



Campaign to expose how more expensive, less effective, more dangerous drugs become prescribed because of withheld study results.

Doctor, journalist, and author Ben Goldacre is an absolute hero! He's worked tirelessly to try to force the disclosure of all studies on all drugs prescribed by doctors. These 2 minute movies will tell you exactly what you need to know about this international scandal that's costing millions of lives. They show how more expensive, less effective, more dangerous drugs become prescribed because of withheld study results.

Allen Carr's Easyway has been ignored by much of the anti-tobacco establishment in favour of ineffective treatments for smoking cessation (nicotine patches and gum for example) which became widely available on prescription in spite of the fact that in practice (according to a study by Cancer Research UK) they have a 95% failure rate! These films explain how that kind of BAD SCIENCE has occurred. Tragically the same BAD SCIENCE will be used to label e-cigarettes as 'medicine'. The pharmaceutical industry have been getting away with this for decades – it's time to end it.

John Dicey, Worldwide Managing Director of Allen Carr's Easyway organisation comments "We'd like all friends and supporters of our organisation to please support AllTrials" www.alltrials.net

Withholding results costs lives – <https://www.youtube.com/watch?v=3PU5ilpz31q>

The results of a 1980s clinical trial on heart drug Lorcainide were never published. Doctors didn't know that more people died in the trial who were given Lorcainide than who were taking the placebo. It has been estimated that over 100,000 people died avoidably because they were prescribed drugs in the same class.

Doctors are being misled – <https://www.youtube.com/watch?v=WOWHYNVlgGA>

Dr Ben Goldacre prescribed the antidepressant Reboxetine for a patient but says he was “misled.” Results from trials which showed it was worse than other drugs were withheld, while the smaller number of trials which showed it worked better were published.

Medicine is broken – <https://www.youtube.com/watch?v=baRKeAqV-Gc>

The UK Government has spent £424 million stockpiling Tamiflu, an anti-flu treatment, but we still don't know if this treatment works any better than placebo. Regulators weren't given information from all the clinical trials done on Tamiflu. The manufacturers of Tamiflu didn't break any laws by withholding the information.

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Allen Carr's Easyway organisation is most well known for its Stop Smoking Clinics, books, DVDs, online webcast seminars, and apps.

The organisation also provides help with issues such as alcohol, weight control, drug use, gambling, and debt.

The method has helped millions of addicts escape from addiction. Allen Carr's Easyway has sold over 14,000,000 books worldwide.

There are stop smoking seminars in more than 150 cities in over 50 countries worldwide.

Most of the clients attending Allen Carr's Easyway Clinics do so on the strength of the personal recommendation of friends, colleagues and members of their family who quit smoking using Allen Carr's Easyway Method.