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July 2 2014

Dear Health Practitioner

I have been writing over the past few months of my serious concerns around the new regulations promulgated on the 15th November 2013 by the Department of Health, which we believe are irrational, disproportionate, arbitrary, unreasonable, unconstitutional and simply unfair.

Right now we have a serious crisis on our hands. The regulations, if not repealed or amended, will effectively eliminate 65-80% of all natural products. The products that will remain will in all likelihood be basic health store products which will be considerably more expensive due to the costs of complying with the new regulations.

While the HPA has already mounted a legal challenge to these regulations, our newly-formed group, the Natural Health Alliance (NHA), feels that the legal challenge has weaknesses which must be addressed.

Our concerns include the public right to the medicines of their choice and of special concern to practitioners is the availability of many 'practitioner-only' products, which will have to be registered as drugs under the new regulations. Few companies will be able to afford this rigid, lengthy and costly registration process.

We have employed the services of a highly experienced legal team, the fees for which to take this matter to court are considerable. We are now embarking on a campaign to raise money for what may be a lengthy court battle.

We have also begun a media campaign looking to promote our plight, Carte Blanche have been filming and have told us that their feature on the new regulations will be part of this weekend's show on Sunday the 6th of July.

The NHA has been formed to deal with this legal action, but will continue as a watchdog in the future to counter bad publicity, educate the public and keep close tabs on all government regulations around natural medicines.

I urgently request your help in this regard and can assure you that the NHA, of which I have been appointed chairman, will do its utmost to create a regulatory process that works for all of us. This is a critical time as everyone in the health industry will be affected by these regulations.

In order to assist us with this process we require your financial assistance. All money raised will be kept in a private fund administered by myself and two other members of our group.

See the suggested sponsorship below, together with our banking details. Please inform us of your donation and we will keep you informed of all developments.

Please act urgently on this call. Your future practice and the natural medicines you will be able to use may depend on our ability to push forward with this process.

Yours sincerely

Bernard Brom
Co- Chairman of SASIM
Chairman of the Natural Health Alliance

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Sponsorship

Public: R350/month for 6 months (or whatever you can afford)

Health practitioners: R1000/month for 6 months

Health shops: R1000/month for 6 months

Small businesses: R5000/month for 6 months

Medium businesses: R10 000/month for 6 months

Large companies: R20 000/month for 6 months

Bank details

The Natural Health Alliance

Bank: **Nedbank**

Branch: **Gardens**

Branch Code: **101009**

Account Number: **1077 025 629**

Account Type: **Current** (Business Cheque Account)

Intl SWIFT Code: **NEDSJJ** (To expedite incoming international transfers)