

Placebos Are Getting More Effective

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Interesting article on how placebos are getting more effective over time. Also covers how pill color, therapeutic rituals and even geography effect how well a drug or placebo works. Finally NIH and drug companies are studying placebos and how powerful the human mind-body can be.

<http://www.sikhnet.com/news/placebos-are-getting-more-effective-drugmakers-are-desperate-know-why>