

PRESS RELEASE

For immediate release: 13th January 2009

DETOX WORKS AND IS SCIENTIFICALLY VALID
Alliance for Natural Health scientists respond to Sense About Science

Today, the Alliance for Natural Health (ANH) has issued a forceful scientific rebuttal to Sense About Science and its allied group, Voice of Young Scientists, which are claiming that detox products don't work, contain misleading claims and are a waste of money. The ANH claims that the *Debunking Detox* campaign headed by Sense About Science is misinformed, irresponsible and confusing to the public. The ANH also says the thrust of Sense About Science's claims have ignored well established evidence that the body's detoxification systems are over-taxed by the pressures of modern living and benefit from additional support.

January, being the start of the year, is a month when many people are trying to get themselves healthier and rid their bodies' of excess weight and what they perceive to be an accumulation of toxins.

Robert Verkerk PhD, executive and scientific director of the ANH, said, "We welcome scientific debate on the effects of any natural product on human health—indeed, it can help to steer research and development. But Sense About Science are coming from a surprisingly closed-minded, unscientific place and have failed to make any mention of the large body of research on detoxification, particularly using nutritional approaches, and in the process are confusing the public."

Dr Damien Downing, medical director of the ANH, who has practiced nutritional and environmental medicine for over 25 years, argued, "It cannot be denied that there are adverts out there that hype up the merits of beauty products of dubious or variable merit, but it is the Sense about Science core statement to which I first take exception; *'Detox' has no meaning outside of the clinical treatment for drug addiction or poisoning.*"

In their rebuttal, Drs Downing and Verkerk have each tackled the Voice of Young Scientists' claims from their respective perspectives as a medical doctor and a scientist.

In its rebuttal, the ANH dissects three of the key claims attacked by the Voice of Young Scientists group, which take centre stage on their pamphlet *Debunking Detox* that Sense About Science claim is being distributed by young researchers associated with Voice of Young Scientists outside high street retailers in central London.

Dr Verkerk said, "Sense About Science appears to be winding up its skeptic stance on a lot of areas where big corporations are set to benefit by altered public opinion. Natural therapies and GM appear to be Sense About Science's favourite topics. People opting for

natural therapies over pharmaceutical drugs and people avoiding GM products is costing some of the biggest companies on earth a lot of money. Our only plea is follow the science and not the money—and let's face it, anyone who claims that GM foods are safe given recent scientific findings, is not following the science. People distrust what Sense About Science and other pro-GM lobbies are saying about GM, now they've got good reason to distrust what they're saying about detox.”

ENDS.

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NOTES TO THE EDITOR

SENSE ABOUT SCIENCE

Sense About Science website:

<http://www.senseaboutscience.org.uk>

Detox page on Sense About Science:

<http://www.senseaboutscience.org.uk/index.php/site/project/14>

Young Voice of Scientists website:

<http://www.senseaboutscience.org.uk/index.php/site/about/11>

Debunking Detox pamphlet by Voice of Young Scientists:

<http://www.senseaboutscience.org.uk/PDF/Detox%20leaflet.pdf>

ALLIANCE FOR NATURAL HEALTH

Alliance for Natural Health rebuttal

ANH website feature on rebuttal: <http://www.anhcampaign.org/news/detox-works—we-can-prove-it>

ANH's full rebuttal:

http://www.anhcampaign.org/files/090109_Debunking_Sense_About_Science_stand_on_detox_F.pdf

About the Alliance for Natural Health (ANH)

www.anhcampaign.org

The Alliance for Natural Health (ANH) is an international, non-governmental organisation, based in the UK. It was founded in 2002, and works on behalf of consumers, medical doctors, complementary health practitioners and health-product suppliers worldwide, to protect and promote natural healthcare, using the principles of good science and good law.

The ANH's overriding goal is to help develop appropriate legal and scientific frameworks for the development of sustainable approaches to healthcare. As in the fields of energy and agriculture, sustainable healthcare invariably requires use of natural products which are inherently compatible with human biochemistry and physiology. Within this setting, consumers and health professionals should be able to make informed choices about a wide range of health options, and in particular those that relate to diet, lifestyle, traditional medicinal and non-drug-based or natural therapies, so that they may experience their benefits to the full while avoiding unnecessary risks.