

# YOUR HEALTH.

GRAMMA'S NEWSLETTER ] JOINING HANDS IN HEALTH SPECIAL - July'09 ] Issue 10.

FREE  
PLEASE PASS IT ON...

WAKE UP! and RECLAIM YOUR HEALTH FREEDOM - 'It's Time To 'ACT' now!



● Dounne Alexander MBE, awakening the nation to reclaim their health & consumer choice.

## 'MHRA' orders Gramma's® to STOP production & sales of Zara's Herbal Tea.™

Hello friends,

Well, so far this year we've had the credit crunch; global recession; election of President Barack Obama; highest unemployment rate; lowest Bank Interest rates; soaring food & fuel prices; exorbitant MP's expenses claims; 'swine flu'; plus planned compulsory vaccinations... **LIFE couldn't be better.** But over the past six months, we at Gramma's have been facing our biggest challenge to-date. Without prior warning or consultation, in June '09 we received an aggressive letter from **The Medicines & Healthcare products Regulatory Agency (MHRA)**, demanding that we immediately stop the production and sales of **Zara's Herbal Tea**, threatening court action. The reason being, they have decided that our tea is **A MEDICINE** and not a **herbal food supplement**. With **no right to appeal**, they have stated we must reformulate the tea, by removing all the ingredients they consider 'not for food usage'. Failing to comply, means that it cannot be sold without a full drugs licence, which could cost us upwards of £250,000. I am saddened to say, that this pressure from regulators is all part of a hidden agenda by the 'Powers That Be', to prevent the sale of large numbers of food supplements, herbal and other natural products. It's hard to find any justification other than the elimination of competition by destroying health businesses to secure maximum profits for the pharmaceutical industry. This situation is extremely serious therefore, we urgently need your support to challenge the MHRA's decision, plus UK & European laws affecting both our health and the health food industry. For this reason I urge you to **PLEASE READ ON...**



● under fire 'Zara's Herbal Tea' and other herbal foods / supplements.

## Rebalancing the Scales-of-Justice:

As you know, the impartial fairness of the **LAW** is often symbolized by a '**balanced scale**', whilst the **legal system** was created to serve and protect its citizens and the environment around them. However, in recent decades when it comes to managing our health by natural means, the scales have become increasingly unbalanced in favour of synthetic drugs, additives, genetically modified (GM) and other unnatural foods; widely proven to endanger rather than safeguard our health. My recent encounter with the Advertising Standards Authority (associates of the above mentioned MHRA), banning our advert promoting Zara's Herbal Tea and now forcing us to stop production, is a clear example of this '**artificial v natural**' issue.

This shocking episode was a serious wake-up call to step up our **Joining Hands In Health** campaign - to reveal exactly what is going on behind the scenes. In a nutshell, dozens of similar businesses are being challenged all over Europe, by what looks set to be the most restrictive regulatory system witnessed in the western world. With

almost all beneficial natural products being banned within a matter of years. **The real nightmare will be felt in the UK around 2011**, when massive restrictions will be imposed where you cannot **write about, speak of, or make any health claims on the benefits of natural foods**. This threatens not only our own Caribbean tradition, and those who have benefited from it, but also other long-standing traditions such as Ayurveda and Chinese Medicine, all of which have evolved over many thousands of years. If left unchallenged, within a very short time, 'valuable' ancient knowledge and expertise will be lost **forever**.

These regulations will eventually eliminate and drastically reduce the effectiveness of many essential 'herbs, vitamins & supplements' commonly used today. **Organic-foods will gradually be eradicated and in its place genetically modified (GM), irradiated foods and other unnatural foods** will be promoted as a cheaper, healthier option. This will ultimately destroy the environment and create an increasingly 'sick society' dependant solely on artificial foods and prescription medication. The impact would be catastrophic and irreversible. To make matters worse, this information is being deliberately hidden from the general public by Government Ministers, Medical Establishments, the World Health Organization (WHO) and a biased Media, to

- Let's unite as ONE to 'STOP THE MADNESS' - Let's unite as ONE to 'STOP TH

avoid resistance. The truth is incredibly disturbing. **What appears on the surface to be 'consumer health protection', behind the scenes is actually 'legalized health suicide'**. In order to stop this madness and take back control of our lives, I am calling on everyone's support to urge the Government to **establish a new legal framework for Natural/Herbal Foods & Herbal Supplements**, in order to preserve our environment, plus protect & secure a healthier life for you, your family and future generations.

I therefore strongly appeal to you to spare 5 minutes today to JOIN HANDS with me (see template opposite)... then, kindly pass this information onto loved-ones & friends, encouraging all to do the same. I also urge everyone to read the important article on the back page - ('GRAMMA'S founder **Dounne Alexander defends Zara's Herbal Tea advert**'); please also watch '**We become Silent - The Last Days of Health Freedom**' (by director - *Kevin P. Miller* and narrated by *Dame Judi Dench*), on our website to fully understand the worldwide dangers posed by the EU and CODEX ALIMENTARIUS.

## WHAT IS AT RISK IF WE DO NOTHING?

- **BY 2010** - all high dose vitamin and mineral supplements will be banned once the next phase of the EU's Food Supplements Directive is implemented.
- **FROM 1 APRIL 2011** - many herbal ingredients currently sold under exemptions to UK medicinal laws or as food supplements will be banned.
- **ALL HEALTH CLAIMS** - whether written, spoken, pictorial or in any other presentation, will be banned-unless they are specifically allowed.
- **European authorities** will shift their positions on genetically-modified (GM) foods, allowing more and more into the food chain.

## The future is in each of our H<sup>ANDS</sup>

Therefore, we must do all in our power to urge governments to support 'consumer choice' and 'new approaches to healthcare', based on the principles of ecological and biological sustainability. The more people who **ACT NOW** will maximize our chances of success.

## AVII EVENTS : taking an alternative view.



As luck would have it, myself and team attended this amazing weekend event in May, with some of the world's leading medical professors, scientists, doctors & environmentalists - revealing the disturbing truth behind their profession (i.e. Government collusion with the Media, Scientists & Pharmaceutical Industries and their agenda to keep us sick, simply for profit). These **brave soldiers** have turned their backs on conventional-drugs, medical authorities & pharmaceutical industries - risking their reputation, livelihood & even their lives to inform and awaken us. Amongst the speakers was the wonderful **Professor David Bellamy OBE** who said - "*tens of thousands of scientists are now*

*standing up to be counted, daring to question the 'received wisdom' on many issues. Evidence is being ignored, questions remain unanswered and debates stifled"*; plus **Dr. Arpad Pusztai**, who in 1998 announced on television that he will not eat GM Foods, within a day, under orders by Tony Blair, was fired from the research institute where he worked for over 30 years. His wife, **Professor Susan Bardocz PhD**, also demonstrated the speedy decline in soil nutrients from 1940's to-date, when traditional farming was overtaken by Agro-Business, which introduced intensive farming methods, toxic-chemicals and GM hybrid seeds. So as a precaution remember, '**Prevention is still much better than CURE**'. My best advice is to try and stay healthy;- by keeping your immune system strong, blood clean & alkaline by simply eating a balanced nutritious diet of natural fresh fruits, vegetables & whole-foods. The best foods to eat or avoid are all contained in our '**Simple Steps to Perfect Health**' guide. Copies are available on request or can be downloaded from our website **www.grammasintl.com**. For information about the Alternative View events please contact. **www.thealternativeview.co.uk**

## Creating Natural Alliances.

Throughout the duration of the campaign, we hope to attract like-minded organizations to help bring about effective change.



### ALLIANCE FOR NATURAL HEALTH: [www.anhcampaign.org](http://www.anhcampaign.org)

The Alliance for Natural Health (ANH) has for some 6 years been heading (both in Europe and other parts of the world), the campaign that is working to reclaim our fundamental rights and freedoms when it comes to our choice for natural healthcare and natural, wholesome food. Headed by internationally acclaimed scientist, Robert Verkerk PhD, (previously of Imperial College London), the campaign has already challenged with considerable success the European Commission's Food Supplements Directive. Working with doctors, scientists, practitioners and lawyers, the ANH uses the unassailable tools of 'good science' and 'good law' to effect positive change. Please visit their website to learn more about their current campaigns, ranging from the preservation of traditional, herbal systems of healthcare, CODEX, 'Say No to GM' and 'Vaccine Choice'. **Contact. 01306 646600.**



**A MISSION OF LOVE** (by Dounne Alexander MBE). Described as "inspiration, enlightenment & controversy... fused to create A Book-of-Conscience".

In this unique book, Dounne shares the 'secrets-of-life'; provides an in-depth insight into the causes and solutions of our poor health today; how we can take steps to master our own destiny, plus powerful messages for the 21st century to **unite, restore & heal the world**. These revelations transcend culture, race, class, gender, politics & religion; explaining what 'life' is all about; giving deeper meaning and greater purpose. **Contact. 0208 470 8751 : [www.grammashop.com](http://www.grammashop.com).**

**NATIONAL HEALTH FEDERATION: [www.thenhf.com](http://www.thenhf.com).**  
**Contact. [glenda@thenhf.co.uk](mailto:glenda@thenhf.co.uk).** (UK Representative).

**WHAT DOCTOR'S DON'T TELL YOU: [www.wddty.com](http://www.wddty.com).**  
**Contact. 0870 444 9886.**

**EDGE MEDIA TV** (Sky Channel 200): **[www.edgemediatv.com](http://www.edgemediatv.com)**  
**Contact. 0845 1235949.**

**MR. IAN R CRANE : [www.ianrcrane.co.uk](http://www.ianrcrane.co.uk).**  
**Contact. 0207 558 8869.**

## ABOUT JOINING H NDS IN HEALTH®



**“Sickness is not selective or discriminatory, making HEALTH the only universal issue that ‘unites’ us all as ONE”.**

**JOINING HANDS IN HEALTH®** is an independent, non profit, voluntary campaign. The first of its kind to embrace all cultures, animals and the environment. It aims to encourage everyone back to a more natural way of life, and to also take responsibility for their own health. **Founder, Dounne Alexander MBE. says** - *“Sickness is not selective or discriminatory - when it strikes we are all in the same boat. It does not care if you are black or white, male or female, baby or pensioner, royalty, politician, celebrity or vagrant, homosexual, bisexual or heterosexual, atheist or religious, animal or human. So it is extremely important for everyone to realize that no matter who or what we are... **WE ARE ALL equally susceptible and vulnerable to illness.**”* Through this campaign, Dounne hopes to make people consciously aware that ‘natural foods are our best medicine’; revive simple ancient ‘self-help’ practices, plus gain **consumer choice** in healthcare.

**CAMPAIGN MISSION,** our goal is to ensure that our Governments establish a **new legal framework** for **‘Natural / Herbal Foods, Vitamins & Herbal Supplements’...** to restore ‘consumer choice’ and protect the ancient principle that **‘Natural Foods are meant to FEED & HEAL’.** As acknowledged by Hippocrates around 2,500 years ago and Paracelsus (the ancient father of Pharmacology) who stated - *“All that man needs for health and healing has been provided by God in nature, the challenge of science is to find it”.* Through this we hope to stimulate a sea of change amongst Government Authorities and Regulators, leading to international acceptance of natural approaches to healthcare..

### THIS NEW ‘LAW’ SHOULD IMPLEMENT THE FOLLOWING -

- 1 **HEALTH CLAIMS:-** give official recognition for known ‘health benefits’ (i.e. traditional, authentic testimonials or scientific research) and legalize the promotion of these ‘health claims’, (including the ‘1939 Cancer Act’).
- 2 **INFORMED CONSUMER CHOICE:-** reveal the full TRUTH on the ‘health benefits & side-effects’ of both natural supplements & synthetic drug medications, to enable consumers to make ‘informed choices’ from which to take responsible control and manage their own health. Provide a clear differentiation between...
  - (a). **NATURAL** meaning - produced from nature without scientific interference (i.e. ‘God-made’, **not** genetically modified, irradiated, etc) and
  - (b). **SYNTHETIC** meaning - produced from ‘man-made’ artificial materials.
  - (c). **ACCURATE LABELLING** meaning - all foods whether fresh or processed should be clearly and accurately labelled (i.e. declaring GM, irradiated and all artificial ingredients).
- 3 **INTEGRATED / AFFORDABLE HEALTHCARE:-** integrate the ‘natural & synthetic industries’;- make healthcare available and affordable for everyone;- eradicate the discriminative medical postcode lottery used against disadvantaged communities and the elderly.
- 4 **RESEARCH FUNDING:-** fund all research to substantiate authentic health benefits.
- 5 **MARKETING AUTHORIZATION (MEDICAL LICENSE FEES):-** abolish the existing extortionate ‘registration & license fees’ on herbal foods / remedies & supplements.

By **JOINING HANDS IN HEALTH** today, you will be helping to create a new **‘conscious era’** that will offer real **HOPE** based on **truth, choice and natural law**, to secure the **long-term protection and survival of our environment, health industry, the nation and future generations.**



# 7 SIMPLE WAYS TO JOIN HANDS IN HEALTH.

[www.joininghandsinhealth.com](http://www.joininghandsinhealth.com)

**1. USE THE TEMPLATE (overleaf) to trace your hand.**  
Please follow the steps below...

- TRACE** - use a pen to draw around your hand.
- ADD** - a special health message in the palm.  
(i.e. *'I believe in the power of nature!' - 'I support natural health and informed consumer choice'*).
- FILL OUT BOX** - with your details, date & sign.
- POST** - back to us (see address below).
- PHOTOCOPY THIS TEMPLATE** - pass onto family and friends, encouraging them to do the same. Hand-tracings are also great fun for kids.

**2. EMAIL - WORDS OF SUPPORT.**

Please email your words of support to [myview@joininghandsinhealth.com](mailto:myview@joininghandsinhealth.com).

**3. SEND US YOUR TESTIMONIALS.**

If you have used Gramma's products, especially Zara's Herbal Tea and have obtained health benefits, it is important to inform us in writing.

**5. WEAR YOUR SUPPORT.**

Wear our beautiful Crystal-Gemstone Bracelets on your wrists and ankles, or try our necklaces, available in two distinctive styles (spiral and donut). Traditionally known to enhance overall well-being. These intriguing items will definitely prompt conversation - *ideal for spreading the word about the campaign!*

**6. DONATE - £1.00.**

If you could submit £1.00 with each hand-tracing (optional), it will go towards the running and legal costs of the campaign. Donations can be made by cheque, postal order or credit card. For further details please call 0208 470 8751 or visit the website.

**4. SHOW OF HANDS EXHIBITION.**

We plan to show-case both public and celebrity hand-tracings at this event (celebrity tracings & memorabilia will be auctioned). The Prime Minister, senior government officials and MP's will also be invited in the hope that they will take the nations' views on health seriously.

**7. ORDER FREE CAMPAIGN HANDOUTS.**

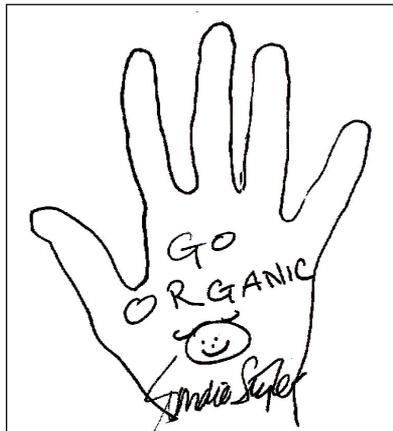
Whether you are an individual, shop, school, church, or business, please order as many handouts as you wish to get everyone joining hands. Order online or call 0208 470 8751. To learn more about the campaigns origins, aims and objectives, please request a Campaign Brochure.

Kindly send all hand-tracings, donations & testimonials to - **JOINING HANDS IN HEALTH**, P.O. Box 218, East Ham, London E6 6BG, United Kingdom. Tel no. 0208 470 8751

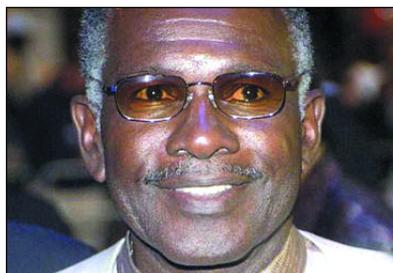
Opposite are a few examples of public and celebrities views on health. ➔

**"United as ONE, we can make a change"**

Children at Bonnydown Assc. (East London).



Trudie Styler (Film Producer).



**"Your Health is Your Wealth"**

Rudolph Walker. OBE - (Actor).

- ERIC CLAPTON (Artist)
- TIGGY LAWSON (Model/Presenter)
- JOSEPH FIENNES (Actor)
- BARRY GIBB & ROBIN GIBB (Artist)
- ADRIAN LESTER (Actor)
- GEORGE MICHAEL (Artist)
- ROLPH HARRIS (Artist)
- JAMIE OLIVER (Chef)
- SIR. TREVOR MACDONALD (Prest.)
- COURTNEY PINE (Artist)
- SIR. NORMAN WISDOM OBE.
- EAMONN WALKER (Actor)
- JOHN ALTMAN (Composer)
- JEREMY IRONS (Actor)
- GAIL PORTER (Presenter)

**Celebrities Joining HANDS In Health**

- MADONNA (Artist)
- MICHELLE RYAN (Actress)
- SIR VIV RICHARDS (Athlete/Cricket)
- GRAHAM NORTON (Presenter)
- MARK OWEN (Artist)
- NIGEL HARMAN (Actor)
- TAMZIN OUTHWAITE (Actress)
- COLIN SALMON (Actor)
- SIR. STEVE REDGRAVE (Athlete)
- MIQUITA OLIVER (Presenter)
- LAURENCE LLEWELYN-BOWEN
- MICHAELA STRACHAN (Presenter)
- LINFORD CHRISTIE (Athlete/Sprinter)
- PENNY SMITH (Presenter)
- CHRIS TARRANT (Presenter)
- NELL MCANDREW (Model)
- SHANE RICHIE (Actor)
- CHARLOTTE CHURCH (Artist/Presenter)
- PRUNELLA SCALES (Actress)
- JANE TORVILL (Athlete/Ice Skater)



**Please Note:** As this is a non-committal request, all celebrities have submitted because of their health beliefs, safe in the knowledge that their contributions will go towards helping raise funds and awareness for the causes 'WE' support.



Lewis Harmsworth (Basingstoke)



**"Health, Wealth & Happiness"**

Gok Wan (Fashion Style Guru).

**F.A.O. To the Prime Minister and all Parliamentary Members.**

(please tick box if you agree).

I strongly **AGREE** that the Government should establish a 'new legal framework', to protect my 'consumer-rights' to freely choose & consume 100% natural foods, herbs, vitamins & supplements. For this reason I will not vote for any 'Party' that does not protect my health.

HAND SUBMISSION FOR : **JOINING HANDS IN HEALTH®**

NAME : \_\_\_\_\_

AGE : \_\_\_\_\_ DATE: \_\_\_\_\_

RESIDENTIAL AREA (i.e. City) \_\_\_\_\_

SIGNATURE \_\_\_\_\_

I HAVE INCLUDED A £1.00 DONATION / OTHER £ .....

I HAVE PASSED ONTO FAMILY AND FRIENDS.



**Thank you for Joining Hands In Health.®**

*With Love, Light, Gratitude & Abundant Blessings - Doune Alexander MBE.*

# GRAMMA'S® Founder Dounne Alexander, defends Zara's Herbal Tea Advert against ASA ban.

On 15th March 2009, we were truly surprised and extremely disappointed with the response received from the Advertising Standards Authority (ASA), to our first advert promoting **Zara's Herbal Tea**, which they'd found to be **'misleading, irresponsible and likely to exploit the vulnerable'**. Further claiming that we did not supply evidence to prove each of the conditions mentioned. This we found quite disturbing, as we had submitted the following information -

- Our 14 years of extensive 'independent research' on Zara's Herbal Tea (originally advised by the Department of Health, as an acceptable form of research evidence).
- 14 pages of 'authentic customer testimonies' (on both humans & animals), to prove the tea's outstanding effectiveness on all conditions mentioned, including Zara's Vet's detailed report, confirming her cancer diagnosis and successful recovery after taking the herbal-tea. **No psychological 'placebo' tests were necessary as it proved equally effective on our customers animals.**
- Our **DISCLAIMER** confirming that the tea is a **'herbal food-supplement'** to be used as part of a balanced nutritious diet to help improve, manage and maintain optimum health and not intended to *treat, prevent, heal* or *cure* any of the conditions mentioned.
- The list of ingredients alongside factual documented information by qualified botanists and herbalists on the known benefits of each herb.
- Centuries of ancestral heritage, 'self-healing' knowledge and traditional practices... based on the ancient principle that *natural foods are meant to 'feed & heal'*; provided in abundance in nature by a **God-of-Love** to prevent sickness and maintain good health.
- 20 years extensive 'scientific research' conducted by British & American scientists on one of the tea's key ingredient (The African Bush Willow- combretastatin), confirming it to be 85% effective on cancer tumours - and hailed as the biggest cancer breakthrough... prompting them to develop a new 'synthetic cancer-drug' now being trialed in hospitals throughout America and the UK.

It seems strange that such an exciting, innovative and unique (British) product as **Zara's Herbal Tea**, (which to my knowledge is the only commercial product in the world to contain the 'African Bush Willow'); that could potentially **restore the nation's health;- eradicate health discrimination** (by providing consumer choice & affordable healthcare);- **encourage, educate & empower everyone** to take responsible control of their own health; plus **save the NHS billions...** could be deemed as *misleading, irresponsible or exploitative*. All of this was sufficient evidence for the **Public Health Minister** to approve Zara's Herbal Tea for use in hospitals and hospices, but somehow was inadequate for the ASA.

The ASA states that according to the law *'a product cannot be both a food and a medicine!'* Even if there is evidence proving that the food-product can combat or is beneficial for a disease or condition, **you are prohibited 'by law' from revealing these truths** and it is in fact a criminal offence to do so. This clearly makes **ILLEGAL**, the statements made by the two most renowned medical names in history.... **Hippocrates** (the ancient father of medicine) *"Let thy Food be thy Medicine and thy Medicine be thy Food"* - based on the 'Laws of Nature & Nutrition', used successfully to this day by doctors and herbalists - Plus **Paracelsus** (the ancient father of Pharmacology) *"All that man needs for health and healing has been provided by God in nature, the challenge of science is to find it."* Something is **'morally, consciously and spiritually wrong'** with an Establishment that prevents the absolute TRUTH from being told, especially if the truth could potentially prevent poor health, unnecessary suffering or premature death. For instance, **prescription drugs** are scientifically proven to be extremely addictive, highly toxic (with horrendous side-effects), and also the world's third biggest killer. As confirmed this year by **Deepak Chopra** (renown physician & Ayurvedic practitioner) - *"there are more people today addicted to prescription-drugs than street-drugs."* Whereas, **natural herbal supplements & remedies** are non-toxic, non-addictive with no known reported deaths to-date. Therefore, it leaves us questioning the legitimacy of the modern-day **British food & medicinal laws**, which appear to have little regard or respect for natural healthcare, nutrition or informed consumer choice; but weighs heavily in favour of 'synthetic medication & artificial foods'... that offers a false sense of hope. It's apparent that 'profits over-ride our health & safety', hence it is far more beneficial to keep the nation sick rather than healthy. It is well known by most in the health and herbal-food arena that these **BIG industries** have infiltrated the **Powers That Be** (including the media networks) and are extremely influential both in the UK and overseas. Hence, the ASA is only a small part of a huge jigsaw that is cleverly taking away your **human-rights & consumer-choice**.

## Medicines and Healthcare products Regulatory Agency (MHRA)

Within 2 weeks of posting this defense on our website, we received an aggressive letter from the above agency (associates of the ASA), ordering us to immediately stop the production and sales of Zara's Herbal Tea; threatening court action. It is for these reasons that I feel morally obligated to challenge the ASA & MHRA's decision, plus the legitimacy of the current laws. To destroy; give way to distrust, ruin our reputation, bully or to deceive the public under the pretense of consumer protection... is simply unacceptable. Therefore through our **JOINING HANDS IN HEALTH** campaign, it is my hope that **'People Power' will prevail in persuading the Government to review the present laws and establish a new legal framework to protect Natural / Herbal Foods, Herbal Supplements and health businesses.**