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Investigations Executive,
Advertising Standards Authority

October 23 2019

Dear xxx,

Complaint Ref: xxx

Thank you for your email of October 17 2019 in response to my letter of October 1 2019.

1. The identity of the ASA's scientific assessor

I should be grateful if you could let me know the name of person at the ASA assessing this area of science, as previously requested on many occasions.

2. The information poster should follow the majority-viewpoint science

I am glad that you accept that the information poster "quite clearly gives the impression that 5G signals pose serious health risks". This therefore accords with the ASA's insistence on following the majority scientific viewpoint, as I have previously explained in detail. As I stated in my letter of October 1 2019, the trustees may in future consider making scientific statements more overtly following the proven science and majority viewpoint, in accordance with the ASA's requirements.

3. More information from the ES-UK website

Thank you for your suggestion that "you might choose to invite viewers to your website to find out more information". In fact, I thought the information poster did reference our website for further information with the words: "according to hundreds of peer-reviewed studies listed on the ES-UK website: www.es-uk.info", and with the charity's logo at the bottom.

4. Substantiation needed for all statements

I note that you suggest that future information posters on 5G should remove “the impression that only the viewpoint that the signals pose health risks exists”. However, according to the ASA’s own insistence on being able to substantiate all claims, clearly such a claim cannot meet the ASA’s own basic requirements, since there are no peer-reviewed studies to substantiate a claim that radio frequency signals like 5G cannot pose health risks. Therefore your suggestion is ruled out by the ASA’s own rules.

5. Full substantiation already provided

My letter of October 1 2019 fully exonerated the information poster on your charges of 3.1: misleading, and 3.13: exaggeration, then made against it.

I note that of October 17 2019 you have added the charge of 3.7: substantiation. The information poster deliberately fully substantiates itself by providing the sources of each of its statements. I trust that your unnamed assessor has access to the usual research databases and is therefore able to substantiate these statements for him/herself. In case he/she does not, I’ll add some references and studies below.

Has your unidentified assessor access to the scientific literature from 1953 which fully substantiates the information in the information poster? The year 1953 was when Schwan made his long-invalidated claim that the only adverse effect of RF radiation was heating. No expert scientist in this field still follows his mistake. The only people who do follow his mistake are the small minority-viewpoint cartel of lobbyists in the WHO, ICNIRP, AGNIR, PHE and DHSC supporting the wireless radiation industry, as I explained at length in my letter of October 1 2019. The literature since 1953 shows that the scientific evidence fully supports the dangers of low-level RF radiation exposure. In fact, the year 1953 was when RF radiation was first shown to cause cancer.

I have already explained this at length to the ASA and your unidentified assessor. For instance, as regards an ASA’s previous request for 3.7: substantiation, on July 4 2017 I supplied 17 studies in full and many links, which were all wrongly assessed by the ASA’s unidentified assessor as not substantive. Again, on August 8 2017 I supplied a response of 137 pages with over 400 quotations and references, and over 70 studies in full and many links, all of which the ASA assessed wrongly as not substantive.

The scientific evidence has grown significantly over the last two years since 2017 in substantiation of the scientific evidence presented by the information poster.

Since then, I have not seen a single peer-reviewed study by the ASA, or its unnamed assessor, or anyone else, disproving all these 87 studies, or become aware of the ASA’s unidentified assessor writing to each author to tell them that their study has been disproved by the ASA.

6. Still awaiting:

- (a) the ASA's detailed review of studies already supplied, and
 (b) substantive peer-reviewed studies, not unsubstantiated minority-viewpoint opinion-pieces

I still await from the ASA:

- (a) a detailed review of all the studies already supplied to the ASA, including the ASA's provision of even one peer-reviewed study proving that RF radiation is always safe, and
- (b) the replacement of the ASA's reliance of September 27 2019, and previously, on non-peer-reviewed, and therefore unsubstantiated, opinion-pieces by the minority-viewpoint cartel of WHO, DHSC and a member of the research service at the European parliament.

The ASA should replace its use of unsubstantiated opinion-pieces and instead provide peer-reviewed studies. To prove that 5G is safe, the ASA must provide peer-reviewed studies proving that 5G has been proved safe, according to the ASA's own requirements for substantiation.

Yours sincerely,



Michael Bevington
 Chair, ES-UK trustees.
michael@es-uk.info

Some studies and references substantiating the statements on the Information Poster:

Professor Martin Pall:

- Pall ML et al.: "Elevated nitric oxide/peroxynitrite mechanism for the common etiology of multiple chemical sensitivity, chronic fatigue syndrome, and posttraumatic stress disorder" *Ann N Y Acad Sci.* (2001) [PMID: 12000033](#).
- Pall ML: "Nitric oxide synthase partial uncoupling as a key switching mechanism for the NO/ONOO- cycle" *Med Hypotheses.* (2007) [PMID: 17448611](#).
- Pall ML et al.: "The NO/ONOO- cycle as the etiological mechanism of tinnitus" *Int Tinnitus J.* (2007) [PMID: 18229788](#).
- Pall ML: "Electromagnetic fields act via activation of voltage-gated calcium channels to produce beneficial or adverse effects" *J Cell Mol Med.* (2013) [PMID: 23802593](#). [PMC3780531](#).
- Pall ML: "Microwave electromagnetic fields act by activating voltage-gated calcium channels: why the current international safety standards do not predict biological hazard" *Recent Res Devel Mol Cell Biol.* (2014). [Article](#).

- Pall ML: "How to Approach the Challenge of Minimizing Non-Thermal Health Effects of Microwave Radiation from Electrical Devices" *Int J Innovat Res Engin Management (IJIREM)*. (2015) [Article](#).
- Pall ML: "Microwave frequency electromagnetic fields (EMFs) produce widespread neuropsychiatric effects including depression" *J Chem Neuroanat*. (2015) [PMID: 26300312](#). [Article](#).
- Pall ML et al.: "Nrf2, a master regulator of detoxification and also antioxidant, anti-inflammatory and other cytoprotective mechanisms, is raised by health promoting factors" *Sheng Li Xue Bao. [Acta Physiologica Sinica]* (2015) [PMID: 2567262](#).
- Pall ML: "Scientific evidence contradicts findings and assumptions of Canadian Safety Panel 6: microwaves act through voltage-gated calcium channel activation to induce biological impacts at non-thermal levels, supporting a paradigm shift for microwave/lower frequency electromagnetic field action" *Rev Environ Health*. (2015) [PMID: 25879308](#).
- Pall ML: "Electromagnetic Fields Act Similarly in Plants as in Animals: Probable Activation of Calcium Channels via Their Voltage Sensor" *Curr Chem Biol*. (2016) [Article](#).
- Pall ML: "[List of 170 Reviews on Non-thermal Effects of Microwave/Intermediate Frequency EMFs](#)" (Electromagnetic Health, 2017) [Article](#).
- Pall ML: "Wi-Fi is an important threat to human health" *Environ Res*. (2018) [PMID: 29573716](#). [Article](#).
- Pall M: "How Cancer Can Be Caused by Microwave Frequency Electromagnetic Field (EMF) Exposures: EMF Activation of Voltage-Gated Calcium Channels (VGCCs) Can Cause Cancer Including Tumor Promotion, Tissue Invasion, and Metastasis via 15 Mechanisms" ch.7 in: Markov M (ed.): *Mobile Communications and Public Health*. CRC Press. (2018) ISBN 9781138568426. [Abstract](#).
- Professor M Pall: "[5G: Great risk for EU, U.S. and International Health! Compelling Evidence for Eight Distinct Types of Great Harm Caused by Electromagnetic Field \(EMF\) Exposures and the Mechanism that Causes Them](#)" (May 2018, 90 pages)
- Professor M Pall: "[Dr. Martin Pall To The NIH: 'The 5G Rollout Is Absolutely Insane'](#)" (August 2018, 9 min.)
- Professor M Pall: "['Totally insane': Telecomm Industry ignores 5G dangers](#)" (RT America, March 6 2019, 6 min)
- Professor M Pall: "[5G als ernste globale Herausforderung – gesundheitliche Gefährdungen des Mobilfunks](#)" (Kompetenzinitiative zum Schutz von Mensch, Umwelt und Demokratie e.V., Germany. 2019. Broschüre (Wirkungen des Mobil- und Kommunikationsfunks) 12: 120)
- Professor M Pall: "[5G Could Wipe Out Humans, Plants, Animals](#)" (Talk Digital Network, June 24 2019, 35 min.)

Céline Fremault, Brussels:

- "[Radiation concerns halt Brussels 5G development, for now](#)" (Brussels Times, April 1 2019)

The Ramazzini study, and some updates since 2017 confirming that RF radiation causes cancer:

- Falcioni L et al.: "Report of final results regarding brain and heart tumors in Sprague-Dawley rats exposed from prenatal life until natural death to mobile phone radiofrequency field representative of a 1.8 GHz GSM base station environmental emission" *Environ Res.* (2018) [PMID: 29530389](#). [Article](#).
- Hardell L et al.: "Comments on the US National Toxicology Program technical reports on toxicology and carcinogenesis study in rats exposed to whole-body radiofrequency radiation at 900 MHz and in mice exposed to whole-body radiofrequency radiation at 1,900 MHz" *Int J Oncol.* (2018) [PMID: 30365129](#). [PMC6254861](#).
- Lin JC: "Potential Game Changer for Mobile-Phone Radio-Frequency Radiation Carcinogenesis" *Rad Sci Bull. IEEE.* (2016). [Article](#).
- Melnick RL: "Commentary on the utility of the National Toxicology Program study on cell phone radiofrequency radiation data for assessing human health risks despite unfounded criticisms aimed at minimizing the findings of adverse health effects" *Environ Res.* (2018) [PMID: 30243215](#).
- Miller AB et al.: "Cancer epidemiology update, following the 2011 IARC evaluation of radiofrequency electromagnetic fields (Monograph 102)" *Environ Res.* (2018) [PMID: 30196934](#).
- Miller AB et al.: "Risks to Health and Well-Being From Radio-Frequency Radiation Emitted by Cell Phones and Other Wireless Devices" *Front Public Health.* (2019) [PMID: 31457001](#). [PMC6701402](#).
- Smith-Roe SL et al.: "Evaluation of the genotoxicity of cell phone radiofrequency radiation in male and female rats and mice following subchronic exposure" *Environ Mol Mutagen.* (2019) [PMID: 31633839](#).
- Vornoli A et al.: "The Contribution of In Vivo Mammalian Studies to the Knowledge of Adverse Effects of Radiofrequency Radiation on Human Health" *Int J Environ Res Public Health.* (2019) [PMID: 31547363](#).

The 5G Appeal:

- Scientists and doctors call for a moratorium on the roll-out of 5G.
- 5G will substantially increase exposure to radiofrequency electromagnetic fields RF-EMF, that has been proven to be harmful for humans and the environment.
- As of September 17, 2019, 253 scientists and medical doctors have signed the appeal.
- <http://www.5gappeal.eu/>

Further information on the ES-UK website:

- [Selected Studies on ES and EHS](#) (2018), 146 pages, over 2,000 studies and references.