

CANADA: Survey shows decline in confidence in health claims

A recently released survey commissioned by Health Canada finds that scepticism about health claims made by the manufacturers of vitamins, herbal supplements and non-prescription drugs has increased in the last five years, with about half of Canadians (49%) now saying the claims are unproven. In 2005 the figure was 46%.

Similarly, the public's level of confidence in the safety of natural health products due to their natural origins has declined from 52% in 2005 to 42% in 2010.

"The strongest benefits associated with natural health products continue to be that (they) can be used to maintain and promote health and that they can be used to treat illness. However, these positive perceptions of natural health products have declined significantly compared to 2005" the survey found.

Source: IADSA