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Homeopathic Excellence Since 1873

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Healthcare Business Launched by Branson Will Include Homeopathy *Homeopathics offer a safe, effective, and inexpensive medicinal alternative*

Berkeley Springs, WV, January 14, 2008

Sir Richard Branson's Virgin Group launched a groundbreaking concept to the National Health Service (NHS), England's publicly funded healthcare system, with a call to family doctors to join them in establishing a network of clinics according to Financial Times Limited 2008 (FT.com).

Mark Adams, Virgin Healthcare chief executive, said that while general practitioners would retain their existing contracts, "It would change the delivery model from something designed in 1946 to something that better serves today's world."

Virgin Healthcare clinics would offer a "one-stop-shop" approach to healthcare including services from homeopathy to therapy alongside typical general practitioner services. Virgin would offer a range of additional NHS and private services to visiting patients, including dentistry, screening, a pharmacy "and a range of conventional and complementary therapies," said Adams.

Homeopathy is the second most widely used medicinal system in the world and it has been used safely and effectively for over 200 years. Unlike allopathic medicines, which suppress symptoms rather than curing, homeopathy supports the natural curative mechanisms within the body. In the United States over 90% of homeopathic medicines are available over the counter with costs less than the average co-pay for a pharmaceutical drug, less than \$10!

"The low cost of the medications and the rarity of adverse reactions make it (homeopathy) preferable, in most cases, to modern drugs. Furthermore, because the medicines are inexpensive, safe, and easy to use, individuals can learn to handle many common illnesses for which people regularly seek medical help," says William Shevin MD.

Washington Homeopathic Products (WHP) was established in 1873 serving as the homeopathic pharmacy for the Washington DC community including the National Homeopathic Hospital. WHP is the oldest full line homeopathic manufacturer in the nation offering a selection of over 1700 homeopathic medicines. Visit our website www.homeopathyworks.com to read testimonials submitted by our customers.

Visit the National Center for Homeopathy (NCH) website www.nationalcenterforhomeopathy.org for educational materials including homeopathic seminars, study groups and an annual conference.

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