



Dear friends and colleagues,

The future of traditional disciplines like TCM and Ayurvedic herbal medicine looks particularly ominous. The imminent implementation of some European directives in their present form will make it impossible to further practice our profession and trade in a responsible and cost-effective fashion. The implications of both THMPD (Traditional Herbal Medicinal Products Directive) and NF (Novel Food) regulation will only aggravate the already confused legal situation our sector finds itself in, and will make it more difficult for manufacturers and distributors to make sure they are operating legally.

The European Benefyt Foundation was brought to life to address these issues in their scientific, social and legislative aspects.

EBF was created by a group of people who are professionally active in the field of traditional phytotherapy. They have been monitoring the technical and scientific interpretation of THMPD and NF by the regulatory authorities and have come to the conclusion that, unless drastic amendments are made, our sector in particular, is heading for disaster. So, the time of action has come !

In order to defend our legitimate place in the market and our indispensable role in CAM-healthcare EBF wants to highlight the specific situation of traditional disciplines in the European forum and intends to propose safe and viable alternatives on every level in order to obtain a suitable statute for our sector.

To achieve this, we need your help and support!

Therefore we cordially invite you to our first conference:

**Future development of Traditional Herbal Medicine in EU.  
'Perspectives and challenges'.**

**21 november 2009 – Brussels Hilton**

**Organised by European Benefyt Foundation**

You receive this invitation letter as a direct stakeholder in the market or as an interested party somehow involved in Traditional Herbal Medicine (Professional Associations, Schools, Institutes, Academies, Research centers and laboratories, Regulatory operators, a.o.).

The principal objective of the conference is to provide relevant scientific and legal information regarding our situation but also to hear your voice and to listen to your proposals.

Please refer to the website [www.benefyt.eu](http://www.benefyt.eu) for conference details, further comments and position papers.

We sincerely hope to welcome you to our conference and as a member of EBF.

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