

A FILM BY ANANDA MORE



OFFICIAL SELECTION
RapidLion 2018



MAGIC



Rx Homeopathy, Promise or Placebo?

INDIECAN ENTERTAINMENT AND PHOSPHORUS FILMS PRESENTS "MAGIC PILLS" A FILM BY ANANDA MORE
EDITED BY EUGENE WEIS MUSIC BY PATRIC CAIRD WRITTEN BY FERNANDA ROSSI ANANDA MORE
CINEMATOGRAPHY BY MARIE DIETLIN IGAL HECHT PETER G. REYNOLDS EXECUTIVE PRODUCERS AVI FEDERGREEN ANANDA MORE PRODUCED BY ANANDA MORE DIRECTED BY ANANDA MORE





MAGIC PILLS



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



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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

2018 Rapid Lion Film Festival

2019 Sunrise Film Festival

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/>

<https://www.youtube.com/watch?v=hGao0QNSFzM>

<https://cleverthemag.com/2017/05/23/magic-pills-in-search-of-the-evidence/>

<https://supplementpolice.com/magic-pills/>

INTERVIEWS

<https://www.youtube.com/watch?v=ctpC2UWF8k4&t=2317s> (The Highwir at 38min)

<https://www.youtube.com/watch?v=kkQ0OLkaff4&t=370s> (Out of The Box With Christine)

<https://thegarynullshow.podbean.com/e/the-gary-null-show-050718/> (The Gary Null Show)

<https://ultimateradioshow.com/how-to-host-a-magic-pills-screening/> (Sue Meyers)





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

Eight 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 a personal experience she claims cured her of the incurable. Now she is a practicing homeopath, participates in clinical research, and is the Head of Homeopathy at the Ontario College of Homeopathic Medicine. Beth taught a popular course at the University of Toronto until she was unfairly portrayed on the consumer watchdog series CBC Marketplace.



DR. JOE SCHWARCZ

Joe Schwarcz, a prominent Canadian Skeptic 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 hosts "The Dr Joe Show" on Montreal's CJAD and has appeared hundreds of times on Television. Dr. Joe also writes a newspaper column entitled "The Right Chemistry" and has authored a number of bestselling books.



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'). In 1986 Jeremy founded the Dynamis School, the longest running post-graduate homeopathy course in the world. Jeremy is a sought after and widely respected teacher, author and practitioner.



CAMILLA SHERR

Camilla is the co-founder of Homeopathy for Health in Africa. Camilla graduated from the Finnish Institute of Homeopathy in 1994. She currently teaches at the Dynamis School of Advanced Homeopathic Studies. Camilla is a sought after lecturer. 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 is Co-Founder and is the Deputy Director of the Prasanta Banerji Homeopathic Research Foundation an institute known globally for its successful treatment of thousands of cancer cases with homeopathic protocols.



DR. PRASANTA BANERJI

Dr. Prasanta Banerji was 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 and other pathologies. Dr Banerji was an advisor to government ministries in India, and homeopath to the president of India. He passed away in May of 2018.



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 Bio-therapeutics division of Finlay Institute, Havana, Cuba. He is an experienced researcher in molecular and cellular biology, a world-renowned expert in vaccine adjuvants, and a water researcher. He pioneered the use of homeopathy for disease prevention on a large scale in Cuba.



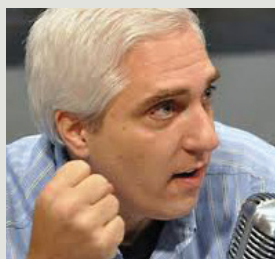
DR. JAYESH BELLARE

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. Along with his students, he discovered nanoparticles of source material in high potency homeopathic remedies, which were previously believed to be impossible. 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 protocols were used in Cuba to successfully arrest many epidemics.



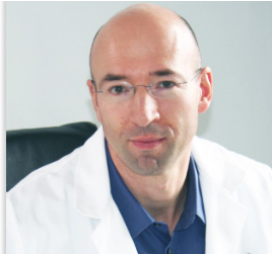
DR. STEVEN NOVELLA

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.



DR. PETER FISHER MD

Dr. Fisher was best known for being the personal physician to Her Majesty Queen Elizabeth II. He was a renowned homeopath, rheumatologist, and researcher. Dr. Fisher was 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 a member of the WHO's Expert Advisory Committee on Traditional and Complementary Medicine. He tragically died in a cycling accident in August of 2018.



DR. JENS WURSTER MD

Dr. Wurster was a senior physician at Clinica St Croce in Switzerland for 20 years treating cancer patients, performing research and training homeopaths.



DR. HEINER FREI MD

Heiner Frei MD is an award winning Swiss paediatrician with a specialization in paediatric surgery, neonatology, intensive care, oncology, and developmental medicine. He was the head physician in paediatric haematology and oncology at the University Children's Hospital of Bern. From 2001 to 2005 he was the study coordinator of a rigorous and widely awarded study on the homeopathic treatment of ADHD, which yielded scientific evidence for a specific effect of homeopathic medicines. Dr. Frei also developed polarity analysis, a new approach to improve the precision of homeopathic prescriptions.





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

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Dr. Heiner Frei

Dara Ó Briain

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Ananda More

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Fixer Kolkata Avijit Sen

Fixer Hyderabad Raghu Patri

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school and students and teachers

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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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CORE-HOM Database

HOMBREX Database

With Gratitude

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Oded More, David Brulé, Christian Hurst,
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