

La Gioconda Effect, Homeopathy and Self-Organizing Factors of Biofield methodology

Silvio Leite Monteiro da Silva¹

1 Universidade Federal do Estado do Rio de Janeiro (UNIRIO), silvioleite@gmail.com

Background: The phenomenon of people's attraction to Homeopathy throughout its history is a known fact by all homeopaths. This attraction is noted in polarization of people's opinions, some for and some against. People in favor of Homeopathy use dynamic drugs and contribute to the area, for example, the development of the methodology Self-Organizing Factors of Biofield (BioFAO). In contrast, people against Homeopathy try to stop its use and feed endless discussions. Despite be aware of these events, there was no prior description about the whole process identified as an effect to make easy the development of an appropriate response. This understanding was published in a brief explanation of the phenomenon exemplified by development of BioFAO. Due to similar behavior of people that happened with another great work, which is a famous painting, the phenomenon was called La Gioconda Effect. **Aims:** The purpose of this paper is to describe the La Gioconda Effect. **Methodology:** After comparing both Homeopathy's and Mona Lisa's histories found at bibliographic review, the La Gioconda Effect was revealed, described qualitatively, and published. **Results and discussion:** The relationship between people with Homeopathy showed several similarities with people and Mona Lisa. Both works survived on a secular scale, influenced generations, have a period of social acceptance, many people show extreme interest in the use, education, research and dissemination of them. A remarkable example of the development of Homeopathy is the creation of BioFAO, which is a protocol with a complex of dynamic dugs. The description of La Gioconda Effect helps to understand the history and development of Homeopathy, as well as people's behavior. **Conclusion:** La Gioconda Effect demonstrates people's attraction to Homeopathy.

KEYWORDS: La Gioconda Effect, History and Development of Homeopathy, Behavior, Leonardo DaVinci

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