



PRESS RELEASE:

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There has been much debate about the merits or otherwise of veterinary homeopathy and the need for independent controlled trials. With this in mind we are pleased to announce that we have been approached to independently undertake a clinical trial of a homeopathic medicine for the management of 3 conditions: fear of fireworks, fear of thunderstorms and travel sickness in pets.

The trials will be conducted by Sydney Animal Behaviour Service in Sydney in conjunction with Professor Daniel Mills, BVSc PhD ILTM CBiol MIBiol MRCVS Professor & RCVS Recognized Specialist in Veterinary Behavioural Medicine Animal Behavior, Cognition & Welfare from University of Lincoln UK.

This multicentric study of the use the HomeoPet product "Anxiety" in pets will be the first trial of its kind for natural medicines in Australia and is of major interest to the natural health community, customers, veterinarians and those involved in the animal industry.

Overseas studies in 3 countries have shown 7 years of results with HomeoPet Anxiety to have 77% efficacy which shows outstanding promise. All this with no sedation and no side effects.

We are applying the criteria relating to efficacy evaluation that are applied to pharmaceutical veterinary medicines and treatments. As scientists we keep an open mind on these matters, even if we cannot understand them, as we think it is important not to confuse absence of evidence with evidence of absence.

The trials are placebo based controlled studies using the non-potentised formulation as a control. The study will be triple blinded, which means that neither the owner, their vet, nor ourselves know whether a pet has been given the actual formula (verum) or the placebo. We are using a block randomisation procedure which means that in every ten cases, 5 are verum and 5 are placebo and each bottle has a unique identification number and so we have no means of determining which is which within a batch. Once data have been gathered analysis will be undertaken following partial unblinding allowing us to allocate each subject to treatment group A or B. Only once the analysis is complete will we then determine the nature of A and B. All customer and trial information is protected by unique identifying numbers to ensure privacy.

The protocol has been developed in consultation with government standards and has already received ethical approval. The trial procedures and assessment are based on protocols that have been used successfully by us previously in the evaluation of non-homeopathic products. We have also conducted initial power calculations to estimate the desired sample size based on the anticipated effect suggested from previous data. It is suggested that we will need approximately 180 participants, to have a good chance of detecting a true statistically relevant trial.

We believe this is a unique opportunity for the profession to work together to try to address an important issue, but recruiting subjects is perhaps our biggest hurdle. We are, therefore, currently looking for veterinary practices to assist us in this work, regardless of their predisposition towards homeopathy. Their role will be to enlist suitable willing clients onto the trial, which will take place in December 2007 and January 2008.

Any practice wishing to receive more information may contact Peita at HomeoPet on 02 9675 4388 or email info@homeopet.com.au. Clients that wish to register directly for the trial may call Jenny at Sydney Animal Behaviour Service on 02 9949 8511 or email sabs@tpg.com.au.

Each client will receive an information package once they have registered their interest.

Thank you.