



Alternatives to Bear Bile Campaign White Paper

Abstract The use of bear gall and bile in Traditional Chinese Medicine has both cultural and historical significance. The world's eight bear species are unique due to their production of UDCA, and their bile and gall are valued for their ability to treat numerous medical ailments. This demand has driven the market for bear bile and gall, and has had a negative impact on Asian bears specifically, both within the wild and in bear farms. As the Alternatives to Bear Bile Campaign (ABC) Group, we developed a partnership with the World Society for the Protection of Animals (WSPA) in order to increase the dissemination of a survey focusing on alternatives to bear bile more widely to U.S. TCM practitioners. We made revisions to the existing survey and focused on an outreach campaign that included contacting TCM professionals as well as attending conferences and symposiums. The result of our work was the analysis of 47 completed and returned surveys. The surveys indicated that many of the alternative herbs and patent formulas were trusted and accepted, with the exception of a few. As a next step, we encourage WSPA to take the results of their expanded survey campaign, as well as our revised survey, and to develop an outreach strategy which targets the TCM community within China. Our main goal throughout this project remains the conservation of Asiatic wild bear populations.

Background

Bears as Medicine

In many Asian cultures, the demand for bear parts in traditional medicines is very high. Traditional Chinese Medicine (TCM) prescribes bear fat, gall, meat, paws, spinal cord, blood and bones for the treatment of an assortment of complaints ranging from baldness to rheumatism. The use of bear parts to treat medical ailments is not new and maintains both a historical and traditional significance. Use of bear parts in TCM may have begun in China nearly 3,500 years B.C. and the use of bear bile as medicine was first prescribed in the *Tang Materia Medica*, published in 659 A.D., as the first official pharmacopoeia in the world (Williamson 2002 and Mills et al. 1995).

Metabolically speaking, bears are unique. They are the only mammals that produce significant amounts of the bile acid, *tauro ursodeoxycholic* or UDCA (Mills et al. 1995). It is this acid which makes the bears so valuable to TCM and has been associated with medicinal benefits. In TCM, "plant and animal products which are selected for use are classified according to specific properties. These are:

- Four essences: cold, hot, warm and cool.

- Five flavors: pungent, sweet, sour, bitter and salty.
- Four directions of action: ascending, descending, sinking and floating.” (WSPA International)

Bear gall and bile is classified as cold and bitter, where cold drugs “are believed to be effective in reducing fever and inflammation, and by cooling the blood, and detoxifying the body. Bitter drugs are used to dispel heat, to dry dampness, and to purge the body” (WSPA International). As a result, bear bile is used to treat life-threatening cancers, for soothing burns, reducing swelling from fractures and hemorrhoids, reducing pain and redness of the eyes, treating asthma and sinusitis, and for pain relief in general (Mills et al. 1995). Bear gall bladders are also an important source for tonics to prevent liver damage and to treat symptoms such as high fever, convulsions, spasms, and hot skin lesions (Mills et al. 1995).

Demand for bear bile first came to the attention of Western conservationists approximately 30 years ago and studies have indicated that the trade in bear gall and bile is highly profitable. A 1991 TRAFFIC USA report documented the market for bear gall bladders in 11 Asian countries and that “gram for gram some of the prices in Asia exceeded the cost of narcotics” (Mills and Servheen 1991). In North America, prices vary depending on where the gall bladder originates. The lowest prices are for galls from areas that allow or used to allow trade, and the highest prices are for galls from those areas that do not allow trade or are in close proximity to major markets or illegal trade routes (Gaski 1997).

Threats to bears

There are eight species of bear inhabiting parts of Asia, Europe and North and South America. The species of interest for the purpose of this paper include those which are most frequently targeted for use in Traditional Chinese Medicine. Most bear species, including Asian bears have experienced population declines in the past few decades, which can primarily be attributed to human impacts. Those species endemic to Asia, including the Asiatic black bear, the sun bear, and the sloth bear, are listed under Appendix I of the Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES), and international trade is banned. While specific population numbers are unknown, it is estimated that there are between 10,000 and 25,000 sloth bears and 40,000 Asiatic black bears remaining in the wild. Due to insufficient data, there are no population estimates for the sun bear.

The bear trade came to the attention of conservation and animal welfare communities in the late 1980s and early 1990s, when evidence indicated that the Asian bear species were in decline and the decline could be attributed, at least in part, to the demand for gall bladder and other bear parts in Southeast Asia and other parts of the world (Williamson 2002 and Mills et al. 1995). One reason for the growth in demand is the expanded capacity to conduct trade relatively free of regulation over the Internet. There is also a new generation of non-traditional bear bile products being marketed, such as preventative tonics and skin creams. Despite a ban on international trade in bear parts from these species, conservation efforts, and even the controversial practice of bear farming, demand for wild bear bile outpaces the supply. Studies of the bear bile trade consistently recommend educating TCM consumers on the illegal and unsustainable use of bear bile and the promotion of herbal and synthetic alternatives. Chinese medicine texts recommend

the Asiatic black bear or the brown bear of Asia as sources of medicinal bile (www.traffic.org/tcm/ChineseMedicine.pdf and Mills et al. 1995). Due to this preference, East Asia's bears have been hit the hardest by the demand for gall bladders. The combined pressures of commercial demand, habitat destruction, excessive hunting, and nuisance animal control, have depleted most of Asia's bear species (Mills et al. 1995).

In addition to wild bears, captive bears are also used as a source of the much desired galls and bile. As a way in which to address the demand for the products, bear farming began in China in 1984 (Fan and Song 1997). Except for a few bears coming from zoos, most of the original bears on farms were collected from the wild before 1989, prior to the issue of the China Wildlife Protection Law (Fan and Song 1997). Bears are kept alive on the bear farms where their bile is extracted by a surgical procedure. These captive bears are able to maintain a self-sustaining breeding population in China, and as of 1999 there were 247 farms with over 7,000 bears (Watkins 2002). Originally, bear farming was introduced as a solution to the poaching of wild bears. Bile and gall from wild bears are considered much more potent, and therefore worth more than farmed bears. A recent concern is that bear farming could be generating an increased demand in bear gall and bile, which could result in further poaching of the wild population (WSPA International).

Prevalence of TCM Use

TRAFFIC has published two reports on the demand for and prevalence of TCM containing or purporting to contain endangered species. The first study, *A World Apart? Attitudes Toward Traditional Chinese Medicine and Endangered Species in Hong Kong and the United States*, was published in 1998, and used surveys to determine the demographics of those Hong Kong Chinese residents who use TCM containing endangered species. The surveys conducted in the United States were to identify "the demand for and use of such products, as well as the attitudes of Chinese Americans toward the use of such medicines and the conservation of endangered species" (Lee et al. 1998). The second study, *A Tale of Two Cities: A Comparative Study of Traditional Chinese Medicine Markets in San Francisco and New York City*, was published in 2004, and "documented the availability of both raw parts and manufactured medicines labeled as containing tiger, rhino, leopard, musk deer, and bear" (Henry 2004).

Results of the survey in Hong Kong showed the belief that TCM use "has advantages over other western medicines" and could be used to treat diseases that Western medicines could not (Lee et al. 1998). Similarly, the majority of Chinese Americans polled said that they used TCM on a regular basis and more than 79% had tried TCM at least once (Lee et al. 1998). Those surveyed regarded TCM as an effective and important part of Chinese culture and tradition. TRAFFIC's 2004 study addressed the availability of medicines claiming to contain certain animal species, including bear parts, in TCM shops. Seventy percent of the 27 surveyed stores in New York City (including Manhattan and Flushing) sold medicines claiming to contain bear bile (Henry 2004). Of the eight shops surveyed in the San Francisco area, 24% sold products believed to contain bear bile (Henry 2004).

World Society for the Protection of Animals has also published a report analyzing the results of several national surveys undertaken in countries suspected of being markets for the Chinese bear bile industry. Countries targeted included Canada, the United States, Indonesia, Japan, Malaysia,

Singapore, Taiwan and Australia. The report, *The Bear Bile Business: The Global Trade in Bear Products from China to Asia and Beyond*, found that a variety of products were found in the markets and the products included manufactured bear bile medicines, bear bile powder and bear gall bladders. In addition, other source countries were revealed. They included Bhutan, Canada, India, Indonesia, Korea, Malaysia, Nepal, Pakistan, Russia, Tibet, Vietnam, and the United States (Phillips et al. 2002).

The WSPA study surveyed a total of nine cities: Toronto, Markham, Montreal, Vancouver and Richmond in Canada and Washington, DC and New York in the United States. Sixty-five TCM shops were studied and of those 65, 75% sold manufactured bile medicines, 9% sold bear bile powder and capsules and 12% offered gall (Phillips et al. 2002). Seventy-eight percent (78%) of the TCM shops in North America were found to sell bear gall bladders or bile products.

The results of the combined surveys indicate that the demand for medicines containing bear bile is prevalent in North America and there is an evident need to address this issue within the U.S. TCM community.

World Society for the Protection of Animals

World Society for the Protection of Animals, a United Nations-affiliated charity, is the world's largest federation of animal protection societies, with more than 660 member organizations serving over 140 countries. For the last 12 years, WSPA has been working to address the illegal trade in bear parts and products. As a way in which to address the inhumane treatment of bears farmed in Asia for their gall bile, WSPA has a great interest in the use and promotion of herbally-based Traditional Medicines. These alternatives are both cost-effective alternatives to animal-derived products and help to ensure the preservation of endangered animal species.

Emerging Wildlife Conservation Leaders

Emerging Wildlife Conservation Leaders (EWCL) is a collaborative effort between Defenders of Wildlife and multiple wildlife conservation organizations, government agencies, and private businesses. This initiative brings together new, emerging leaders in the wildlife conservation field for capacity building and intense training in campaign development and skills. The training culminates in the hands-on implementation of a two-year group international wildlife issue campaign.

This effort is supported by the U.S. Fish & Wildlife Service, Defenders of Wildlife, and White Oak Conservation Center/Howard Gilman Foundation.

The EWCL Alternatives to Bear Bile Campaign (ABC) Group includes:

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Purpose of project and paper

In an effort to promote the short- and long-term conservation of the highly imperiled Malaysian sun, sloth and Asiatic black bear species, the Alternatives to Bear Bile Campaign (ABC) project has creatively combined targeted research, education and awareness efforts to produce a coordinated and complementary initiative which aims to produce beneficial results for the targeted bear species. Specifically, ABC has addressed the threat of bear bile use in TCM by working in partnership with the World Society for Protection of Animals (WSPA). ABC and WSPA have surveyed TCM practitioners in the United States on treatments for ailments traditionally treated with bear bile. WSPA had already developed a survey and had responses from over 400 practitioners representing four countries (Australia, Canada, United Kingdom, and the United States). The list of herbal alternatives is extensive and includes over 54 substitutes. ABC continued the outreach effort by working with practitioners to determine which alternatives are prescribed most frequently and are considered the most effective. ABC project members developed and conducted an outreach strategy in order to promote the survey within the U.S. TCM community. Activities included attending TCM conferences and networking with key TCM contacts within the U.S. to reach out to the larger TCM community. In addition, ABC worked with WSPA to revise their existing survey of alternatives and to distribute the survey to TCM practitioners within the U.S.

Conservation Outcomes expected from the project

Traditional Chinese Medicine (TCM) practitioners in the United States are an important intermediate target for reaching the Asian TCM audience. Aligning efforts with U.S.-based TCM practitioners will allow WSPA and others working for a future for wild bear populations to benefit from U.S. practitioners' experience and wisdom regarding herbal alternatives. Chinese practitioners are very receptive to messages and trends in the world wide TCM industry. In particular, U.S.-based TCM practitioners play a key role in emerging TCM practices, ultimately impacting the TCM industry in Asia.

Expanding the amount of data collected from TCM practitioners in the U.S. will provide increased support and rigor to advocacy efforts targeted at reducing the use of bear bile in TCM in Asia. Because this effort is connected to WSPA's global efforts to advocate for bear conservation and welfare, the work completed through this ABC project will continue to have a positive effect on populations of wild bears that are under threat for their bile beyond the life of the ABC member involvement. As a result of the surveys, WSPA can use the added results to reach out to Asia-based TCM practitioners to highlight innovative approaches within the field that are consistent with the aims of TCM.

Survey Information

In order to address the use of herbal remedies in Traditional Medicine, WSPA has reached out to TCM practitioners within the United States to encourage their participation in a survey. This 6 page survey focuses on the individual herbs and patent formulas used in Traditional Medicine and the conditions they are used to treat. Over the course of distribution, WSPA has received

more than 400 responses to the survey from the United States, Canada, the United Kingdom and Australia. As a result, WSPA produced a comprehensive report titled, *Finding Herbal Alternatives to Bear Bile*. (WSPA 2005).

After reviewing the survey produced by WSPA, the ABC Group made some edits to the layout and format of the survey to make the survey appeal to the target audience and to create a more friendly appearance (see Appendix 2 and Appendix 3 for original and revised surveys).

The TCM Update and EWCL logos were added to the top of the survey and the contact details section was moved to the end. This change was made to encourage TCM professionals to complete the survey before becoming intimidated by having to place their name and address on the document. In addition, we added a brief paragraph indicating the expected completion time for the survey below the title as well as an explanation of how we would use the information. A thank you to the practitioner was written both within that paragraph and at the end of the survey.

To make the survey more visually appealing, we increased the amount of white space on each page and eliminated redundancy of the questions. In addition, we consolidated the “never,” “sometimes” and “often” choices above the boxes in the heading line. The box text was centered and aligned. Each question section was re-formatted to fit onto a single page with no spill-over onto the next page. Page numbers were also added.

Finally, a section for general information, including contact details and space for additional comments and suggestions, was added to the end of the survey. In this final section, the TCM practitioners were thanked for their participation and a contact for more information was added. A recommendation for future edits of the survey would be to add an address for where to send the completed surveys.

Outreach to Practitioners

In partnership with WSPA, the Alternatives to Bear Bile Campaign (ABC) Group worked to develop a wider network of TCM practitioners and professionals to provide expert opinion on alternatives to bear bile. ABC employed two different methods of reaching out to a larger TCM community. The first method involved contacting individual professionals to gauge their interest in alternatives to bear bile in TCM. Eighty member organizations of the Council of Colleges of Acupuncture & Oriental Medicine were identified and subsequently emailed the survey. Follow-up calls were successfully made to 15% of those organizations. In addition, key contacts in the industry agreed to forward the survey to their colleagues (see attachments for the contact list):

- Ellen Schaplowsky, President, The Traditional Chinese Medicine World Foundation
- Alexa Bradley, Assistant Dean, Yo San University
- Bryn Clark, Chair, Board of Directors, National Certification Commission for Acupuncture & Oriental Medicine
- Lixin Huang, President, American College of Traditional Chinese Medicine

A more successful method for targeting a larger audience involved attending conferences and symposiums for TCM practitioners. Overall, these combined efforts yielded 47 surveys, the majority of which were collected at the symposiums and conferences, which were returned to us for inclusion in our analysis.

Symposiums and Conferences

At three regional Traditional Medicine conferences in 2006, ABC representatives staffed an exhibit table supplied by WSPA, using the opportunity to reach out to TCM practitioners and encourage them to fill out a survey on bear bile alternatives. In addition, information packages containing campaign materials from WSPA's current TCM Update campaign were distributed and discussed. WSPA promotes itself under the name "TCM Update" at TCM conferences, building upon the theme of "Building Bridges of Integration for Traditional Chinese Medicine." A fact sheet regarding the ABC and WSPA partnership was also created (see Appendix 6). While some conference participants approached the WSPA table and freely offered to assist with our efforts, others needed further information on our purpose and goals before they understood our objectives. A typical conversation was as follows:

"Are you a practitioner and do you use herbs in your practice?" or "Do you care about bears?"

"We're seeking expert opinion on substitutes for bear bile and bear gall. We realize that these are not typically used by U.S. practitioners. We are collecting information from experts on what you use to treat specific ailments that bear bile and gall can be used to treat. Would you mind taking 5-10 minutes to help us identify alternatives to bear bile?"

"This survey includes information on both crude herbs as well as patent formulas. It would be a great help to us if you could take a few minutes to fill out our survey."

Southwest Symposium, March 24-26, 2006, Austin, Texas
http://www.aoma.edu/sw_symposium

Two members of the EWCL ABC Group attended the Southwest Symposiums along with WSPA staff, with the objective of targeting and identifying key contacts to raise interest and promote further distribution of the survey. The target audiences for this symposium were Traditional Medicine representatives, herbal companies, and scientists. The EWCL ABC Group representatives assisted in disseminating information and surveys at the exhibitor booth, attended several workshops, and spoke with key contacts and other exhibitors. The surveys distributed at this symposium were the original WSPA surveys, as the revised EWCL surveys had not yet been approved for dissemination. However, this experience was valuable for ABC representatives as the outreach opportunity was critical in developing additional contacts.

2006 International Conference and Exposition of the American Association of Oriental Medicine, October 20-22, 2006, Litchfield Park, Arizona

<http://www.aaom.org/?pagenumber=6160>

As with the Southwest Symposium, two EWCL ABC Group representatives attended the AAOM conference along with WSPA staff. The purpose of our presence was similar to that of the other conferences. The team was there to raise interest and promote further distribution of the survey. Many of the attendees were students and acupuncturist who do not use herbs, and there was some initial confusion as to the reason for our presence. While a few people were under the impression that we did acupuncture on animals, the majority of the response was appreciation for our presence and support for the work that we were representing. We also did run into at least one person who was very put off by the approach that we had. The essence of her concern was that our approach to attempt to change behaviors in TCM was arrogant. Much anger and negativity was displayed despite consistent attempts to communicate the background of our work. Part of this is due to the western background of the ABC members staffing the table and a small fraction of similar reactions should be expected occasionally.

An additional observation at this conference that also occurred in San Diego was that many practitioners remarked that they don't use individual herbs and are moving more towards patented formulas. The first few pages of the survey are only herbs and several people flipped through it quickly only to determine that it did not apply to them. We recommend that the first page clearly highlight that the survey will ask them about both herbs and patent formulas so that they will be more likely to complete the survey.

Pacific Symposium, November 2-5, 2006, San Diego, CA

<http://www.pacificcollege.edu/symposium/index.html>

The Pacific Symposium yielded the most successful survey response of all the conferences. Part of the success of the table during the exhibit hall hours is due to WSPA's serving as a Gold Sponsor for the conference. The WSPA logo was printed on the conference bags and was featured prominently on the conference literature. In addition, WSPA was featured as part of the raffle ticket that participants could use to win highly valued prizes (including a refund of the registration fee for that year's conference). To enter the raffle, participants had to collect colored stickers from conference sponsors' exhibit hall tables. This was an excellent way to get people to visit the table and receive information about WSPA's efforts.

Another successful tactic was getting the conference organizers to make announcements (on Saturday evening and Sunday morning) to ask participants to stop by the WSPA booth to support bears. That request was enormously successful and we were able to get many surveys filled out and returned to us immediately. It was especially helpful that the announcement was made by conference organizers instead of by WSPA, as that gave added credibility and authority for our efforts.

In response to our pitch many practitioners said, "Well, I don't use bear bile," indicating that they either did not understand our pitch or that they had already made assumptions about what WSPA was doing at the conference. We responded by saying that their opinion was exactly what we needed – we wanted input on alternatives to bear bile, not bear bile itself, since we assumed that no one was using it. It was interesting to observe just how many people listened to our pitch

and still didn't understand what we were doing. Recommendations for a more clear and concise pitch would be welcome as well as potentially anticipating the most common assumptions that people may bring to the table. These assumptions (e.g. that we are going to accuse them of using bear bile) are difficult to counter preemptively, but this will be key to increasing participation.

In terms of drawing people to the booth, it would be helpful to clearly distinguish WSPA from other vendors. The exhibit area was almost exclusively vendors and a line such as, "Do you use herbs in your practice?" may put some people off by making them think that WSPA is trying to sell them herbs. A clear and non-threatening message such as, "Do you have a few minutes for bear conservation?" probably would have worked better. An explanatory visual display could also be useful. A visual with a bear to draw people in a non-threatening way, for example, "Help Save Bears," might still be interpreted from afar as a potential accusation that current practice does not save bears. Something similar to "Your Knowledge Needed to Save Bears" might work. The message needs to quickly peak their interest and let them know we need their help.

There were several types of reactions to learning about WSPA's objectives at the Pacific Symposium:

- Excitement and enthusiastic support: "Thank God you're here!"
- Interest and engaged discussion: "So, how will this make a difference in China? How can I help?"
- Benign indifference, typically including the phrase, "Well, I don't use bear bile." Or "Stephen Colbert hates bears."
- Skepticism and disagreement: "I use bear bile all the time in sports massage!" "Nothing works better for varicose veins." "I wish I could use bear bile, but I can't get it here."
- Disapproval and disdain: "Simply by being here, you're criminalizing our practice and turning the public away from us." Or "You can't dictate the practices of an ancient tradition."

We found it useful to prepare full packets to hand to people. Several people returned at the latter part of the conference having read and digested the materials. We also recommend having a separate stack of surveys and the cover letter prepared to hand to people who are looking for less paper to carry. However, the full packets create the greatest opportunity to educate practitioners on the issue.

There were relatively few surveys returned at the symposiums and conferences. The number could potentially be increased if there was an incentive to return the survey. One potential incentive could be a raffle with a nice gift donated by a vendor. *MayWay* is an herbal company which is active in highlighting threats of bear bile and could be a potential donor. They recently carried an article describing the threat that use of bear bile poses to bear populations. An additional way to increase return rates would be to have the survey available to be filled out online. The mouse pad give-away was very popular and could be used to increase the reach of the survey effort. However in order to determine whether those that do complete the survey are TCM practitioners, there will need to be a filter for the online submissions.

In addition, there was an expressed need to identify products that do and do not contain bear bile. Most practitioners were supportive of our effort to conserve bears through the use of alternatives. However, it was clear that many did not have a reliable source of information regarding the ingredients of the products that they use and prescribe. This is particularly the case with the increase in patent formulas where it is difficult to identify the actual ingredients. Several individuals specifically requested a list of “good” products. ABC suggests that a potential outreach opportunity exists to collect this information and display it on a website as well as to provide wallet cards for practitioners that list the products and patented formulas that do and do not use bear bile.

Response from the Survey

Methodology for analysis of survey results

As a result of our outreach, we received 47 surveys which were filled out on-site at conferences and symposiums or returned via mail or email.

Each question on the survey asks respondents to indicate the frequency of use of one or more herbs or patent formulas, e.g., often, sometimes, never or no answer (coded as a check mark or “X”) to treat a kind of ailment (e.g., clearing heat and detoxifying). The number of herbs or patent formulas included in each question ranges from one to 21. We analyzed each question of the survey independently so that we could tease out the most frequently used herbs/formulas for each ailment. To provide consistent information for WSPA, we performed an analysis similar to that presented in *Finding Herbal Alternatives to Bear Bile* (WSPA 2005). We totaled the responses for the herbs/formulas for each ailment and calculated the percentages of each response type. For each ailment type, we sorted the herbs/formulas according to frequency of use.

In the analysis, we used the total of percentages in the “often” and “sometimes” columns to indicate preference for a particular herb or patent formula. We examined how frequently each herb or formula was used and reported those that were notably high or low. In addition, we observe particular treatments that have a wide variety of trusted options, as well as those that do not.

It is important to note that *Finding Herbal Alternatives to Bear Bile* included only herbs. This analysis includes both herbs and patent formulas, as well a number of additional ailments.

Results

How often do you use the following herbs for clearing heat and detoxifying?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
Jin Yin Hua	70%	13%	6%	11%
Lian Qiao	64%	13%	11%	13%
Pu Gong Ying	47%	32%	11%	11%
Da Qing Ye	28%	45%	15%	13%

Chuan Xin Lian	28%	34%	28%	11%
Qing Dai	17%	47%	28%	9%
Zi Hua Di Ding	17%	45%	30%	9%
Yu Xing Cao	17%	30%	34%	19%
Bai Hua She She Cao	11%	40%	34%	15%
Ma Bo	11%	23%	51%	15%
Qin Pi	9%	55%	23%	13%
She Gan	9%	43%	36%	13%
Bai Xian Pi	9%	40%	40%	11%
Shan Dou Gen	9%	26%	53%	13%
Ban Bian Lian	9%	21%	60%	11%
Bai Jiang Cao	9%	17%	60%	15%
Bai Tou Weng	6%	47%	34%	13%
Ma Chi Xian	6%	23%	55%	15%
Hong Teng	4%	30%	51%	15%
Zao Xiu or Chonglou	2%	19%	62%	17%
Chui Pen Cao	0%	13%	70%	17%

There are several herbs that are highly trusted for clearing heat and detoxifying, including two (Jin Yin Hua and Lian Qiao) that had 75% of respondents indicate that they used them either “often” or “sometimes.” There were other herbs that were not highly trusted for clearing heat and detoxifying, including seven for which 50% of respondents never used them for this purpose.

How often do you use the following herbs for clearing liver fire?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
Long Dan Cao	57%	23%	6%	13%
Lu Hui	15%	43%	30%	11%
Zi Hua Di Ding	11%	55%	23%	11%
Zao Xiu or Chonglou	2%	17%	68%	13%

Respondents had a high level of trust for Long Dan Cao, for which a total of 80% said that they used it often or sometimes for clearing liver fire. Zao Xiu (or Chonglou) was less trusted, with 68% of respondents indicating that they never used it.

How often do you use the following herbs for brightening eyesight through nourishing the liver?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
Gou Qi Zi	67%	15%	7%	11%
Nu Zhen Zi	41%	35%	9%	15%
Shi Hu	19%	36%	32%	13%
Sha Yuan Zi	9%	28%	49%	15%

Respondents had a high level of trust for using Gou Qi Zi for brightening eyesight through nourishing the liver, with 82% of respondents using it sometimes or often. Sha Yuan Zi was not as trusted, with 49% of respondents never using it. Shi Hu appears to be comprised of several species of CITES Annex II dendrobium orchids indigenous to Asia. Hence, there was concern expressed by several TCM practitioners about including it in a list of alternatives.

How often do you use the following herbs for brightening eyesight and clearing liver fire?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
Gou Qi Zi	61%	22%	4%	13%
Ju Hua	60%	17%	4%	19%
Che Qian Zi	34%	34%	17%	15%
Man Jiing Zi	33%	37%	15%	15%
Xia Ku Cao	32%	32%	19%	17%
Nu Zhen Zi	32%	28%	21%	19%
Sang Ye	30%	30%	21%	19%
Jue Ming Zi	28%	40%	15%	17%
Shi Jue Ming	26%	30%	28%	17%
Zhen Zhu Mu	21%	28%	30%	21%
Qin Pi	15%	26%	38%	21%
Mu Zei	13%	15%	53%	19%
Qing Xiang Zi	6%	9%	64%	21%
Mi Meng Hua	4%	17%	57%	21%
Gu Jing Cao	2%	11%	64%	23%

There is a wide variety of trusted herbs used for brightening eyesight and clearing liver fire, as ten of the herbs in this category were used often or sometimes by more than 50% of practitioners. Only four herbs were never used by more than 50% of practitioners.

How often do you use the following patent formulas for nasal congestion and discharge?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
Bi Min Gan Wan	17%	19%	57%	6%
Qian Bai Bi Yan Pian	6%	21%	68%	4%
Fa Fun Bi Min Gan Wan	2%	9%	81%	9%

The patent formulas in this category were not very highly trusted and it may be difficult for WSPA to demonstrate strong support for these herbs with the results of this question.

How often do you use the following patent formulas for damp heat toxins?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
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Long Dan Xie Gan Tang	53%	30%	13%	4%
Yin Qiao Jie Du Pian	49%	19%	28%	4%
Ban Lan Gen Chong Ji	21%	21%	51%	6%
Huang Lian Jie Du Tang	19%	51%	23%	6%
Qing Wei San	11%	47%	34%	9%
Huang Lian Shang Qing Wan	11%	32%	51%	6%
Wu Wei Xiao Du Yin	9%	26%	60%	6%
Yu Nu Jian	9%	17%	64%	11%

Both Long Dan Xie Gan Tang and Yin Qiao Jie Du Pian ranked highly among respondents, approximately 50% of who used these two patent formulas often. Respondents were less likely to use Wu Wei Xiao Du Yin and Yu Nu Jian, for which respondents reported never using them 60% and 64% of the time, respectively.

How often do you use the following patent formulas for lower back pain and weakness?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
Liu Wei Di Huang Wan	53%	30%	13%	4%
Zuo Gui Wan	34%	38%	21%	6%
You Gui Wan	30%	40%	21%	9%
Jin Gui Shen Qi Wan	28%	41%	24%	7%
Tian Qi Du Zhong Wan	6%	26%	62%	6%

Respondents used four out of five of these herbs for lower back pain and weakness frequently, with more than 50% reporting that they used these formulas often or sometimes. Only Tian Qi Du Zhong Wang scored low, with 62% of respondents never using it.

How often do you use the following patent formulas for bi syndrome?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
Du Huo Ji Sheng Wan	47%	32%	15%	6%

Respondents trust this patent formula to treat *bi* syndrome, with nearly 80% of respondents indicating that they used it often or sometimes.

How often do you use the following patent formulas for traumatic injury?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
Zheng Gu Shui	36%	26%	32%	6%
Shang Shi Zhi Tong Gao	9%	15%	70%	6%

Respondents indicated a clear preference for Zheng Gu Shui over Shang Shi Zhi Tong Gao, which was never used by 70% of respondents.

How often do you use the following patent formulas for haemorrhoids?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
Hua Zhi Wan	2%	11%	80%	7%
Hua Zhi Ling	2%	2%	85%	11%

Neither of these patent formulas was frequently used by practitioners for treating haemorrhoids.

How often do you use the following patent formulas for improving skin beauty?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
Wu Wei Xiao Du Yin	9%	23%	64%	4%

This patent formula was not frequently used by practitioners who filled out the survey.

How often do you use the following patent formulas for itching and hives?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
Xiao Feng San	26%	40%	30%	4%

This formula was used often or sometimes by 66% of practitioners.

How often do you use the following patent formulas for eye and vision disorders?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
Qi Ju Di Huang Wan	32%	40%	23%	4%
Ming Mu Di Huang Wan	32%	38%	26%	4%

Both formulas received nearly equal scores from respondents, and a total of approximately 70% of respondents indicated that they used these formulas often or sometimes.

How often do you use the following patent formulas for Yang and Jing tonics?

Chinese pin yin	Often	Sometimes	Never	Did Not Answer
Jin Gui Shen Qi Wan	36%	45%	15%	4%
You Gui Wan	32%	45%	21%	2%

Both formulas received nearly equal scores from respondents, and a total of approximately 80% of respondents indicated that they used these formulas often or sometimes.

WSPA has used previous survey results to reach out to practitioners to demonstrate the trust that other TCM practitioners have in alternatives to bear bile. While some of these alternatives are highly trusted (70% of respondents said that they used Jin Yin Hua for clearing heat and detoxifying), others did not fare as well (for both patent formulas used for treatment of hemorrhoids, more than 80% of respondents said that they were never used).

Several treatments have a variety of acceptable and trusted herbs or patent formulas, including clearing heat and detoxifying; brightening eyesight and clearing liver fire; damp heat toxins; and lower back pain and weakness. Others, however, present limited choices, with less trust reported for these herbs or formulas, including: nasal congestion and discharge; *bi* syndrome; hemorrhoids; acne and improving skin beauty; and itching and hives. For these latter ailments, it is important to identify additional acceptable alternatives to bear bile.

Evaluations

Evaluation of WSPA Outreach Efforts

The ultimate goal of the alternatives survey is to develop outreach tools to communicate the prevalence of use - which indicates the trust in their effectiveness - to the Chinese public. It is critical that these efforts be evaluated in terms of their impact on the prevalence of bear bile use in China. Our recommendation regarding WSPA's use of the survey results involves random allocation of treatment areas in China. The ideal effort would include outreach in both rural and urban areas..

We recommend that WSPA randomly allocate similar sized rural and urban (keeping the two separate) regions in China as either a) treatment or b) control. The control regions will not receive any outreach and the treatment areas will receive the outreach according to WSPA's current strategy. Both the treatment and control regions should be surveyed for information regarding the prevalence of the use of bear bile before and after the outreach occurs. In both the treatment and control areas, the surveying should happen as close to simultaneous as possible. Regardless, the interval between the pre- and post- surveys should be the same in all locations. We recommend that the interval allow for the post-surveys to be conducted 6 months after the outreach has been completed in the treatment areas. It is important that all areas chosen as treatments or controls are separated enough, geographically and in terms of information flow, to ensure that no outreach efforts in one area spill into another.

Because of the sensitive nature of use of bear parts medicinally, we recommend that the survey technique called Randomized Response (developed by Warner 1965 and described by Fox and Tracy 1986) be utilized. This technique was developed specifically for assessing the prevalence of sensitive and/ or illegal behavior. It is known that such sensitive survey questions may be perceived as threatening and thus leads to refusals or untruthful answers. The specific type of randomized response method that we recommend is the paired-alternative RRT format, also known as the 'two unrelated questions' technique (Fox and Tracy 1986). Essentially this technique asks the interviewee to answer one of two questions. The choice of question is determined by the result of a randomizing tool (in this case a U.S. coin) and the surveyor is not

aware which question the respondent actually answers. In this case, we recommend that the following 2 questions be posed:

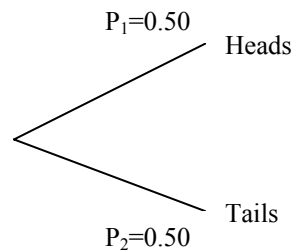
- 1 - Have you used bear bile in the past 2 months?
- 2 – Is the picture on the coin that you have just flipped a “head”?

[Note: a Chinese coin can be substituted if it is simple to describe the difference between the two sides of the coin.].

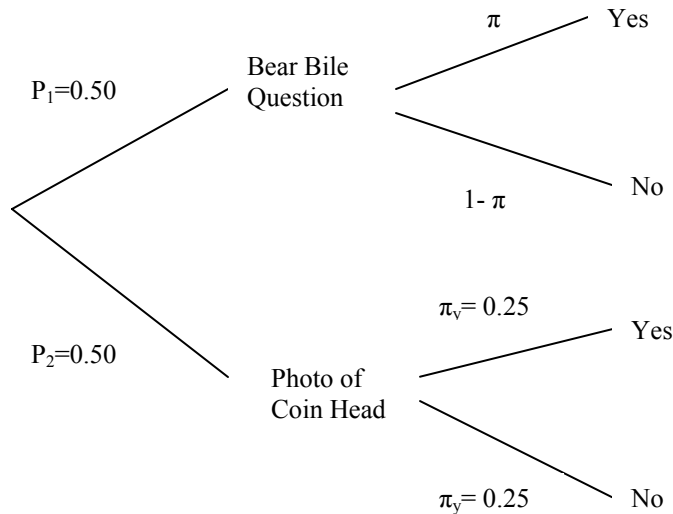
Specifically this randomized response methodology involves an interviewee flipping a coin, keeping the result of the flip unknown to the surveyor, then reaching into a bag with 2 envelopes (one with a picture of a coin on heads, the other with a picture of medicine that clearly indicates it contains bear bile), choosing an envelope, then answering: 1) “yes” if the picture is a head and the coin landed on heads; 2) “no” if the picture is a head and the coin landed on tails; 3) “yes” if the picture is bear bile medicine and they have personally used bear bile in the past 2 months; or 4) “no” if the picture is bear bile medicine and they have NOT personally used bear bile in the past 2 months.

The diagram below is altered from Solomon et. al (accepted for publication) to indicate the process as described.

Stage 1: Flip Coin



Stage 2: Sensitive Question



We recommend the use of pictures in order to reduce any bias related to incidents of illiteracy in the population. The choice of picture should be pilot tested in order to ensure that the pictures are clear and convey their intended meaning.

Again, the interviewee should only answer “yes” or “no.” It is critical that the surveyor not see the result of the coin flip. We suggest that the surveyors cover their eyes or turn their back during the flip and reopen them after the respondent has answered the question, replaced the photo in the envelope and the envelope in the bag, and returned the coin and the bag.

This survey technique allows the number of “yes” and “no” responses to be translated into the percentage of respondents that have used bear bile in the past 2 months according to the equation:

$$X_x = ([\lambda - (1-p) \Pi_y] / p)$$

with a variance of

$$\text{Var}(X_x) = \lambda(1 - \lambda)/np^2$$

Π_y = known proportion of the non-sensitive behavior (i.e. the coin flip question)

λ = observed proportion of “yes” responses

p = probability of answering the sensitive behavior question (i.e. the bear bile use question)

n = sample size

The known proportion of the non-sensitive behavior (Π_y) in this case is the product of the probability of the coin landing on heads (.5) and the probability of choosing the picture of the heads (0.5) which is 0.25. Therefore, 25% of the survey answers are expected to come from surveys in which the interviewee flipped a head and also picked the picture of the heads. Any “yes” responses beyond this number can be counted as indicating that the respondent has used bear bile in the past 2 months. The probability of answering the sensitive behavior question (p) is .5 (as there is a one in two chance that the photo of the bear bile medicine will be drawn).

The survey effort must be such that a sufficient sample size of responses is compiled in order for the randomized response technique to succeed. It will also be essential to pilot the technique in a few different areas to identify any potential problems related to cultural acceptance of the technique or any logistical concerns.

It will be critical that the surveyor be trustworthy in the eyes of the respondents and that the respondents trust the anonymity provided by the survey technique. We recommend that the surveys be conducted in Chinese herb markets so that respondents will not have to go out of their way to find the survey. The surveyor should be non-threatening, preferably a member of the local community that already is accepted by the residents. Surveyors should be fluent in the local Chinese dialect and the survey should be conducted in that language. Additionally, surveyors should work through an example run with each respondent to make sure that the respondent understands the survey technique and trusts that it is anonymous. We cannot stress the importance of this level of acceptance, trust, and ease for the evaluation survey to succeed.

If resources are not available to comply with the survey recommendations offered above, we recommend a more simplified survey technique that is combined with the outreach efforts. In this case, the “control” will be a series of questions regarding attitudes and behaviors related to TCM use and bear bile in particular. Immediately after these questions, WSPA should have the interviewee look at the outreach material. Immediately following that, the same exact survey questions related to attitudes and intended behaviors should be asked. We suggest that the following questions be used for such a survey:

- Do you use Traditional Chinese Medicine for regular health ailments?
- Would you recommend the use of bear bile as medicine to your friends and family?
- Have you used (or do you intend to use) bear bile for medicine?
- Do you believe that there are effective alternatives to bear bile for medicine?
- Do you think that Asian bear species are surviving well in the wild?
- Do you think that the use of bear bile for medicine affects bear survival in the wild?

-Would you use herbal alternatives to bear bile for an ailment that could also be treated with bear bile?

-Would you recommend the use of herbal alternatives to bear bile for an ailment that could also be treated with bear bile?

A final evaluation tool would be to give the website for the Alternatives to Bear Bile Campaign out as part of the outreach in China and to record the change in the number of hits that the site receives after the outreach is complete.

Evaluation of the EWCL Alternatives to Bear Bile Group

In order to evaluate our internal effectiveness, the Alternatives to Bear Bile Group calculated the following metrics:

- 1 - Number of surveys completed (goal is 200)
- 2 - Number of surveys handed out
- 3 - Percentage of surveys which were handed out that were completed

Generally, mail surveys are considered successful when approximately 10-12% are returned (aapor.org and ropercenter.uconn.edu). Since a survey effort involves personal appeals, we expect a higher threshold for success, but will use this 10-12% as a lower benchmark.

We received 47 completed surveys out of a total of 305 (225 at conferences, 80 via email) distributed. This computes to a 15.4 % response rate. This was a successful response rate which could have been increased further by: 1) adding an address to which to send the surveys after the conference concluded; 2) personally following up on the surveys that were mailed out (only 15% follow-up); and 3) providing a clear incentive for practitioners to return the survey. Additionally, the gross number of surveys received could be increased by attending a larger number of outreach venues. Nevertheless, our survey response did allow for initial identification of apparent trends in the use of alternatives to bear bile as well as gaps in the need for identification of new alternatives in areas where no trusted products currently exist (at least not among the alternatives listed in the survey).

Conclusion

This study suggests that there are several acceptable and trusted alternatives to bear bile that are prescribed regularly within the U.S. TCM practitioner community. With the prominence of their use within the United States, there should be less resistance among Chinese TCM practitioners in regards to promotion of their use in China. However, there were a number of alternative herbs and patent formulas that were either prescribed very rarely or not at all. This may indicate that the practitioners are more likely to prescribe bear bile, or other non-listed alternatives, to treat patients. It may be difficult for WSPA to demonstrate strong support for use of these particular bear bile alternatives within both the U.S. and Chinese TCM communities.

Due to the limited trust or limited use of several of the bear bile alternatives, we can speculate that bear bile will continue to be prescribed to treat those ailments for which there is no

acceptable alternative. This lack of options may continue to drive the market for bear bile and to hinder the attempts of animal welfare and conservation organizations to promote the use of alternatives. As a result of this small scale survey, we make the following recommendations:

- Combine the results of the EWCL ABC revised WSPA surveys with the previously compiled WSPA results to gain a bigger picture.
- Include a mailing address to which to send completed surveys that have not yet been returned.
- Include a downloadable version of the survey on the TCM Update website.
- Include a visible mention on the front page of the survey that indicates the focus on both herbs and patented formulas.
- Remove Shi Hu, from the alternatives list for *brightening eyesight through nourishing the liver* as it can be comprised of species listed on Appendix II of CITES.
- Include additional alternatives in the sections where none of the current options are trusted or used. This should give a better understanding whether other herbs are used or if this is where bear bile is most often prescribed.
- Develop a wallet card and accompanying website that identifies which patent formulas do and do not contain bear bile.
- Develop outreach tools to communicate the prevalence of use of alternatives to bear bile to the Chinese public.
- Develop and implement a scientifically sound evaluation methodology in conjunction with the outreach efforts, following the description included in this paper.
- Develop a follow-up strategy for the first and second contact lists.
- Follow up with contacts who submitted their surveys and have requested to be informed of the results.

Based on the available research conducted into the uses of bear bile and gall, as well as the evidence of a thriving market for the products, there is a need for continued promotion of alternatives within the TCM communities. The next phase of the project should take the information gathered from these surveys, disseminate it to the appropriate individuals in China, and implement an evaluation strategy for those outreach efforts.

Acknowledgements

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Appendices:

- 1) Original WSPA Survey
- 2) ABCG Revised WSPA Survey
- 3) WSPA Cover Letter
- 4) ABCG Revised Cover Letter
- 5) Conference Information Sheets (3)
- 6) Symposium and Conference Images
- 7) WSPA Information Packet
- 8) EWCL Contacts List for Survey
- 9) EWCL-WSPA Survey Analysis

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Appendix 1: Original WSPA Survey

Traditional Medicine Questionnaire

Section 1 - General Information

a) Contact Details

Full name of organisation:	
Contact person (including position in organisation):	
Address:	
Telephone:	Email:
Fax:	Website:

*If you represent a Traditional Chinese Medicine association please go to section (b).

*If you represent a Traditional Chinese Medicine college/university please go to section (c).

b) TCM Associations

When was your Association founded?
Do you have practicing members?
If yes, how many members do you have?
Does your country have a licensing system for TCM practitioners? Give details.
If yes, does your Association have any role in the licensing of practitioners? Give details.

Continue on blank sheet if necessary ...

c) TCM Colleges/Universities

When was your College/University founded?
How many TCM students attend your college each year?
Does your country have a licensing system for TCM practitioners? Give details.
If yes, is attendance at any of your courses required for licensing? If so, please state the name of the course.
Is your College/University affiliated with any TCM associations? Give details.

Continue on blank sheet if necessary ...

Section 2 - Individual herbs used in Traditional Medicine

Listed below are a number of herbs used in Traditional Medicine. They are divided into four categories based on their properties:

1. Clearing heat and detoxifying
2. Clearing liver fire
3. Brightening eyesight through nourishing the liver
4. Brightening eyesight and clearing away liver fire

For each of the properties above, please indicate how often you use each herb by placing a cross by the appropriate answer.

1. Clearing heat and detoxifying

Herb			How often do you use for clearing heat and de-toxifying?
Chinese pin yin	Chinese	Pharmaceutical name	
<i>Ban Bian Lian</i>	半邊蓮	<i>Herba Lobeliae Chinensis</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Bai Hua She She Cao</i>	白花蛇舌草	<i>Herba Hedyotidis Diffusae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Bai Jiang Cao</i>	敗醬草	<i>Herba Patriniae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Bai Tou Weng</i>	白頭翁	<i>Radix Pulsatillae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Bai Xian Pi</i>	白鮮皮	<i>Cortex Dictamni</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Chuan Xin Lian</i>	穿心蓮	<i>Herba Andrographitis</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Chui Pen Cao</i>	垂盆草	<i>Herba Sedi</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Da Qing Ye</i>	大青葉	<i>Folium Isatidis</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Hong Teng</i>	紅藤	<i>Caulis Sargentodoxae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Jin Yin Hua</i>	金銀花	<i>Flos Lonicerae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Lian Qiao</i>	連翹	<i>Fructus Forsythiae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Ma Bo</i>	馬勃	<i>Lasiosphaera seu Calvatia</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Ma Chi Xian</i>	馬齒莧	<i>Herba Portulacaceae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Pu Gong Ying</i>	蒲公英	<i>Herba Taraxaci</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Qing Dai</i>	青黛	<i>Indigo Naturalis</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Qin Pi</i>	秦皮	<i>Cortex Fraxini</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Shan Dou Gen</i>	山豆根	<i>Radix Sophorae Subprostratae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>She Gan</i>	射幹	<i>Rhizoma Belamcandae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Yu Xing Cao</i>	魚腥草	<i>Herba Houttuyniae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Zao Xiu or Chonglou</i>	蚤休 or 重樓	<i>Rhizoma Paridis</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Zi Hua Di Ding</i>	紫花地丁	<i>Herba Viola</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

2. Clearing liver fire

Herb			How often do you use for clearing liver fire?
Chinese pin yin	Chinese	Pharmaceutical name	
<i>Long Dan Cao</i>	龍膽草	<i>Radix Gentianae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Lu Hui</i>	蘆薈	<i>Aloe</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Zao Xiu or Chonglou</i>	蚤休 or 重樓	<i>Rhizoma Paridis</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Zi Hua Di Ding</i>	紫花地丁	<i>Herba Violae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

3. Brightening eyesight through nourishing the liver

Herb			How often do you use for brightening eyesight through nourishing the liver?
Chinese pin yin	Chinese	Pharmaceutical name	
<i>Sha Yuan Zi</i>	沙苑子	<i>Semen Astragali</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Gou Qi Zi</i>	枸杞子	<i>Fructus Lycii</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Nu Zhen Zi</i>	女貞子	<i>Fructus Ligustri Lucidi</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Shi Hu</i>	石斛	<i>Herba Denbroii</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

4. Brightening eyesight and clearing away liver fire

Herb			How often do you use for brightening eyesight and clearing away liver fire?
Chinese pin yin	Chinese	Pharmaceutical name	
<i>Che Qian Zi</i>	車前子	<i>Semen Plantaginis</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Gou Qi Zi</i>	枸杞子	<i>Fructus Lycii</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Gu Jing Cao</i>	穀精草	<i>Flos Eriocauli</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Jue Ming Zi</i>	決明子	<i>Semen Cassiae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Ju Hua</i>	菊花	<i>Flos Chrysanthemi</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Man Jing Zi</i>	蔓荊子	<i>Fructus viticis</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Mi Meng Hua</i>	密蒙花	<i>Flos Buddlejae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Mu Zei</i>	木賊	<i>Herba Equiseti Hiemalis</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Nu Zhen Zi</i>	女貞子	<i>Fructus Ligustri Lucidi</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Qin Pi</i>	青皮	<i>Cortex Fraxini</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Qing Xiang Zi</i>	青葙子	<i>Semen Sclerosiae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Shi Jue Ming</i>	石決明	<i>Folium Mori</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
<i>Xia Ku Cao</i>	夏枯草	<i>Spica Prunellae</i>	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

<i>Shi Jue Ming</i>	石決明	Concha Haliotidis	Never <input type="checkbox"/>	Sometimes <input type="checkbox"/>	Often <input type="checkbox"/>
<i>Zhen Zhu Mu</i>	珍珠母	<i>Concha Margaritifera Usta</i>	Never <input type="checkbox"/>	Sometimes <input type="checkbox"/>	Often <input type="checkbox"/>

Section 3 - Patent formulas used in Traditional Medicine

Listed below are a number of patent formulas used in Traditional Medicine. They are divided into a number of categories depending on what conditions they are used to treat:

1. Common Cold, Flu and Nasal Disorders
2. Infections, Fever and Internal Heat
3. Musculoskeletal Disorders
4. Digestive Disorders
5. Skin Disorders
6. Eye and vision disorders
7. Tonics

For each of the conditions above, please indicate how often you use each patent formula by placing a cross by the appropriate answer.

1) Common Cold, Flu and Nasal Disorders

i) Nasal congestion and discharge

Patent Formula		How often do you use to treat nasal congestion and discharge?
Chinese pin yin	Chinese	
Qian Bai Bi Yan Pian	千柏鼻炎片	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Bi Min Gan Wan	鼻敏感丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Fa Fun Bi Min Gan Wan	花粉鼻敏感丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

2) Infections, Fever and Internal Heat

i) Damp heat toxins

Patent Formula		How often do you use to treat damp heat toxins?
Chinese pin yin	Chinese	
Huang Lian Jie Du Tang	黃連解毒湯	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Long Dan Xie Gan Tang	龍膽瀉肝湯	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Ban Lan Gen Chong Ji	板藍根沖劑	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Wu Wei Xiao Du Yin	五味消毒飲	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Huang Lian Shang Qing Wan	黃連上清丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Yu Nu Jian	玉女煎	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Qing Wei San	清胃散	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Yin Qiao Jie Du Pian	銀翹解毒片	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

3) Musculoskeletal Disorders

i) Lower back pain and weakness

Patent Formula		How often do you use to treat lower back pain and weakness?
Chinese pin yin	Chinese	
Tian Qi Du Zhong Wan	田七杜仲丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Jin Gui Shen Qi Wan	金匱腎氣丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Liu Wei Di Huang Wan	六味地黃丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Zuo Gui Wan	左歸丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
You Gui Wan	右歸丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

ii) Topical applications for *bi* syndrome

Alternative Patent Medicine		How often do you use to treat <i>bi</i> syndrome?
Chinese pin yin	Chinese	
Du Huo Ji Sheng Wan	獨活寄生丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

iii) Traumatic injury

Alternative Patent Medicine		How often do you use to treat traumatic injury?
Chinese pin yin	Chinese	
Shang Shi Zhi Tong Gao	傷濕止痛膏	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Zheng Gu Shui	正骨水	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

4) Digestive Disorders

i) Haemorrhoids

Alternative Patent Medicine		How often do you use to treat haemorrhoids?
Chinese pin yin	Chinese	
Hua Zhi Wan	化痔丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Hua Zhi Ling	化痔靈	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

5) Skin Disorders

i) Acne and skin beauty

Alternative Patent Medicine		How often do you use to treat acne and to improve skin beauty?
Chinese pin yin	Chinese	
Wu Wei Xiao Du Yin	五味消毒飲	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

ii) Itching and hives

Alternative Patent Medicine		How often do you use to treat itching and hives?
Chinese pin yin	Chinese	
Xiao Feng San	消風散	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

6) Eye and vision disorders

Alternative Patent Medicine		How often do you use to treat eye and vision disorders?
Chinese pin yin	Chinese	
Ming Mu Di Huang Wan	明目地黃丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
Qi Ju Di Huang Wan	枸菊地黃丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

7) Tonics

i) Yang and Jing Tonics

Alternative Patent Medicine		How often do you use for Yang and Jing tonics?
Chinese pin yin	Chinese	
Jin Gui Sheng Qi Wan	金匱腎氣丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>
You Gui Wan	右歸丸	Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/>

Additional Comments and Suggestions

Please use this sheet for any additional comments you may have on the questionnaire, including any additional herbs that are not included that can be used to treat the above conditions:

Appendix 2: ABCG Revised WSPA Survey

Traditional Medicine Questionnaire

Your information is invaluable to understanding the current situation related to the use and need for traditional medicines. Thank you so much for taking the time for this survey, it should take you about 15 minutes.

Section 1 - Individual herbs used in Traditional Medicine

Listed below are a number of herbs used in Traditional Medicine. They are divided into four categories based on their properties. For each of the properties, please indicate how often you use each herb by placing a cross by the appropriate answer.

1. How often do you use the following herbs for clearing heat and detoxifying?

Chinese pin yin	Chinese	Pharmaceutical name	Never	Sometimes	Often
Ban Bian Lian	半邊蓮	<i>Herba Lobeliae Chinensis</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bai Hua She She Cao	白花蛇舌草	<i>Herba Hedyotidis Diffusae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bai Jiang Cao	敗醬草	<i>Herba Patriniae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bai Tou Weng	白頭翁	<i>Radix Pulsatillae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bai Xian Pi	白鮮皮	<i>Cortex Dictamni</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chuan Xin Lian	穿心蓮	<i>Herba Andrographitis</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chui Pen Cao	垂盆草	<i>Herba Sedi</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Da Qing Ye	大青葉	<i>Folium Isatidis</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hong Teng	紅藤	<i>Caulis Sargentodoxae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jin Yin Hua	金銀花	<i>Flos Lonicerae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lian Qiao	連翹	<i>Fructus Forsythiae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ma Bo	馬勃	<i>Lasiosphaera seu Calvatia</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ma Chi Xian	馬齒莧	<i>Herba Portulacaceae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pu Gong Ying	蒲公英	<i>Herba Taraxaci</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Qing Dai	青黛	<i>Indigo Naturalis</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Qin Pi	秦皮	<i>Cortex Fraxini</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shan Dou Gen	山豆根	<i>Radix Sophorae Subprostratae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
She Gan	射幹	<i>Rhizoma Belamcandae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yu Xing Cao	魚腥草	<i>Herba Houttuyniae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zao Xiu or Chonglou	蚤休 or 重樓	<i>Rhizoma Paridis</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zi Hua Di Ding	紫花地丁	<i>Herba Violae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. How often do you use the following herbs for clearing liver fire?

Chinese pin yin	Chinese	Pharmaceutical name	Never	Sometimes	Often
Long Dan Cao	龍膽草	<i>Radix Gentianae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lu Hui	蘆薈	<i>Aloe</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zao Xiu or Chonglou	蚤休 or 重樓	<i>Rhizoma Paridis</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zi Hua Di Ding	紫花地丁	<i>Herba Violae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. How often do you use the following herbs for brightening eyesight through nourishing the liver?

Chinese pin yin	Chinese	Pharmaceutical name	Never	Sometimes	Often
Sha Yuan Zi	沙苑子	<i>Semen Astragali</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gou Qi Zi	枸杞子	<i>Fructus Lycii</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nu Zhen Zi	女貞子	<i>Fructus Ligustri Lucidi</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shi Hu	石斛	<i>Herba Denbrobi</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. How often do you use the following herbs for brightening eyesight and clearing away liver fire?

Chinese pin yin	Chinese	Pharmaceutical name	Never	Sometimes	Often
Che Qian Zi	車前子	<i>Semen Plantaginis</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gou Qi Zi	枸杞子	<i>Fructus Lycii</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gu Jing Cao	穀精草	<i>Flos Eriocauli</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jue Ming Zi	決明子	<i>Semen Cassiae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ju Hua	菊花	<i>Flos Chrysanthemi</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Man Jing Zi	蔓荊子	<i>Fructus viticis</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mi Meng Hua	密蒙花	<i>Flos Buddlejae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mu Zei	木賊	<i>Herba Equiseti Hiemalis</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nu Zhen Zi	女貞子	<i>Fructus Ligustri Lucidi</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Qin Pi	青皮	<i>Cortex Fraxini</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Qing Xiang Zi	青葙子	<i>Semen Sclerosiae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sang Ye	桑叶	<i>Folium Mori</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Xia Ku Cao	夏枯草	<i>Spica Prunellae</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shi Jue Ming	石決明	<i>Concha Haliotidis</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zhen Zhu Mu	珍珠母	<i>Concha Margaritifera Usta</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 2 - Patent formulas used in Traditional Medicine

Listed below are a number of patent formulas used in Traditional Medicine. They are divided into seven categories based on what conditions they are used to treat. For each of the conditions, please indicate how often you use each patent formula by placing a cross by the appropriate answer.

1) Common Cold, Flu and Nasal Disorders

1a) How often do you use the following patent formulas to treat nasal congestion and discharge?

Chinese pin yin	Chinese	Never	Sometimes	Often
Qian Bai Bi Yan Pian	千柏鼻炎片	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bi Min Gan Wan	鼻敏感丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fa Fun Bi Min Gan Wan	花粉鼻敏感丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2) Infections, Fever and Internal Heat

2a) How often do you use the following patent formulas to treat damp heat toxins?

Chinese pin yin	Chinese	Never	Sometimes	Often
Huang Lian Jie Du Tang	黃連解毒湯	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Long Dan Xie Gan Tang	龍膽瀉肝湯	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ban Lan Gen Chong Ji	板藍根沖劑	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wu Wei Xiao Du Yin	五味消毒飲	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huang Lian Shang Qing Wan	黃連上清丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yu Nu Jian	玉女煎	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Qing Wei San	清胃散	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yin Qiao Jie Du Pian	銀翹解毒片	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3) Musculoskeletal Disorders

3a) How often do you use the following patent formulas to treat lower back pain and weakness?

Chinese pin yin	Chinese	Never	Sometimes	Often
Tian Qi Du Zhong Wan	田七杜仲丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jin Gui Shen Qi Wan	金匱腎氣丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liu Wei Di Huang Wan	六味地黃丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zuo Gui Wan	左歸丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You Gui Wan	右歸丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3b) How often do you use the following patent formula to treat *bi* syndrome?

Chinese pin yin	Chinese	Never	Sometimes	Often
Du Huo Ji Sheng Wan	獨活寄生丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3c) How often do you use the following patent formulas to treat traumatic injury?

Chinese pin yin	Chinese	Never	Sometimes	Often
Shang Shi Zhi Tong Gao	傷濕止痛膏	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zheng Gu Shui	正骨水	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4) Digestive Disorders

4a) How often do you use the following patent formulas to treat haemorrhoids?

Chinese pin yin	Chinese	Never	Sometimes	Often
Hua Zhi Wan	化痔丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hua Zhi Ling	化痔靈	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5) Skin Disorders

5a) How often do you use the following patent formula to treat acne and to improve skin beauty?

Chinese pin yin	Chinese	Never	Sometimes	Often
Wu Wei Xiao Du Yin	五味消毒飲	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5b) How often do you use the following patent formula to treat itching and hives?

Chinese pin yin	Chinese	Never	Sometimes	Often
Xiao Feng San	消風散	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6) Eye Disorders

6a) How often do you use the following patent formulas to treat eye and vision disorders?

Chinese pin yin	Chinese	Never	Sometimes	Often
Ming Mu Di Huang Wan	明目地黃丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Qi Ju Di Huang Wan	杞菊地黃丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7) Tonics

7a) How often do you use the following patent formula for Yang and Jing Tonics?

Chinese pin yin	Chinese	Never	Sometimes	Often
Jin Gui Sheng Qi Wan	金匱腎氣丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You Gui Wan	右歸丸	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 3 - General Information

This information will be useful in understanding the context of your answers. Please know that your answers will be kept confidential and your name will only be used for follow-up contact if you choose to be contacted; it will not be published or used in any other public forum without your expressed permission.

a) Contact Details

Contact person name (including position in organisation):	
Full name of organisation:	
TCM College or Association affiliation (if different than above):	
Address:	
Telephone:	Email:
Fax:	Website:
Would you like to be contacted about the results of this survey or other TCM Update-related work? <input type="checkbox"/> Yes <input type="checkbox"/> No	

b) Additional Comments and Suggestions

Please use this space for any additional comments you may have on the questionnaire, including any additional herbs that are not included that can be used to treat the above conditions:

For more information, please contact TCMUpdate at campaigns@wspausa.org.

Thank you again for your critical information and for participating in this survey.

Appendix 3: WSPA Cover Letter

Dear ,

I am writing to you today on behalf of the World Society for the Protection of Animals (WSPA), a United Nations-affiliated animal welfare NGO. You may recall that we corresponded in late 2003 concerning our shared interest in the use and promotion of herbally-based Traditional Medicines, which are both cost-effective alternatives to animal-derived products and help to ensure the preservation of endangered animal species.

As part of our research, we seek to learn more about the applications of herbal treatments for various health concerns and the alternatives used in place of the more traditional animal-based ingredients. Since the use of products containing endangered animal species is not common in the United States, we are especially interested in receiving input from TM practitioners here. WSPA has created a short survey listing a number of herbal alternatives that do not contain any animal products but that are used in TM. *This survey is not meant to be a one-size-fits-all comparison of animal versus herbal products; rather, we are simply trying to designate which alternative herbal remedies are already being used by the TM community in the United States to treat a spectrum of afflictions.*

As an expert in the field, your participation will be invaluable and much appreciated. We would be grateful if you could take a few moments to fill out the enclosed questionnaire and return it in the envelope provided. Also, if you have colleagues or a membership base that you feel would be interested in participating, please feel free to share this survey with them. Should the results of the survey be published, the identities of all participants will be kept strictly confidential.

The information provided by this exercise is vital for future work on developing and promoting herbal remedies and WSPA hopes this endeavour will mark the beginning of a fruitful collaboration between WSPA and the TM community worldwide.

Once again, thank you for taking the time to complete our survey. We will be happy to share the results with you once they are available. If you have any questions or concerns, please do not hesitate to contact me. Otherwise, I will look forward to receiving your response by February 25, 2005.

Best regards,

Appendix 4: ABCG Revised Cover Letter



Greetings Traditional Medicine Practitioner,

I am writing to you today on behalf of the World Society for the Protection of Animals (WSPA), a United Nations-affiliated animal welfare NGO as well as the Emerging Wildlife Conservation Leaders Program (EWCL), a collection of select young wildlife conservation professionals. We are here attending the Pacific College of Oriental Medicine's 18th annual Pacific Symposium 2006 to promote and learn about the use of herbal-based Traditional Medicines, which are both cost-effective alternatives to animal-derived products and help to ensure the preservation of endangered animal species.

As part of our research, we seek to learn more about the applications of herbal treatments for various health concerns and the alternatives used in place of the more traditional animal-based ingredients. Since the use of products containing endangered animal species is not common in the United States, we are especially interested in receiving input from TM practitioners here. WSPA has created a short survey listing a number of herbal alternatives that do not contain any animal products but that are used in TM. *This survey is not meant to be a one-size-fits-all comparison of animal versus herbal products; rather, we are simply trying to designate which alternative herbal remedies are already being used by the TM community in the United States to treat a spectrum of afflictions.*

As an expert in the field, your participation will be invaluable and much appreciated. We would be grateful if you could take a few moments to fill out the enclosed "Traditional Medicine Questionnaire" and return it in the envelope provided. We expect this will take you about 15 minutes. Also, if you have colleagues or a membership base that you feel would be interested in participating, please feel free to share this survey with them. Should the results of the survey be published, the identities of all participants will be kept strictly confidential.

The information provided by this exercise is vital for future work on developing and promoting herbal remedies and WSPA hopes this endeavour will mark the beginning of a fruitful collaboration between WSPA and the TM community worldwide.

Once again, thank you for taking the time to complete our survey. We will be happy to share the results with you once they are available. If you have any questions or concerns, please do not hesitate to contact us. Otherwise, we look forward to receiving your response by **November 30, 2006**.

Best regards,

EWCL Representatives

Natalie Bailey nbailey@bushmeat.org

Cynthia R. Wilkerson crwilkerson2000@yahoo.com

Appendix 5: Conference Information Sheets (3)

For more information about the EWCL Alternatives to Bear Bile Campaign, please contact:

Natalie Bailey
nbailey@bushmeat.org

&
Cynthia R. Wilkerson
crwilkerson2000@yahoo.com



Emerging Wildlife Conservation Leaders (EWCL) & World Society for the Protection of Animals (WSPA)

What is EWCL? Emerging Wildlife Conservation Leaders (EWCL) is a collaborative effort between multiple wildlife conservation organizations, government agencies, and private businesses. This initiative brings together new, emerging leaders in the wildlife conservation field for capacity building and intense training in campaign development and skills. The training culminates in the hands-on implementation of a two-year group international wildlife issue campaign. This effort is supported by the U.S. Fish & Wildlife Service, Defenders of Wildlife, and White Oak Conservation Center/Howard Gilman Foundation.

Each EWCL Class is charged with selecting, designing, and implementing a conservation campaign that will have tangible benefits to one or more species of imperiled international wildlife, while using the skills they have learned during the leadership and campaign training sessions. The Class of 2005 chose bears of Southeast Asia as the umbrella topic, then divided into subgroups in order to launch four independent but complementary projects to benefit these imperiled species:

- *The Impact of Bear Bile Farming on Wild Bears in Southeast Asia: Status and Trends White Paper*
- *Alternatives to Bear Bile Campaign: TM Practitioners Survey and White Paper Report on Herbal Alternatives*
- *Sun Bear Conservation Awareness Campaign in Southeast Asia: Education and Outreach Materials Toolkit*
- *Saving Sun Bears: Habitat Distribution Research and Sun Bear Education Center Development*

What is the Alternatives to Bear Bile Campaign (ABC)? In an effort to promote the short- and long-term conservation of the highly imperiled sun, sloth and Asiatic black bear species, the Alternatives to Bear Bile Campaign (ABC) project will creatively combine targeted research, education, and awareness efforts to form a coordinated initiative which will produce beneficial results for the targeted bear species. Specifically ABC seeks to highlight herbal alternatives to bear bile and trends in Traditional Medicine (TM) by working in partnership with the World Society for Protection of Animals. ABC and WSPA will survey TM practitioners in the U.S. about the treatments that they use for ailments that traditionally have been healed with bear bile. Over 54 herbal alternatives exist and we will be working to identify which practitioners use most frequently. Project members will develop and conduct an outreach strategy in order to promote the survey, such as attending TM conferences and networking with key TM contacts in the States to reach out to the larger TM community. The results of the survey will be compiled into a report for outreach to the TM community around the world in order to encourage the development and use of herbal products in-country.

Why are we here at Pacific Symposium 2006? Our main goal is conservation of Southeast Asian wild bear species. By working in conjunction with WSPA's TCM Update campaign, ABC members hope to learn more about Western trends in integrating Eastern TM practices with Western focuses on sustainability and preservation of species. By drawing from the experiences of the community in attendance at the **Pacific College of Oriental Medicine's Pacific Symposium 2006** and sharing these lessons with stakeholders around the world, we hope to reduce the market demand for bear bile products that drive wild bear poaching and bear farming. We are excited to learn from your collective years of wisdom – from everything that TM itself has to offer as well as your experience in integrating TM in today's modern society.

For more information about the EWCL Alternatives to Bear Bile Campaign, please contact:

Natalie Bailey
nbailey@bushmeat.org

&
Cynthia R. Wilkerson
crwilkerson2000@yahoo.com



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What is EWCL? Emerging Wildlife Conservation Leaders (EWCL) is a collaborative effort between multiple wildlife conservation organizations, government agencies, and private businesses. This initiative brings together new, emerging leaders in the wildlife conservation field for capacity building and intense training in campaign development and skills. The training culminates in the hands-on implementation of a two-year group international wildlife issue campaign. This effort is supported by the U.S. Fish & Wildlife Service, Defenders of Wildlife, and White Oak Conservation Center/Howard Gilman Foundation.

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- *The Impact of Bear Bile Farming on Wild Bears in Southeast Asia: Status and Trends White Paper*
- *Alternatives to Bear Bile Campaign: TM Practitioners Survey and White Paper Report on Herbal Alternatives*
- *Sun Bear Conservation Awareness Campaign in Southeast Asia: Education and Outreach Materials Toolkit*
- *Saving Sun Bears: Habitat Distribution Research and Sun Bear Education Center Development*

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For more information about the EWCL Alternatives to Bear Bile Campaign, please contact:

Susannah Smith
susannahsmith@verizon.net

&

Sharon Price
sprice@rareconservation.org



Emerging Wildlife Conservation Leaders (EWCL) & World Society for the Protection of Animals (WSPA)

What is EWCL? Emerging Wildlife Conservation Leaders (EWCL) is a collaborative effort between multiple wildlife conservation organizations, government agencies, and private businesses. This initiative brings together new, emerging leaders in the wildlife conservation field for capacity building and intense training in campaign development and skills. The training culminates in the hands-on implementation of a two-year group international wildlife issue campaign. This effort is supported by the U.S. Fish & Wildlife Service, Defenders of Wildlife, and White Oak Conservation Center/Howard Gilman Foundation.

Each EWCL Class is charged with selecting, designing, and implementing a conservation campaign that will have tangible benefits to one or more species of imperiled international wildlife, while using the skills they have learned during the leadership and campaign training sessions. The Class of 2005 chose bears of Southeast Asia as the umbrella topic, then divided into subgroups in order to launch four independent but complementary projects to benefit these imperiled species:

- *The Impact of Bear Bile Farming on Wild Bears in Southeast Asia: Status and Trends White Paper*
- *Alternatives to Bear Bile Campaign: TM Practitioners Survey and White Paper Report on Herbal Alternatives*
- *Sun Bear Conservation Awareness Campaign in Southeast Asia: Education and Outreach Materials Toolkit*
- *Saving Sun Bears: Habitat Distribution Research and Sun Bear Education Center Development*

What is the Alternatives to Bear Bile Campaign (ABC)? In an effort to promote the short- and long-term conservation of the highly imperiled sun, sloth and Asiatic black bear species, the Alternatives to Bear Bile Campaign (ABC) project will creatively combine targeted research, education, and awareness efforts to form a coordinated initiative which will produce beneficial results for the targeted bear species. Specifically ABC seeks to highlight herbal alternatives to bear bile and trends in Traditional Medicine (TM) by working in partnership with the World Society for Protection of Animals. ABC and WSPA will survey TM practitioners in the U.S. about the treatments that they use for ailments that traditionally have been healed with bear bile. Over 54 herbal alternatives exist and we will be working to identify which practitioners use most frequently. Project members will develop and conduct an outreach strategy in order to promote the survey, such as attending TM conferences and networking with key TM contacts in the States to reach out to the larger TM community. The results of the survey will be compiled into a report for outreach to the TM community around the world in order to encourage the development and use of herbal products in-country.

Why are we at the AOMA Southwest Symposium? Our main goal is conservation of Southeast Asian wild bear species. By working in conjunction with WSPA's TCM Update campaign, ABC members hope to learn more about Western trends in integrating Eastern TM practices with Western focuses on sustainability and preservation of species. By drawing from the experiences of the community in attendance at the Symposium and sharing these lessons with stakeholders around the world, we hope to reduce the market demand for bear bile products that drive wild bear poaching and bear farming. We are excited to learn from your collective years of wisdom – from everything that TM itself has to offer as well as your experience in integrating TM in today's modern society.

Appendix 6: Symposium and Conference Images

Alternatives to Bear Bile Campaign White Paper Attachment

Symposiums and Conferences

Southwest Symposium, March 24-26, Austin, Texas



2006 International Conference and Exposition of the American Association of Oriental Medicine, October 20-22, 2006. Litchfield Park, Arizona



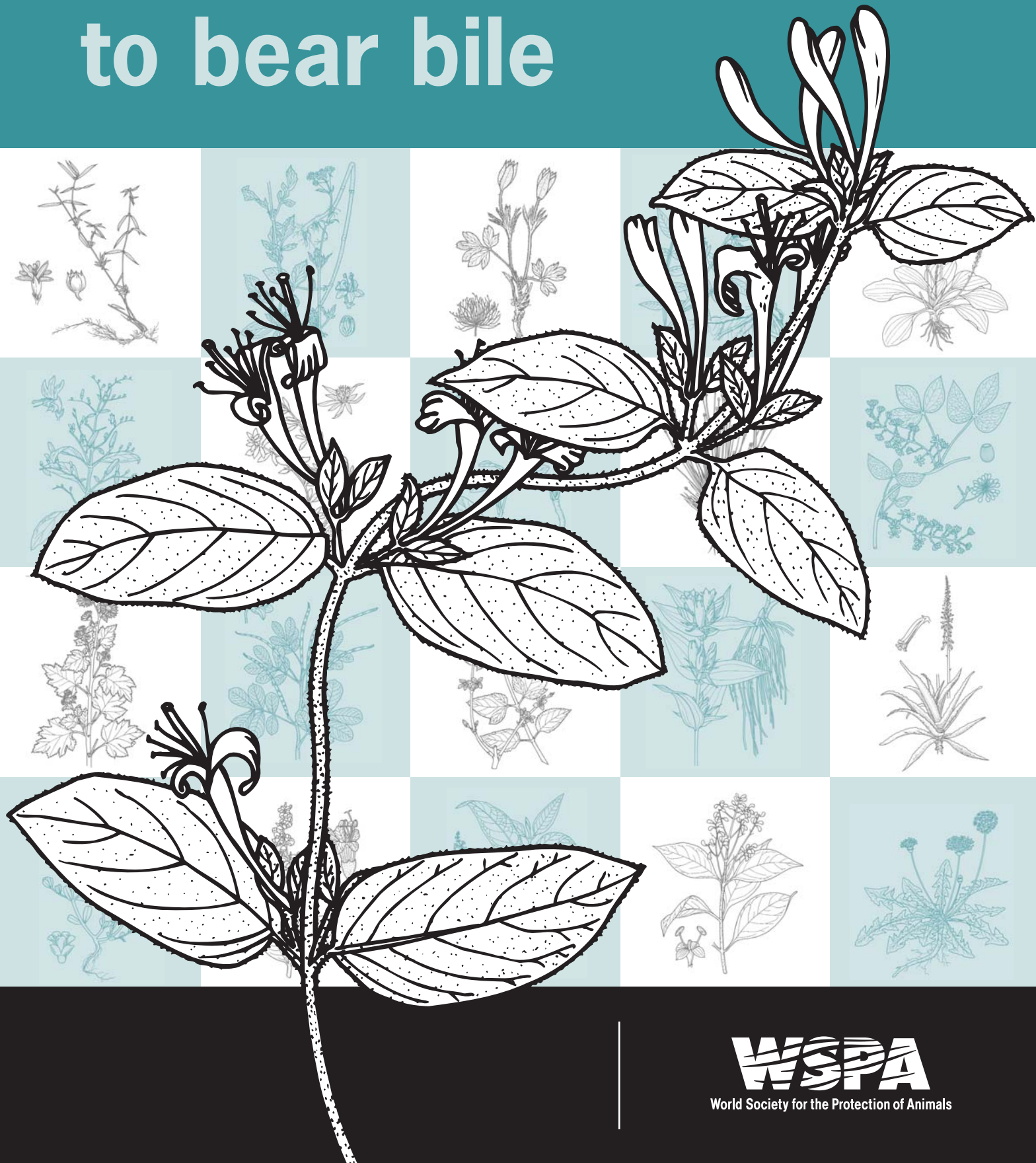
Alternatives to Bear Bile Campaign White Paper Attachment

Pacific Symposium, San Diego, CA, November 2-5, 2006



Appendix 7: WSPA Information Packet

Finding Herbal Alternatives to bear bile



WSPA

World Society for the Protection of Animals

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About Us

The World Society for the Protection of Animals (WSPA) is an international animal welfare organisation with its headquarters in London UK, and with 13 other offices worldwide. Holding consultative status with the United Nations and observer status with the Council of Europe, WSPA forms the largest federation of animal welfare organisations in the world with more than 120 different countries through its network of over 550 member societies.

WSPA works to alleviate animal suffering using a combined and collaborative approach encompassing hands on work, educational initiatives, lobbying and awareness campaigns. Areas of work include stray animal control, humane education, disaster relief, farm animals and commercial exploitation of wildlife.

In particular, WSPA is well known for its 'Libearty' campaign which aims to protect bears from cruelty and exploitation around the world. One of WSPA's best known 'Libearty' campaigns is to bring an end to the practice of bear farming in Asia.

Traditional Medicine and bear bile

Although the vast majority of Traditional Medicine practitioners today no longer use bear bile, it is still consumed in significant quantities. The use of bear bile in Traditional Medicine dates back over 3000 years. It is classified as ‘cold’ and ‘bitter’ and its uses include the treatment of fever, swelling and pain in cases of trauma, liver conditions and sore eyes. Bear bile is still consumed in many different countries around the world, often as a result of illegal trade. Some of the largest consumer countries include China, Japan and Republic of Korea.

Bear Farming

In the early 1980s, in an attempt to reduce pressures on wild populations, China started to farm bears in order to extract their bile on a commercial basis. The practice of bear farming has since spread to other countries in Asia, most notably Vietnam and the Republic of Korea.

“We definitely do not have to use bear bile as it can be replaced by herbs, which are cheaper too.”

Dr Sun Ji Xian
The Chinese Association of Preventative
Medicine, Beijing, China

Most bears kept in bear farms live in cages measuring around 1 metre wide, 1 metre high and 2 metres long. Many bears are wounded and scarred from rubbing or hitting themselves against the bars of their tiny metal cages, where they cannot stand up nor easily turn around. Many survive in these conditions for over 20 years.

In China a surgical operation is carried out to create a tube leading into the bear’s gall bladder to allow the bile to be extracted. Untrained workers with no veterinary skills often carry out this operation. The animals endure the most appalling levels of cruelty and neglect. During WSPA investigations, bears were seen with inflamed, infected and bleeding wounds, open incisions for bile extraction and swellings in the abdominal area. In some farms sick bears lay recumbent without movement. In Vietnam bile is extracted using ultrasound equipment and a hypodermic syringe, bile is extracted approximately once a month. In Korea, bears do not have bile extracted from them when they are alive. Instead, the bears are raised to a certain age and are then slaughtered for their body parts.

For animal welfare reasons alone, WSPA believes that the practice of bear farming should be phased out completely. However, many traditional medicine practitioners have stated that the use of bear bile is also unnecessary and that many alternative remedies exist. Below are a number of statements, gathered by Animals Asia Foundation (AAF), from people who believe that bear bile has no place in modern Traditional Medicine.

“Herbal alternatives have the same effect - so why kill the animals?”

Dr Ho Ka Cheong
President Hong Kong Chinese Herbalist Association Ltd

“There are many hundreds of ingredients in our Pharmacopoeia, and whatever beneficial effect may be achieved by using endangered species, there are equally beneficial effects by using other alternatives. Please understand that we are in the business of healing people, not in the business of causing danger to wild animal species.”

Word-Fei Cheung
Assistant Manager of the Institute of Chinese Medicine, China.

“One main reason why I have, all along, participated in the work of protecting endangered animals is to make the public understand that the majority of Chinese medicine made from endangered medicine is not indispensable. We can easily replace them with herbal medicines, which are cheaper and easier to find. If the Chinese medicine community ceases to use endangered animals as medicine, it can not only join in helping to save endangered species from extinction, but can also raise the international reputation of Chinese medicine to that of a sophisticated branch of medicine.”

Dr. Lo Yan Wo
Chinese Association of Medicine and Philosophy, Hong Kong.

“On Behalf of the Association of Traditional Chinese Medicine (UK), the largest Traditional Chinese Medicine organization in Britain. I would like to take this opportunity to publicly state that ATCM strictly condemn and prohibit the use of bear bile by TCM practitioners in treatment regardless of illness. This is based on the grounds that we believe the process of extracting bear bile to be inhumane and therefore unethical, especially it is against the general principle and Law of Traditional Chinese Medicine i.e. emphasis on keeping the balance between mankind and nature. There is no need for stretching to such an extreme measure to obtain a purely exotic sounding substance from an already endangered species, when there are countless other available alternatives.”

Dr Jidong Wu

President of the Association of Traditional Chinese Medicine (UK), Middlesex University

Finding alternatives to bear bile

In its campaign to bring an end to bear farming, WSPA recognises that herbal alternatives to bear bile need to be identified. With this in mind we are now in the process of identifying both individual herbs and herbal formulas that are known to have the same properties or effects as bear bile. As we work to do this, WSPA strongly believes that collaboration with the Traditional Medicine community is essential.

To find herbal alternatives to bear bile, the first step is to find out what main actions and indications bear bile is purported to have. With the help of Traditional Medicine practitioners in the United Kingdom, WSPA has identified four main actions and indications of bear bile. Though not necessarily exhaustive, they are:

- Clearing heat and detoxifying
- Clearing liver fire
- Brightening eyesight through nourishing the liver
- Brightening eyesight and clearing away liver fire

Using the information above, we have identified herbs that have one or more of the same actions or indications as bear bile:

Clearing heat and detoxifying

Chinese pin yin	Pharmaceutical name
Ban Bian Lian	Herba Lobeliae Chinensis
Bai Hua She She Cao	Herba Hedyotidis Diffusae
Bai Jiang Cao	Herba Patriniae
Bai Tou Weng	Radix Pulsatillae
Bai Xian Pi	Cortex Dictamni
Chuan Xin Lian	Herba Andrographitis
Chui Pen Cao	Herba Sedi
Da Qing Ye	Folium Isatidis
Hong Teng	Caulis Sargentodoxae

Jin Yin Hua	Flos Lonicerae
Lian Qiao	Fructus Forsythiae
Ma Bo	Lasiosphaera seu Calvatia
Ma Chi Xian	Herba Portulacaceae
Pu Gong Ying	Herba Taraxaci
Qing Dai	Indigo Naturalis
Qin Pi	Cortex Fraxini
Shan Dou Gen	Radix Sophorae Subprostratae
She Gan	Rhizoma Belamcandae
Yu Xing Cao	Herba Houttuyniae
Zao Xiu or Chonglou	Rhizoma Paridis
Zi Hua Di Ding	Herba Violae

Clearing liver fire

Chinese pin yin	Pharmaceutical name
Long Dan Cao	Radix Gentianae
Lu Hui	Aloe
Zao Xiu or Chonglou	Rhizoma Paridis
Zi Hua Di Ding	Herba Violae

Brightening eyesight through nourishing the liver

Chinese pin yin	Pharmaceutical name
Sha Yuan Zi	Semen Astragali
Gou Qi Zi	Fructus Lycii
Nu Zhen Zi	Fructus Ligustri Lucidi
Shi Hu	Herba Denbrobii

Brightening eyesight and clearing away liver fire

Chinese pin yin	Pharmaceutical name
Che Qian Zi	Semen Plantaginis
Gou Qi Zi	Fructus Lycii
Gu Jing Cao	Flos Eriocauli
Jue Ming Zi	Semen Cassiae
Ju Hua	Flos Chrysanthemi
Man Jing Zi	Fructus viticis
Mi Meng Hua	Flos Buddlejae
Mu Zei	Herba Equiseti Hiemalis
Nu Zhen Zi	Fructus Ligustri Lucidi
Qin Pi	Cortex Fraxini
Qing Xiang Zi	Semen Selsosiae
Sang Ye	Folium Mori
Xia Ku Cao	Spica Prunellae
Shi Jue Ming	Concha Halitidis
Zhen Zhu Mu	Concha Margaritifera Usta

This list formed the basis of a survey we distributed to TM practitioners in Australia, Canada, USA and the UK. For each herb the respondent was asked to indicate how often they use the herb for the given action or indication. They were given a choice of three responses:

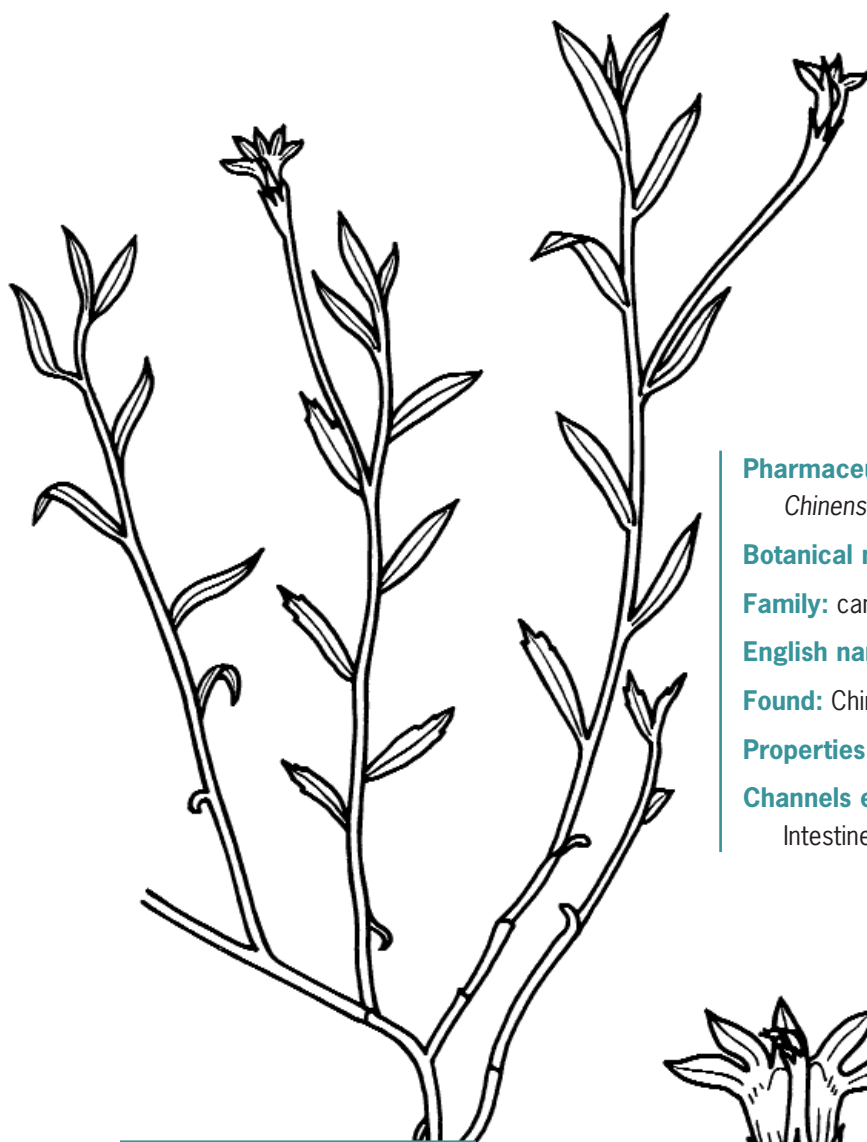
1. Never
2. Sometimes
3. Often

In total 190 surveys have been returned to WSPA, on behalf of individual practitioners and larger TM associations, the results are summarised in the following four sections of this report. Please also see the Request for Feedback section where practitioners can provide much needed comment and information. This will form the basis of further important research into herbal alternatives to bear bile.

Clearing Heat and Detoxifying

Clearing Heat and Detoxifying

Ban Bian Lian



Pharmaceutical name: *Herba Lobeliae Chinensis cum Radice*

Botanical name: *Lobelia chinensis* Lour.

Family: campanulaceae

English name: Chinese Lobelia herb

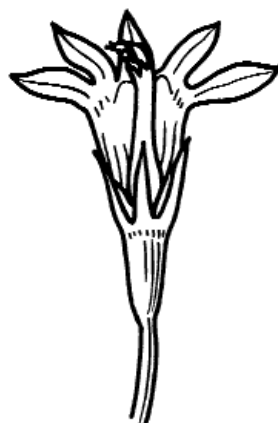
Found: China

Properties: Sweet neutral

Channels entered: Heart, Lung, Small Intestine

How often do you use this herb for clearing heat and detoxifying?

Never	36%
Sometimes	55%
Often	8%
No Answer	1%



Bai Hua She She Cao

Pharmaceutical name: Herba
Hedyotidis Diffusae

Botanical name: *Hedyotis diffusa* (Willd.)
Roxb. Also known as *Oldenlandia diffusa*

Family: rubiaceae

English name: Spreading Hedyotis flower

Found: China

Properties: Bitter, sweet, cold

Channels entered: Liver, Stomach, Large
Intestine



**How often do you use
this herb for clearing
heat and detoxifying?**

Never	15%
Sometimes	48%
Often	35%
No Answer	2%

Bai Jiang Cao

Pharmaceutical name: Herba cum
Radice Patriniae

Botanical name: *Patrinia scabiosaeifolia*
Fisch. or *Patrinia villosa*

Family: valerianaceae

English name: Patrinia

Found: China

Properties: Acrid, bitter, slightly cold

Channels entered: Large Intestine,
Liver, Stomach

How often do you use
this herb for clearing
heat and detoxifying?

Never	27%
Sometimes	52%
Often	18%
No Answer	3%



Bai Tou Weng

Pharmaceutical name: Radix Pulsatillae
Chinensis

Botanical name: *Pulsatilla chinensis* (Bge.)
Regel.

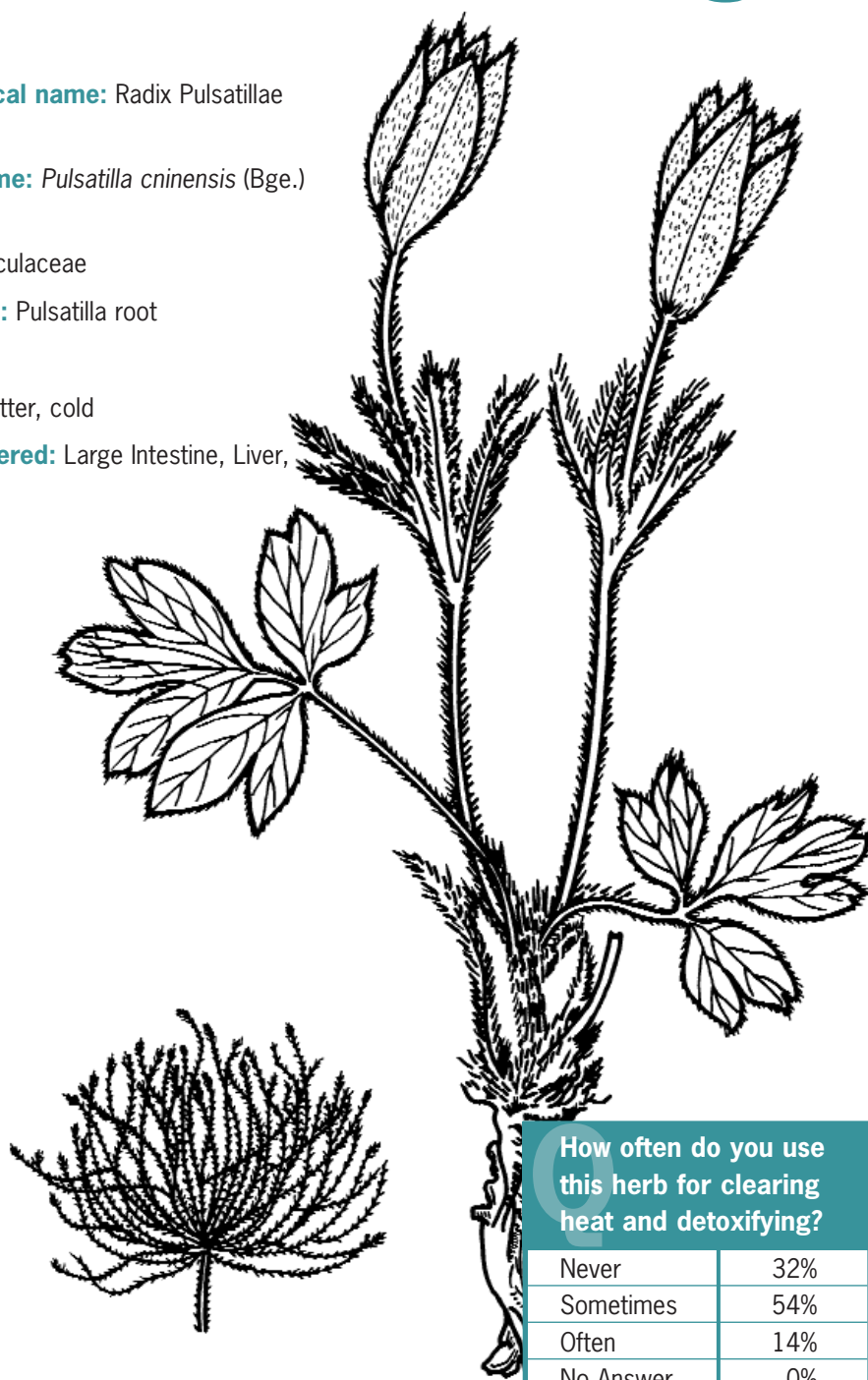
Family: ranunculaceae

English name: Pulsatilla root

Found: China

Properties: Bitter, cold

Channels entered: Large Intestine, Liver,
Stomach



How often do you use
this herb for clearing
heat and detoxifying?

Never	32%
Sometimes	54%
Often	14%
No Answer	0%

Clearing Heat and Detoxifying

Bai Xian Pi

Pharmaceutical name: Cortex Dictamni Dasycarpi Radicis

Botanical name: *Dictamnus dasycarpus* Turcz.

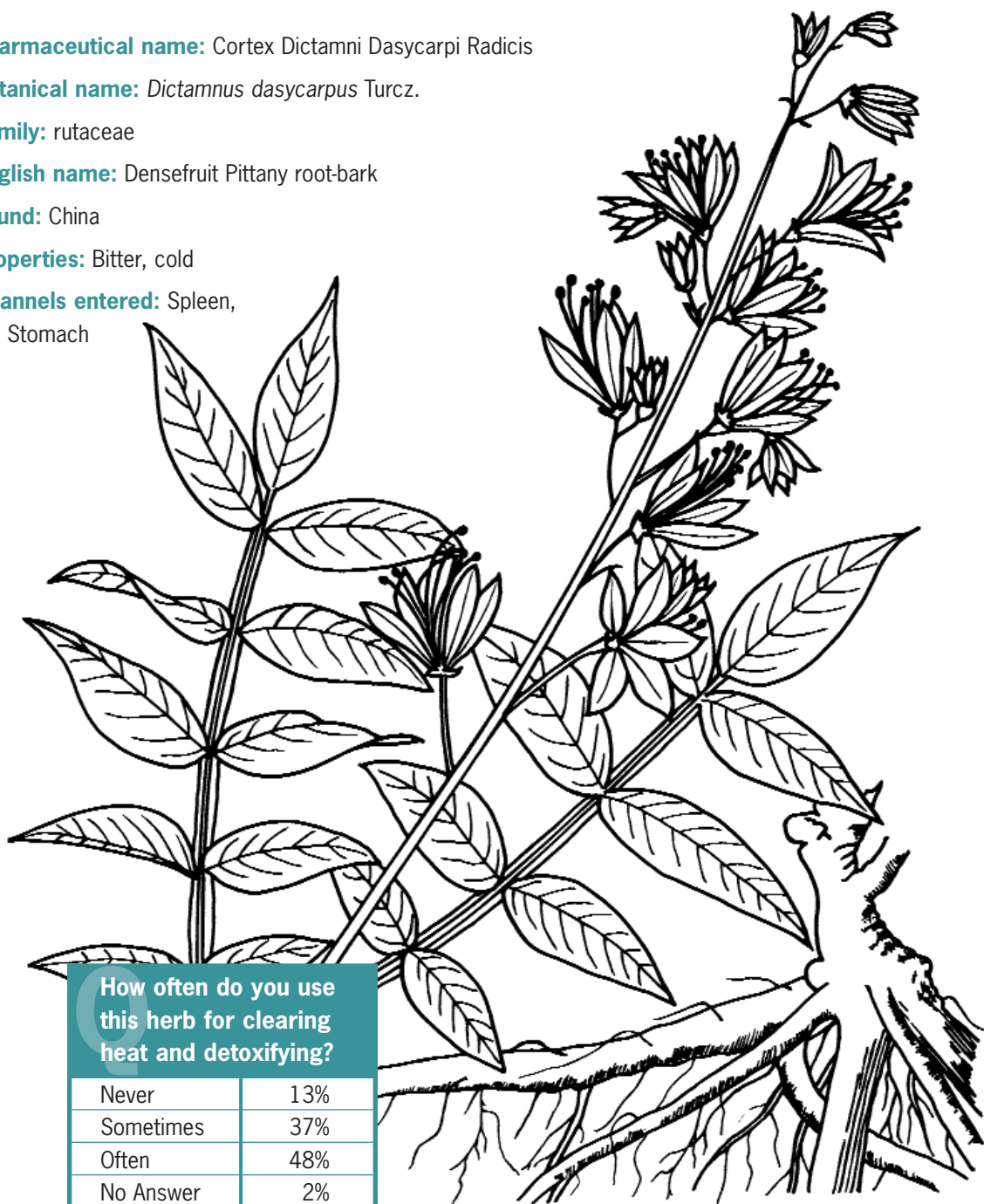
Family: rutaceae

English name: Densefruit Pittany root-bark

Found: China

Properties: Bitter, cold

Channels entered: Spleen,
Stomach



How often do you use
this herb for clearing
heat and detoxifying?

Never	13%
Sometimes	37%
Often	48%
No Answer	2%

Chuan Xin Lian



Pharmaceutical name: Herba
Andrographitis Paniculatae

Botanical name: *Andrographis
paniculata* (Burm. f) Nees

Family: acanthaceae

English name: Green chiretta

Found: China, Bangladesh, Sri Lanka

Properties: Bitter, cold

Channels entered: Large Intestine,
Lung, Small Intestine, Stomach

How often do you use
this herb for clearing
heat and detoxifying?

Never	40%
Sometimes	44%
Often	12%
No Answer	4%

Chui Pen Cao



Pharmaceutical name: Herba Sedi

Botanical name: *Sedum sarmentosum* Bunge

Family: crassulaceae

English name: Stringy stonecrop herb

Found: China* and Vietnam**

Properties: Sweet, neutral, slightly sour

Channels entered: Liver, Gall Bladder, Small Intestine



How often do you use
this herb for clearing
heat and detoxifying?

Never	73%
Sometimes	20%
Often	2%
No Answer	5%

* Listed as 'Rare' in UNEP-WCMC 2005 Threatened species database

** Listed as 'Endangered' in UNEP-WCMC 2005 Threatened species database

Da Qing Ye



Pharmaceutical name: Folium Daqingye

Botanical name: *Isatis tinctoria* L.,
I. indigota Fort., *Baphicacanthus cusia*
(Nees) Bremek., *Polygonum tinctorium*
Ait. Or *Clerodendron cyrtophyllum* Turcz.

Family: cruciferae (*isatis*), acanthaceae
(*baphicacanthus*), polygonaceae
(*polygonum*), verbenaceae (*clerodendron*)

English name: Isatis leaf

Found: China

Properties: Bitter, very cold

Channels entered: Heart, Lung, Stomach

How often do you use
this herb for clearing
heat and detoxifying?

Never	17%
Sometimes	46%
Often	34%
No Answer	3%

Clearing Heat and Detoxifying

Hong Teng

Pharmaceutical name: Caulis Sargentodoxae Cuneatae

Botanical name: *Sargentodoxa cuneata* (Oliv.) Rehd.

Family: lardizabalaceae

English name: Sargentgloryvine

Found: China and Vietnam*

Properties: Bitter, neutral

Channels entered: Large Intestine, Liver



How often do you use this herb for clearing heat and detoxifying?

Never	42%
Sometimes	46%
Often	11%
No Answer	1%

* Listed as 'Rare' in UNEP-WCMC 2005 Threatened species database

Jin Yin Hua

Pharmaceutical name: Flos Lonicerae Japonicae

Botanical name: *Lonicera japonica* Thunb.

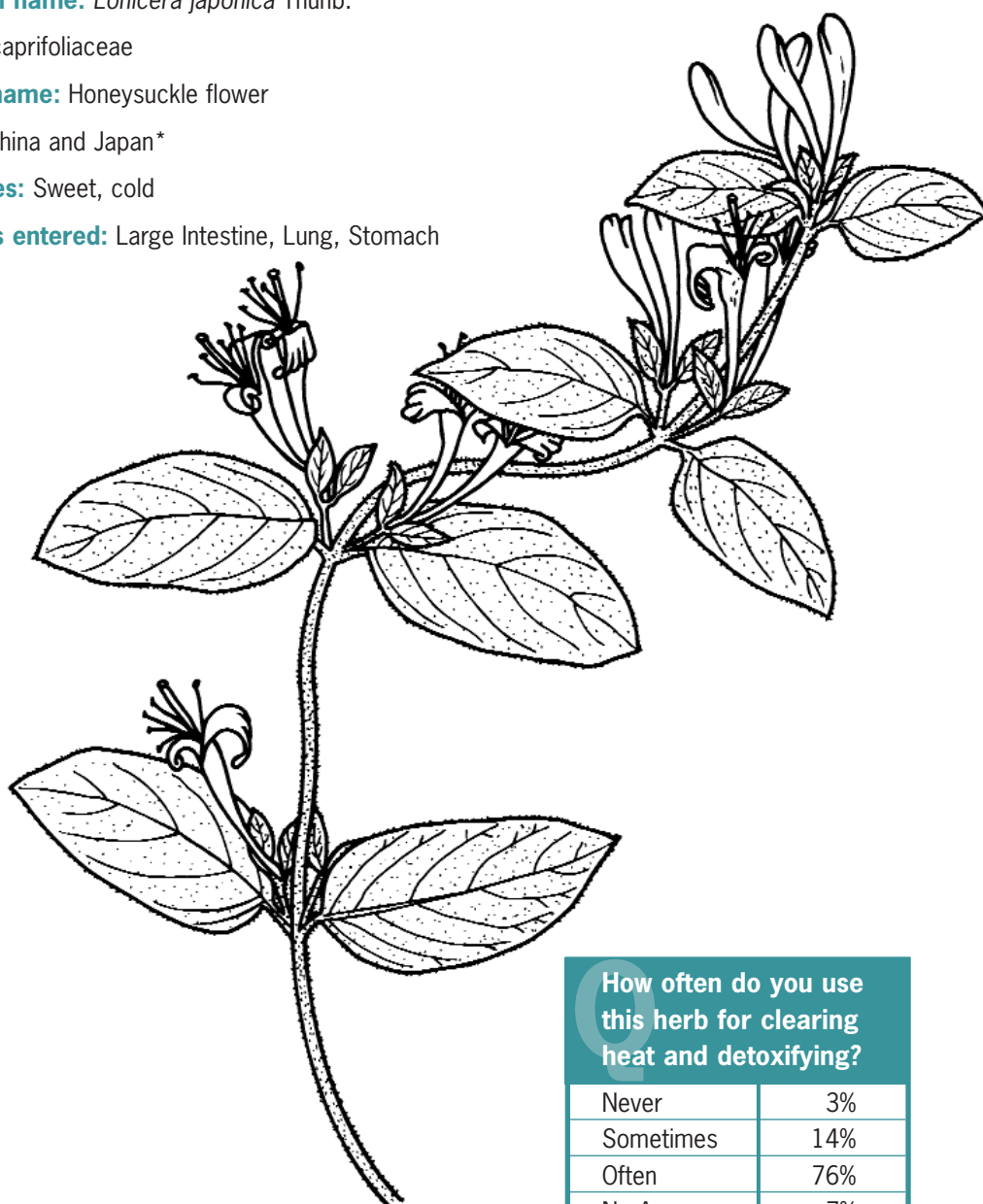
Family: caprifoliaceae

English name: Honeysuckle flower

Found: China and Japan*

Properties: Sweet, cold

Channels entered: Large Intestine, Lung, Stomach



How often do you use this herb for clearing heat and detoxifying?

Never	3%
Sometimes	14%
Often	76%
No Answer	7%

* Listed as 'Endangered' in UNEP-WCMC 2005 Threatened species database

Clearing Heat and Detoxifying

Lian Qiao



Pharmaceutical name: Fructus
Forsythiae Suspensae

Botanical name: *Forsythia suspense*
(Thunb.) Vahl

Family: oleaceae

English name: Forsythia fruit

Found: China

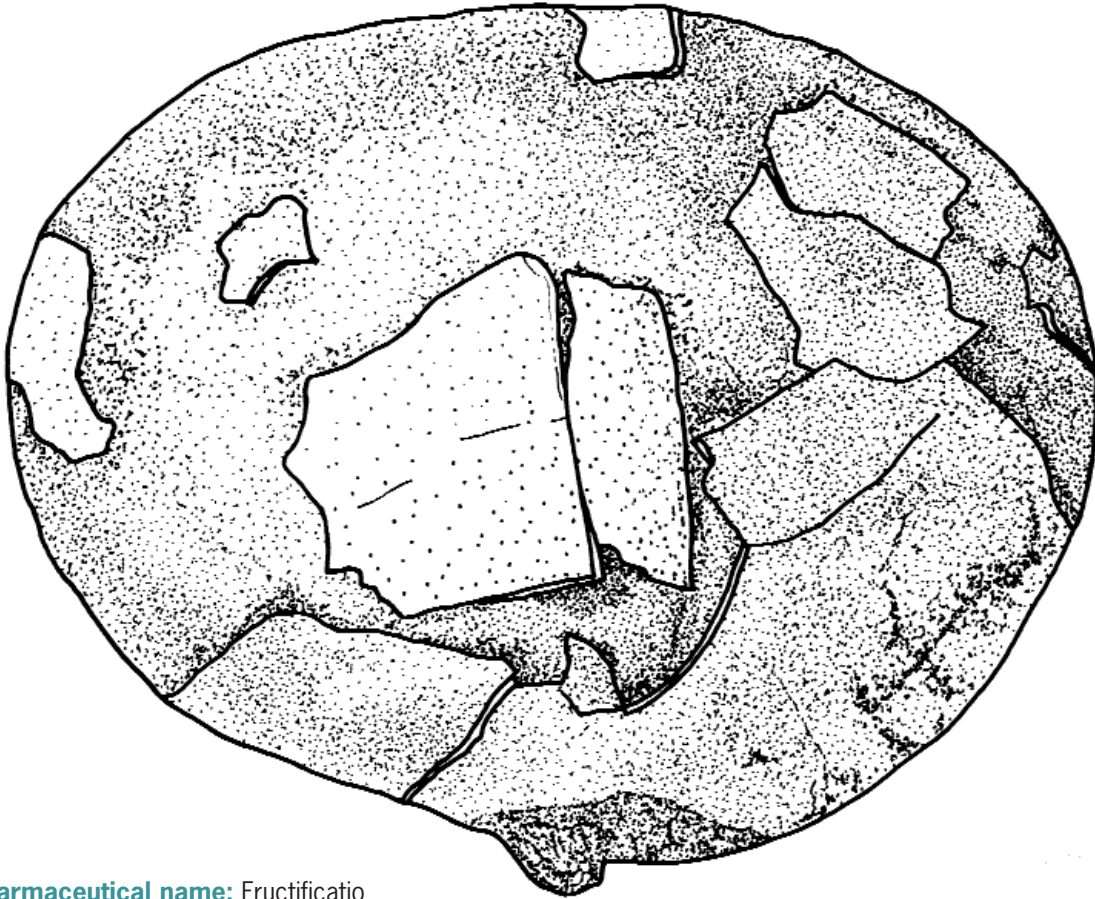
Properties: Bitter, slightly acrid, cool

Channels entered: Heart, Liver,
Gallbladder

How often do you use
this herb for clearing
heat and detoxifying?

Never	4%
Sometimes	14%
Often	75%
No Answer	7%

Ma Bo



Pharmaceutical name: Fructificatio
Lasio-sphaerae seu Calvatiae

Botanical name: *Lasio-sphaera fenslii* Reich.,
L. nipponica (Kawam.) Y. Kobayashi,
Calvatia gigantea (Batsch ex Pers.),
or *C. lilacina* (Mont. et Berk)

Family: lycoperdaceae

English name: Puff-ball

Found: China

Properties: Acrid, neutral

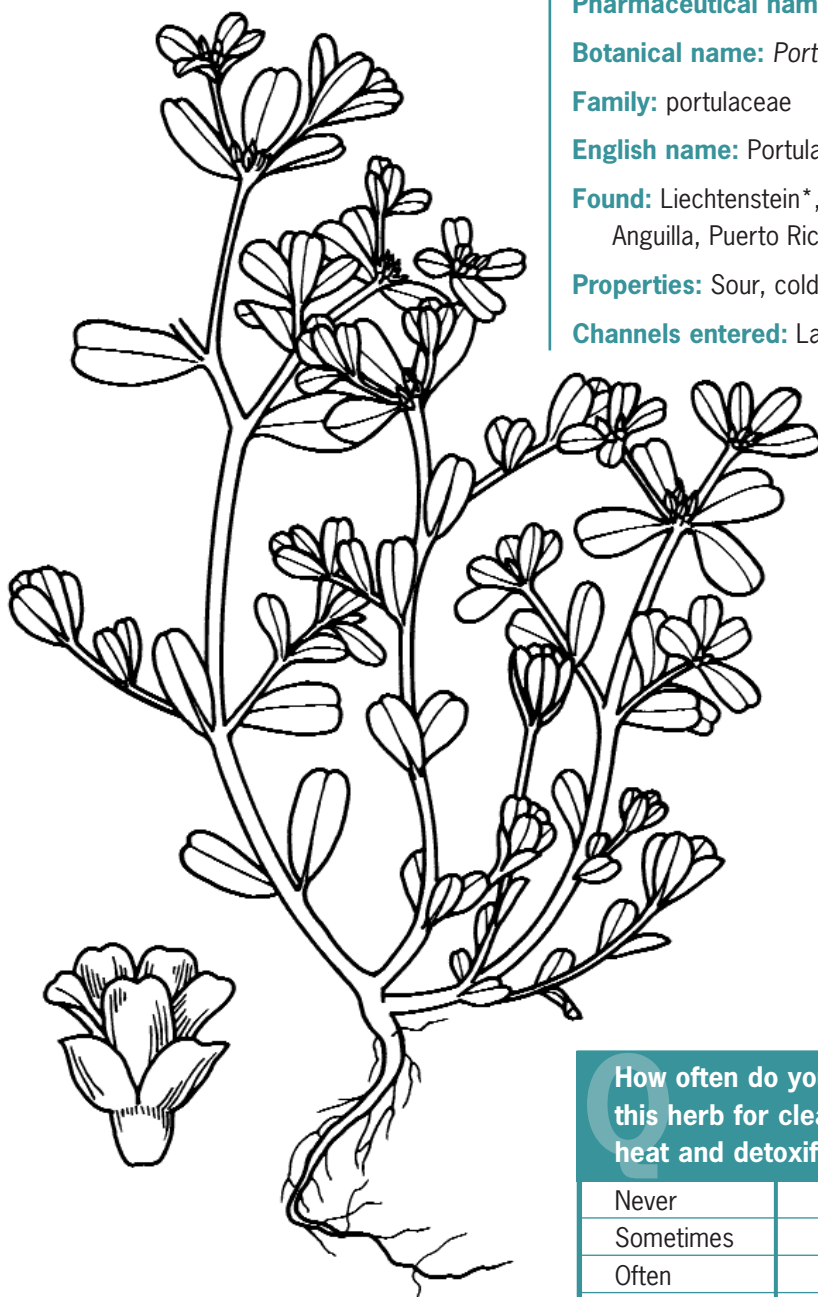
Channels entered: Lung

How often do you use
this herb for clearing
heat and detoxifying?

Never	57%
Sometimes	35%
Often	8%
No Answer	0%

Clearing Heat and Detoxifying

Ma Chi Xian



Pharmaceutical name: Herba Portulacae Oleraceae

Botanical name: *Portulaca oleracea* L.

Family: portulacaeae

English name: Portulaca

Found: Liechtenstein*, Egypt, China, Ecuador, Anguilla, Puerto Rico, Belize

Properties: Sour, cold

Channels entered: Large Intestine, Liver

How often do you use this herb for clearing heat and detoxifying?

Never	26%
Sometimes	47%
Often	25%
No Answer	2%

* Listed as 'Rare' in UNEP-WCMC 2005 Threatened species database

Pu Gong Ying

Pharmaceutical name: Herba Taraxaci Mongolici cum Radice

Botanical name: *Taraxacum mongolicum* Hand.-Mazz

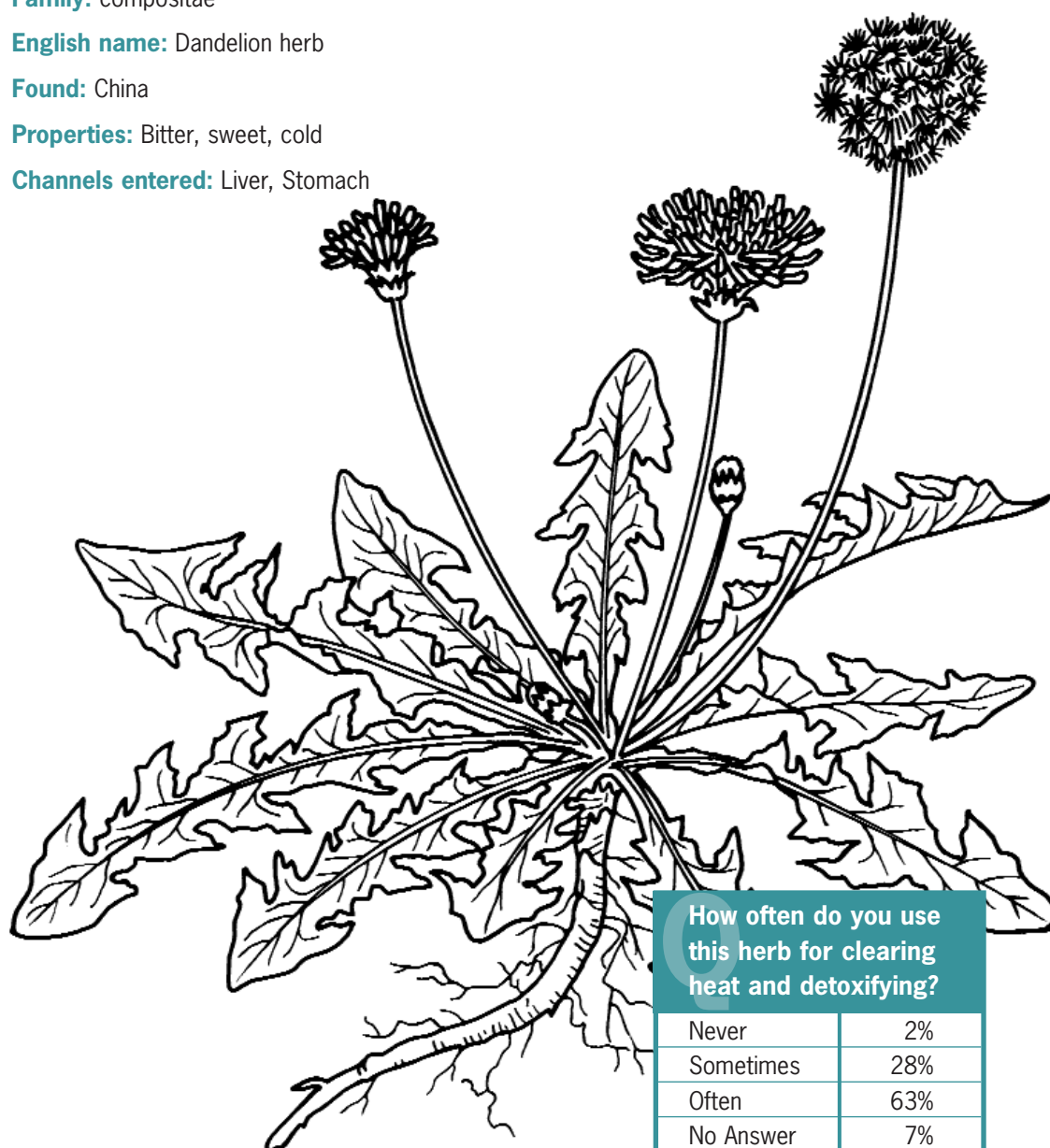
Family: compositae

English name: Dandelion herb

Found: China

Properties: Bitter, sweet, cold

Channels entered: Liver, Stomach



How often do you use
this herb for clearing
heat and detoxifying?

Never	2%
Sometimes	28%
Often	63%
No Answer	7%

Clearing Heat and Detoxifying

Qing Dai



(made from pulverising da qing ye)

Pharmaceutical name: Indigo Pulverata
Levis

Botanical name: *Isatis tinctoria* L.,
I. indigota Fort., *Baphicacanthus cusia*
(Nees) Bremek., *Polygonum tinctorium*
Ait. Or *Clerodendron cyrtophyllum* Turcz.

Family: cruciferae (*isatis*), acanthaceae
(*baphicacanthus*), polygonaceae
(*polygonum*), verbenaceae (*clerodendron*)

English name: Natural indigo

Found: China

Properties: Salty, cold

Channels entered: Liver, Lung, Stomach

How often do you use
this herb for clearing
heat and detoxifying?

Never	38%
Sometimes	49%
Often	12%
No Answer	1%

Qin Pi



Pharmaceutical name: Cortex Fraxini

Botanical name: *Fraxinus rhynchophylla* Hance., *F. bungeana* DC., or *F. chinensis* Roxb.

Family: oleaceae

English name: Ash bark

Found: China

Properties: Bitter, cold

Channels entered: Gallbladder, Large Intestine, Liver, Stomach

How often do you use this herb for clearing heat and detoxifying?

Never	32%
Sometimes	53%
Often	14%
No Answer	1%

Shan Dou Gen



Pharmaceutical name: Radix Sophorae
Tonkinensis

Botanical name: *Sophora tonkinensis* Gapnep.

Family: leguminosae

English name: Subprostrate Sophora root

Found: China and Vietnam

Properties: Bitter, cold

Channels entered: Large Intestine, Lung

How often do you use
this herb for clearing
heat and detoxifying?

Never	43%
Sometimes	46%
Often	10%
No Answer	1%

She Gan

Pharmaceutical name: Rhizoma Belamcandae
Chinensis

Botanical name: *Belamcanda chinensis* (L.) DC.

Family: iridaceae

English name: Belamcanda rhizome

Found: Russia, China, India, Vietnam and Japan.

Properties: Bitter, cold

Channels entered: Lung

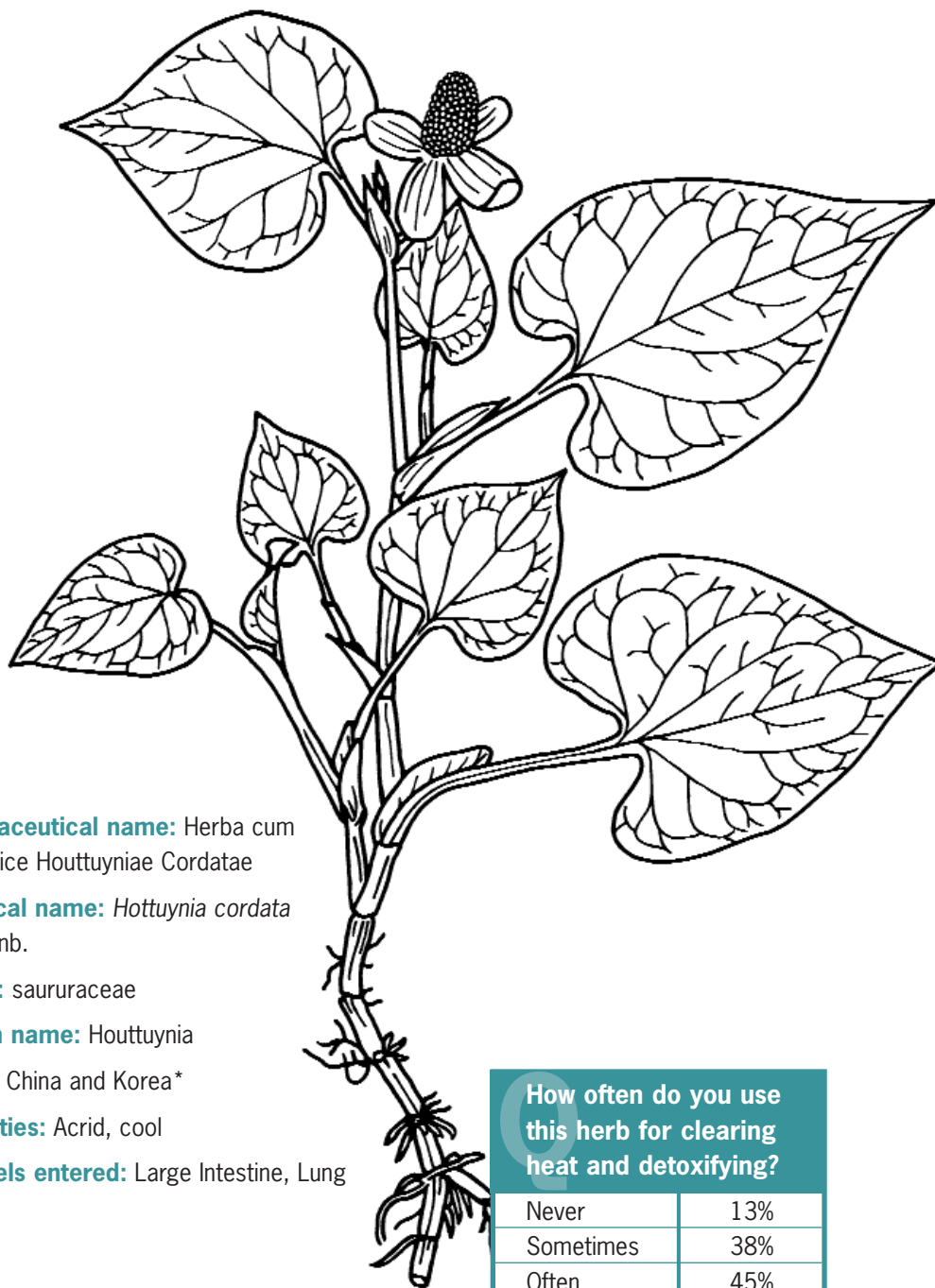


How often do you use
this herb for clearing
heat and detoxifying?

Never	31%
Sometimes	52%
Often	16%
No Answer	1%

Clearing Heat and Detoxifying

Yu Xing Cao



Pharmaceutical name: Herba cum Radice Houttuyniae Cordatae

Botanical name: *Houttuynia cordata* Thunb.

Family: saururaceae

English name: Houttuynia

Found: China and Korea*

Properties: Acrid, cool

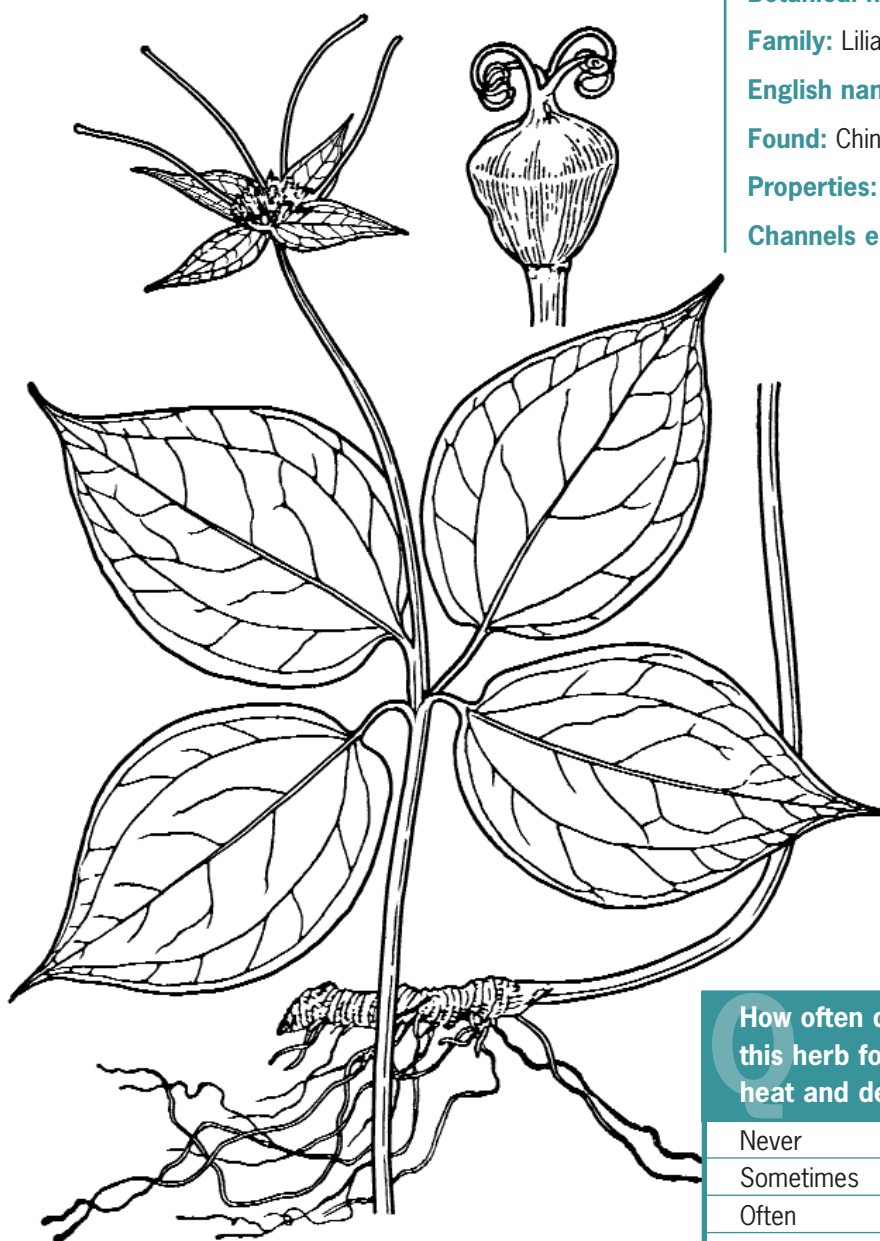
Channels entered: Large Intestine, Lung

How often do you use this herb for clearing heat and detoxifying?

Never	13%
Sometimes	38%
Often	45%
No Answer	4%

*Listed as 'Rare' in UNEP-WCMC 2005 Threatened species database

Zao Xiu/Chonglou



Pharmaceutical name: Rhizoma Paridis

Botanical name: *Paris polyphylla* Smith

Family: Liliaceae

English name: Chinese Paris root

Found: China

Properties: Bitter, slightly cold

Channels entered: Liver

How often do you use
this herb for clearing
heat and detoxifying?

Never	53%
Sometimes	34%
Often	12%
No Answer	1%

Clearing Heat and Detoxifying

Zi Hua Di Ding



Pharmaceutical name: Herba cum
Radice Violaе Yedoensis

Botanical name: *Viola yedoensis* Mak.

Family: violaceae

English name: Viola herb

Found: China

Properties: Acrid, bitter, cold

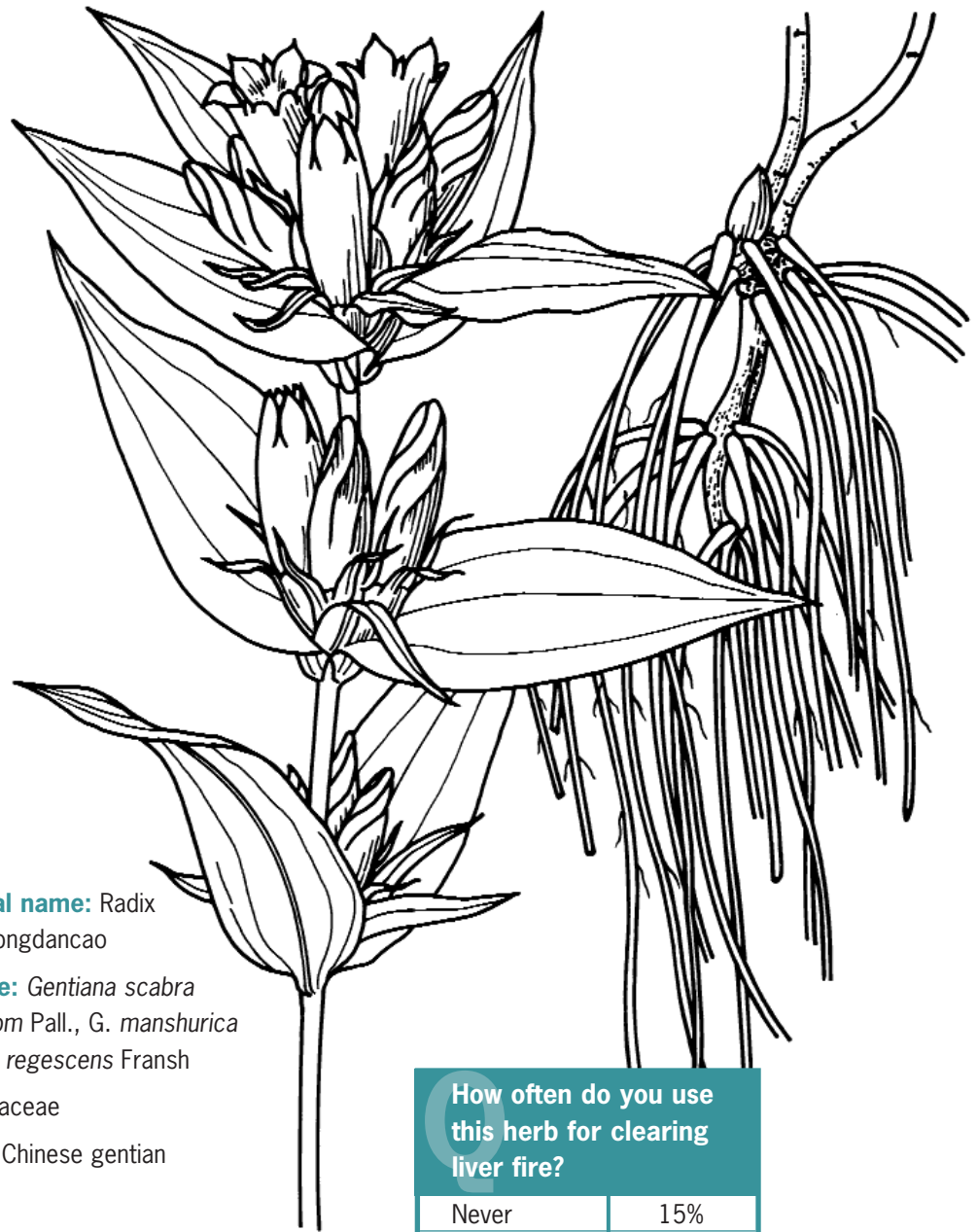
Channels entered: Heart, Liver

How often do you use
this herb for clearing
heat and detoxifying?

Never	12%
Sometimes	41%
Often	43%
No Answer	4%

Clearing Liver Fire

Long Dan Cao



Pharmaceutical name: Radix
Gentianae Longdancao

Botanical name: *Gentiana scabra*
Bge, *G. triflora* Pall., *G. manshurica*
Kitag., or *G. regegens* Franch

Family: gentianaceae

English name: Chinese gentian

Found: China

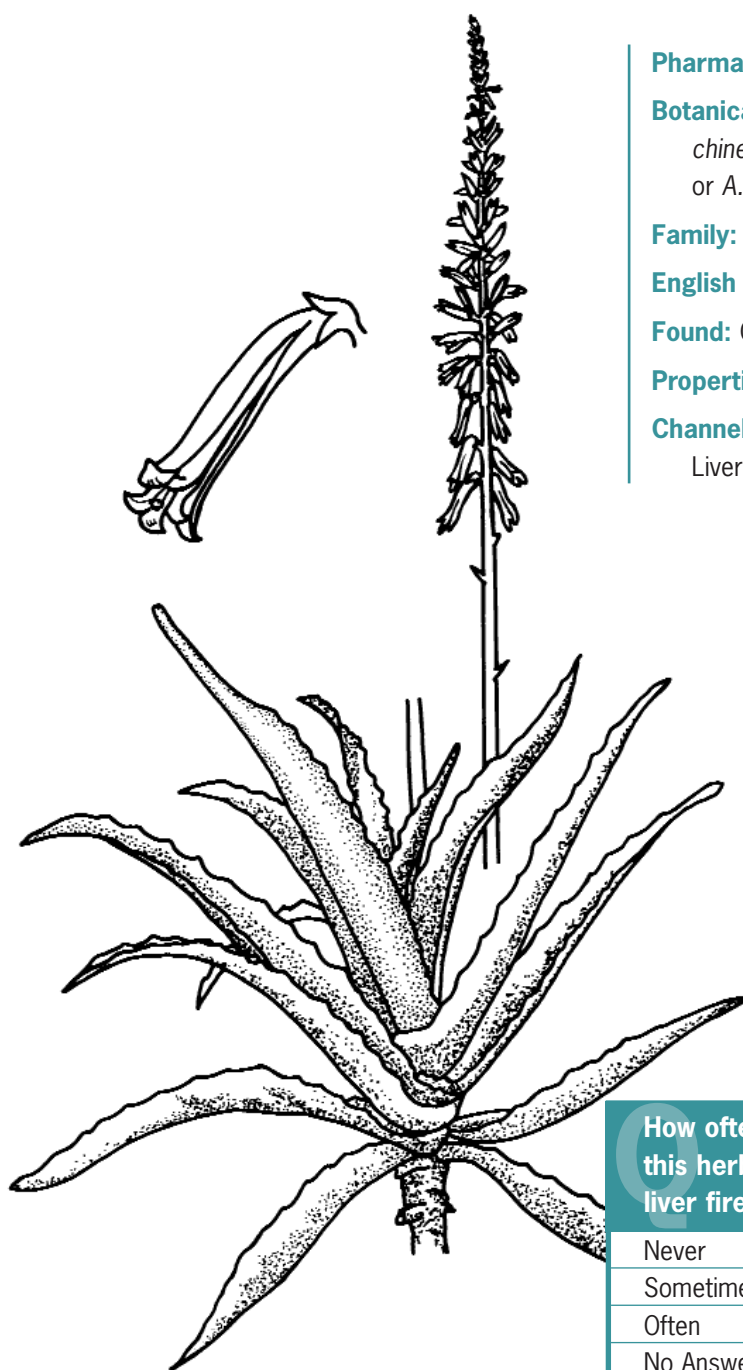
Properties: Bitter, cold

Channels entered: Gallbladder, Liver,
Stomach

How often do you use
this herb for clearing
liver fire?

Never	15%
Sometimes	42%
Often	39%
No Answer	4%

Lu Hui



Pharmaceutical name: Herba Aloes

Botanical name: *Aloe vera* L. var. *chinensis* (Haw.) Berger, *A. vera* L., or *A. ferox* Mill

Family: liliaceae

English name: Aloes

Found: China

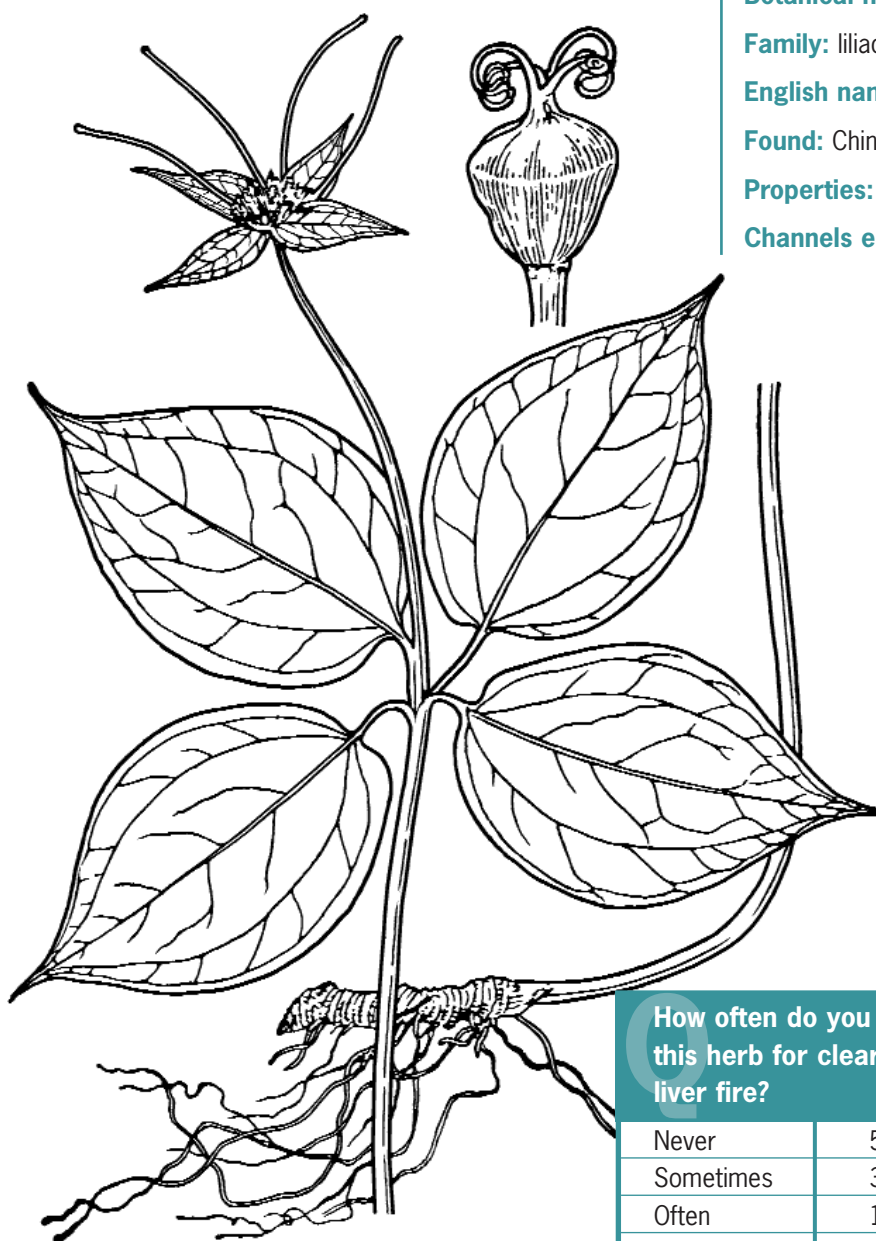
Properties: Bitter and cold

Channels entered: Large Intestine, Liver, Stomach

How often do you use this herb for clearing liver fire?

Never	58%
Sometimes	37%
Often	4%
No Answer	1%

Zao Xiu/Chonglou



Pharmaceutical name: Rhizoma Paris

Botanical name: *Paris polyphylla* Smith

Family: liliaceae

English name: Chinese Paris root

Found: China

Properties: Bitter, slightly cold

Channels entered: Liver

How often do you use
this herb for clearing
liver fire?

Never	57%
Sometimes	31%
Often	11%
No Answer	1%

Zi Hua Di Ding



Pharmaceutical name: Herba cum
Radice Violaе Yedoensis

Botanical name: *Viola yedoensis* Mak.

Family: violaceae

English name: Viola herb

Found: China

Properties: Acrid, bitter, cold

Channels entered: Heart, Liver

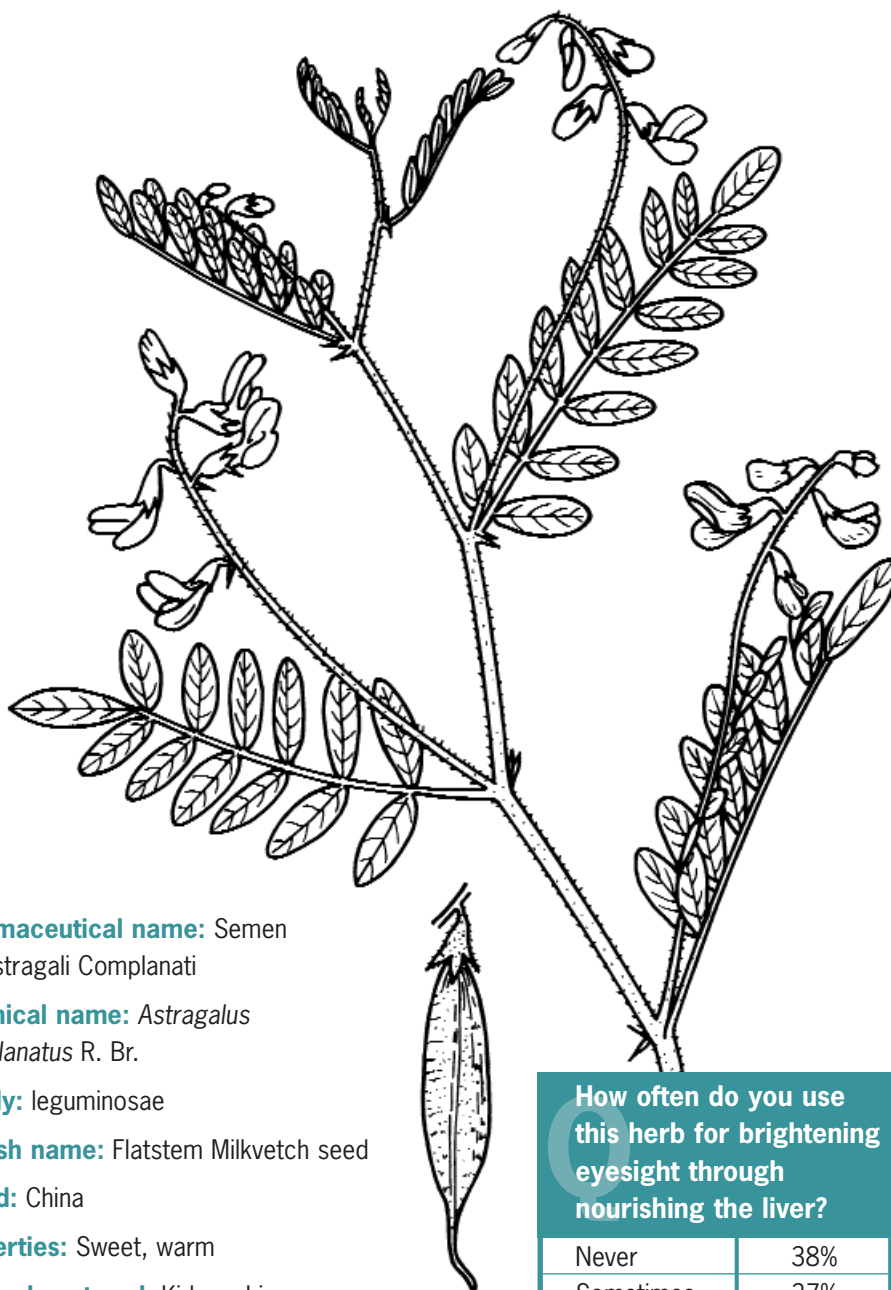
How often do you use
this herb for clearing
liver fire?

Never	17%
Sometimes	34%
Often	41%
No Answer	8%

Brightening Eyesight Through Nourishing the Liver

Brightening Eyesight Through Nourishing the Liver

Sha Yuan Zi



Pharmaceutical name: Semen

Astragali Complanati

Botanical name: *Astragalus*

complanatus R. Br.

Family: leguminosae

English name: Flatstem Milkvetch seed

Found: China

Properties: Sweet, warm

Channels entered: Kidney, Liver

How often do you use
this herb for brightening
eyesight through
nourishing the liver?

Never	38%
Sometimes	37%
Often	21%
No Answer	4%

Brightening Eyesight Through Nourishing the Liver

Gou Qi Zi



Pharmaceutical name: Fructus Lycii

Botanical name: *Lycium barbarum* L.
or *L. chinense* Mill.

Family: solanaceae

English name: Barbary Wolfberry fruit

Found: China

Properties: Sweet, neutral

Channels entered: Liver, Lung, Kidney

How often do you use
this herb for brightening
eyesight through
nourishing the liver?

Never	3%
Sometimes	14%
Often	74%
No Answer	9%

Nu Zhen Zi



How often do you use this herb for brightening eyesight through nourishing the liver?

Never	7%
Sometimes	25%
Often	62%
No Answer	6%

Pharmaceutical name: Fructus Ligustri Lucidi

Botanical name: *Ligustrum lucidum* Ait.

Family: oleaceae

English name: Glossy Privet fruit

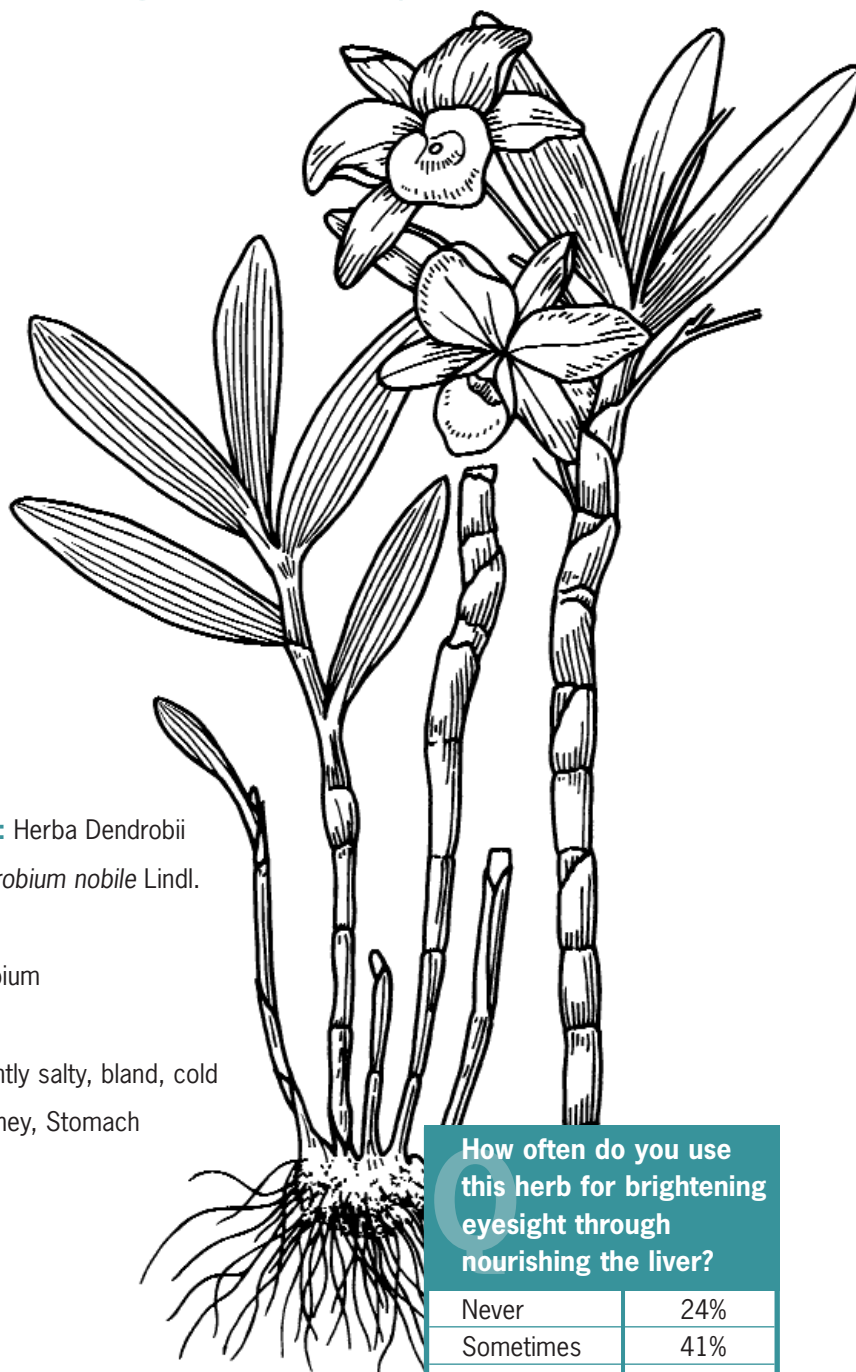
Found: China

Properties: Bitter, sweet, neutral

Channels entered: Kidney, Liver

Brightening Eyesight Through Nourishing the Liver

Shi Hu



Pharmaceutical name: Herba Dendrobii

Botanical name: *Dendrobium nobile* Lindl.

Family: orchidaceae

English name: Dendrobium

Found: China

Properties: Sweet, slightly salty, bland, cold

Channels entered: Kidney, Stomach

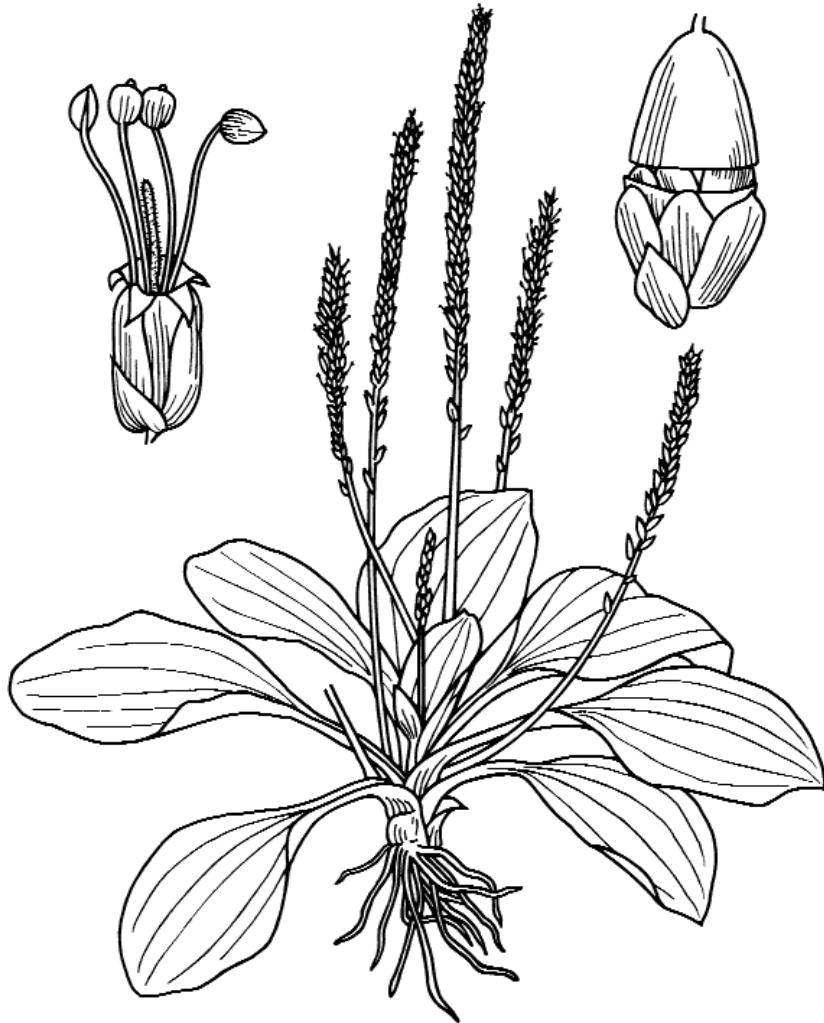
How often do you use
this herb for brightening
eyesight through
nourishing the liver?

Never	24%
Sometimes	41%
Often	33%
No Answer	2%

Brightening Eyesight and Clearing Away Liver Fire

Brightening Eyesight and Clearing Away Liver Fire

Che Qian Zi



How often do you use
this herb for brightening
eyesight and clearing
away liver fire?

Never	12%
Sometimes	36%
Often	47%
No Answer	5%

Pharmaceutical name: Semen Plantaginis

Botanical name: *Plantago asiatica* L. or *P. depressa* Wild.

Family: plantaginaceae

English name: Plantain seed

Found: China

Properties: Sweet, cold

Channels entered: Bladder, Kidney, Liver, Lung

Gou Qi Zi



Pharmaceutical name: Fructus Lycii

Botanical name: *Lycium barbarum* L.
or *L. chinense* Mill.

Family: solanaceae

English name: Barbary Wolfberry fruit

Found: China

Properties: Sweet, neutral

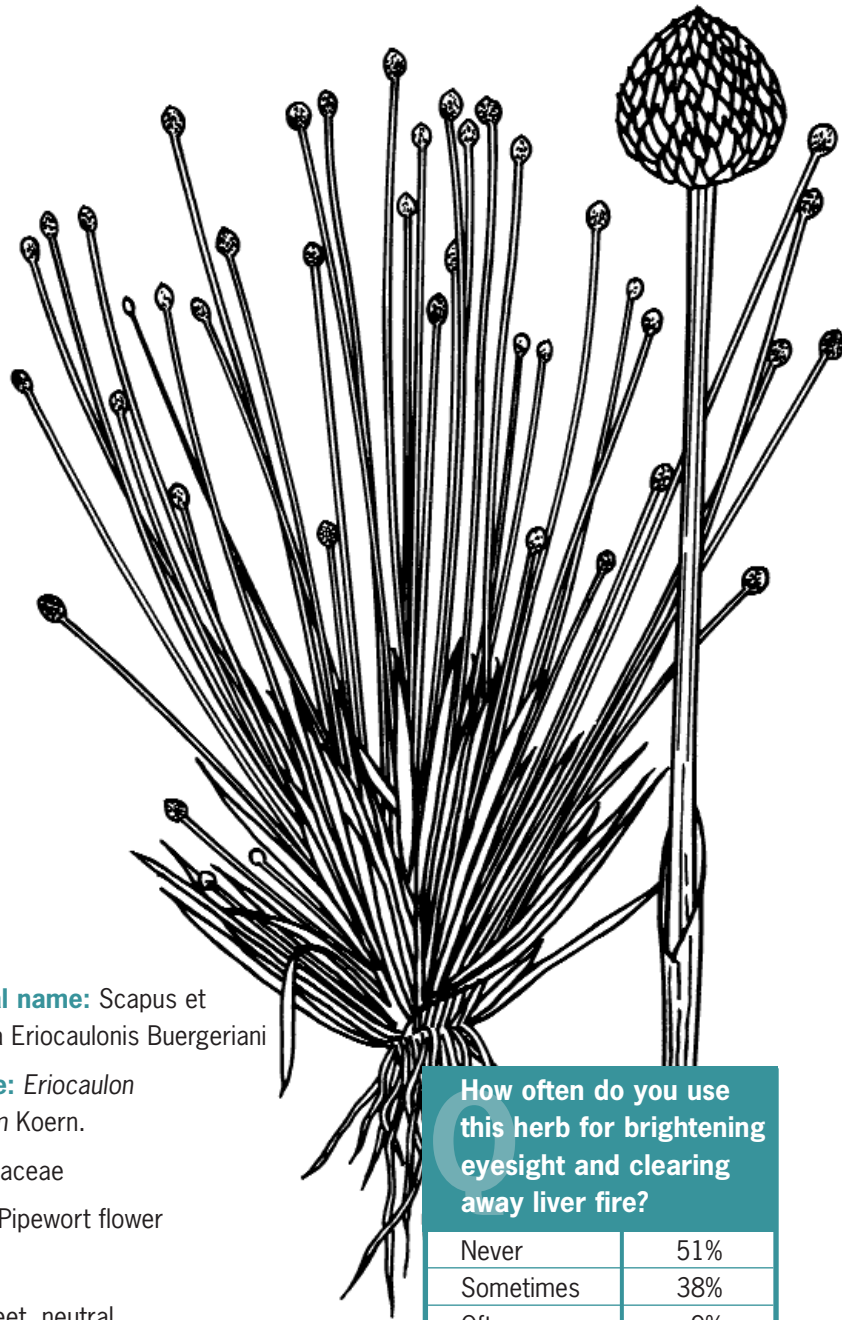
Channels entered: Liver, Lung, Kidney

How often do you use
this herb for brightening
eyesight and clearing
away liver fire?

Never	6%
Sometimes	16%
Often	68%
No Answer	10%

Brightening Eyesight and Clearing Away Liver Fire

Gu Jing Cao



Pharmaceutical name: Scapus et
Inflorescentia Eriocaulonis Buergeriani

Botanical name: *Eriocaulon*
buergerianum Koern.

Family: ericaulaceae

English name: Pipewort flower

Found: China

Properties: Sweet, neutral

Channels entered: Liver, Stomach

How often do you use
this herb for brightening
eyesight and clearing
away liver fire?

Never	51%
Sometimes	38%
Often	9%
No Answer	2%

Jue Ming Zi

Pharmaceutical name: Semen Cassiae

Botanical name: *Cassia obtusifolia* L. or *C. tora* L.

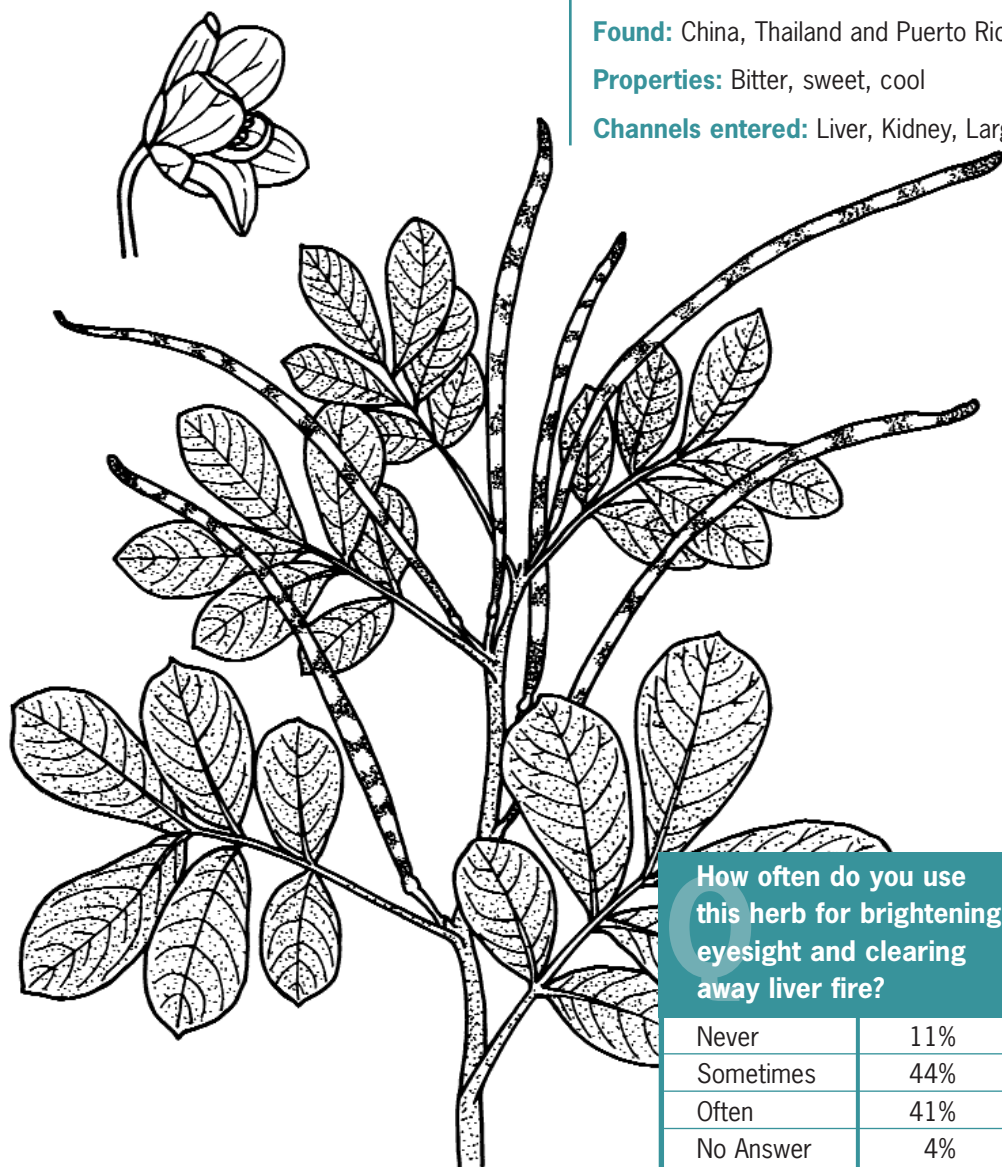
Family: leguminosae

English name: Cassia seed

Found: China, Thailand and Puerto Rico

Properties: Bitter, sweet, cool

Channels entered: Liver, Kidney, Large Intestine



How often do you use this herb for brightening eyesight and clearing away liver fire?

Never	11%
Sometimes	44%
Often	41%
No Answer	4%

Brightening Eyesight and Clearing Away Liver Fire

Ju Hua

Pharmaceutical name: Flos
Chrysanthemi Morifolii

Botanical name: *Chrysanthemum*
morifolium Ramat.

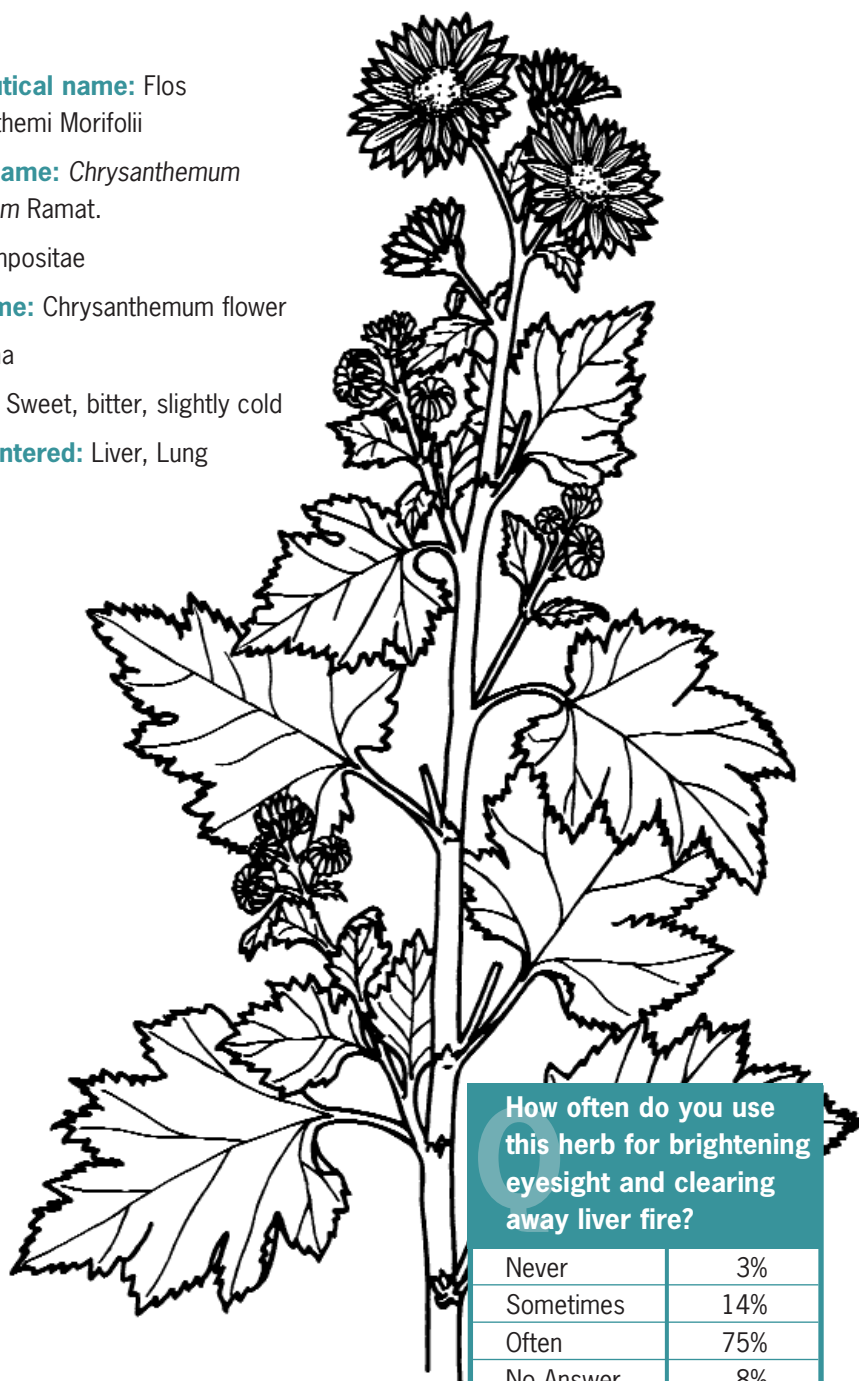
Family: compositae

English name: Chrysanthemum flower

Found: China

Properties: Sweet, bitter, slightly cold

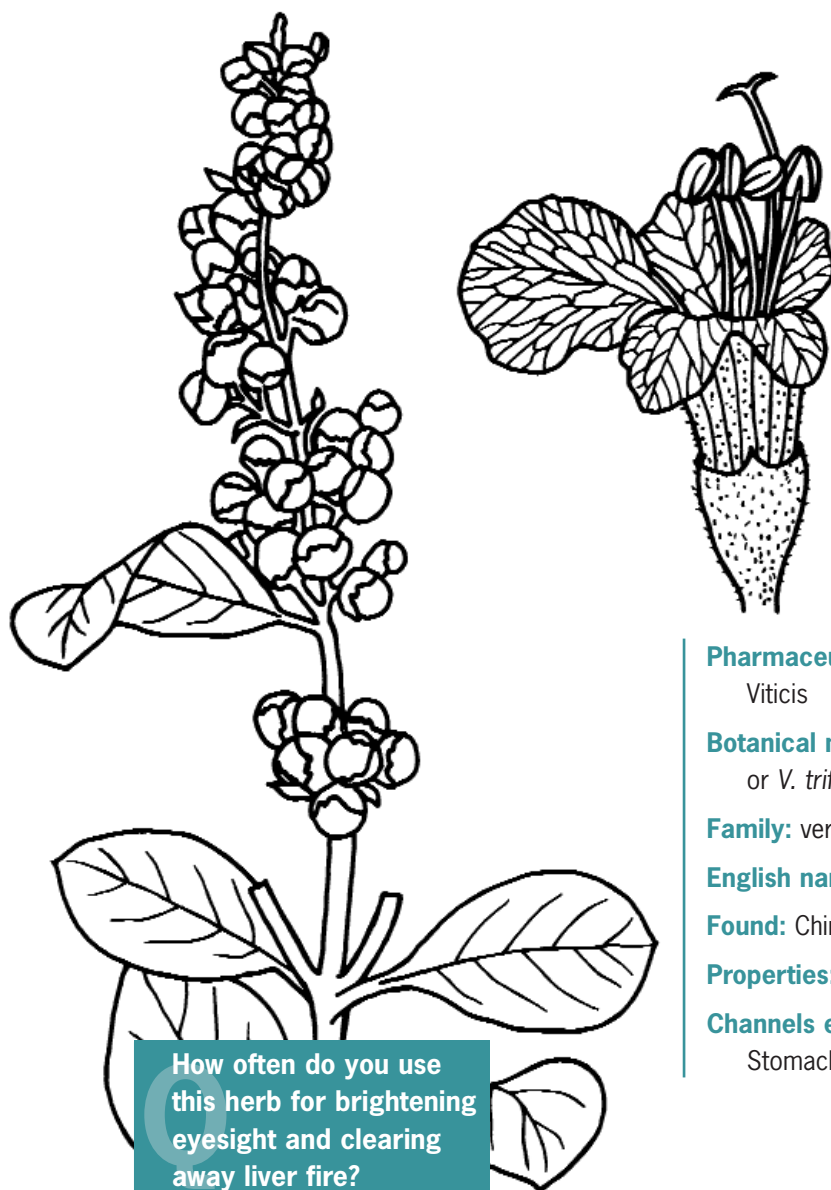
Channels entered: Liver, Lung



How often do you use
this herb for brightening
eyesight and clearing
away liver fire?

Never	3%
Sometimes	14%
Often	75%
No Answer	8%

Man Jing Zi



How often do you use this herb for brightening eyesight and clearing away liver fire?

Never	13%
Sometimes	47%
Often	36%
No Answer	4%

Pharmaceutical name: Fructus Viticis

Botanical name: *Vitex rotundifolia* L. or *V. trifolia* L.

Family: verbenaceae

English name: Shrub Chastetree fruit

Found: China and Singapore

Properties: Bitter, acrid, cool

Channels entered: Bladder, Liver, Stomach

Brightening Eyesight and Clearing Away Liver Fire

Mi Meng Hua



Pharmaceutical name: Flos Buddleiae Officinalis
Immaturis

Botanical name: *Buddleia officinalis* Maxim.

Family: loganiaceae

English name: Pale Butterflybush flower

Found: China

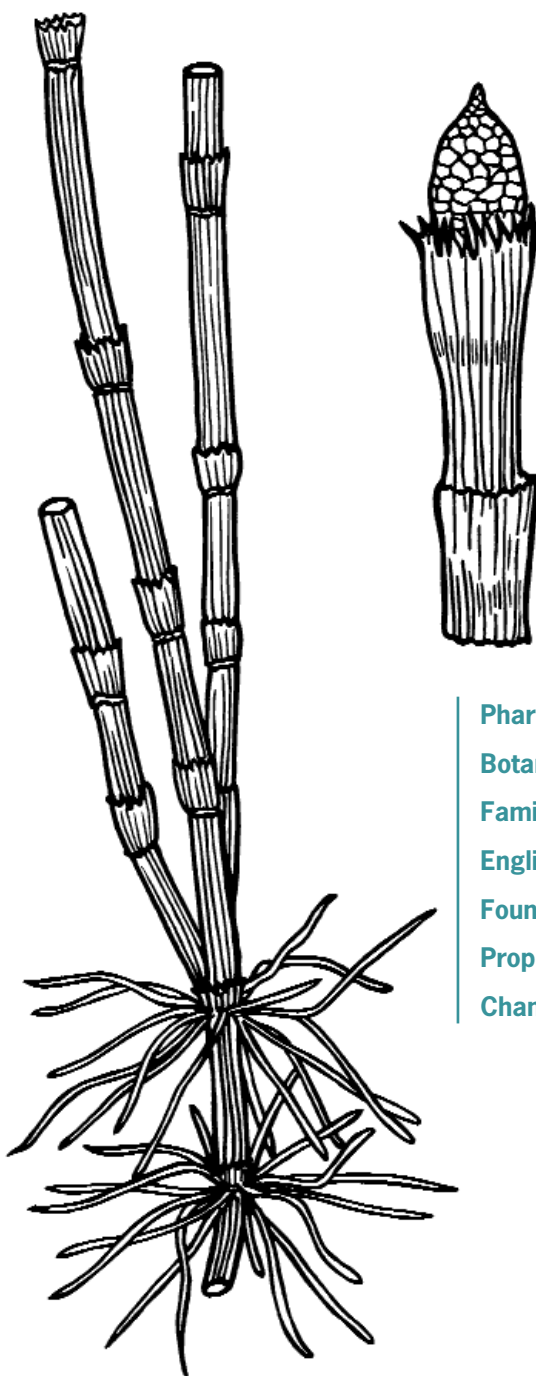
Properties: Sweet, cool

Channels entered: Liver

How often do you use
this herb for brightening
eyesight and clearing
away liver fire?

Never	46%
Sometimes	44%
Often	8%
No Answer	2%

Mu Zei



Pharmaceutical name: Herba Equiseti Hiemalis

Botanical name: *Equisetum hiemale* L.

Family: equisetaceae

English name: Common scouring rush herb

Found: China, Russia*, Hungary*, Liechtenstein*

Properties: Sweet, bitter, neutral

Channels entered: Liver, Lung

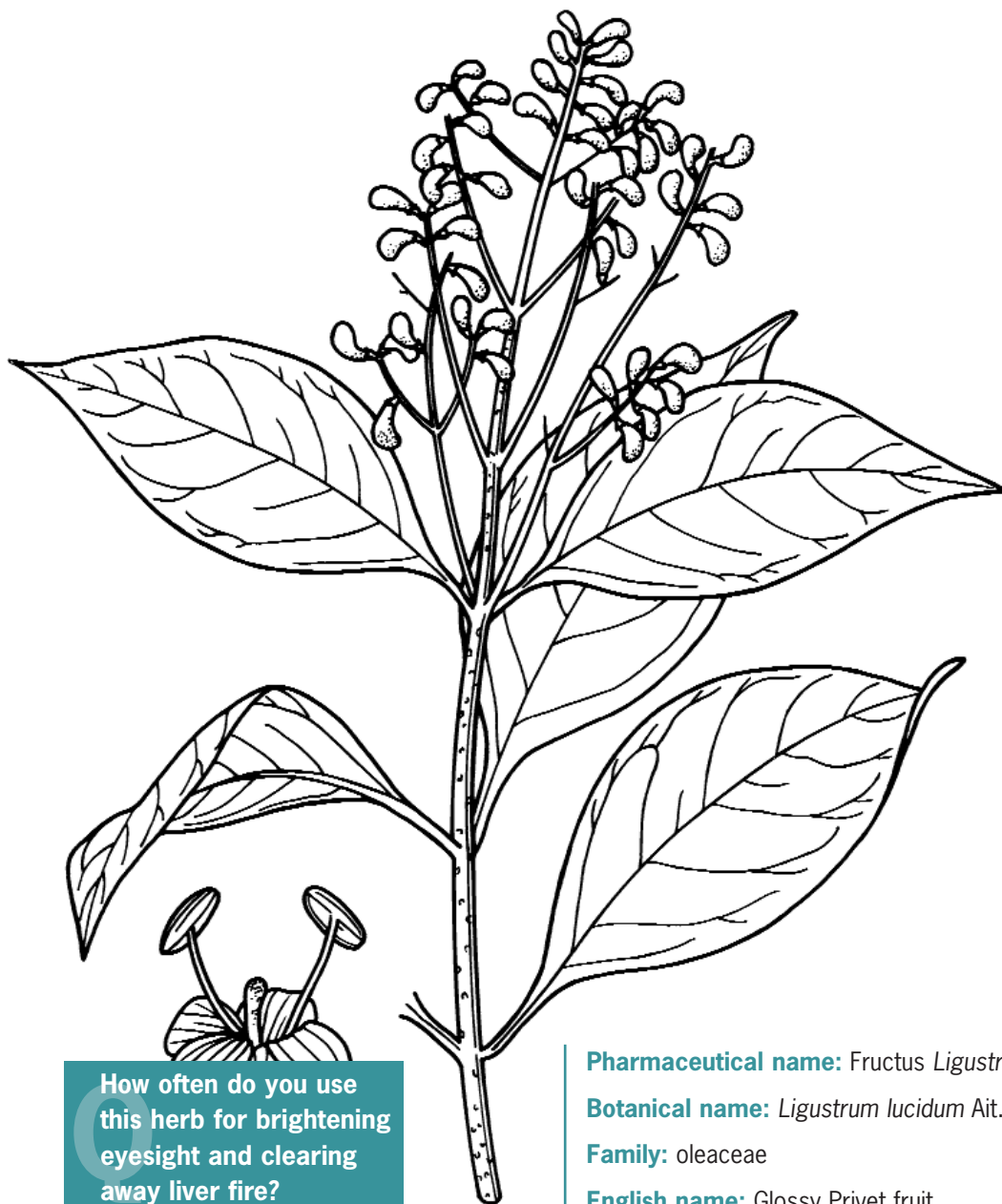
How often do you use this herb for brightening eyesight and clearing away liver fire?

Never	51%
Sometimes	37%
Often	12%
No Answer	0%

*Listed as 'Rare' in UNEP-WCMC 2005 Threatened species database

Brightening Eyesight and Clearing Away Liver Fire

Nu Zhen Zi



How often do you use
this herb for brightening
eyesight and clearing
away liver fire?

Never	11%
Sometimes	28%
Often	54%
No Answer	7%

Pharmaceutical name: Fructus Ligustri Lucidi

Botanical name: Ligustrum lucidum Ait.

Family: oleaceae

English name: Glossy Privet fruit

Found: China

Properties: Bitter, sweet, neutral

Channels entered: Kidney, Liver

Qin Pi



Pharmaceutical name: Cortex Fraxini

Botanical name: *Fraxinus rhynchophylla* Hance., *F. bungeana* DC., or *F. chinensis* Roxb.

Family: oleaceae

English name: Ash bark

Found: China

Properties: Bitter, cold

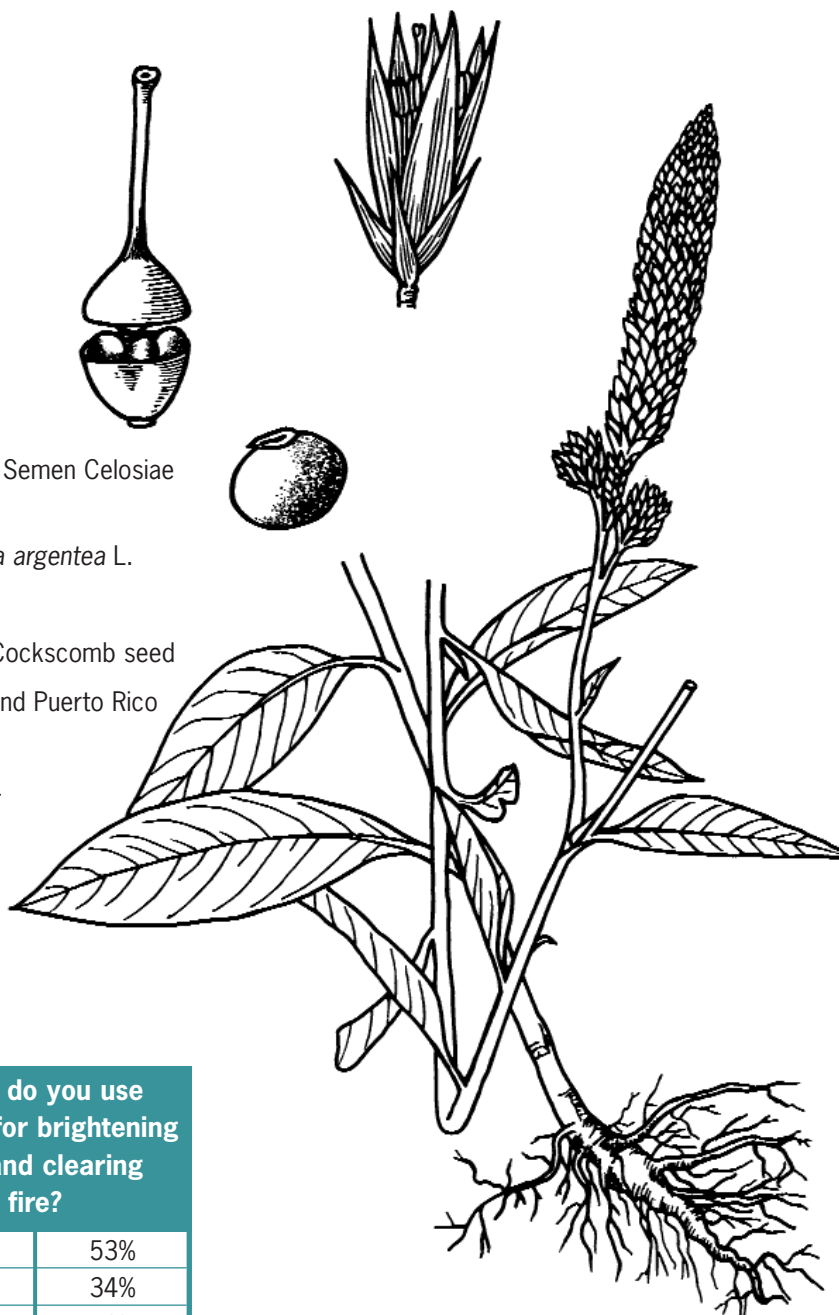
Channels entered: Gallbladder, Large Intestine, Liver, Stomach

How often do you use this herb for brightening eyesight and clearing away liver fire?

Never	24%
Sometimes	45%
Often	28%
No Answer	3%

Brightening Eyesight and Clearing Away Liver Fire

Qing Xiang Zi



Pharmaceutical name: Semen Celosiae
Argenteae

Botanical name: *Celosia argentea* L.

Family: amaranthaceae

English name: Feather Cockscomb seed

Found: China, Malaysia and Puerto Rico

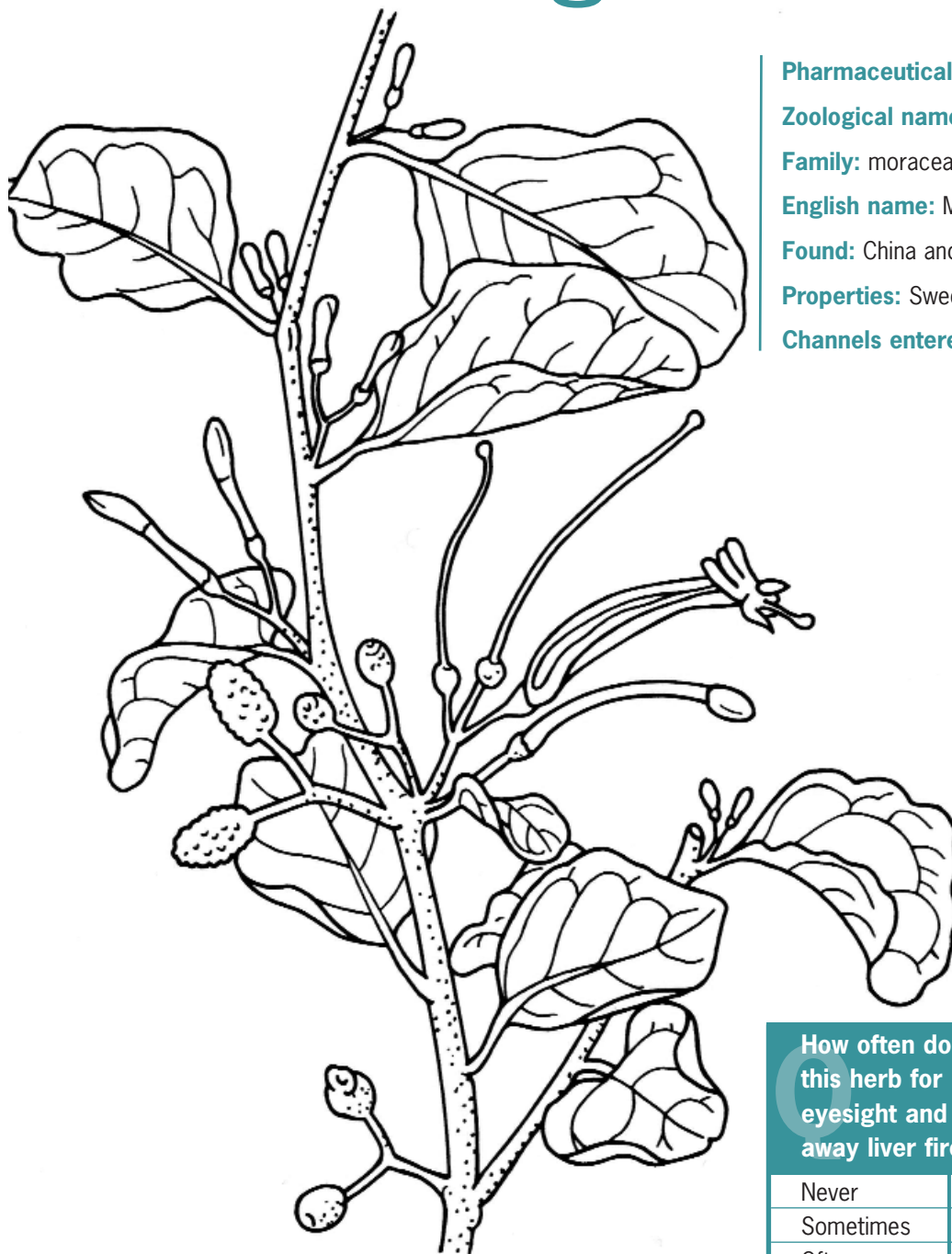
Properties: Sweet, cold

Channels entered: Liver

How often do you use
this herb for brightening
eyesight and clearing
away liver fire?

Never	53%
Sometimes	34%
Often	13%
No Answer	0%

Sang Ye



Pharmaceutical name: Folium Mori

Zoological name: *Morus alba* L.

Family: moraceae

English name: Mulberry leaf

Found: China and Liechtenstein*

Properties: Sweet, bitter, cold

Channels entered: Liver, Lung

How often do you use this herb for brightening eyesight and clearing away liver fire?

Never	22%
Sometimes	42%
Often	34%
No Answer	2%

* Listed as 'Rare' in UNEP-WCMC 2005 Threatened species database

Brightening Eyesight and Clearing Away Liver Fire

Xia Ku Cao



Pharmaceutical name: Spica Prunellae Vulgaris

Botanical name: *Prunella vulgaris* L.

Family: labiatae

English name: Common selfheal fruit-spike

Found: China

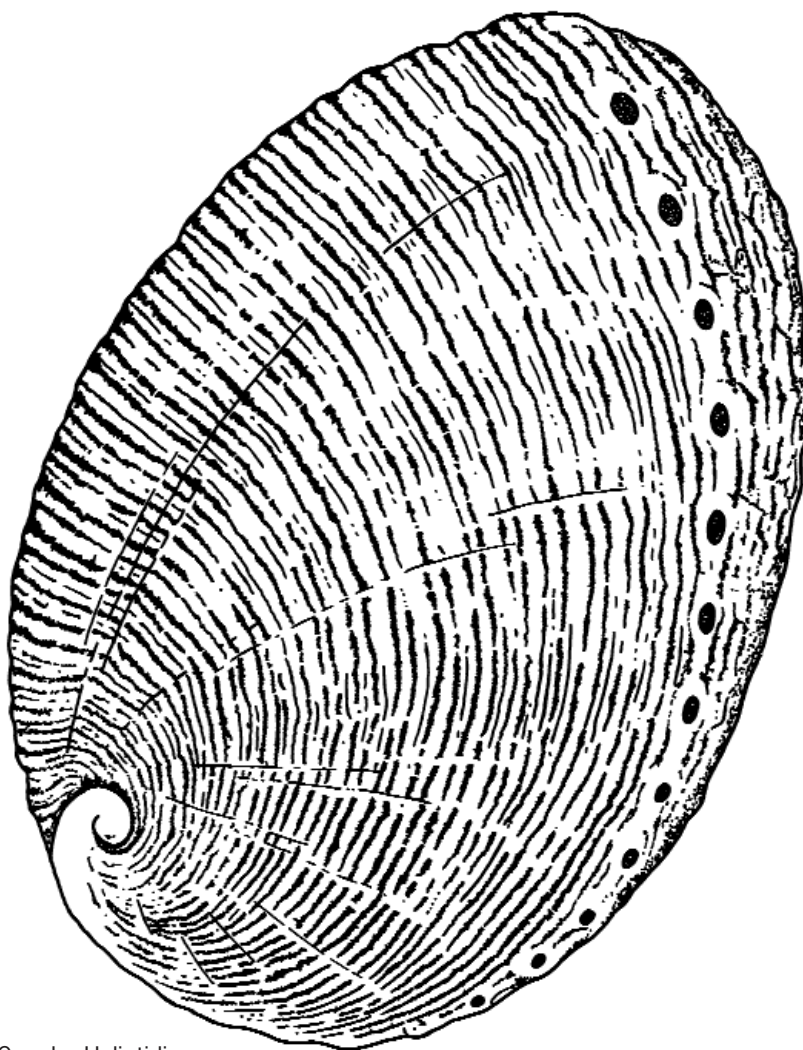
Properties: Bitter, acrid, cold

Channels entered: Gallbladder, Liver

How often do you use
this herb for brightening
eyesight and clearing
away liver fire?

Never	7%
Sometimes	32%
Often	55%
No Answer	6%

Shi Jue Ming



Pharmaceutical name: Concha Haliotidis

Zoological name: *Haliotis diversicolor*
Reeve or *H. gigantea* discuss Reeve

Family: haliotidae

English name: Sea-ear shell

Found: Off coast of China and cultivated

Properties: Salty, cold

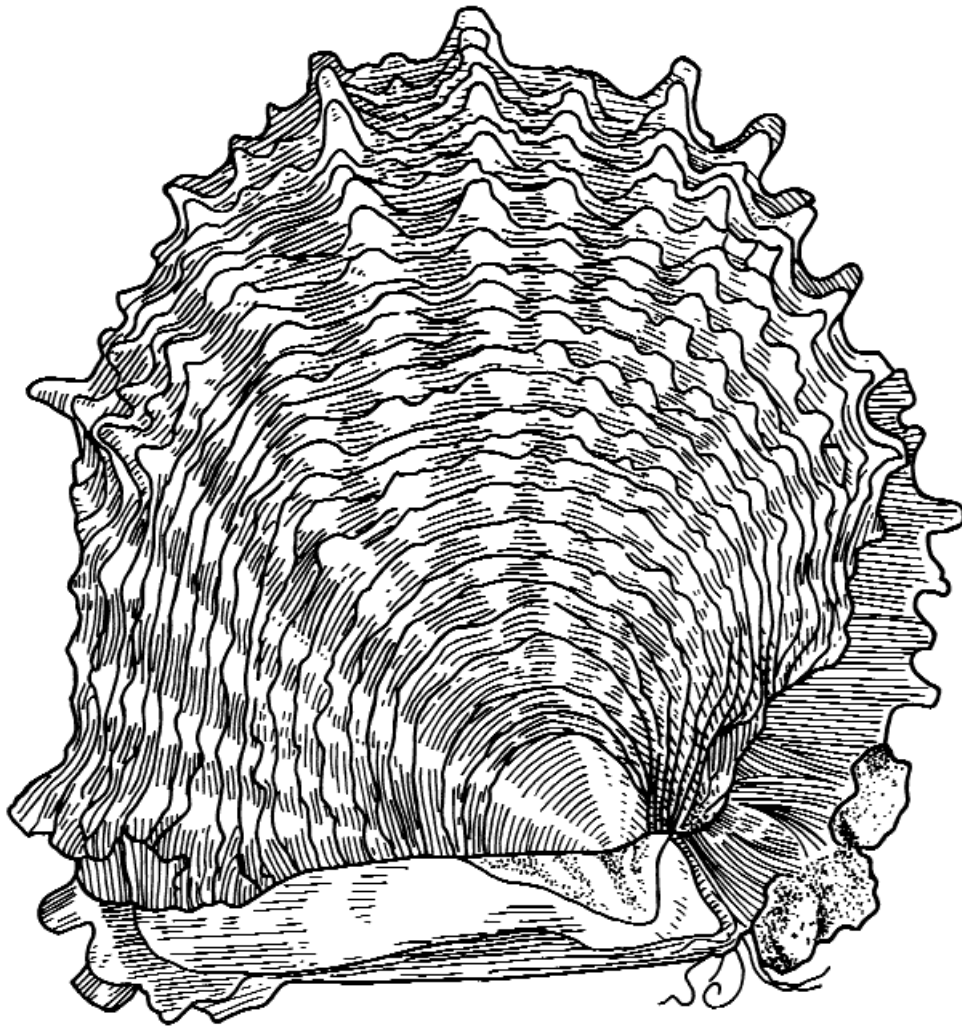
Channels entered: Kidney, Liver

How often do you use
this herb for brightening
eyesight and clearing
away liver fire?

Never	21%
Sometimes	42%
Often	27%
No Answer	0%

Brightening Eyesight and Clearing Away Liver Fire

Zhen Zhu Mu



How often do you use
this herb for brightening
eyesight and clearing
away liver fire?

Never	32%
Sometimes	48%
Often	17%
No Answer	3%

Pharmaceutical name: Concha Margaritiferae

Zoological name: *Pteria margaritifera* (L.)

Family: pteriidae (pteria), unionidae (hydiposis, cristaria)

English name: Nacre

Found: China and cultivated

Properties: Sweet, salty, cold

Channels entered: Heart and Liver

Request for feedback

We need your help. The results of this survey are informative but we need to do more to compile a definitive list of herbal alternatives to bear bile. Most importantly we need input and feedback from the Traditional Medicine community.

All of your comments are welcome but below are a number of specific questions:

Do you know of any other actions or indications for bear bile?

Are there any other herbs you know of that could be added to one of the four lists in the survey?

Do you feel any of the herbs listed should not be included? If so, why?

Could you make a statement either personally or on behalf of your organisation in support of WSPA's campaign?

In the following pages there are 'Feedback Forms' where you can answer the questions listed above and make any other comments. You can fill them out, along with any other comments, and post it to the relevant WSPA office. Alternatively, you can request an electronic form from your relevant WSPA office to complete and return by email.

For both postal and email addresses please see the 'Contact Us' section.

Thank you so much for taking the time to read this report and for any feedback you can provide.

Contact Details

Name

Organisation

Address

Telephone

Email

Request for feedback

Q Do you know of any other actions or indications for bear bile?

[illegible]

Q Are there any other herbs you know of that could be added to one of the four lists in the survey?

Clearing heat and detoxifying

Chinese pin yin	Pharmaceutical name

Clearing liver fire

Chinese pin yin	Pharmaceutical name

Request for feedback

Brightening eyesight through nourishing the liver

Chinese pin yin	Pharmaceutical name

Brightening eyesight and clearing away liver fire

Chinese pin yin	Pharmaceutical name

Do you feel any of the herbs listed should not be included? If so, why?

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Request for feedback

Could you make a statement either personally or on behalf of your organisation in support of WSPA's campaign?

[illegible]

Contact us

For enquiries and feedback in the US contact:

Susan Sherwin
WSPA USA
34 Deloss Street
Framingham, MA 01702
USA
Phone: +1 508 879 8350
Fax: +1 508 620 0786
E-mail: ssherwin@wspausa.org

For enquiries and feedback in Canada contact:

Patrick Tohill
WSPA CANADA
90 Eglinton Avenue East
Suite 960
Toronto
Ontario M4P 2Y3
Phone: +1 416 369 0044
Fax: +1 416 369 0147
E-mail: tohill@wspa.ca

For enquiries and feedback in Australia contact:

Heather Potter
WSPA AUSTRALIA
Suite 1
2 Northcote Street
St Leonards NSW 2065
Phone: +61 2 9902 8000
Fax: +61 2 9906 1166
Email: heatherpotter@wspa.org.au

For all other enquiries and feedback contact:

Dave Eastham
WSPA HEADQUARTERS
89 Albert Embankment
London
SE1 7TP
United Kingdom
Phone: +44 (0)20 7587 5000
Fax: +44 (0)20 7793 0208
E-mail: DaveEastham@wspa.org.uk

In its campaign to bring an end to bear farming, WSPA recognises that herbal alternatives to bear bile need to be identified. With this in mind we are now in the process of identifying both individual herbs and herbal formulas that are known to have the same properties or effects as bear bile. As we work to do this, WSPA strongly believes that collaboration with the Traditional Medicine community is essential.

Appendix 8: EWCL Contacts List for Survey

TM Contact List of Associations

Contact Name	Title	Organization	Mailing address	E-mail	Telephone/fax	Previous contact via mail/email /fax/telephone: Alt. Survey	Survey emailed	Follow-up
Ellen Schaplowsky	President	The Traditional Chinese Medicine World Foundation	396 Broadway, Ste. 502, New York, NY 10013	info@tcmworld.org	Tel. 212-274-1079	yes	yes-SS	in England until mid-Aug; sent again 8/21; follow-up 8/30: will
Alexa Bradley	Assistant Dean	Yo-San University	13315 W. Washington Blvd., Los Angeles, CA 90066	administrator@yosan.edu	Tel. 310-577-3000 Fax: 310-577-3033	no	yes-NB	agreed to forward survey to her contacts
Dr. Qianzhi Wu	Vice President	Academy of Oriental Medicine at Austin	In the Village Center, 2700 West Anderson Lane, Ste. 204, Austin, TX 78757	info@aoma.edu	Tel. 512-454-1188 Fax: 512-454-7001	yes	yes-SS	called 7/24 (talked to asst); follow-up 8/30; Kate Holmes (asst) to forward to other practitioners
Dr. Mary Claire Dilks		Rhode Island Society for Acupuncture and Oriental Medicine	P.O. Box 6681, Providence, RI 02864	maryclaire.dilks@cox.net	Tel. 401-274-14011	No	yes-SS	called 7/24 (no answer); follow-up 8/30; sent again 11/8
Tom St. Amand		Maine Association of Acupuncture and Oriental Medicine	MAAOM 211 Marginal Way #270, Portland, ME 04101	president@maineacupuncture.org		yes	no-SS	email failed
Cindy Fecteau	President	New Hampshire Association for Acupuncture & Oriental Medicine	P.O. Box 243, Peterborough, NH 03458	lfecteau@renaissance	Tel. 603-924-5227	yes	yes-SS	called 7/24; updated 8/2; sent 8/9; follow-up 8/30
Atara Noiade	Herbal Medicine Committee Chair	American Association of Oriental Medicine	refer to: http://www.aaom.org/default.asp?pagenumber=4010 for AAOM board member contact info	secretary@aaom.org	Tel. 941-795-8069	no		SS updated contact info 8/15
George Whiteside		Washington Acupuncture and Oriental Medicine Association	13400 Northrup Way, Ste. 28, Bellevue, WA 98005-2023	mail@waoma.org	Tel. 206-329-9094 Fax: 425-836-4285	no	yes-SS	called 7/24 (talked to asst); follow-up 8/30
Dr. PingPing Zhang	Director of Herbal Studies	Dallas College of Oriental Medicine	2560 Electronic Lane, Dallas, TX 75220	ZhangP@dallasCom.edu	Tel. 214-366-2272 Fax: 214-366-2238	yes	yes-SS	called 8/2-wrong #; follow-up 8/30; sent again 11/8

TM Contact List of Associations

Dr. Brian Shulman	Dean	Seton Hall University	School of Graduate Medical Education 400 South Orange Avenue, South Orange, NJ 07079	gradmeded@shu.edu	Tel. 973-761-9710 Fax: 973-275-2376	no	yes-SS	email failed; updated 8/2; sent 8/9; follow-up 8/30
Dr. Decheng Chen	Professor	New York College of Health Professions	1 West 34th Street, Ste. 903, New York, NY 10001	dechengchen2000@yahoo.com	Tel. 212-564-3324 Fax: 212-564-3732	no	yes-SS	called 8/2-talked to him. Re-sent; follow-up 8/30; sent again 11/8
Dr. Chang Yi Hsiang	Founder	Tai Hsuan Foundation, College of Acupuncture and Herbal Medicine	1110 University Avenue, Ste. 309, Honolulu, HI 96826	TaiHsuanCollege@cs.rizhao@verizon.net	Tel. 808-949-1050 Fax: 808-955-0118	yes	yes-SS	follow-up 8/30; sent again 11/8
Dr. Ruan Jin Zhao	President	Center for Traditional Chinese Medicine, Inc.	1299 South Tamiami Trail, Ste. 1209, Sarasota, FL 34239	rjzhao@verizon.net	Tel. 941-365-8008 Fax: 941-954-8888	yes	yes-SS	sent 8/9; called, left message 8/25; follow-up 8/30; sent again 11/8
Lawrence Palevsky	President	American Holistic Medicine Association	12101 Menaul Blvd., NE, Ste. C, Albuquerque, NM 87112	President@holisticmedicine.org	Tel. 505-292-7788 Fax: 505-293-7582	no	yes-SS	follow-up 8/30; sent again 11/8
Hui-Yan Cai	Dean	Midwest College of Oriental Medicine	4334 North Hazel, Ste. 206, Chicago, IL 60613	sysan@public1.sz.js.cn	Tel. 773-975-1295	no	yes-SS	follow-up 8/30; sent again 11/8
Dr. Sudhir Kudesia	Dean	Dragon Rises College of Oriental Medicine	730 North Waldo Road, Ste. 200, Gainesville, FL 32641	academicdean@dragonrises.edu	Tel. 352-371-2833 Fax: 352-371-2867	yes	yes-SS	email failed; updated 8/2; sent 8/9; follow-up 8/30
Dr. Effie Poy Yew Chow		East West Academy of Healing Arts	117 Topaz Way, San Francisco, CA 94131	eastwestqi@aol.com	Tel. 415-285-9400 Fax: 415-647-5745	yes	yes-SS	follow-up 8/30; sent again 11/8
Shin Lin	Professor	University of California Irvine	2103 McGaugh Hall, Irvine, CA 92697-2300	shinlin@uci.edu	Tel. 949-824-4696 Fax: 949-824-4709	no	yes-SS	follow-up 8/30; sent again 11/8
		American Academy of Veterinary Acupuncture	100 Roscommon Drive, Ste. 320, Middleton, CT, 06457	aava.org	Tel. 860-635-6300	no	yes-SS	
Debra Howard	President	American Organization for the Bodywork Therapies of Asia	Laurel Oak Corporate Center, Ste. 408, 1010 Haddonfield-Berlin Road, Voorhees, NJ 08043	president@aobta.org	Tel. 609-782-1616 Fax: 609-782-1653	no	yes-SS	edited; sent again 8/9; follow-up 8/30; sent again 11/8
Dr. Linda Boggie	President	International Veterinary Acupuncture Society	P.O. Box 1478, Longmont, CO 80502-1478	lindaboggie@earthlink.net	Tel. 303-682-1167 Fax: 303-682-1168	no	yes-SS	wrong email; updated 8/2; sent 8/9; follow-up 8/30; sent again 11/8
		National Academy of Acupuncture and Oriental Medicine	44 Linden Street, Brookline, MA 02146	acupuncture@mercynet.edu		no	no-SS	email failed; no contact info 8/9; follow-up 8/30

TM Contact List of Associations

		National Acupuncture Detoxification Association	P.O. Box 1927, Vancouver, WA 98668-1927	www.acudetox.com	Tel. 888-765-6232 Fax: 360-260-8620	no	yes-SS	
Tierney Tully	Executive Director	National Acupuncture Foundation	P.O. Box 2271, Gig Harbor, WA 98335-4271	director@nationalacupuncturefoundation.org	Tel. 253-851-6538 Fax: 253-851-6883	no	yes-SS	sent 8/9; follow-up 8/30
Dr. Johanna Chu Yen	board member	National Federation of Chinese TCM Organizations	2021 Ygnacio Valley Road, Building D, Walnut Creek, CA 94598			no	no -SS	no email found (see #44 below)
		National Sports Acupuncture Association	P.O. Box 2271, Gig Harbor, WA 98335-4271		Tel. 206-374-2505 Fax: 206-374-2505	no	no email found	
Dr. Lixing Lao	President	Society of Acupuncture Research	PMB 106-241, 4200 Wisconsin Avenue NW, Washington, DC 20016-2143	llao@acupunctureresearch.org	Tel. 301-571-0624	no	no-SS	sent 8/9; email failed; follow-up 8/30; sent again 11/8
		Association of Korean Oriental Medicine & Acupuncture of California	3750 West 6th Street #202, Los Angeles, CA 90020		Tel. 213-382-4412	no		
		California Student Association of Oriental Medicine	P.O. Box 21246, Concord, CA 94521	docnat0123@aol.com	Tel. 925-687-8485	no	no-SS	sent 8/9; email failed
Judy Lemieux	President	Acupuncture Association of Colorado	19 South Jackson Street, Tallahassee, FL 32303	jsaxe@qingtingacupuncture.com	Tel. 850-222-6000 Fax: 850-681-2890	no	yes-SS	sent 8/9; follow-up 8/30
Dorit Reznick, M.Ac., A.P.	President	Academy for Five Element Acupuncture	1170-A E. Hallandale Beach Blvd., Hallandale Beach, FL 33009	info@acupuncturist.edu	Tel. 954-456-6336 Fax: 954-456-3944		yes-SS	sent 8/9; follow-up 8/30
Wei Tsuei	President	Academy of Chinese Culture and Health Sciences	1601 Clay St, Oakland, CA 94612	rkierans@acchs.edu	Tel. 510-834-8646		yes-SS	sent 8/9; follow-up 8/30
Skye Sturgeon	President	Acupuncture & Integrative Medicine College, Berkeley	2550 Shattuck Ave, Berkeley, CA 94704	info@aimc.edu	Tel. 510-666-8248		yes-SS	sent 8/9; follow-up 8/30
		Acupuncture and Massage College	10506 N. Kendall Dr. Miami, FL 33176	admissions@amcollege.edu	Tel. 305-595-9500		yes-SS	sent 8/16; follow-up 8/30
Dr. Changzhen Gong	President	American Academy of Acupuncture and Oriental Medicine	1925 W. County Rd. B2, Roseville, MN 55113	tcmhealth@aol.com	Tel. 651-631-0204		yes-SS	sent 8/16; follow-up 8/30; sent again 11/8
Dr. Wen Huang	Dean	American College of Acupuncture and Oriental Medicine	9100 Park West Dr., Houston, TX 77063	info@acaom.edu	Tel. 713-780-9777		yes-SS	sent 8/16; follow-up 8/30

TM Contact List of Associations

Lixin Huang	President	American College of Traditional Chinese Medicine	455 Arkansas St., San Francisco, CA 94107	LiixinHuang@ACTCM.edu	Tel. 415-282-0856	yes (EWCL contact)	yes-SS	sent 8/16; She will forward survey to her contacts; folow-up 8/30
Diane M. Sater	President	American Institute of Alternative Medicine	6685 Doubletree Ave, Columbus, OH 43229	info@aiam.edu	Tel. 614-825-6278		yes-SS	sent 8/16; follow-up 8/30
Dr. David Epley	President	Arizona School of Acupuncture and Oriental Medicine	4646 East Ft. Lowell Rd., Suite 105, Tucson, AZ 85712	asaom@dakotacom.net	Tel. 520-795-0787		yes-SS	sent 8/16; follow-up 8/30
Alex Howard	President	Asian Institute of Medical Studies	3131 N. Country Club Rd., No. 100, Tucson, AZ 85716	alex@asianinstitute.edu	Tel. 520-322-6330		yes-SS	sent 8/23; follow-up 8/30; sent again 11/8
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		Dongguk Royal University	440 South Shatto PL, Los Angeles, CA 90020	info@dru.edu	Tel. 213-487-0110		yes-SS	sent 8/23; follow-up 8/30
Cynthia O'Donnel	CEO*	East West College of Natural Medicine	3808 N Tamiami Trail, Sarasota, FL 34234	odonnell@aaom.org	Tel. 941-355-9080		yes-SS	*Cynthia is also V.P. of AAOM board-sent 8/23; follow-up 8/30; sent again 11/8
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Appendix 9: EWCL-WSPA Survey Analysis

[illegible]

	Survey #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Herbs for Brightening Eyesight Through Nourishing Liver																							
	Sha Yuan Zi	X	N	N	X	N	N	N	N	n	s	n	s	x	n	s	s	s	n	n	o	s	o
	Gou Qi Zi	X	O	S	X	O	N	O	O	n	s	n	o	s	o	o	o	o	s	o	o	o	o
	Nu Zhen Zi	X	S	S	X	S	N	O	O	o	s	n	s	x	s	o	n	o	s	s	s	x	s
	Shi Hu	X	S	N	X	S	N	N	S	n	s	n	s	x	s	o	n	s	n	n	s	o	s
Herbs for Brightening Eyesight & Clearing Liver Fire																							
	Che Qian Zi	X	O	S	X	O	N	S	S	n	s	n	s	x	o	o	s	o	s	s	o	s	o
	Gou Qi Zi	X	O	S	X	O	N	O	O	o	s	n	o	s	o	o	o	o	s	o	o	?	o
	Gu Jing Cao	X	N	X	X	N	N	N	N	n	s	n	n	x	n	n	n	n	n	n	n	x	x
	Jue Ming Zi	X	S	X	X	S	N	O	S	o	s	n	s	x	s	o	n	s	s	n	s	s	s
	Ju Hua	X	O	X	X	O	N	O	O	o	s	n	o	s	o	o	o	s	o	o	o	o	x
	Man Jiing Zi	X	S	X	X	S	N	O	S	n	s	n	s	o	s	o	s	o	o	s	s	?	s
	Mi Meng Hua	X	N	X	X	N	N	N	N	n	s	n	n	x	n	n	n	n	n	n	s	x	x
	Mu Zei	X	N	X	X	N	N	N	N	n	s	n	n	x	n	n	s	s	s	n	s	x	o
	Nu Zhen Zi	X	N	X	X	N	N	S	O	n	s	n	s	x	s	o	n	o	s	s	s	x	o
	Qin Pi	X	N	X	X	N	N	S	N	n	s	n	n	s	s	o	n	o	s	s	s	x	x
	Qing Xiang Zi	X	N	X	X	N	N	N	N	n	s	n	n	n	n	n	n	n	n	n	n	x	x
	Sang Ye	X	N	X	X	S	N	S	S	o	s	n	s	n	o	o	o	s	s	s	o	x	s
	Xia Ku Cao	X	S	X	X	N	N	S	O	n	s	n	s	n	o	o	s	s	s	s	o	x	o
	Shi Jue Ming	X	S	X	X	N	N	S	N	n	s	n	s	n	s	o	s	o	s	n	s	s	x
	Zhen Zhu Mu	X	N	X	X	S	N	S	N	n	s	n	n	n	s	o	s	o	s	n	s	x	x

	Survey #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Patent Formulas for Nasal Congestion and Discharge																							
	Qian Bai Bi Yan Pian	N	N	N	N	N	N	N	N	n	s	s	n	n	n	n	n	s	n	n	o	n	s
	Bi Min Gan Wan	N	S	N	N	N	N	O	N	o	n	s	n	n	n	n	n	n	n	n	s	n	s
	Fa Fun Bi Min Gan Wan	N	N	N	N	N	N	N	N	n	n	s	n	n	n	n	n	n	n	n	n	n	x
Patent Formulas for Damp Heat Toxins																							
	Huang Lian Jie Du Tang	S	O	S	N	S	N	S	S	o	s	n	n	s	s	o	o	s	s	s	s	n	s
	Long Dan Xie Gan Tang	S	O	S	O	O	N	S	O	o	s	n	s	o	o	o	o	o	o	o	o	n	s
	Ban Lan Gen Chong Ji	N	X	N	N	S	N	S	O	n	s	n	n	n	n	o	n	n	s	n	n	n	o
	Wu Wei Xiao Du Yin	N	N	S	N	N	N	O	N	n	s	n	n	n	n	o	n	n	n	s	s	n	s
	Huang Lian Shang Qing Wan	N	S	N	O	N	N	S	N	o	s	n	n	n	n	o	n	n	s	n	s	n	o
	Yu Nu Jian	N	N	N	N	N	N	N	N	o	s	n	n	n	s	o	n	n	n	n	x	n	x
	Qing Wei San	N	N	S	O	S	N	S	S	o	s	n	n	n	s	o	n	s	s	n	s	n	o
	Yin Qiao Jie Du Pian	N	S	O	O	S	N	O	O	o	s	n	n	n	o	o	n	o	n	n	s	n	o
Patent Formulas for Lower Back Pain & Weakness																							
	Tian Qi Du Zhong Wan	S	O	N	N	S	N	S	N	n	s	n	n	n	n	n	n	n	n	n	s	n	s
	Jin Gui Shen Qi Wan	N	S	N	S	S	N	S	S	n	s	n	s	n	s	o	n	o	s	s	n	n	s
	Liu Wei Di Huang Wan	N	O	N	O	O	N	S	O	n	s	n	s	s	o	o	o	o	s	o	o	n	o
	Zuo Gui Wan	N	S	S	N	S	N	S	O	n	s	s	s	n	s	o	n	o	s	o	n	n	s
	You Gui Wan	N	S	S	N	S	N	S	O	n	s	n	s	s	s	o	n	o	s	o	n	n	s

	Survey #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Patent Formulas for <i>bi</i> syndrome																							
	Du Huo Ji Sheng Wan	O	O	S	O	O	N	S	S	o	s	n	s	n	s	o	o	o	o	o	n	n	s
Patent Formulas for Traumatic Injury																							
	Shang Shi Zhi Tong Gao	N	N	N	N	N	N	S	N	s	n	s	n	n	n	n	n	n	n	n	n	n	o
	Zheng Gu Shui	N	S	N	O	O	N	S	O	s	o	s	n	o	n	o	o	o	n	n	o	n	o
Patent Formulas for Haemorrhoids																							
	Hua Zhi Wan	N	N	N	N	N	N	N	N	n	n	s	n	n	n	n	n	n	n	n	s	n	s
	Hua Zhi Ling	N	N	N	N	N	N	N	N	n	n	s	n	n	n	n	n	n	n	n	n	n	x
Patent Formulas for Acne & Improving Skin Beauty																							
	Wu Wei Xiao Du Yin	N	N	S	N	S	N	O	N	n	s	n	n	n	n	o	n	n	n	s	s	n	s

[illegible]

	Survey #	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47
Herbs for Clearing Heat & Detoxifying	Key: N = Never, S = Sometimes, O = Often, X = Did not answer																									
	Jin Yin Hua	o	o	o	x	o	o	o	o	o	n	o	x	s	o	s	o	o	o	o	o	o	o	o	x	o
	Lian Qiao	o	o	o	x	o	o	o	o	o	n	o	x	s	o	s	o	o	o	o	o	o	o	o	x	o
	Pu Gong Ying	o	s	s	x	o	s	o	o	o	n	o	x	o	s	s	o	s	s	o	o	o	s	o	x	o
	Da Qing Ye	o	s	n	x	s	s	o	s	s	n	s	x	o	o	s	s	s	s	o	o	o	o	o	x	o
	Chuan Xin Lian	o	s	s	x	n	s	s	n	o	n	s	o	o	s	n	o	s	n	o	o	o	n	s	x	o
	Qing Dai	n	s	s	x	s	o	o	n	s	n	n	x	s	s	n	s	s	s	s	o	s	s	o	s	o
	Zi Hua Di Ding	s	s	s	x	s	s	s	n	s	n	n	x	s	s	n	n	s	s	o	o	o	s	s	o	o
	Yu Xing Cao	s	s	n	x	o	n	s	n	s	n	n	x	x	o	s	o	o	o	o	o	o	s	s	x	x
	Bai Hua She She Cao	s	s	n	x	s	n	s	n	s	s	n	x	s	s	n	o	s	n	o	o	o	s	o	x	s
	Ma Bo	n	n	n	x	s	n	n	n	s	n	n	x	n	o	n	s	o	o	n	n	s	s	o	x	x
	Qin Pi	s	n	n	x	s	s	s	n	s	s	s	x	s	s	n	s	s	s	s	o	o	s	s	x	o
	She Gan	s	n	s	x	o	n	s	n	n	n	n	x	x	s	n	s	s	s	s	o	o	s	s	s	o
	Bai Xian Pi	s	n	n	x	n	n	o	n	n	n	n	s	n	s	s	s	s	n	s	o	o	s	s	x	o
	Shan Dou Gen	s	n	n	x	n	n	s	n	o	n	n	x	x	s	n	s	s	n	s	o	o	s	s	x	o
	Ban Bian Lian	s	n	n	x	n	n	n	n	n	n	o	n	n	s	n	n	s	s	s	o	s	n	s	x	o
	Bai Jiang Cao	s	n	n	x	n	n	s	n	n	n	n	x	n	n	s	n	s	n	s	o	o	o	s	x	o
	Bai Tou Weng	s	n	n	x	s	s	s	n	n	n	s	x	n	s	s	s	s	n	s	o	o	s	s	x	o
	Ma Chi Xian	s	n	n	x	s	n	s	n	n	n	n	x	n	s	n	n	s	n	s	o	o	s	s	x	o
	Hong Teng	s	n	s	x	n	s	n	n	s	n	n	x	n	s	n	n	s	n	s	s	o	o	s	x	s
	Zao Xiu or Chonglou	s	n	n	x	n	n	n	n	s	n	n	x	x	s	n	n	s	s	n	s	s	n	s	x	o
	Chui Pen Cao	s	n	n	x	n	n	n	n	n	n	s	x	n	n	n	n	n	n	s	n	s	n	n	x	x
Herbs for Clearing Liver Fire																										
	Long Dan Cao	o	s	o	x	s	o	o	o	o	n	s	x	o	o	x	o	o	o	o	s	s	s	o	x	o
	Lu Hui	s	n	n	x	s	s	o	s	s	n	s	x	s	o	?	n	s	s	s	s	s	n	n	x	o
	Zao Xiu or Chonglou	n	n	n	x	n	n	n	n	s	n	n	x	n	n	n	n	s	n	n	s	s	n	s	x	o
	Zi Hua Di Ding	s	s	s	x	s	s	s	n	s	s	n	x	s	s	x	s	s	n	s	o	o	n	s	o	o

	Survey #	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47
Herbs for Brightening Eyesight Through Nourishing Liver																										
	Sha Yuan Zi	n	n	s	x	n	o	n	n	n	n	s	x	n	s	x	n	s	n	s	s	s	n	n	x	o
	Gou Qi Zi	o	o	o	x	o	o	o	s	o	s	s	x	o	o	?	o	o	o	o	o	o	o	o	x	o
	Nu Zhen Zi	s	o	o	x	s	o	o	s	o	s	s	x	n	o	?	o	s	o	o	o	o	o	o	x	o
	Shi Hu	s	n	s	x	s	o	s	n	s	n	n	x	s	o	n	s	o	n	o	o	o	s	n	x	o
Herbs for Brightening Eyesight & Clearing Liver Fire																										
	Che Qian Zi	n	n	s	x	s	o	x	n	o	n	n	x	s	o	s	o	o	s	o	o	o	s	s	x	o
	Gou Qi Zi	s	s	o	x	s	o	x	s	o	s	s	x	o	o	o	o	o	o	o	o	o	o	o	x	o
	Gu Jing Cao	n	n	n	x	n	n	x	n	n	n	n	x	n	x	n	s	n	n	s	s	s	n	n	x	o
	Jue Ming Zi	n	o	s	x	s	o	x	s	s	n	s	x	s	o	o	o	s	n	o	o	o	s	o	x	o
	Ju Hua	o	o	s	x	o	x	x	s	o	s	s	x	o	o	o	o	o	o	o	o	o	s	o	x	o
	Man Jiing Zi	o	s	n	x	s	o	x	s	o	n	n	x	s	s	o	o	s	n	o	o	o	s	o	x	o
	Mi Meng Hua	n	n	n	x	n	n	x	n	n	n	n	x	n	n	s	s	s	n	s	s	o	n	s	x	o
	Mu Zei	n	n	n	x	n	n	x	n	n	n	n	x	n	n	o	s	s	n	o	o	o	n	n	x	o
	Nu Zhen Zi	s	s	n	x	s	o	x	n	o	s	s	x	n	o	n	o	s	o	o	o	o	o	o	x	o
	Qin Pi	n	n	s	x	n	n	x	n	n	x	s	x	n	s	n	s	s	o	o	o	o	n	n	x	o
	Qing Xiang Zi	n	n	n	x	n	n	x	n	n	n	n	x	n	o	n	n	s	n	o	s	s	n	x	x	o
	Sang Ye	n	n	s	x	n	o	x	s	o	n	n	x	n	o	o	o	o	s	o	o	o	s	s	x	x
	Xia Ku Cao	s	s	n	x	s	o	x	s	o	n	s	x	n	o	s	o	s	n	o	o	o	o	o	x	o
	Shi Jue Ming	s	n	s	x	n	o	x	n	o	n	n	x	n	o	o	o	s	s	o	o	o	s	o	x	o
	Zhen Zhu Mu	s	s	n	x	n	o	x	n	s	n	s	x	n	o	o	o	n	s	o	o	o	s	o	x	x

	Survey #	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47
Patent Formulas for Nasal Congestion and Discharge																										
	Qian Bai Bi Yan Pian	s	n	n	o	n	n	x	n	n	n	s	s	n	n	n	n	o	n	n	s	s	n	n	s	x
	Bi Min Gan Wan	o	s	s	n	n	n	x	n	s	n	n	s	o	n	n	o	o	n	s	o	o	n	n	x	x
	Fa Fun Bi Min Gan Wan	n	n	n	n	n	n	x	n	n	n	n	s	n	n	n	n	n	n	s	o	s	n	n	x	x
Patent Formulas for Damp Heat Toxins																										
	Huang Lian Jie Du Tang	s	s	s	s	n	o	x	s	s	n	n	x	s	o	n	o	s	n	s	o	s	n	s	x	o
	Long Dan Xie Gan Tang	o	s	o	s	s	o	x	s	s	n	n	o	s	o	o	o	s	o	o	o	s	n	o	x	o
	Ban Lan Gen Chong Ji	n	n	s	s	n	o	x	s	s	n	n	s	s	n	n	n	o	n	o	o	o	n	o	x	o
	Wu Wei Xiao Du Yin	n	n	n	n	n	s	x	n	n	n	s	s	n	s	n	n	s	n	s	o	s	n	o	x	x
	Huang Lian Shang Qing Wan	s	s	n	n	n	s	x	n	n	s	s	s	s	n	n	n	s	n	o	s	s	n	n	x	x
	Yu Nu Jian	s	n	n	n	n	s	x	n	s	n	n	n	n	n	s	n	s	n	s	o	o	n	n	x	x
	Qing Wei San	s	s	s	n	n	s	x	n	s	n	s	s	s	o	s	n	s	n	s	s	s	n	x	x	x
	Yin Qiao Jie Du Pian	o	s	o	o	n	o	x	s	s	s	s	x	o	n	o	o	o	n	o	o	o	n	o	o	o
Patent Formulas for Lower Back Pain & Weakness																										
	Tian Qi Du Zhong Wan	s	n	n	n	n	s	x	n	n	s	n	s	n	n	n	n	s	n	s	o	o	n	n	x	x
	Jin Gui Shen Qi Wan	s	o	o	o	s	o	x	s	s	s	n	o	o	o	s	s	o	n	?	o	o	s	o	x	x
	Liu Wei Di Huang Wan	o	o	s	o	s	o	x	s	s	o	s	o	s	s	s	o	o	o	o	o	o	s	o	o	x
	Zuo Gui Wan	o	o	s	s	n	o	x	s	s	s	n	o	o	s	s	o	o	o	o	o	o	s	o	x	x
	You Gui Wan	o	o	s	s	n	o	x	s	s	x	n	s	o	s	s	s	o	o	o	o	o	s	o	x	x

	Survey #	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47
Patent Formulas for <i>bi</i> syndrome																										
	Du Huo Ji Sheng Wan	o	s	s	s	s	o	x	s	o	n	s	o	o	o	o	s	o	n	o	o	o	s	o	x	x
Patent Formulas for Traumatic Injury																										
	Shang Shi Zhi Tong Gao	n	n	n	n	n	s	x	n	n	n	s	n	n	n	n	n	o	n	o	o	s	s	n	x	x
	Zheng Gu Shui	o	s	n	n	s	o	x	n	s	n	o	s	s	n	o	n	o	n	o	s	s	s	o	x	x
Patent Formulas for Haemorrhoids																										
	Hua Zhi Wan	n	n	n	n	n	o	x	n	n	n	n	x	n	n	n	n	n	n	?	n	s	n	n	s	x
	Hua Zhi Ling	n	n	n	n	n	n	x	n	n	n	n	x	n	n	n	n	n	n	n	n	o	n	n	x	x
Patent Formulas for Acne & Improving Skin Beauty																										
	Wu Wei Xiao Du Yin	n	n	n	n	n	n	n	s	n	n	n	n	n	s	n	n	s	n	s	o	o	n	s	x	x

[illegible]

	Survey #													
Herbs for Clearing Heat & Detoxifying	Key: N = Never, S = Sometimes, O = Often, X = Did not answer	Count N	Count S	Count O	Count X	Total Answers to Question	% N	% S	% O	% X				
	Jin Yin Hua	3	6	33	5	47	6%	13%	70%	11%				
	Lian Qiao	5	6	30	6	47	11%	13%	64%	13%				
	Pu Gong Ying	5	15	22	5	47	11%	32%	47%	11%				
	Da Qing Ye	7	21	13	6	47	15%	45%	28%	13%				
	Chuan Xin Lian	13	16	13	5	47	28%	34%	28%	11%				
	Qing Dai	13	22	8	4	47	28%	47%	17%	9%				
	Zi Hua Di Ding	14	21	8	4	47	30%	45%	17%	9%				
	Yu Xing Cao	16	14	8	9	47	34%	30%	17%	19%				
	Bai Hua She She Cao	16	19	5	7	47	34%	40%	11%	15%				
	Ma Bo	24	11	5	7	47	51%	23%	11%	15%				
	Qin Pi	11	26	4	6	47	23%	55%	9%	13%				
	She Gan	17	20	4	6	47	36%	43%	9%	13%				
	Bai Xian Pi	19	19	4	5	47	40%	40%	9%	11%				
	Shan Dou Gen	25	12	4	6	47	53%	26%	9%	13%				
	Ban Bian Lian	28	10	4	5	47	60%	21%	9%	11%				
	Bai Jiang Cao	28	8	4	7	47	60%	17%	9%	15%				
	Bai Tou Weng	16	22	3	6	47	34%	47%	6%	13%				
	Ma Chi Xian	26	11	3	7	47	55%	23%	6%	15%				
	Hong Teng	24	14	2	7	47	51%	30%	4%	15%				
	Zao Xiu or Chonglou	29	9	1	8	47	62%	19%	2%	17%				
	Chui Pen Cao	33	6	0	8	47	70%	13%	0%	17%				
Herbs for Clearing Liver Fire		Count N	Count S	Count O	Count X	Total Answers to Question	% N	% S	% O	% X				
	Long Dan Cao	3	11	27	6	47	6%	23%	57%	13%				
	Lu Hui	14	20	7	5	46	30%	43%	15%	11%				
	Zao Xiu or Chonglou	32	8	1	6	47	68%	17%	2%	13%				
	Zi Hua Di Ding	11	26	5	5	47	23%	55%	11%	11%				

	Survey #													
Herbs for Brightening Eyesight Through Nourishing Liver		Count N	Count S	Count O	Count X	Total Answers to Question	% N	% S	% O	% X				
	Sha Yuan Zi	23	13	4	7	47	49%	28%	9%	15%				
	Gou Qi Zi	3	7	31	5	46	7%	15%	67%	11%				
	Nu Zhen Zi	4	16	19	7	46	9%	35%	41%	15%				
	Shi Hu	15	17	9	6	47	32%	36%	19%	13%				
Herbs for Brightening Eyesight & Clearing Liver Fire		Count N	Count S	Count O	Count X	Total Answers to Question	% N	% S	% O	% X				
	Che Qian Zi	8	16	16	7	47	17%	34%	34%	15%				
	Gou Qi Zi	2	10	28	6	46	4%	22%	61%	13%				
	Gu Jing Cao	30	5	1	11	47	64%	11%	2%	23%				
	Jue Ming Zi	7	19	13	8	47	15%	40%	28%	17%				
	Ju Hua	2	8	28	9	47	4%	17%	60%	19%				
	Man Jiing Zi	7	17	15	7	46	15%	37%	33%	15%				
	Mi Meng Hua	27	8	2	10	47	57%	17%	4%	21%				
	Mu Zei	25	7	6	9	47	53%	15%	13%	19%				
	Nu Zhen Zi	10	13	15	9	47	21%	28%	32%	19%				
	Qin Pi	18	12	7	10	47	38%	26%	15%	21%				
	Qing Xiang Zi	30	4	3	10	47	64%	9%	6%	21%				
	Sang Ye	10	14	14	9	47	21%	30%	30%	19%				
	Xia Ku Cao	9	15	15	8	47	19%	32%	32%	17%				
	Shi Jue Ming	13	14	12	8	47	28%	30%	26%	17%				
	Zhen Zhu Mu	14	13	10	10	47	30%	28%	21%	21%				

	Survey #													
Patent Formulas for Nasal Congestion and Discharge		Count N	Count S	Count O	Count X	Total Answers to Question	% N	% S	% O	% X				
	Qian Bai Bi Yan Pian	32	10	3	2	47	68%	21%	6%	4%				
	Bi Min Gan Wan	27	9	8	3	47	57%	19%	17%	6%				
	Fa Fun Bi Min Gan Wan	38	4	1	4	47	81%	9%	2%	9%				
Patent Formulas for Damp Heat Toxins		Count N	Count S	Count O	Count X	Total Answers to Question	% N	% S	% O	% X				
	Huang Lian Jie Du Tang	11	24	9	3	47	23%	51%	19%	6%				
	Long Dan Xie Gan Tang	6	14	25	2	47	13%	30%	53%	4%				
	Ban Lan Gen Chong Ji	24	10	10	3	47	51%	21%	21%	6%				
	Wu Wei Xiao Du Yin	28	12	4	3	47	60%	26%	9%	6%				
	Huang Lian Shang Qing Wan	24	15	5	3	47	51%	32%	11%	6%				
	Yu Nu Jian	30	8	4	5	47	64%	17%	9%	11%				
	Qing Wei San	16	22	5	4	47	34%	47%	11%	9%				
	Yin Qiao Jie Du Pian	13	9	23	2	47	28%	19%	49%	4%				
Patent Formulas for Lower Back Pain & Weakness		Count N	Count S	Count O	Count X	Total Answers to Question	% N	% S	% O	% X				
	Tian Qi Du Zhong Wan	29	12	3	3	47	62%	26%	6%	6%				
	Jin Gui Shen Qi Wan	11	19	13	3	46	24%	41%	28%	7%				
	Liu Wei Di Huang Wan	6	14	25	2	47	13%	30%	53%	4%				
	Zuo Gui Wan	10	18	16	3	47	21%	38%	34%	6%				
	You Gui Wan	10	19	14	4	47	21%	40%	30%	9%				

	Survey #											
Patent Formulas for <i>bi</i> syndrome		Count N	Count S	Count O	Count X	Total Answers to Question		% N	% S	% O	% X	
	Du Huo Ji Sheng Wan	7	15	22	3	47		15%	32%	47%	6%	
Patent Formulas for Traumatic Injury		Count N	Count S	Count O	Count X	Total Answers to Question		% N	% S	% O	% X	
	Shang Shi Zhi Tong Gao	33	7	4	3	47		70%	15%	9%	6%	
	Zheng Gu Shui	15	12	17	3	47		32%	26%	36%	6%	
Patent Formulas for Haemorrhoids		Count N	Count S	Count O	Count X	Total Answers to Question		% N	% S	% O	% X	
	Hua Zhi Wan	37	5	1	3	46		80%	11%	2%	7%	
	Hua Zhi Ling	40	1	1	5	47		85%	2%	2%	11%	
Patent Formulas for Acne & Improving Skin Beauty		Count N	Count S	Count O	Count X	Total Answers to Question		% N	% S	% O	% X	
	Wu Wei Xiao Du Yin	30	11	4	2	47		64%	23%	9%	4%	

[illegible]

Additional Comments
[???] Spray formula for hemerrhoids Tien Chi internally. To regulate blood: Tian Qi - San qi (pseudog[...?]). Stops ble category.
Yin Qiao Jie Du Pian noted as "not damp" on question on damp heat toxins
[I use only] organic whole raw food and eVibe machine
Dendrobium Shi Hu is on endangered red list and is not imported. Wild orchids. Use Gon Mau Liy [sp?] for Fem-heck
Need some questions like "How many patients do you use herbs with? 10%, 25%, 50%, 75%, 100%" and "What for do you use? Raw to cook? Powders? Tincture? Tablets? Capsules?"
Give our cat synthetic ursa diole for pancreatitis
Thank you for doing this crucially important work. Goddess Bears.
Gastrodia and Uncaria (Tian Ma Gau Teng Yin) clears wind-heat at Qi [???] for convulsions. Lotus Plumeria [Lian Xin] fevers with delirium. PS Like your booklet "Finding Herbal Alternatives"