind Independent Medically Supervised Studies.

7 Independent Medically Supervised Studies.

6 TESTIMONIALS, STORIES OR clinical studies done by your personal staff. Proper Ethics Committees and or Institutional Review Boards are needed, as well as informed consent and full compliance with the Helsinki research accord.

5 SCIENCE + DEVICE STUDIES+ SAFETY Registration+ MEDICAL CLAIM Registration- here your device/product is proven safe, and effective for medical uses in the claims you specify in your registration.

4 SCIENCE + DEVICE STUDIES+ SAFETY Registration- here your device is safety tested to CE standards.

3 SCIENCE + DEVICE STUDIES- bench tested for performance specs.

2 SCIENTIFIC THEORY- accepted science.

1 MAGICAL THINKING SCIENCE- here pseudo-science, unproven theories.

0 DIVINATION- the devices uses subtle muscle control of the therapist.

-1 FRAUDULENT-STOLEN – Completely Illegal.

http://www.worldhealthproductservice.com/index.html