

PRESS RELEASE

Homeopathy: DHU to launch initiative

Dateline *“Homeopathy. Naturally. My choice.”* is the slogan of a widescale initiative launched by DHU on xx April 2018. The hashtag #MachAuchDuMit was created for anyone who is interested to discuss the topic of homeopathy and share their own experiences.

What is the objective of this initiative?

In Germany, 7,000 physicians have undergone specialist training in homeopathy, and more than 50% of Germans use it. Three-quarters of Germans like the idea of an integrative medicine concept, i.e. the option of including both naturopathic medicine and homeopathy in their treatment. There is thus a great need for information. Correspondingly, DHU, the market leader in the field of homeopathic medicine, has launched its initiative to call attention to the relevance of homeopathy as a well-established and successful therapeutic option. The company is taking a stand on maintaining the freedom of choice in treatment.

#MachAuchDuMit

The hashtag #MachAuchDuMit (“You take part too”) was created for the initiative so homeopathy users could share their positive experiences with their treatment. “Over 30 million satisfied people turn to homeopathy for their health and trust it. Our initiative is designed to boost the self-confidence of the people who opt for homeopathy or at least speak out about having a right to choose freely among different therapeutic options,” says Peter Braun, managing director of DHU.

Media: Online platform launched

Pharmacists, physicians, naturopaths and other experts are to contribute to the conversation in addition to patients. In other words, the discussion is open to anyone for whom homeopathy or homeopathic treatments play a major part. The virtual point of contact for the initiative is the webpage www.homöopathie-natürlich.de (in German), a digital platform for discussion and information. Furthermore, the initiative is designed to direct media attention to the topic of homeopathy.

On behalf of transparency and therapeutic freedom

“In our eyes, the therapeutic freedom expressed in our slogan by the words “My choice!” is the most important aspect in this initiative,” says Peter Braun emphatically. And it is a cause worth getting involved in, as Braun, a Swiss citizen, well knows. In 2017, the Swiss took part in a referendum and voted in favour of the concept of integrative medicine. In addition to conventional medicine, they also approved the use of therapeutic approaches such as homeopathy and naturopathic treatment.

Working on behalf of people

With this initiative, DHU intends to create greater transparency in Germany and realistically depict homeopathy in terms of facts and therapeutic successes. There appears to be need for this: “For quite some time now at DHU, we have received dozens of spontaneous requests to take a stand for homeopathy.”

Complementing rather than restricting

In terms of the initiative, Peter Braun states that it should never be an either-or question when it comes to making choices about conventional medicine and other therapeutic modalities: “The objective of modern integrative medicine is to combine the method or methods that are best for the patient on a hand-in-hand basis. A decision in favour of homoeopathy is in no way a decision against conventional medicine. Both are justified, and in many cases they complement each other.”