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- •...it is possible to build up a clearer picture of research and evidence to put them in context.
- •...it helps to be alert to the ways that evidence is distorted by different reports and particularly by people promoting illfounded treatments.
- •...there are the questions about how reliable information is that can be asked. (Have results been independently researched and then repeated? Has there been a clinical trial? Has it been published in a scientific journal? What is the treatment licensed for?)



