

A FILM BY ANANDA MORE

MAGICPILLS



Rx Homeopathy, Promise or Placebo?

INDICA ENTERTAINMENT & PRODUCTIONS PRESENTS "MAGIC PILLS" BY ANANDA MORE

STORY BY ANANDA MORE & PETER S. RYNOLDSON. DIRECTED BY ANANDA MORE

CASTING BY ANANDA MORE & PETER S. RYNOLDSON. COSTUME DESIGNER ANANDA MORE. PRODUCTION DESIGNER ANANDA MORE. EXECUTIVE PRODUCERS ANANDA MORE & PETER S. RYNOLDSON.





MAGICPILLS



Phosphorus**Films**

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



INDIECAN
ENTERTAINMENT INC.

**NORTH AMERICAN DISTRIBUTOR
& INTERNATIONAL SALES**

Avi Federgreen
Indiecan Entertainment Inc.
info@indiecanent.com
416 898 3456
www.indiecanent.com



Tiller and Tide Media

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 crisscrosses the world to meet with scientists, practitioners, and patients to learn whether homeopathy is science-based or is an elaborate placebo that cons 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 Documenta Film Festival Queretaro, Mexico

2017 Awareness Film Festival Los Angeles, California

MATERIALS

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

Film website: www.magicpillsmovie.com

Facebook: www.facebook.com/MagicPillsMovie

Twitter: @MagicPillsMovie

Film links are available for review or interview purposes.

REVIEWS

<https://hpathy.com/homeopathy-papers/magic-pills-film-critique/>

<https://www.cinemanoesis.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 I was at a personal crossroad, frustrated with the portrayal of homeopathy in the media but deep down questioning myself if homeopathy's effectiveness was an elaborate placebo effect. I decided to join my two passions, storytelling and homeopathy, to crisscross 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 me not only dishonest but dangerous for the future of medicine, science and academic freedom.

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

It's my hope that the confluence of my skills and background help bring a more honest portrayal of homeopathy to a larger audience. And in doing so, broaden the discussion of what's possible: a more holistic, safer, patient focused system of health care.



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.



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 Proving 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 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 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. 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

Directed by Ananda More

Executive Producers

Avi Federgreen, Ananda More

Produced by Ananda More

Written by Ananda More and Fernanda Rossi

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

Edited by Eugene Weis

Music Patric Caird

Featuring in Order of Appearance

The Children of Sri Sathya Sai Vidhya Mandir

James Randi

Dr. Joe Schwarcz

Ananda More

Maayan Salamó

Peter Fisher

Vanessa Pizzicarola

Beth Landau Halpern

Dr. Isaac Golden

Camilla Sherr

Jeremy Sherr

Tausi and daughter

Dr. Pratip Banerji

Dr. Prasanta Banerji

Mrs. Maya Dutta and family

Dr. Steven Novella

Roger Msuya

Jane Davy

Lulu Badger

Dr. Jayesh Bellare

Dr. Iris Bell

Dr. Gustavo Bracho

Dr. Concepción Campa

Barbara Ordaz

Tapas Raha

Avijit Sen

Mrs. Niharkana Bhowmick and family

Dr. Jens Wurster

Dr. Heiner Frei

Dara Ó Briain

Derren Brown

Lilian Bermetz

Leila Bermetz

Martina Malbeck

Additional Cameras

Armen Hovsepian

Ananda More

Phil Pendry

Mónica Alejandra Pita

José Salamó

Eugene Weis

Arizona Crew

Fixer Sharon Ritchie

India Crew

Fixer Mumbai Kishore V

Fixer Kolkata Avijit Sen

Fixer Hyderabad Raghu Patri

Locations

Sri Sathya Sai Vidhya Mandir –

school and students and teachers

BJain Pharmaceuticals Pvt Ltd Production Plant

Prasanta Banerji Homeopathic Research

Foundation

Indian Institute of Technology Bombay

Cuba Crew

Fixers Claudia Olivera Peña, Ivan Valdivia

Location Sound Recording

Ariel Novo Curiel, Maykel Pernia

Driver Enrique Chang

Locations Finlay Institute

Europe Crew

Europe Fixer Dennis Habermann

Vienna Fixer Claudia Millwisch

Boom Operatory Daniel More

Driver Ananda More

Locations

Clinica Santa Croce

Research Ananda More

Research Assistant

Robin Pollock Daniel

Science Consultants**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. Dueñas Beltrán

Eunice Keitan

Title Design

Eugene Weis

Assistant to Ananda More

Vanessa Pizzicarola

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

Kritteka Gregory

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 and Spark

Sponsored by

From the Heart Productions

Additional footage courtesy of

BJain Homeopathy, Dr. Gustavo Bracho,

Manuel Yan Fuentes Castuines, Igal Hecht,

Pond5, Jeremy Sherr, Shutterstock

Additional Footage Taken From

Swissinfo.ch, Agence France Presse,

Associated Press, WFOR-TV Chanel 4 (bought by

CBS runs as CBS4), Derren Brown Infamous,

Dara Ó Briain Talks Funny 2008

Stills courtesy of

Dr. Gustavo Bracho

References

Homeopathic Research Institute

www.hri-research.org/resources/homeopathy-faqs/there-is-no-scientific-evidence-homeopathy-works/

Dr. Robert Mathie HRI Conference Presentation Rome 2015 www.youtube.com/watch?v=3KMN7P6EaJk

<http://www.avert.org/professionals/hiv-around-world/sub-saharan-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 cells but proliferation in normal peripheral blood lymphocytes: A novel treatment for human brain cancer, *Int J Oncol.* 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 Saßmann,
Doris Schliess, Dr. Irene Schlingensiepen-Brysch,
Dr. Klaus von Ammon, Farmacia Francesa
Matanzas, JIMS Hospital, Laboratorios Labiofam,

Farmacia Taquechel, Centro de Homeopatía
Holguin, Mary Aspinwall, Dr. Gustavo Bracho,
Keren Brown, Joette Calabrese, Kim Elia,
Dr. Isaac Golden, Beth Landau-Halpern,
Dr. Tetayana Obunkhanych, Jeremy Sherr, Perry
Smith, Dana Ullman, The Montreal Institute of
Classical Homeopathy, Maya de Szegheo-Lang,
Susan Drury, Borianna Karan, Branco Karan,
Robert Lang, Kenn Luby, The Ontario College
of Homeopathic Medicine

Special Thanks To

The Ontario Homeopathic Association

Extra Special Thanks to

Mike Katsirdakis, Michael Berger,
Dr. Srinivasulu Gadugu, Dr. Srinivasa Rao

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

Copyright 2018