If doing online: <https://www.bbc.co.uk/contact/complaints/make-a-complaint/#/Complaint>

**Subject: Complaint Regarding Misleading Information in Dragon's Den Acu Seeds Segment**

Your Full Name

Your Address

City, Postal Code

Email Address

Date

BBC Complaints

PO Box 1922

Darlington

DL3 0UR

To whom it may concern,

I am writing to express my concern and disappointment regarding the recent Dragons' Den segment featuring Acu Seeds, specifically in relation to the misleading information presented regarding the supposed cure for Myalgic Encephalomyelitis/Chronic Fatigue Syndrome (ME/CFS).

In the segment presented by founder of Acu Seeds Giselle Boxer, it was suggested that the product could provide a cure for ME/CFS based solely on her personal experience, without any scientific or medical research backing. This portrayal of unverified claims to resolve and cure a debilitating medical condition raises ethical concerns, as it will mislead vulnerable viewers who are seeking ways to manage their health and dissuade them from trusting approved medical advice and current methods for management.

Presenting unverified claims on a widely watched program like Dragon's Den may give the false impression that there is a proven cure for ME/CFS when, in fact, this is not the case. ME/CFS is a complex medical condition, and any claim of a cure should be thoroughly scrutinised and supported by robust scientific evidence. The lack of such evidence in the Dragons' Den Acu Seeds segment, and it being allowed to be included and aired on the BBC, is a disservice to the public, especially vulnerable people such as those who might have been recently diagnosed with ME/CFS and may contribute to the dissemination of misinformation.

As stated by the CDC, there is no cure for ME/CFS. However, some symptoms can be treated or managed. NICE guidelines explain that ME/CFS can involve flare-ups and relapses even if symptoms are well-managed, so planning for these should be part of an energy management plan. ME/CFS symptoms can be managed but there is currently no cure (non-pharmacological or pharmacological) for ME/CFS, as is clear by the lack of evidence and research backing and no prescription.

 If such a cure existed, this would have been tested, backed by research and the medical community, and on the market, available via prescription. Treating symptoms might provide relief for some patients with ME/CFS but not others. NHS says: “Treatment for ME/CFS aims to relieve the symptoms. Treatment will depend on how the condition is affecting the individual. While there is currently no cure for ME/CFS, there are treatments that may help to manage the condition.”

I understand that a personal experience can be compelling, but it is crucial for a reputable broadcaster like the BBC to ensure that information presented on its platforms is accurate, evidence-based, and in compliance with ethical standards. By failing to provide adequate context and scrutiny in the Acu Seeds segment, the founder of Acu Seeds, and by association, Dragons’ Den, and the BBC, may inadvertently give credence to unverified claims. This potentially puts viewers at risk and misinformed family and friends encouraging a so-called "cure” increases an already existing issue for people with chronic illnesses being told of unrealistic cures (such as eating kale and doing yoga). It is extremely damaging to a person’s mental and physical wellbeing, and it undoes much of the disabled community’s advocacy work on the impact that ME/CFS has on people to falsely suggest it can be cured with ear seeds.

I kindly request that the BBC investigates this matter promptly and takes appropriate action to rectify the situation. This may include issuing a clarification, providing additional context in future broadcasts, or ensuring that similar segments are thoroughly fact-checked with medical research before airing. I recommend the removal of this segment from the latest Dragons Den episode and putting out an apology acknowledging the BBC’s part in the damage caused and signposting to helpful resources for managing ME/CFs, as suggested by the NHS.

Thank you for your attention to this matter. I trust that the BBC will address these concerns and uphold its commitment to journalistic integrity and the well-being of its audience.

Sincerely,

Your Full Name

References:

1. <https://www.nhs.uk/conditions/chronic-fatigue-syndrome-cfs/>
2. <https://www.cdc.gov/me-cfs/treatment/index.html>
3. <https://www.nice.org.uk/guidance/ng206/chapter/recommendations>