



## HOW MUCH DO YOU REALLY KNOW ABOUT HOMEOPATHY?

Many people believe homeopathy is “herbal medicine” or simply “all-natural remedies”. Few people realise homeopathy has been **proven not to work**; even fewer know it involves substances so dilute that **there's nothing left in them**. Homeopathy takes advantage of this uncertainty to sit alongside real, proven medicines on the shelves of our major pharmacies.

Homeopathy is based on 3 rules invented over 200 years ago - that **something which causes your symptoms will cure your symptoms** (the homeopathic cure for insomnia is caffeine), that **diluting a substance makes it stronger** (there's almost no chance of finding a molecule of 'active' ingredient in a billion standard homeopathic pills), and that **water has memory** (in order to make the medicine 'work' without anything in it).

**None of these rules have been proven to be true. Whenever homeopathy has been tested properly, it has failed. The homeopathy industry is worth over £40million in the UK, despite no evidence that homeopathic pills and droplets work.**

The 10:23 campaign is aimed at raising awareness of homeopathy and its unscientific basis. If you'd like to find out more, visit: [www.1023.org.uk](http://www.1023.org.uk)

*Homeopathy - There's nothing in it.*

[WWW.1023.ORG.UK](http://WWW.1023.ORG.UK) | [WWW.TWITTER.COM/TEN23](http://WWW.TWITTER.COM/TEN23)

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The 10:23 campaign is brought to you by the Merseyside Skeptics Society a non-profit, volunteer organisation. For more information, visit: [www.merseysideskeptics.org.uk](http://www.merseysideskeptics.org.uk)



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