



## **MAGIC PILLS**

A New Documentary Exploring the Myths and the Facts of Homeopathic Medicine  
Brought to you by first-time filmmaker, Ananda More

### **Materials**

Trailer: <https://www.youtube.com/watch?v=Al5oSoBveE8>

Festival website: <http://illuminatefilmfestival.com/magic-pills>

Film website: [www.magicpillsmovie.com](http://www.magicpillsmovie.com)

Facebook and Twitter: @MagicPillsMovie

### **When: Illuminate Film Festival Screening Information**

Date: June 3, 2017

Location: SPAC Blackbox

Time: 10:00 am

Following the film there will be a special Q&A with filmmaker, Ananda More and Tapas Raha, a brain tumor survivor featured in the film who credits homeopathy for his long term survival.

For all media requests, please contact Robyn Mogil, Partner, TARO PR, [robyn@taropr.com](mailto:robyn@taropr.com)  
Film links are available for review or interview purposes.

### **Short Synopsis**

Filmmaker and homeopath Ananda More, Hom, DHMHS travelled the world to meet with scientists, practitioners, and patients to learn whether homeopathy is science-based or is an elaborate placebo that affects millions and endangers lives.

### **Long Synopsis**

Filmmaker and homeopath Ananda More, Hom, DHMHS explores multiple media campaigns against homeopathy, propelling her to travel the world and uncover whether homeopathy is truly science-based and effective or a mere placebo that endangers lives.

When meeting with scientists, skeptics, practitioners and patients, Ananda unravels the high drama and intrigue that envelops homeopathy today. Current science postulates that it can't work because we can't prove *how* it works. Similarly, in the past science could observe gravity and electricity before it could explain it. However, homeopathy is not granted the same latitudes or research, and instead is the target of attacks, which disregards ever-growing volumes of compelling data.

In her travels, Ananda sees how homeopathy is being used to treat cancer in India, support the use of antiretroviral medication for HIV/AIDS in Africa and prevent common epidemics in Cuba. She also visits and interviews scientists at university laboratories, where cutting edge experiments prove once again that maybe science can't always explain how nature works. However, one thing becomes certain as intrepid professionals expose their work: homeopathy may offer a deep acting and gentle alternative in contrast to conventional medicine, which often focuses on toxic treatments that can have irreversible or life threatening side effects.

With homeopathy-friendly Switzerland as the final stop, Ananda reveals how ultimately, those most affected by policies that support prolonged treatment and subsequent profits are the people themselves, who are now being denied accurate information about their health choices.

### **About The Filmmaker**



First-time filmmaker, Ananda More, Hom, DHMHS is no stranger to storytelling. She has a background in theater where she embraced all crafts including, writing, directing, and acting. Inspired by her own seemingly miraculous cure from a lifetime of depression by using homeopathy, Ananda decided to dedicate her life to this medical system. She began her professional homeopathic practice in 2005 specializing in autism and immunity and is now the owner of Riverdale Homeopathy, a homeopathic dispensary, bookstore, and clinic. She is intrinsically connected with the homeopathic community and because of her involvement and her successes she has been featured in The Walrus Magazine and Toronto Life Magazine. Her debut film, *Magic Pills*, not only sheds a positive light on homeopathy but it also exposes the negativity created by some publications and media who are opposed to the discussion regarding health and financial interests.

### **Director's Statement**

Six years ago, Ananda was at a personal crossroad, frustrated with the portrayal of homeopathy in the media but deep down questioning herself if homeopathy's effectiveness was an elaborate placebo effect. She decided to join her two passions, storytelling and homeopathy, to explore the world looking to discuss these issues with skeptics, scientists, practitioners and patients.

Until then, the only mainstream media available were television specials, news articles and radio, all equally intent on giving a negative, biased perspective on homeopathy. Numerous clinical trials and studies were misrepresented or concealed altogether. The inaccurate narrative struck her not only dishonest but dangerous for the future of medicine, science and academic freedom.

While her 12 years of experience in homeopathy gave her unique access to the scientific community and highly secretive operation in Cuba, Ananda's 10 years experience in theatre writing and directing, prepared her to seize the moment. From a hut in a Maasai village to a high-tech laboratory in India, from speaking with high profile experts to sharing a candid moment with debilitated patients, life's path seemed to have prepared her to be fully present and of service in each of those moments. Even her own past of doubt and skepticism served as a counterbalancing force to remain objective with the findings while understanding and being respectful of skeptics.

It's Ananda's hope that the confluence of her skills and background help bring a more honest portrayal of homeopathy to a larger audience. In doing so, broaden the discussion of what's possible.

### Beth Landau Halpern



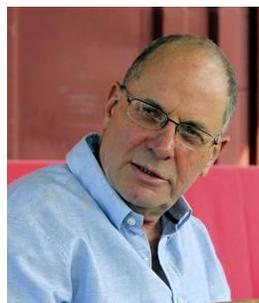
As the daughter of a medical doctor, Beth was originally skeptical of homeopathy until she had a personal experience of being cured of the incurable. Now she is a practicing homeopath, involved in clinical research, and a long standing member of the homeopathic community. Beth taught a popular course at the University of Toronto until she was unfairly portrayed a quack homeopathy and an anti-vaxxer on the consumer watchdog series CBC Marketplace.

### Joe Schwarcz



Joe Schwarcz is the Director of McGill University's *Office for Science and Society*. He is well known for his public lectures on topics ranging from the chemistry of love to the science of aging. Dr. Joe has received numerous awards for teaching chemistry and for interpreting science for the public and is the only non-American ever to win the American Chemical Society's prestigious Grady-Stack Award for demystifying chemistry. He hosts "The Dr. Joe Show" on Montreal's CJAD and has appeared hundreds of times on The Discovery Channel, CTV, CBC, TV Ontario and Global Television. Dr. Joe also writes a newspaper column entitled "The Right Chemistry" and has authored a number of books including best-sellers, "Radar, Hula Hoops and Playful Pigs," "The Genie in the Bottle," "The Right Chemistry," and "An Apple A Day." Dr. Joe was awarded the 2010 Montreal Medal, the Canadian Chemical Institute's premier prize recognizing lifetime contributions to chemistry in Canada. In 2015 he was named winner of the Balles Prize for critical thinking by the US based Committee for Skeptical Inquiry in recognition of his 2014 book, "Is That A Fact?"

### Jeremy Sherr



With his dream of helping people suffering from HIV/AIDS in Africa, Jeremy transplanted his family, including 3 children, to Tanzania and in 2008 founded Homeopathy for Health in Africa ('HHA'). Jeremy began his homeopathic studies in 1980 at the College of Homoeopathy, London, and simultaneously completed a degree in Acupuncture at the International College of Oriental Medicine. In 1986 he founded the Dynamis School, the longest running post-graduate homeopathy course in the world. Jeremy is a sought after, and widely respected teacher, and has lectured in over 30 countries. He is also known for creating many new homeopathic medicines. He has published numerous articles and books, including *The Dynamic Methodology of Homoeopathic Provings* and *Dynamic Materia Medica of Syphilis*, which are all homeopathic bestsellers and are used as textbooks in many schools.

Jeremy was awarded a Fellowship by the Society of Homeopaths in 1991 and both Medicina Alternativa and Pioneer University have awarded him a Ph.D. He is a member of the North American Society of Homeopaths, the Israeli Society for Classical Homoeopathy, an honorary professor at Yunan Medical College, Kunming, China, and an associate Professor at University Candegabe, Argentina.

### **Camilla Sherr**



Camilla is the co-founder of Homeopathy for Health in Africa, and is married to Jeremy Sherr, with whom she has three children.

Camilla graduated from the Finnish Institute of Homeopathy in 1994. She practiced for two years and then moved to England to attend the Dynamis School of Advanced Homeopathic Studies, where she currently also teaches. In 1997, she spent three months teaching local doctors and practicing in the poor barrios of Honduras. She has lectured in the UK, Israel, Honduras, USA, Malta, Norway, Denmark and Bulgaria.

Camilla has published numerous articles in European and American journals and is the editor of *Dynamic Proving: Volume 2*. She was recently honoured with a Fellowship from the Society of Homeopaths in the UK.

### **Dr. Pratip Banerji MD**



The junior of the acclaimed father and son duo known as “The Banerjis”, Dr. Pratip Banerji Co-Founded and is the Deputy Director of the Prasanta Banerji Homeopathic Research Foundation (PBHRF), an institute known globally for its successful treatment of thousands of cancer cases with homeopathic protocols. He introduced a scientific approach and integrated international standards into the research work at PBHRF to make their work accessible to the international scientific community. He is a teacher, a lecturer, a researcher and very passionate about his work.

### **Dr. Prasanta Banerji**



At 84 years old, Prasanta Banerji is a 3<sup>rd</sup> generation homeopath, the father of Dr. Pratip Banerji, and the legendary creator of the Banerji protocols which have become famous worldwide for their effectiveness in treating brain tumors.

Devoted to his patients, his day starts at 8am with home visits, and he continues to see patients without pause until late in the evening. His patients include the Indian president and beggars.

### **Dr. Jayesh Bellare**



An award winning professor of chemical engineering at IIT Bombay. He acquired his PhD at the University of Minnesota and did his post-doctoral work at MIT. His current focus is on the development of nanotechnology for medical use. He is one of the few scientists in the world who has access to an electron microscope 24/7, which enables him to perform many studies. Along with his students, he discovered what chemists believed was impossible: nanoparticles of source material present in high potency homeopathic remedies, which were previously believed to contain nothing but water. He has never used homeopathy in his life, but believes his discovery could lead to an understanding of the mechanism of homeopathy.

### **Tapas Raha**

Mr. Raha was a successful business owner and ran a medical supplies company until he found himself suffering the terrible effects of a fatal grade 4 glioblastoma brain tumor. After three years of conventional treatment that left him bedridden, he began treatment with Dr. Pratip Banerji. He has since regained his ability to walk, and the size of his brain tumor reduced by an astonishing 78%.

### **Dr. Gustavo Bracho**



Dr. Gustavo Bracho was the Advisor to the President and head of Homeopathy and Biotherapeutics division of Finlay Institute, Havana, Cuba. He is an experienced researcher in molecular and cellular biology, a world-renowned expert in vaccine adjuvants, and has several vaccine patents. He currently works as a researcher in Adelaide, Australia. He pioneered the use of homeopathy for disease prevention on a large scale in Cuba, which aided in the arrest of many epidemics.

### **Dr. Concepción Campa Huergo**



Dr. Campa (or Conchita as she is endearingly known) is a Cuban celebrity. She was the Director of the Finlay Institute, a Member of the National Assembly, and a trusted advisor of Fidel Castro. She is a pharmacist, biochemist, and lead scientist of the Cuban team that developed a vaccine for meningitis B in a time when the disease was killing children all over Latin America. It is under Dr. Campa's leadership that the Finlay started investigating homeopathic medicine and incorporating it into the pharmaceutical's work.

**Dr. Isaac Golden:**



Dr. Golden is an Australian homeopath and researcher. He developed and coined the term “homeoprophylaxis”, which means using homeopathy to prevent disease. His 25-year, continuing study has shown that homeopathy is as effective as vaccines in preventing illness. His interest in the subject arose after vaccines injured his own child. His protocols are used around the world (including Cuba) and continue to be studied by different groups.

**Dr. Steven Novella:**



Dr. Novella is one of the most outspoken skeptics in North America. He is a clinical neurologist and an assistant professor at Yale University. He is the medical advisor to Quackwatch, an associate editor of the *Scientific Review of Alternative Medicine*, and the associate editor of the blog, *Science Based Medicine*. He is not afraid to debate or explain the issues no matter how difficult the situation. He accepted an invitation to the Dr. Oz show even though he has criticized Dr. Oz for promoting dubious medical treatments.

## What is Homeopathy?

Homeopathy is an alternative system of medicine founded over 200 years ago by a German physician, Dr. Samuel Christian Hahnemann (1775-1843). Globally it is one of the most popular forms of alternative medicine, and is said to be the fastest growing form of medicine on the planet.

Homeopathy is based on 3 tenets:

- 1. The law of similars:** Also known as “Similia Similibus Curentur”, or “Let Likes Cure Likes” means that a substance that causes a set of symptoms in a healthy person can be used to treat similar symptoms in a sick person. For example, coffee can cause jitters, a busy mind, and insomnia. A homeopath may use coffee to treat those symptoms in one of their patients.
- 2 The principle of the minimum dose** means that homeopaths use the smallest amount of medicine possible to stimulate healing.
- 3 Individualization / Totality of Symptoms:** The whole person is taken into account, mind, body and spirit, or in an acute situation the entire symptom picture with a particular focus on symptoms that are not typically seen in a certain pathology (strange rare or peculiar symptoms). For example, 5 people with the same flu may present with different symptoms and they will all receive a different remedy.
- 4 Potentization / Dynamization:** Homeopathic medicines undergo a very unique manufacturing process. They go through a serial process of dilution and succussion (or hard agitation). According to Hahnemann this arouses the dynamic healing nature of a medicine. And according to science succussion creates very strong forces that produce nanoparticles and nano-bubbles that can carry electromagnetic signatures.

According to skeptics, homeopathy is impossible because it defies the laws of science. It can't work because we don't understand the mechanism by which it works. They believe homeopathic remedies are diluted beyond the point where there should be any source material left according to Avogadro's number, a law of chemistry. However recent research has proven that homeopathic manufacturing produces nanoparticles that remain in the remedy, and others are working on the hypothesis that the action of homeopathy is non-material and rather works through electromagnetic fields, perhaps chemistry is not the only mechanism of action.

## CREDITS

Phosphorus Films presents  
A film by Ananda More

Directed by Ananda More

Executive Producers Avi Federgreen, Ananda More

Produced by Ananda More

Written by Ananda More, Fernanda Rossi

Edited by Eugene Weis

Directors of Photography Marie Dietlin, Igal Hecht, Peter G Reynolds, David Whillans

Music by Patric Caird

In order of Appearance

The Children of Sri Sathya Vidhya Mandir

James Randi – Magician/Skeptic

Dr Joe Schwartz PhD – Chemist/Prof McGill University/Skeptic

Ananda More – Homeopath

Maayan Salamò

Dr Peter Fisher MD- Director of Research Royal London hospital for integrated  
medicine/Physician to her majesty, Queen Elizabeth II

Vanessa Pizzicarola

Kyle Wyatt

Beth Landau Halpern – Homeopath

Dr Isaac Golden PhD – Author/Researcher/Homeopath

Camilla Sherr – Homeopath/Co-founder Homeopathy for Health In Africa

Jeremy Sherr - Homeopath/Co-founder Homeopathy for Health In Africa

Tausi and daughter

Dr Pratip Banerji – Co-founder PBHRF

Dr Prasanta Banerji FMIH - Co-founder PBHRF Creator of the Banerji Protocols

Mrs Maya Dutta and Family

Dr Steven Novella- Neurologist, Asst. Prof. Yale Medical School/ President New England

Skeptical Society

Roger Msuya

Jane Davy

Lulu Badger

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Dr Iris Bell MD PhD – Prof Emeritus, The University of Arizona/ Nanoparticle and Medical  
Researcher

Dr Gustavo Bracho PhD Immunologist/Expert in Vaccine Adjuvants

Dr Concepción Campa PhD- Pharmacisy/ Former Director Finlay Institute 1982-2014

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Tapas Raha – Brain tumor survivor  
Avijit Sen  
Mrs Niharkana Bhowmick and family  
Dr Jens Wurster MD – Medical Doctor/Homeopath  
Dr Heiner Frei MD – Pediatrician/Homeopath/Researcher  
Dara Ó Briain – Comedian/Skeptic  
Derren Brown – Magician/Skeptic  
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Leila Bermetz  
Martina Malbeck

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Fixer – Sharon Ritchie

India Crew  
Fixer Mumbai – Kishore V  
Fixer Kolkata – Avijit Sen  
Fixer Hyperabad – Raghu Patri

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BJAIN Pharmaceuticals PVT LTD Production Plant  
Prasanta Banerji Homeopathic Research Foundation  
Indian Institute of Technology Bombay

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Location sound recording – Ariel Novo Curiel, Maykel Pernia  
Driver – Enrique Chang

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Boom operator – Daniel More  
Driver – Ananda More

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Additional footage taken from – Swissinfo.ch, Agence France Presse, Associated Press, WFOR TV Channel 4, Ted Talks, Derren Brown Infamous, Dara Ó Briain Talks Funny 2008

Stills courtesy of Dr Gustavo Bracho

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HOMBREX DATABASE

WITH GRATITUDE

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Phosphorus Films

Federgreen Entertainment

From the Heart Productions

Red Square Motion

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