

A DIFFERENT APPROACH TO HEALTHCARE



RESTORING HEALTH – IN A DIFFERENT WAY

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Being healthy is something most of us take for granted. But there are times when the body can get out of balance. When something just doesn't feel right. That's when you suddenly notice how important your health really is.

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Here at Heel, we are committed to helping people get well again. From decades of experience, we know that many natural substances have the power to restore health. We know how to prepare those substances homeopathically – and then combine them in just the right way. And because our combination medicines are based on all-natural substances, they are gentle on the body.

But that's not all. Scientific evidence has shown that our medicines work. Countless doctors and patients will tell you the same. Patients get effective treatment, and side effects are extremely rare. That's the way Heel helps restore health. We call it 'healthcare designed by nature'.

HELPING YOUR BODY HELP ITSELF

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Your body is a delicate structure in which different systems are continuously interacting with one another. When you get sick, the balance of things is disturbed. That's when your body needs help to help itself.

Like with our combination medicines. They work on a network of targets to stimulate the organism's self-regulating systems. This supports healing, because the body is better able to regain its natural state of balance.

Our medicines are used within a unique therapeutic framework. Treatment is carefully chosen according to how far an illness has progressed. In addition, our medicines treat specific clinical conditions. That makes them simple to use, and they can easily be combined with conventional medicine.



WE THINK RESEARCH IS VITAL TO TRUST

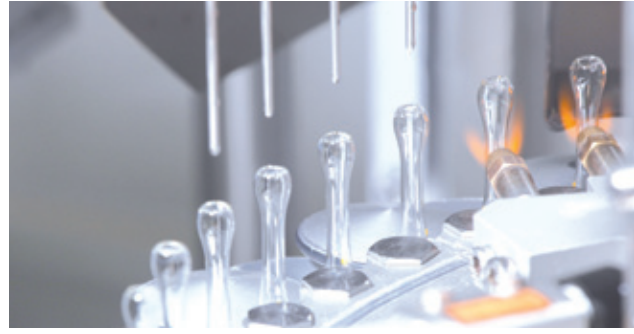
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Trust is an important issue where your health is concerned. Before you take any kind of medicine you'll be asking yourself: Is this safe? Can it make me healthy again? Is there scientific evidence to prove it?

Scientific research has shown that our combination medicines are effective and well tolerated. Research is high on our agenda. We have a global team of doctors and scientists working together to gain new insights into natural healthcare. They regularly publish their findings in peer-reviewed medico-scientific journals.

Heel's medicines aren't just scientifically validated. They are also manufactured according to global regulatory standards. From the point of harvest to the time our products leave the plant – we monitor for quality every step of the way. So you can be sure you'll be receiving medicine that meets the highest quality standards in the pharmaceutical industry.



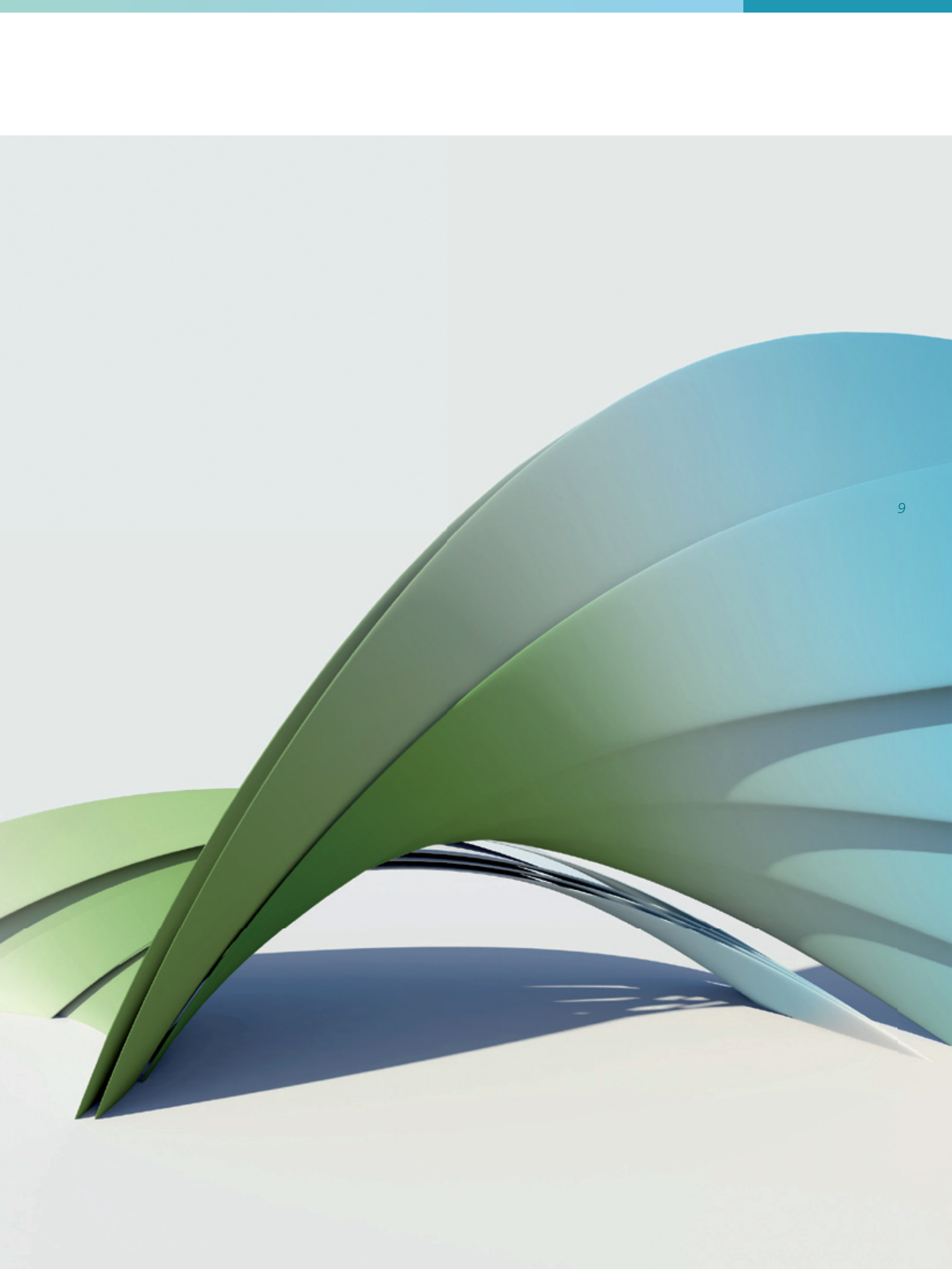


BUILDING THE BRIDGE TO CONVENTIONAL MEDICINE

In healthcare today, conventional and natural medicine can seem to be worlds apart. Here at Heel, we think both approaches are valuable for patients. From long experience, we know that there is more than one way of restoring health. That's why we have a daring vision for the future. We hope that one day, conventional medicine and scientifically-validated natural medicine will merge into one system of integrated healthcare.

We have made it our pledge to build the bridge between these two disciplines. How? We invest heavily in evidence-based research and foster the concept of integrative medicine in cooperation with academic institutions. We actively support doctors, pharmacists and medical professionals so they learn more about our medication and how to use it for specific indications. And last but not least, we bring practitioners of both fields together to talk about their experiences.

Step by step, understanding on both sides is growing. And whether you talk to a conventional doctor or a specialist for natural medicine, they will both tell you the same thing: Ultimately, it's all about what works for the patient.



WHAT YOU CAN EXPECT FROM US

*Heel stands for a different
approach to healthcare.
We sum it up with three Es:*

Experience.

For over 75 years, we have been making natural medicines that work and are well tolerated. Millions of doctors and patients who have prescribed or used our products will tell you so.

Evidence.

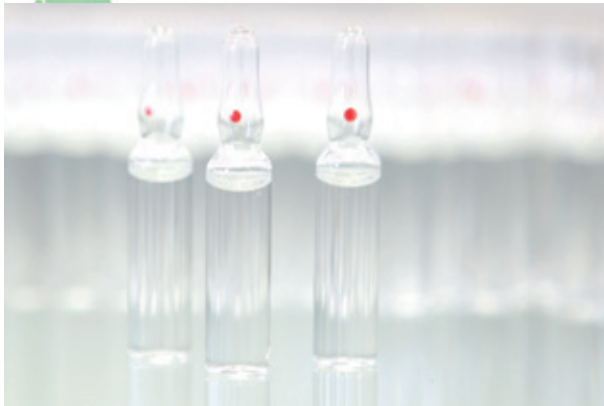
In medicine, believing isn't enough. That's why we gather proof of how and why our medicines work. And continue to champion natural healthcare that has been scientifically verified by research.

Excellence.

We are the global market leader for homeopathic combination medicines. Committed to the highest quality standards of pharmaceutical manufacturing. And a pioneer when it comes to bringing natural and conventional medicine together.

Where your health is concerned, you know you can count on us.

Heel. Healthcare designed by nature.



AT A GLANCE

- Established in 1936
- Headquartered in Baden-Baden/Germany and trusted globally: 70 percent of our medicines are used in other countries
- Active in over 50 countries around the world
- Manufacturer of 400 different medicines
- A few of our products: Traumeel[®], Euphorbium comp., Zeel[®], Neurexan[®], Vertigoheel[®], Engystol[®], Viburcol[®], Spascupreel[®]

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Find further information!

