MAGIC PILLS

2017 / Canada / English / Documentary
90 min / 52 min / 1080p / 16:9 / Dolby 5.1 / Stereo

NORTH AMERICAN DISTRIBUTOR & INTERNATIONAL SALES
Avi Federgreen
Indiecan Entertainment Inc.
info@indiecanent.com
416 898 3456
www.indiecanent.com

INTERNATIONAL SALES
Liza Watt
Tiller and Tide Media
liza@tillerandtidemedia.com
+61 (0) 415 098 024
www.tillerandtidemedia.com
A NEW DOCUMENTARY EXPLORING THE MYTHS AND THE FACTS OF HOMEOPATHIC MEDICINE BROUGHT TO YOU BY FIRST-TIME FILMMAKER, ANANDA MORE.
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 investigates 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.
FESTIVALS
2017 Illuminate Film Festival - Sedona, Arizona - Sold Out
2017 Doqumenta Film Festival Queretaro, Mexico
2017 Awareness Film Festival Los Angeles, California

MATERIALS
Trailer: https://www.youtube.com/watch?v=Ai5oSoBveE8
Film website: www.magicpillsmovie.com
Facebook: www.facebook.com/MagicPillsMovie
Twitter: @MagicPillsMovie
Film links are available for review or interview purposes.

REVIEWS
https://www.cinemanoesisis.com/
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 an 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, and travel 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 homeopath and an anti-vaxxer on the consumer watchdog series CBC Marketplace.

DR. 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. 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.” 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 Candeagbe, 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 Provings: 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 know 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 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 3rd 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.

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 the 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 CAMPÁ HUÉRGO
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. 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.
**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.

**DR. PETER FISHER MD**
Dr. Fisher discovered homeopathy as a medical student at Cambridge University when he himself was helped by homeopathy despite his skepticism. He is now a renowned homeopath, rheumatologist, and researcher. He is best known as the personal physician to Her Majesty Queen Elizabeth II, but his achievements far outnumber that honour. He is the Editor-in-Chief of the journal Homeopathy (published by Elsevier), the Director of Research and Clinical Director at the Royal London Hospital for Integrated Medicine, and he currently serves as a member of the WHO’s Expert Advisory Committee on Traditional and Complementary Medicine. He is considered one of the top experts in his field for his medical training, extensive research experience and his success as a homeopath.
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
Dr Jayesh Bellare PhD Chemical Engineer/ Prof Indian Institute of Technology Mumbai 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
Locations – Clinica Santa Croce
Research – Ananda More
Research Assistant – Robin Pollock Daniel
Clinical Research Consultant – David Brulé
Sociology of Science Consultant – Dr David Nortman ND
Production Consultant – Christian Hurst
Translation and Transcription – Rebeca Castellanos, Ana Martinez,
Ananda More Transcription service – Rev.com
Motion graphics – The Edisons Media Masters, Edison R Osorio Alzate,
Edison J Duebas Beltrán, Eunice Keitan
Title Design – Eugene Weis
Assistant to Ananda More – Vanessa Pizzcarola
Subtitling – Ananda More, Eugene Weis
Picture Post Production by – Red Square Motion
Project Supervisor – Pasha Patriki
Post Production Producer – Crystal Reeves
Colorist – Mila Patriki
Digital Artists – Crystal Reeves, Nachiket Kulkarni, Justine Clark
Supervising Sound editor – George Flores CAS, MPSE
Sound Mixed at George Flores Sound Post INC. Toronto, Canada
Legal services – Hall Webber LLP, Danny Webber
Insurance – The CG&B GROUP INC, Judi Heron
Website Design – Orex Media, Oren Lamon
Print Graphic Designer – Small Dog Design, Joanne Howard,
Illustr8, Sandi Madison
Crowdfunding – IndieGOGO, Seed & Spark
Sponsored by From the Heart Productions

Additional Footage courtesy of – BJAIN Homeopathy, Dr Gustavo Bracho,
Manuel Yan Fuentes Castuines, Igal Hecht, Ponds, Jeremy Sherr, Shutterstock
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
References
Dr Robert Mathie HRI Conference Presentation Rome 2015
http://www.avert.org/professionals/hiv-around-world/subsaharan-africa/tanzania
www.unicef.org/tanzania/children_aids_10623.html
UNAIDS GAP REPORT 2014 • UNAIDS GAP PREVENTION REPORT 2016
PATHAK S, ET AL. RUTA 6 SELECTIVELY INDUCES CELL DEATH IN BRAIN CANCER
BUT PROLIFERATION IN NORMAL PERIPHERAL BLOOD LYMPHOCYTES. A NOVEL TREATMENT
FOR HUMAN BRAIN CANCER, INT J CANCOL . 2003 OCT;23 (4) 975-82
MATTHIAS ROSTOCK ET AL. CLASSICAL HOMEOPATHY IN THE TREATMENT OF CANCER
PATIENTS: A PROSPECTIVE OBSERVATIONAL STUDY OF TWO INDEPENDENT COHORTS BMC
CANCER 2011, 17 JANUARY 2011 CORE HOM DATABASE • HOMBREX DATABASE

WITH GRATITUDE
José Salamó, Maayan Salamó
Ana Csillag, Oren Lamon, Daniel More, Miriam More, Oded More
David Brulé, Christian Hurst, Brian Katz, Sasha Thomas, Ilan Saragosti

Our Thanks To
Mark Achbar, Rotem Braten, Massimiliano Ciavarella, Ilana Dannheisser, Julia Filmore,
Michaela Garbotz, Brian Katz, Monika Kölsch, Leslie Manookian, David Leuthold, Sabine Rauber,
Dr Geeta Arora, Dr Stephan Baumgartner, Mark Brysch, Leslie Dupuy, Phoebe Dupuy-Wycks,
Ian Fleming, Dr Michael Frass, Dr Esperanza Gilling, Dr Rick Halpern, Kuldeep Jain Nishant Jain,
Jenny Keats, Dr Reetha Krishnan, Roland Koch, Dr Fabio De J Linares Dr Ramon Lopez,
Natalia Marzoa, Judyann McNamara, Dr Farokh Master, Dr Harry Mwerinde, Asen Ognyanov,
Dr Guillermo Prado, Ferdinand Sabmann, Doris Schliess, Dr Irene Schlingensiepen-Brysh,
Dr Klaus Von Ammon, Farmacia Francesca Matanzas, Jims Hospital, Laboratorios Labiofam,
Farmacia Taquechel, Centro de Homeopatia Holguin, Mary Aspinwall, Dr Gustavo Bracho,
Keren Brown, Joette Calabrese, Kim Elia, Dr Isaac Golden, Beth Landau-Halpern,
Dr Tetyana Obukhanych, Jeremy Sherr, Iven Simonetti, Perry Smith, Dana Ullman,
The Montreal Institute of Classical Homeopathy, Maya De Szegheo-Lang, Susan Drury,
Boriana Karan, Branco Karan, Robert Lang, Nayeem Lokhandwala, Kenn Luby,
The Ontario College of Homeopathic Medicine

Special Thanks To
The Ontario Homeopathic Association

Extra Special Thanks to
Mike Katsiridakis, Michael Berger, Dr Srinivasulu Gadugu, Dr Srinivasa Rao
Phosphorus Films • Federgreen Entertainment • From the Heart Productions • Red Square Motion

The views and opinions expressed by the individuals interviewed for this film do not necessarily reflect those of the filmmakers or the filmmakers’ financiers, distributors or licensees
Copyright 2017