



NCI LAETRILE STUDY COMPLETED--RESULTS ARE DECISIVE--LAETRILE DOESN'T WORK!

The multicentered, prospective study of Laetrile therapy sponsored by the National Cancer Institute (NCI) has been completed. 178 cancer patients in good general condition at the beginning of the study (one-third had never even received chemotherapy or radiotherapy) were given Laetrile plus a "metabolic therapy" program consisting of special diet, enzymes and vitamins. The Laetrile regimen failed to produce any benefit whatever. (Ref: Moertel, et.al., "A Clinical Trial of Amygdalin (Laetrile) In The Treatment of Human Cancer," New England Journal of Medicine, Vol 306:201-6, January 28, 1982).

COMMENT: Hopefully, this dramatic failure of Laetrile therapy will spell the beginning of the end for this worthless hoax and its ability to get legislators to legalize its use. Those of us who have closely followed the Laetrile phenomenon for the past decade are aware that it has been mainly a social movement. It became a rallying point for right-wing political extremists. Now that this faction seems to be turning its attention to antiabortion and anti-ERA, perhaps they'll deemphasize their advocacy of unproven methods of cancer treatment. Of course, entrepreneurs will continue to exploit desperate, panicky cancer victims as long as there is profit in doing so. The question is, will legislators continue to aid them by legalizing their nostrums. Moertel states in his discussion that Laetrile is toxic and dangerous. He says, "If, for any reason, the legalized dispensing of Laetrile is allowed to continue, the quality-control standards and clinical safety measures employed in (their) study should be mandantory."

WHY GOVERNOR BROWN WAS WRONG IN PARDONING DR. PRIVITERA: Gov. Jerry Brown promised to pardon Laetrile-peddler Dr. James Privitera if the legislature legalized Laetrile. Despite CCAHF's opposition to legalizing Laetrile, we would admit to the logic of pardoning someone for a conviction based upon an action that is no longer illegal. However, California's limited legalization still makes what Privitera did illegal. In addition, Privitera has not only shown no remorse for his crime but continues to promote the worthless quack remedy in the publications of the National Health Federation. His utter disregard of the law and consumer rights makes Brown's actions reprehensible.

ORAL APPLIANCE FAILS TO ALTER STRENGTH: A great deal of publicity has been given to the ability of an oral appliance (sometimes called a MORA--Mandibular Orthopedic Repositioning Appliance) to increase athletic performance. One of the methods used to demonstrate the device's effectiveness is through the "muscle-testing" technique known as "applied kinesiology." Articles have appeared in several popular magazines, among them Runners' World and Sports Illustrated extolling the device's marvelous effects. A study by Greenberg, et al utilizing a placebo control device found no change in strength among University of Pennsylvania basketball players. These players had no evidence of TMJ (jaw joint) dysfunction, so the study concludes that these appliances have no effect on normal subjects. (Ref: Greenberg, et al, "~~Mandibular~~ Position and Upper Body Strength: A Controlled Clinical Trial," JADA, Vol 103, Oct 1981, pp 576-9).

The Newsletter is published bimonthly by The California Council Against Health Fraud, Inc., a non-profit, tax-exempt organization. It is intended for CCAHF members and others the Council wishes to keep informed. Membership costs: Student \$5, Regular \$15, Professional \$25, Individual Supporting \$100, Institutional Supporting \$1000. Applications subject to approval by Membership Committee. Request applications from: Membership Chairman, Box 1276, Loma Linda, CA 92354. Donations are tax deductible under IRS Tax Code Section 501(c)(3).

FREE SYNDICATED NEWSPAPER COLUMN: In the Sept/Oct 1981 Newsletter the availability of a syndicated newspaper column written by the American Council on Science and Health on a THREE MONTH FREE TRIAL basis was announced. We have learned that the telephone number listed has been difficult to reach. If this has been a problem, try calling (212)362-7044 instead. We have seen several of the series and recommend it very highly. Members: Why not contact your local newspapers and request that they give the column a trial?

APRICOT KERNELS CAUSE POISONING IN CHILDREN: Two episodes of cyanide poisoning in children are reported from Gaza. In June, 1977 eight children were treated in the emergency room of the NASSR Pediatric Hospital in Gaza, Israel. One child died. A second episode occurred one year later at a birthday party where children were served a confection made with apricot kernels. All 16 children at the party became ill. Three of these children died. (Ref: Lasch, Eli E., Raghda El Shawna, "Multiple Cases of Cyanide Poisoning by Apricot Kernels in Children from Gaza," Pediatrics, Vol 68, No 1, July 5, 1981.

STUDY FINDS DECEPTION BY CHIROPRACTORS WIDESPREAD: In the late spring of 1981 six Loma Linda University students visited 55 chiropractic offices in 12 southern California cities as part of a consumer health class project. The students interviewed chiropractors, observed and had treatments, but mainly picked up printed patient education materials. The purpose of the investigation was to determine (1) what kinds of diseases do chiropractors teach their patients can be helped by chiropractic treatment; (2) what proportion of chiropractors claim to treat serious, life-threatening disorders; (3) what proportion of chiropractors teach the pseudoscientific "subluxation" theory (i.e., the notion that spinal misalignments impinge nerve flow adversely affecting the body's vital organs); (4) what proportion of chiropractors gave nutritional advice in their printed materials, and how reliable was the advice in such cases. It was found that nearly every office distributed printed patient education materials. Samples were obtained from 35 of the offices (some students did not pick up materials that were duplicates of what they already had obtained at other offices). Twenty-one of the 35 (60%) offices' materials claimed that chiropractic was of value for serious or potentially life-threatening disorders for which no evidence exists that manipulative therapy of any kind, including chiropractic, is of value (e.g., hypertension, heart disease, stroke, ulcers, appendicitis, glaucoma, etc.). Four (11.5%) made misleading claims that, although vague, could easily have led to harm to patients either by inappropriate care or delaying proper treatment. Seven (20%) made misleading claims regarding diseases which would probably not result in harm but would waste patients' money since no evidence exists that chiropractic treatment is of value (e.g., colds, asthma, arthritis, hypoglycemia, etc.). Two (6%) made claims for conditions which could actually benefit from manipulative therapy such as musculo-skeletal complaints and migraine (NOTE: claims to help "slipped disc" were inappropriately included in this group, but was ignored for purposes of our tally since at least these practitioners were not venturing beyond musculo-skeletal complaints in their scope of care.) Thirty-two (91.4%) taught the "subluxation" theory. Nine (25.7%) engaged in nutritional practices all of which were easily identifiable as unreliable. Among the most blatant practices was the oral prescription of aloe vera for treating diabetes by one practitioner. We conclude from this study that chiropractors widely engage in deceptive practices of patient education which could have serious health consequences.

LISTERINE CORRECTIVE ADS ONLY PARTIALLY EFFECTIVE: From Sept 4, 1978 through Feb 1, 1980, Warner-Lambert Co. was required to include in their television ads "Listerine will not help prevent colds or sore throats or lessen their severity" after a finding that the company had deceptively advertised Listerine as a cold remedy. Follow-up studies have found that the number of people who considered a mouthwash's ability to prevent colds or sore throats dropped from 31 to 25 percent. Thirty-nine percent of Listerine users reported that they use mouthwash to prevent colds or sore throats at the end of the campaign. (FTC News Summary, Oct 30, 1981).

The Voice Of The Quack

Quackery thrives. It thrives because people want to believe there are simple cures for their ills and easy ways to correct their imperfections. The quack understands this and exploits it. His advertisements, as this article points out, are a mixture of mysticism, pseudoscience, and sensationalism.

by Roger W. Miller

The voice of the quack is not a harmless honk. It is a voice that attempts to soothe, to assure the sick, the aging, or the foolish. What the voice really wants is to charm the money out of anyone—whether sick, growing old, or just plain hopeful.

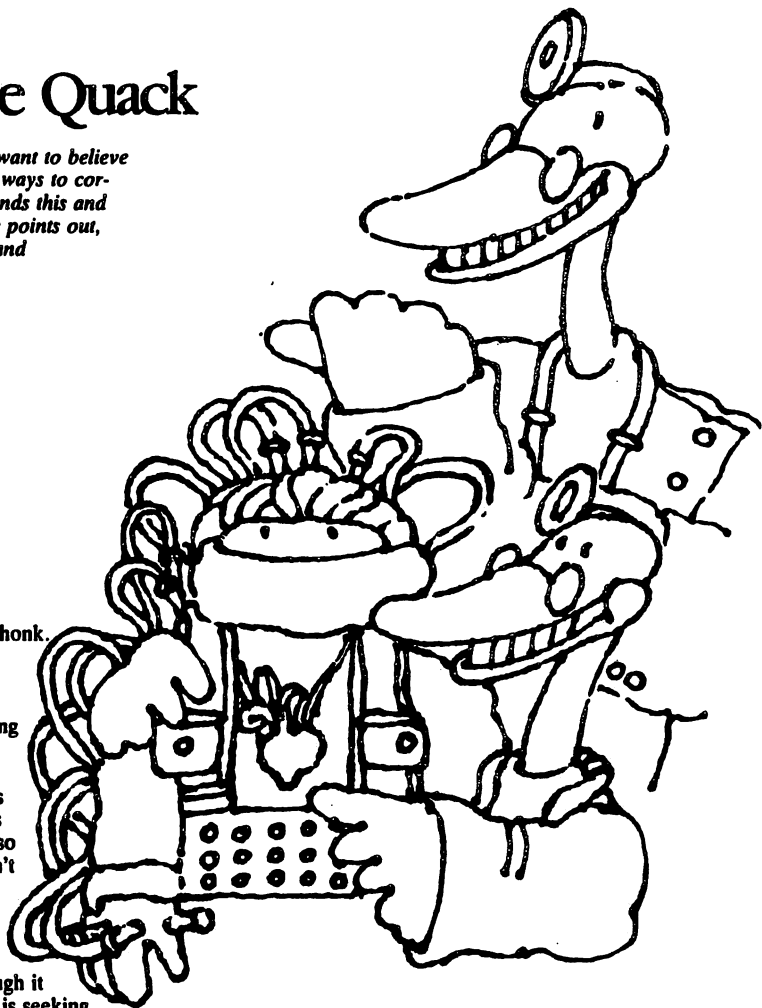
Too often the quack succeeds, and Americans throw away hundreds of millions of dollars annually for a variety of products that can't possibly work. The money flows so fast that Federal and State investigators can't keep pace with all the quack operations.

To an uninvolved observer, the quack's voice may give itself away, the advertisements being parodies of themselves. Even in printed ads, the voice is shrill, though it may not sound that way to the person who is seeking help for real or imagined illnesses or shortcomings.

How does the quack manipulate the language so as to make the shrill sound melodious? A study of quack advertisements in some large circulation newspapers and magazines shows that the language of quackery is quite universal, almost as if every ad writer had taken the same correspondence course in Creative Quackery Ad Writing 101.

Such language often hints at the mystical. But unlike his Medicine Man predecessor, who invoked "nature" or the occult, today's quack is more likely to cloak his claims of knowledge about the unknowable in polysyllabic terms that, to the unwary, sound like major scientific milestones. Thus, "*an amazing breakthrough in medical technology*" has resulted in a product that "*reverses hereditary pattern baldness.*" Or "*clinical studies prove that*" you really can stop the aging process. What's more "*researchers have uncovered the secret that revolutionizes the science of breast development.*"

In the good old days, the typical source of a cure-all potion was supposedly some Indian chief who spent his time digging strange roots rather than scalping white men, or a venerable patriarch in a foreign land who



never left his high mountain village because he could maintain perpetual youth or health or both by just swilling his elixir. Today's Medicine Man is not above using the exotic in his promotion pieces. Indeed, sometimes he even combines the foreign with the scientific, as in "*Now from Europe comes a remarkable skin care breakthrough: cell therapy.*" However, instead of an Indian chief or a guru, the ads today are more likely to tout the "*discovery of an Olympic champion.*"

Sharing top billing with science in the get-well-quick ad business is Ma Nature herself. Whether taken orally, rubbed on, played with, or simply looked at, the quack products today are all "*natural.*" They're natural as in "*100 percent natural ingredients*" and "*works safe and naturally*" and "*Nature wants you to function perfectly.*"

But if Mother Nature and scientists are working feverishly to restore your health or youth, your diet is what's killing you, as these lines attest:

"Modern diets are poor in nutrition."

"Modern food processing strips away many key nutrients from our diets."

"Most people do not manage to eat a well balanced diet."

To hear these ad writers talk, we should all be 7-foot-

Quack Language From A to Z

- A** = Amazing (as in "amazing breakthrough")
B = Breakthrough
C = Clinical
D = Discovery, doctor (as in "Doctor makes amazing discovery.")
E = Exciting, European, enzymes (as in "This exciting European discovery of new enzymes resulted from an amazing clinical breakthrough.")
F = Fantastic (as in "It was fantastic; within 3 weeks the pain had left," writes Mrs. Z. B. of Chatsworth, Calif.); also, formula, fast-working
G = Guaranteed
H = Home cure (as in "Now there's an amazing home cure for arthritis, thanks to a fantastic scientific breakthrough accomplished in a Finnish laboratory.")
I = Instant, immediate, inexpensive, ingredient
J = Just (as in "The pain was gone in just 3 weeks," reports B. Z. of Bellflower, Ill.)
K = Know-how (as in "With a special brand of understanding and know-how, Dr. Strange was able to come up with this secret formula.")
L = Lose (as in "guaranteed to lose 3 pounds a night while you sleep.")
M = Medical (also medically approved, medical technology); also miracle and miraculous
N = Natural (as in "Now there's a natural way to lose those excess pounds."), may also be used in the French form *naturel*; also nutrients (as in "Your normal diet doesn't provide the proper nutrients.")
O = On the spot (as in "Feel the texture of your hair change on the spot to silken smoothness.")
P = Painless
Q = Quick
R = Research, researcher, revolutionize (as in "revolutionize the process of preventing baldness"); also remarkable (as in "_____ is a remarkable scientific discovery.")
S = Secret, speed, safe
T = Technology
U = Uncover (as in "researchers uncover secret formula")
V = Vanish (as in "liver spots vanish miraculously")
W = Wonder, works (as in "It really works.")
X = X rays (as in "X rays prove that arthritic calcium deposits are cleared up.")
Y = Youthful
Z = Zinc (as in "the mineral crucial to man's prowess.")

ers rather than the nearly 6-footers that we are (or the 5-footers of not too many generations ago who subsisted on nonprocessed foods).

In addition to being scientifically based and natural, such products are always *fast working, inexpensive, painless, and guaranteed*. Speed is important. The items have to go to work instantly or even sooner. (Some are believed to start working as soon as the buyer writes the check for them—a not too preposterous idea since the one reasonable defense left to a quack is that his product may work because his customers *think* it works.)

Inexpensiveness is a relative word. Quack items often run in the \$9.95 range. That may seem like a lot for a package of tea that will provide "natural prostate rejuvenation" (as if the prostate had a known function), but \$9.95 is less than the cost of a visit to a doctor's office (where the prospective quackery victim would be told only that the prostate has nothing to do with sexual ability).

The products are typically promoted as being painless, although the annals of more than one court will show that some of these products have done physical harm to people. The real harm comes, however, because people rely on the quack's product when they probably should be seeing a physician.

The guarantees may be stated clearly enough. But most people who are made fools of don't like to admit it, even to get their money back.

The quack ad writers often display a little scientific knowledge to explain the wonders their products perform. But the explanations don't go very far. One, for a skin cream, reads: "*Basically, the process involves the use of cell cultures derived from embryonic tissues.*" Sometimes, the language is couched so as to deepen the mystery: "*Apparently what happens is . . .*"

The similarity in language in the ads is, to use a favorite word of the quacks, *amazing*. Words other than *amazing* that repeatedly find their way out of a quack's mouth and into his advertisements are: *breakthrough, secret formula, natural, discovery, instant or instantly, safe, painless, medical, clinical, and research or researcher*. Several of them may hook right together, like railroad cars. Try it.

Also similar in language are the testimonials from "*satisfied*" users of the products. "*It really works!*" is the most often used testimonial. The speed at which the "*secret formulas*" work is also worthy of comment by Mrs. Satisfied and Mr. Convinced User.

Such is the language of quackery. Oozing with confidence. Friendly, willing to share a secret. Knowledgeable about the maladies of mankind.

But the dulcet tones are dangerous, a siren's song. Watch that friendly arm that drapes over your shoulder: it will lift your billfold when it is withdrawn.

Roger W. Miller is editor of FDA CONSUMER.

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page 4

DEPARTMENT OF HEALTH AND HUMAN SERVICES
 Public Health Service
 Food and Drug Administration
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 Rockville, Md. 20857
 Office of Public Affairs

Editorial

"NEEDED: A REAL ANTI-QUACKERY LAW"

California's so-called "anti-cancer quackery" law requires a drug or medical device to be approved as to safety and effectiveness before it can be sold, delivered, or given away in this state. CCAHF supports this law which is compatible with our principles. However, as a true anti-quackery law it falls short of the mark.

What Quackery Is: Quackery is derived from the term "quacksalver" which means literally to boast of a cure (quack = to boast; salve = to cure). Thus, it is promotionalism which really defines quackery.

Everything in the health marketplace can be classified as either products, services or *their promotion*, and it is the false or exaggerated promises made in the promotion of health nostrums which qualify them for the label of quackery. (Even penicillin would be considered quackery if it were promoted as a cancer cure without evidence.) Items such as acupuncture, chelation therapy, hair analysis and vitamin supplementation, only become quackery when unsubstantiated claims are used in their promotion. Persuading people that they need the promoted nostrums is the stock and trade of quackery.

Quackery purposefully involves bending the minds of its victims both to believe in nostrums and to distrust conventional sources of information, health care deliverers, food suppliers, government regulators, and so on. This may be done by prodding the public's paranoia about conspiracies to withhold medical advances, notions about scientists being perpetually blind to new breakthroughs (the so-called "they persecuted Galileo) argument) or fostering the belief that doctors suffer from a lack of dedication to healthful living. Whatever the argument used, the result is the undermining of public confidence in orthodoxy and the substitution of the quack remedy as an alternative. This is what quackery and cultism have in common. Both command an allegiance which rejects established methods in favor of the maverick system.

It is this misplaced trust which is at the core of quackery's tragedies. One of the erroneous arguments advanced by proponents of the mind-cure theory is that a worthless remedy may effect a benefit simply due to having believed in it. In fact, it is believing in such things as Laetrile which causes people to die unnecessarily as they eschew proven conventional therapies. Such well-meaning people are misled by the testimonials offered by cancer victims who have been persuaded that "metabolic therapy" deserves credit for the fact they are still alive. In reality their survival may be related to a selection effect caused by the unpredictable nature of cancer (even untreated, breast cancer has documented survival in excess of 20 years), spontaneous regression, faulty diagnosis or having been cured by conventional methods. Credit is given to the quack remedy because of the sales job done on the victim's mind.

A true anti-quackery law will focus on the promotion of unproven nostrums as much as the products or services themselves. It would single out so-called "health" books, magazines and tabloid newspapers which have as their main purpose the promotions of unproven remedies and where to get them. Currently these publications hide behind the guise of first amendment rights of free speech. In reality, they should not come under such protection because they engage in a form of commercial language in the same way as other forms of false advertising. They represent "hidden advertising" aimed at the vulnerable victim.

Such a law could not restrict legitimate news and information sources from reporting on these items, but would stop the "hidden advertising," promotion and commercialization of unproven remedies currently cloaked as ordinary free speech.

continued....

In short, outlawing quackery means silencing the quacking of the quack. With this accomplished, victims no longer can be persuaded that the nostrum offers hope which is what spurs them to political action demanding access to it.

Such a law would be sure to meet with the greatest resistance yet by organized quackery because it would be aimed at the very heart and soul of this vicious social menace.

--William T. Jarvis, Ph.D.

DMSO AND CLINORIL: ADVERSE INTERACTIONS REPORTED: The Arthritis Foundation has sent a public memo noting four cases of adverse reactions to combinations of DMSO and Clinoril. Three cases involved mixed motor neuropathy and a fourth an apparent allergic reaction to DMSO in which the patient nearly died. Although these don't constitute proof of danger, they do signal caution. (Ref: Public Information Memo No. 82-1, Jan 22, 1982, The Arthritis Foundation.)

NEW REPORTS FROM ACSH: The American Council on Science and Health has released several new booklets which may be of interest to our readers. They are:

- * Food Additives and Hyperactivity (updated)
- * Alcohol Use During Pregnancy
- * Fast Food and the American Diet
- * "Vitamin B15": Anatomy of a Health Fraud

The B15 report is available free to paid-up CCAHF members while they last. (Send stamped self-addressed business size envelope). The others may be obtained by sending \$2.00 (each) to ACSH, 47 Maple Street, Summit, NJ 07901.

DENTIST ARRESTED FOR PRACTICING MEDICINE: A USC dentistry professor who allegedly claimed he could cure allergies and other ailments with the help of a new kind of treatment was arrested in Newport Beach, California on Jan 8, 1982. Authorities said that Dentist David Eggleston may have been treating allergies and nervous disorders for more than a year before his arrest. Eggleston reportedly was using some kind of elaborate machinery from Europe and electronic acupuncture. The arrest was based upon Dentist Eggleston's practicing beyond the scope of dentistry without regard to the legitimacy of the treatments he employed. (Ref: Los Angeles Times, Jan 9, 1982, cc Part II, p 1,6.)

NEW BOOK ON FOOD ADDITIVES: The Food Additives Dictionary by Melvin A. Benarde, PhD, published by Simon and Schuster (1981), is the best single source of information about food additives we've seen yet. It covers the "what" and "why" of food additives clearly and succinctly. It's an inexpensive paperback available at the Loma Linda University Bookstore.

VITAMIN C SUPPLEMENTS FAIL TO IMPROVE MENTAL EFFICIENCY: A double-blind, crossover trial conducted on 20 men (average age 21 years) in which psychomotor performances were compared when plasma Vitamin C levels were low vs. high due to supplementation, failed to demonstrate any difference in performance. (Ref: Am J Clinical Nutr, Vol 34, pp 1712-16, 1981.)

CONFUSION ABOUT SO-CALLED "HEALTH FREEDOM" PRINCIPLES OUTLINED BY JURIST: Readers interested in developing greater insight into the fallacies of the so-called "health freedom" issue (i.e., the diversionary tactic used by organized quackery to misdirect attention away from themselves--the sellers--toward victims who clamour for their nostrums as buyers) will want to read, "Acupuncture, the Practice of Medicine, and the Right to Demand Medical Services," by W. J. Curran, JD, S.M.Hyg, New Engl J Med, Vol 305, No 8, Aug 20, 1981, pp 439-40.

NEW FTC CHIEF SAYS HE'LL PROSECUTE FRAUDULENT AND DECEPTIVE ADVERTISING: FTC Chairman James C. Miller III pledged before the Association of National Advertisers in San Francisco that the Commission stands ready to prosecute firms guilty of fraudulent and deceptive advertising. CCAHF Newsletter readers may wish to send him some examples. (FTC News Summary, Nov 13, 1981.)

AMYLEX

Weight Reduction Medical Clinics are using about 1/4 page newspaper ads to advertise "Amylex" as a 'fabulous new diet discovery.' "The Original Starch Lovers Diet". "Here it is. . . 'The Fabulous Starch Lovers Diet' a medical breakthrough which provides for rapid weight loss while eating bread, baked potatoes, corn on the cob. . . even spaghetti."

The manufacturer back in New Jersey was far less optimistic. He explained that the product was a high molecular weight protein which apparently formed an insoluble complex with the starch digesting enzymes (amylases) so that limited amounts of starch are not metabolized. It would be useful in a very restricted diet that included no bread at all; one capsule per meal would allow a single small slice of bread to be consumed.

Amylex is described as an extract of a certain strain of northern grown soybeans. It is claimed to be non-toxic since animals survived taking the equivalent of thousands of capsules. The toxicity is so slight that a MLD could not be determined.

The research on the product is attributed to Dr. J. Cooper of Atlanta, Georgia (phone 404-952-7681) and started in 1931. It has not been described in the technical literature and is unknown to the FDA because it is sold as a food supplement rather than as a drug.

Dr. Paul Saltman of UCSD points out that interference with normal metabolism of carbohydrates or starch will further bacterial breakdown of the unmetabolized starch in the intestines with resultant flatulation and diarrhea.

Nutrition Reviews indicates that very low carbohydrate diets lead to ketosis with various ill effects. The body loses water and salt as it attempts to eliminate the anions produced in the ketosis. (This loss of water gives a false impression of weight loss.)

Hyperlipidemia may result with an increase in serum cholesterol and free fatty acids contributing to atherosclerosis. Uric acid may accumulate leading to gout. Renal disease may occur. The loss of fluid and salt may cause a sudden drop in blood pressure.

So diets low in carbohydrates or with restricted carbohydrate metabolism are not to be recommended.

--Harold J. Loeffler, Ph.D.

HEALTH FOODS/SUPERMARKET COST DIFFERENCE SHRINKING?: Studies conducted in the early 1970's showed health foods to average about 70% more than comparable conventional foods. A recent study reported in the Journal of the American Dietetics Association (Vol 79, Oct 1981, pp 456-58) found the difference to run from 8% to 47% with health foods higher. Selectively shopping for the lowest cost items in both types of stores brought the difference to 10% higher for health Foods. (COMMENT: So-called "health foods" are actually specialty foods marketed by entrepreneurs that project the illusion that they are healthier than conventional foods. It is not surprising that prices have come down as sales volumes and increased competition have increased. Consumer health educators should also point to the hyping of food supplements, herbs and other such products add unnecessary costs to the family food bills of "health foods" store customers.)

PAT BOONE HELD LIABLE FOR FALSE ADVERTISING: In 1978 the FTC charged Pat Boone and Karr Preventive Medical Products of falsely asserting in advertisements that a product called "ACNE-STATIN" would cure acne. The FTC ordered Boone and Karr to refund payments to thousands of customers who had purchased the mail order product. (Ref: Parade, Dec 13, 1981, p 10).

The California Council Against Health Fraud, Inc.



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SYMPOSIUM ON NUTRITION FADS: The Orange County Nutrition Council will sponsor a symposium entitled "Nutrition Fads: Myths and Realities," on Saturday, March 20, 1982, at the Orange County Medical Association, 300 S. Flower Street, Orange, CA. Featured speakers include Victor Herbert, MD, JD, and Helene Swenerton, PhD. Registration fee: \$40 for non OCNC members, \$20 for students. Contact: Carolyn Johnson, 315 E. Virginia Avenue, Santa Ana, CA 92706 (714) 953-7016.

DMSO DOCTOR CHARGED WITH BRIBERY: Dr. Stanley Jacob, the Oregon medical professor who is the leading proponent of DMSO, was indicted by a Federal Grand Jury in Baltimore on December 18, 1981 on bribery charges. DMSO has been approved for two diseases by the FDA. The charges involved illegal gratuities allegedly paid to an FDA official, Dr. K. C. Pani, to help get the controversial drug approved. Jacob says he'll be vindicated by the trial. (Ref: San Bernardino Sun-Telegram, Dec 20, 1981, p A-8).

COLONIC IRRIGATION OF NO VALUE: In response to a question regarding the value of colonic irrigation as a treatment of any local bowel disorder, James Franklin, MD states that there is no rationale for using such a technique in the treatment of any disease of the digestive tract. He further warns about hazards to patients relating to fluid and electrolyte abnormalities, which have caused fatalities. (JAMA, Dec 18, 1981, Vol 246, No 24, p 2869).

COMMENT: The rationale for the use of colonic irrigation is found, in part, among naturopaths and chiropractors who continue to believe the discredited intestinal toxicity theory propounded in the late 19th and early 20th Centuries. It was believed that poisons from clogged intestines spread through the body lowering resistance to disease. This was disproved in 1912. An interesting description of the theory can be found in Deutsch's The New Nuts Among the Berries, Bull Publishing, 1976.

The California Council Against Health Fraud, Inc.



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"NATURE HEALER" PLEADS GUILTY IN GIRL'S DEATH:

In the Sept/Oct 1981 CCAHF Newsletter a case was reported where a 16 year old diabetic girl died when advised to discontinue the use of insulin by a former chiropractor turned "nature healer." The outcome of that case is that Bernard Kuennen, 47 of Bozeman, Montana pleaded guilty to the attempted theft of \$6,350 from the girls' parents and practicing medicine without a license. Kuennen was sentenced to three concurrent 90 day jail terms. He was also sentenced to two concurrent 3 year prison terms, but these will be suspended if he serves 90 day terms. He was also prohibited by the judge from practicing "Humanetics" (his brand of pseudoscience) for three years. (Source: Great Falls Tribune, March 10, 1982 P. 9C.)

COMMENT: Now we have some idea what the life of a desperate 16 year old diabetic patient is worth in Bozeman, Montana--ninety days in jail! Apparently, some of the citizens of Bozeman are as indignant as we are about the lack of justice in this case. Here are two letters to the editor on the matter:

Justice?

One definition of justice is "the quality of being right or correct." Try as I might, I cannot see the justice in two court cases reported in the March 9 Chronicle.

I'm well aware that we don't know all the mitigating factors in each case, but the following uncontested facts stand on their own: A young girl died. The parents were awarded \$10,000 from the man responsible. A dog was killed. The plaintiffs were awarded \$15,000 from the man responsible.

I absolutely cannot reconcile this situation in my mind. Something is dreadfully wrong with a system that allows this to happen. Cases such as these serve to underline the critical need of a major revision of our judicial system at all levels.

Ninety days in jail should be just about enough time for the one fellow to realize that he's lucky he didn't kill the Gunning's dog — that might have cost him \$5,000 more.

Michael Glenn
Bozeman

Judicial wisdom

Our great lawmen are at it again — imparting their judicial wisdom around. On page one of Tuesday's Chronicle, \$10,000 had been awarded for the life of a girl; then on page two, \$15,000 for the life of a dog.

But why worry about that? It is better to write letters about a radio station; or better yet, concentrate on Ms. Munson in a letter full of grammatical errors.

After all, what we are really saying and proving is — why should she have an education if we don't. That's unjust.

Martha F. Mayer
Bozeman

QUACK IN USSR SUCCESSFUL DESPITE INSENSITIVITY:

A report on a very successful Russian quack shows that quackery isn't dependent upon tact, sensitivity and sympathy for success. The healer is reported to be an old man slovenly in appearance, who sometimes stays in bed having girls who work for him act as go-betweens, and is known for making advances to female patients. Even so, he reportedly earns 200 to 700 roubles daily (compared to 163.3 roubles per month which is the average pay in USSR) and owns three automobiles, including a Toyota! Interestingly, the report says that the state apparently tolerates him because "quack doctoring poses no distinct threat to political orthodoxy." (Ref: Ryan, "The Quack Doctor of Serpukhov" British Med J, Vol 282, June 13, 1981, pp.1945-6)

COMMENT: Do you suppose there's any parallels which can be drawn between the USSR and the USA in this situation?

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SEN. CAMPBELL ATTEMPTING TO LEGALIZE ANOTHER QUACK REMEDY:

Senators Campbell and Mills have introduced SB1319 which would legalize the manufacture, sale or purchase of Adrenal Cortical extract (ACE) on the basis that it is not a new drug and therefore not subject to recent laws requiring proof of effectiveness. ACE is discussed in Consumers' Unions' 1980 book entitled Health Quackery. The FDA ordered ACE off the market in 1977 because there is no evidence of its usefulness for any disease. CCAHF sees SB1319 as another irresponsible attempt to serve the interests of quackery at the expense of consumers. (Note: Health Quackery is available for \$7 from Consumer's Report's Books, P.O.Box 350 Orangeburg, NY 10962.

SB1348 WOULD LEGALIZE FOOD AS MEDICINE:

State Senator Schnitz has introduced a bill (SB1348) which would limit the definition of a "drug" to any article other than "food" and would further define "food" to include any article used or intended for use for "food for special dietary use." These terms would be cheered by nutrition quacks because their use of food as medicine would be exempt from consumer protection laws. Recall that the Laetrile promoters attempted to use the play of referring to Amygdalin as "Vitamin B17" in order to have it considered a food rather than a drug.

"DRUGLESS" PRACTITIONERS?:

Chiropractors, naturopaths, nutritionists and other so-called "drugless" practitioners are engaging in deceptive practices when they prescribe and treat using herbs. Herbs are crude drugs with potentially powerful pharmacologic effects. Drug companies, which are condemned by the so-called drugless practitioners also use herbals as sources for many of their products. The field of pharmacognosy involves studying the medicinal use of plants, etc. It is an important area of scientific research. The so-called "drugless" practitioners aren't "drugless"--they're science-less, and apparently too misguided to realize it!

READY-REFERENCE GUIDE TO FOOD ADDITIVES:

A wall poster providing information at a glance on food additives is available from Enviromental Nutrition, 52 Riverside Drive, Suite 15-A, New York, NY 10024. (You should order two copies since information is limited on both sides.)

DMSO FAILS DOUBLE-BLIND TRIAL:

DMSO failed to relieve tennis elbow and rotator cuff tendonitis in a double-blind study. 70% solutions were used in the experimental group and 5 % solutions (which mimic the skin reactions and breath odor associated with the stronger solution) in controls. (Ref. Percy and Carson. Med Sci Sports Exerc. 13 (4): 215-219, 1981)

WORTH READING:

Victor Herbert MD, JD, in an address as president of the American Society for Clinical Nutrition asks "Will questionable nutrition overwhelm nutrition science?" (Published in December 1981 issue of American Journal of Clinical Nutrition p.2848-53) Dr. Herbert outlines the current dismal situation which exists in the country where nutrition pseudoscience has become so well developed and successful that it threatens to eclipse nutrition science in the marketplace. (Copies available free to current members, all others \$1.00--send stamped, self-addressed, business-sized envelope).

READERS: YOU ARE OUR EYES AND EARS. SEND ITEMS YOU THINK WOULD BE OF INTEREST TO OUR READERS. INCLUDE REFERENCES WHENEVER POSSIBLE.

THE CAMBRIDGE DIET AND NUTRITIONAL PROGRAM

According to the Cambridge literature, all you have to do is mix each serving of the Cambridge Diet Formula with nine ounces of water. "Always make sure that you eat three complete servings of your Cambridge Diet Formula Daily." They say this will allow your body to completely adjust and thrive on the diet and will assure that you are receiving all of your daily nutritional needs. You receive 330 complete calories daily, combined with a precise balance of carbohydrate (44 grams, including non-digestible carbohydrate for fiber), high grade complete protein (33 grams), and fat (33 grams), in a powdered form.

"A significant breakthrough in the treatment of obesity and the foundation for long-term balanced nutrition," is just one of many lead-in statements made in the Cambridge literature. But the public is not the only one to receive the Cambridge message. Cambridge also wants to acquaint physicians with their plan and they do so through the following summary statements: 8½ years of research and clinical testing - fat loss comparable to that achieved by starvation, without the harmful side effects - nitrogen balance from the precise ratio of carbohydrate to protein to fat so primarily the fatty tissue, not the essential lean body mass is eliminated - 100% of the U.S. RDA for vitamins and minerals - 75% of the U.S. RDA protein levels - all trace elements and electrolytes specified as essential by the National Academy of Sciences - all the vital nutrients in only 330 calories - approved as the sole source of nutrition for periods as long as four consecutive weeks - no harmful side effects reported in any clinical tests - no drugs or preservatives - so unique, it's patented!"

A physician member of the American Society of Bariatric Physicians (ASBP) recently quoted in a medical news magazine, refers to the Cambridge Plan as a modified fast and says it is a safe way to lose up to a half-pound daily, but only when a physician does frequent ECG and nitrogen balance studies and knows how to adjust micro-nutrient intake. On the other hand, he also would like to see the FDA issue the kind of news media warning it sounded after the liquid-protein disaster because of the lack of supervision with this diet.

Apparently, Cambridge has its merits for the obese under medical supervision, but there is a big difference between a medical setting and the mass market. According to Mr. Tom Ziebarth, Senior Attorney, Consumer Protection for the U.S. Postal Service, in 1980, an action was filed against Cambridge International's representatives for advertising misrepresentation. Among the many false claims made by Cambridge were claims that the obese could stay on the plan for as long as they wanted, and that they could lose 6 pounds in 48 hours etc., etc., up to 46 pounds in six weeks. The FDA also got involved in July of 1980 and filed a request for permanent injunction against Cambridge International because of exaggerated claims and misbranding problems. As a result of the FDA injunction and the U.S. Postal service action, Cambridge agreed to carry a warning on their labels. The warning states, "Consult your doctor before starting this diet. In particular, individuals who have heart and cardiovascular conditions, stroke, kidney disease, diabetes, gout, hypoglycemia, chronic infections, the very elderly, growing children, adolescents, or anyone under medical care for any other condition should diet only under direct medical supervision. Your doctor can advise you whether you have any of the above conditions or for any reason you should not be on this or any other diet. Pregnant women and nursing mothers should not be on any weight-loss program!"

Evidently, the warning labels are not enough to keep some with the above conditions from using this extremely low calorie diet. A summary review of six case histories (see case histories at end of this article), of people who should have followed the Cambridge warning on their labels, reveals there can be extreme side effects, even possible death when on this regimen. As was noted in two of the cases, two people, who had a history of heart disease, felt they had not been adequately informed about the health consequences, given their condition.

Who is doing the mass marketing of the Cambridge diet? The plan is marketed by Cambridge counselors who have used the diet themselves for a period of two weeks. They then sponsor seminars to encourage others to meet with the same "success" they've had. They charge users \$63.84 for a three-week starter set. One Walnut Creek counselor explained that she turned to Cambridge because she is allergic to sugar and was looking for a balanced, nutritional way to lose weight. She said she felt so much better since she had been on Cambridge. She needed this balanced approach to diet and nutrition.

Another East Bay counselor stated that "Other plans do not work because your body is out of balance. With Cambridge, you won't have the cravings. You have to think of Cambridge as a vitamin." She claimed that once the four-week plan has been used and your body is in balance, you can take Cambridge as a supplement with your regular diet to avoid gaining weight.

A third satisfied Cambridge counselor, presently in real estate, who had lost 25 pounds himself and whose brother-in-law had lost 60 pounds was so inspired by the nutrition he had been learning that he was thinking of getting his Ph.D. from Donsbach University.

As reported by Randal Lee, Executive Director of the ASBP, mothers in Colorado are being encouraged to use Cambridge as a supplement for their infants, and teen-agers in the schools are being told that Cambridge is the safe way to ensure nutritional balance. This same encouragement is going on in the schools in Lafayette, California as a counselor proudly announced.

What the Experts say: Dr. George Bray, Chief of the Division of Diabetes & Clinical Nutrition, USC, says "Cambridge is safe if followed as directed and you pay attention to the precautions. Any diet can be dangerous if you follow it too long or don't follow the instructions. The problem I'm talking about is for people who abuse." He stated that there is no evidence in the literature that a normal person fasting for a period of four weeks that anything happens. "This diet has more nutrition than fasting." Dr. Bray said he is comfortable with the way the diet is being marketed. When asked if he thought that there would be any problems associated with this diet, he said he thought problems would have shown up by now, given the length of time and vast numbers of people using it." Dr. Bray is quoted in the Cambridge literature, (with his knowledge), regarding the positive aspects of this diet, under the heading "FURTHER TESTIMONY from eminent authorities."

Dr. Bray's responses regarding the Cambridge diet do not match those of other obesity and nutrition experts. Dr. Victor Frattali of the FDA's Division of Nutrition, said, "The reason the FDA is concerned is primarily based on problems that have arisen with regard to very low calorie diets. There is ample evidence relative to problems associated with prolonged adherence to very low calorie diets. On that basis there is general concern." Dr. Frattali says there is not much data on adverse effects from the Cambridge diet, at this time.

Dr. Helene Swenerton, Cooperative Extension Nutritionist at U.C., Davis, emphatically states, "Risks of the Cambridge diet could well lead to death even before overt symptoms appear. Experts agree that diets of less than 800 kilocalories of food energy per day should not be attempted even by health adults without frequent medical supervision."

Dr. Gail Butterfield, Assistant Professor of Nutrition, at UC, Berkeley states, "Some people could run the risk of death. This diet lacks supervision, is too rigid and could lead to unforeseen complications." Dr. Butterfield indicated that many studies show that these types of diets are not very effective. "People will lose weight, this way, and then gain the weight back within one year."

Dr. Theodore Van Itallie, Chief of the Division of Metabolism and Nutrition at Columbia University says that "This is too drastic of a diet to be promoted diet like this in the same way." He said that some people may be able to tolerate such a diet while others might not." Dr. Van Itallie was concerned because the lay person is not going to use this diet with all the precautions on the label."

Dr. Grant Gwinup, Chief of Endocrinology, at UC Irvine Medical Center states that Cambridge, "shouldn't be used with or without medical supervision." He feels crash diets haven't any place in weight reduction. He continued, "The Cambridge diet distracts patients from changing their lifestyle which they will have to learn if they are going to control their weight over the long haul."

Dr. Sheldon Margen, Professor of Public Health, University of California, Berkeley states that there is not convincing evidence that the Cambridge diet is advantageous over a higher calorie more balanced diet or advantageous over a lifestyle change. "The diet is safe when taken as such." Dr. Margen says, "Anyone on the diet should be under a doctors care."

Dr. Judith S. Stern, Associate Professor of Nutrition, University of California, Davis, makes these comments. "There should be reservations regarding anyone going on an extremely low calorie diet for longer than one week." Dr. Stern said that one could have sudden death on these low calorie regimens and not just the liquid protein low calorie regimens. She pointed out that the literature shows evidence of cardiac arrhythmias on low calorie diets, especially liquid protein.

COMMENTS: The concensus of opinion seems to be that the Cambridge diet when used without regular or medical supervision is potentially dangerous and the potential side effects are simply too serious to have the welfare of the client monitored by medically untrained counselors for the first four weeks.

CASE HISTORIES:

Two Colorado women, one with a history of hypertension, paroxysmal supraventricular tachycardia, and depression, and the other with a history of myocardial infarction and coronary artery spasm, both went on the Cambridge diet for three and eight weeks. Each came to the hospital with similar symptoms of dizziness and chest pain. Both had been taking medications including diuretics, beta blockers, and antidepressants. Neither woman was under medical supervision. The first woman, was diagnosed as having impending hypovolemic shock at least partly due to the diet. She was 56 years old. The age of the less critical woman was 64 years old. Both women left the hospital after about a week and were stable.

A 45 year old Portland, Oregon male, insulin dependent diabetic, trying to lose 10 to 15 pounds went on the Cambridge diet. His physician's history revealed he did not follow the diet as strictly as his wife. He adjusted the diet somewhat because of his known diabetes. He seemed to be doing fairly well until he developed an acute upper respiratory infection. He was admitted to the hospital through the emergency room with uncontrolled diabetes and finding of ketoacidosis. His discharge summary said, he had recently had a mild to moderate upper respiratory infection in association with recently undertaking the Cambridge diet, and on his own, decreased his insulin intake.

Another Portland case involved a 31 year old female trying to lose 10 pounds: She had been on Cambridge for about four days and was planning to stay on it for a total of two weeks so that she could sell it. She experienced marked weakness. She tried to return to normal eating, but was unsuccessful. She

had abdominal cramping and was anorectic when she came to the hospital. Electrolytes were normal. The physician's diagnosis, malnutrition due to inadequate intake.

A 41 year old previously healthy woman from Santa Cruz, California, was seen for ventricular arrhythmia by Dr. Michael L. Shorenstein, Internist. According to Dr. Shorenstein, this woman had been on the diet for three weeks, and was not under medical supervision. Prior to starting, she had no heart problems. She was not on any meds prior or during use of the diet. She was somewhat obese. While on the diet, she had nausea was tired and dizzy. She did not deviate from the Cambridge regimen. Dr. Shorenstein goes on to say that she developed at three weeks ventricular arrhythmia known as Bigeminy, a very abnormal heart rhythm, in which every other beat is irregular. "It is only one step removed from ventricular tachycardia which is a lethal heart rhythm." Dr. Shorenstein said there was no way that a previously healthy female could produce such an abnormal heart rhythm unless she had a structural heart problem or if she had a diet induced or medication induced mineral deficiency." Tests showed she did not have either of these situations. "Therefore, by implication, the only way this could have occurred is by the ultra low unsupervised diet she was on. If she had been on the diet for one more week, she potentially could have had a cardiac arrest," said Dr. Shorenstein.

- Beverley Calhoun -

SHAPE MAGAZINE AND CCAHF

Among the new health oriented magazines are a few which are attempting to offer sound health information to the public. Included is SHAPE magazine. Readers will find CCAHF mentioned frequently since council president William Jarvis, serves on the Editorial Advisory Board and some members contribute articles. Because some of the advertising clearly violates CCAHF principles we feel that we owe our members an explanation.

The Editors of SHAPE approached CCAHF with an offer we could not refuse---(this didn't involve money--we receive no reimbursement, whatever) they offered us a chance to help them spread reliable health information through a popular press vehicle. They told us we'd have to face the reality of the hyperbole that is part of the parcel of advertising, but that they would work hard to keep the content material reliable. This doesn't mean some things won't slip by now and then--they will, but when they do and attention is called to them they will not be repeated and are likely to be corrected in subsequent issues. This seemed like an opportunity to speak to the kind of people who need our help the most, we ventured forth. So far the feedback has been quite positive and leads us to believe we made a good decision. We welcome your comments. SHAPE welcomes your ideas, too. Write: Chris MacIntyre, Editor-in-chief SHAPE magazine, 21100 Erwin Street. Woodland Hills, CA 91367 (213) 884-6800.

ALFALFA PILL TREATMENT OF ALLERGY MAY BE HAZARDOUS:

Irwin Polk, M.D. MPH advises that alfalfa, a member of the grass family, poses a potential hazard for allergy sufferers of intensifying or exacerbating symptoms caused by sensitivity to grass pollens (including wheat and other grains). He also reports other problems associated with the ingestion of alfalfa seeds (JAMA Vol 247, No. 10, March 12, 1982 p. 1493).

BASEBALL STAR FOLLOWS PATH OF STEVE McQUEEN, CHAD GREEN AND OTHERS:

Ken Boyer, former St. Louis Cardinal baseball star is reportedly in Mexico receiving Laetrile treatments. Ken's brother, Cleve is said to have mentioned that the high cost of Ken Boyer's treatments to Billy Martin who has organized a dinner to help pay the bills. (Source: Dave Anderson (New York Times))

SUPPLEMENTS AND HEALTH FOOD SALES \$5.8 BILLION:

According to marketing information sales of vitamins, nutrition supplements and "health foods" totalled 5.8 billion in 1980. The upward trend in these business has given rise to many new health magazines. These publications have become an extension of the label for the products and services advertised. Publishers state that the key words repeated over and over are: fitness, health, nutrition, wellness, natural, preventive and holistic.

TASK FORCE ON DIET AND CRIMINAL BEHAVIOR TO BE FORMED:

If you'd like to volunteer to serve on a CCAHF task force to study and report on the question of whether or not dietary factors affect criminal behavior send a brief resume to CCAHF, Box 1276, Loma Linda, 92354 Needed are: A task force coordinator, an attorney to serve as a legal advisor, researchers, investigators and someone to serve as public information dispenser. All are volunteer positions.

CYTOTOXIC TESTING DISPARGED BY AMERICAN ACADEMY OF ALLERGY:

In a position statement against the use of leukocytotoxic testing (Bryan's Test) the American Academy of Allergy Concludes: (1) There is no proof that leukocytotoxic Testing is effective for diagnosis of food or inhalant allergy. (2) A number of controlled trials have indicated the leukocytotoxic testing is ineffective for diagnosis of food and inhalant allergy. (3) Leukocytotoxic Testing should be reserved for experimental use only in well-designed trials. (Ref. J. Allergy Clin. Immunol. May 1981, P.333-4)

VITAMIN A--A JEKYLL/HYDE?:

Positive reports about Vitamin A and related substances (retinols and beta carotene) must be balanced against those which warn about their overuse.

1. Case Report: A patient with excessive liver stores of Vitamin A developed hypervitaminosis A (poisoning) during an attack of acute viral hepatitis. Apparently because levels of retinol building protein are reduced in hepatitis excessive vitamin A stores were released. (Ref. Hatoff, et al. "Hypervitaminosis A unmasked by Acute Viral Hepatitis" Gastroenterology Vol 82, No. 1, January 1982, P. 124-8).

2. Case Report: A 16 year old boy suffered from Vitamin A poisoning following 2½ years of self-administrating 50,000 units daily for acne. (Ref. Farris and Erdinan "Protracted Hypervitaminosis A following Long-term, Low-Level Intake." JAMA Vol 247, No. 9, March 5, 1982 P. 1317-18).

3. Study results dampen enthusiasm for Vitamin A as cancer preventive. A Swiss study found cancer deaths high despite good vitamin A supplies (Ref: STAHELIN, et al. "Vitamin A, Cardiovascular Risk Factors, and Mortality" The Lancet Feb 13, 1982. P. 394-5).

PRODUCT SERIES JUDGED FRAUDULENT:

A series of Products marketed by Athena Products, Ltd. has been the subject of legal action by the U.S. Postal service. Some of the product names are revealing, e.g. "The Youth Factor", "Eu-Zinc-D" "Power Tabs", "Natural Calm", "Food for Thought", "Cellulite PM", (supposedly breaks up cellulite even while you sleep!) "Athena Stay Young Program" and others. If these products are being promoted in your area, report them to: Chief Postal Inspector, Consumer Protection Program, Washington, D.C. 20260

ARTHRITIS INFORMATION AVAILABLE:

Two excellent pamphlets are available free to readers who send a stamped, self addressed envelope. One is entitled "Arthritis Quackery and Unproven Remedies" the other, "Arthritis Surgery: Information to consider. Send to CCAHF, Box 1276 Loma Linda, CA 92354. Ask for Arthritis pamphlets.

The California Council Against Health Fraud, Inc.



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APRIL 25 TO MAY 1, 1982 IS NATIONAL CONSUMER'S WEEK.

SPEAKER'S BUREAU--Contact:
Harold J. Loeffler, Ph.D.
8234 Caminito Maritimo
La Jolla, CA 92037 (714)453-3722

EDUCATION COORDINATOR--Contact:
Wallace I. Sampson, M.D.
515 South Drive, Suite 10
Mountain View, CA 94040 (415)961-5548

CHIROPRACTIC REPORT AVAILABLE:

In December, 1981, the QUAD City TIMES of Davenport, Iowa (birthplace of Chiropractics) published a special 36-page supplement entitled CHIRO. This was a report by editor Mark Brown who set out to discover for himself what chiropractic practice was about in the four cities occupying the confluence of the Rock and Mississippi Rivers which comprise his readership. This remarkable piece of journalism offers first hand insight into the bizarre world of chiropractic practice. e.g., one chiropractor used a potatoe to test muscle responses, another found Brown to have a short left leg while a second found his right leg to be too short--on the same day! It includes both positive and negative aspects he found.
permission to reprint this report reduced to 8 1/2 x 11 size. The reproduction is excellent including the many pictures. Copies are available to members for \$4.00--others send \$5.00. (Refer to :CHIRO".)

NUTRITION CONSULTANT DIPLOMA MILLS PROLIFERATING:

CCAHF has promotional materials on at least ten different diploma mills offering questionable credentials in nutrition counseling. Seven of the ten are based in California. It is clear from the promotional materials that the intent of these operations is to enable vitamin salesmen, health food clerks, fringe practitioners, and the like to display credentials which will make them appear to be qualified nutritionists to the public. This is an area in great need of legislative action.

ANOTHER FREE SYNDICATED NEWSPAPER COLUMN AVAILABLE:

"Nutrition for Today" is a weekly, nationally syndicated column featuring a common sense, current view of the science of nutrition for interested consumers. It is edited by Lawrence M. Hursh, M.D., Director of Health Services at the University of Illinois and sponsored by the National Dairy Council. For more information write: Mr. Rick Johnson, Nutrition Information, 9300 North River Road, Rosemont, Illinois 60018.

The California Council Against Health Fraud, Inc.

Volume 5

Number 3

May/June, 1982



PHONE: 714-796-3067

Box 1276 Loma Linda, CA 92354

NEW CCAHF OFFICE LOCATION

After June 15, the CCAHF office will be located in the Department of Public Health Science, School of Allied Health Professions, Loma Linda University which is found in Room A804 of Nichol Hall. The telephone will now be covered daily 8 to 5.

CCAHF PRESIDENT RECEIVES AWARD

William T. Jarvis, PhD, CCAHF President has been given the 1982 Meritorious Service Award by the California Dietetics Association for his work combatting food faddism and supporting the profession of dietetics. The award is given annually to an individual who is not a member of the CDA, but who has over the years contributed, in an outstanding manner, educational support to the profession of dietetics.

SPIRULINA PROMOTER PAYS \$225,000 CIVIL FINE

Christopher Hills, founder of Microalgae International Sales Corp. of Boulder Creek, California and partner in University of the Trees Press made an out-of-court settlement of \$225,000 to the Santa Cruz County District Attorney's office and State Department of Health Services for falsely advertising Spirulina. Among the claims involved were that: --Spirulina "had therapeutic effects in cases of diabetes, anemia, liver disease and ulcers." --"One person weighing 128 pounds could live for 17 years off one drum of spirulina and one person of 180 pounds needing 22½ grams of protein a day could live for 12½ years." --"A person taking spirulina as perscribed can be assured of acquiring the necessary elements of nutrition in sufficient amounts." Additionally, the company claimed spirulina was "potentized," a mysterious process which supposedly transforms and doubles spirulina's effectiveness as a vitamin complex.

The civil complaint alleged violations of California's Health and Safety code and the Business and Professions code relating to false and misleading advertising, and mislabeling.

ERRATA: LAST ISSUE: ARTICLE, "THE CAMBRIDGE DIET AND NUTRITIONAL PROGRAM" FIRST PARAGRAPH, INCORRECTLY STATED CAMBRIDGE PROGRAM AS 33 GRAMS FAT DAILY. SHOULD HAVE READ 3 GRAMS.

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HEALTH MISINFORMATION ARTICLES WANTED

Harold J. Loeffler, Ph.D. is collecting articles from the media which contain health misinformation. He asks that these be sent to him with sufficient reference information (Source, date and, if possible, page number). Send to 8234 Caminito Maritino, La Jolla, CA 92037.

IRIDOLOGY EXPOSE' AVAILABLE

An excellent review of the Fallacies of so-called "Iris diagnosis" or "iridology" has been published by the Medical Journal of Australia (Stark. "Look into my Eyes: Iridology Exposed" Dec 12, 1981) Copies are available free to CCAHF members. Others send \$1.00. Please include stamped, self-addressed business-sized envelope.

LAETRILE CYANIDE POISONING

Another case of Cyanide poisoning in connection with Laetrile ingestion has been reported. SHRAGG, et. al. present the case of a 67 year old female caucasian patient who refused conventional therapy electing to try Laetrile. After discontinuing injectable Laetrile she switched to tablets. A friend gave her a bag of bitter almonds which are high in Laetrile (Amygdalin) which she ingested ground up (4 to 5 almonds) in water. This produced symptoms of Cyanide poisoning (light headedness, nausea, vomiting and abdominal cramps). On a subsequent occasion she ingested 12 almonds which produced severe cramps within 15 minutes followed by unconsciousness. Emergency care at a Sacramento hospital saved her life. (ref: SHRAGG, ALBERTSON & FISHER, "CYANIDE POISONING AFTER BITTER ALMOND INGESTION", The Western Journal of Medicine. January, 1982. pp. 65-69)

COMMENT: This is but another case in the strange saga of the Laetrile Cult. Deadly, naturally-occurring Cyanide known as Amygdalin and marketed under the name Laetrile" is touted as being "Non-Toxic". True believers continue to accept this non-logic as they poison themselves on Amygdalin in both natural and commercially prepared forms. This demonstrates again that the real poisoning is what takes place first in the mind--once the cancer patient is psychologically converted they will take the poison willingly, discount the warning signs their body produces and sing the praises of the nostrum--all the way to the cemetery.

COOKWARE AND HEALTH

People still sometimes ask about the safety of using aluminum cookware, etc. An article in the March, 1982 FDA Consumer entitled "Cookware as a source of additives" is helpful in answering many of these questions.

SPORTS NUTRITION

These items will be of interest to readers who deal with athletes and adults involved in fitness programs.

1. Dressendorfer, et. al. found that diet alone was sufficient to meet the mineral (including electrolytic) needs of marathon runners. Twelve male runners covering 312 miles in twenty days were monitored. This study raises questions about the need for special sports drinks designed to replace electrolytes. (Ref: "Plasma Mineral Levels in Marathon Runners During a 20-day Road Race." The Physician and Sports Medicine Vol.10, No. 6, June, 1982.)
2. Nelson discusses the increased nutritional needs of individuals engaged in heavy training. These include total calories, proportion of Carbohydrates, Thiamin, Riboflavin, Niacin, Iron, water, salts and perhaps Chromium. He says conscious attention must be given to calories, carbohydrates, water, salt and iron. Supplements are discouraged because they can be counterproductive. (Ref: "Nutrition and Physical Performance" The Physician and Sportsmedicine Vol 10, No.4, April, 1982).

COUNTERFEIT SPIRULINA

The Proteus Corporation, a company trying to legitimately market Spirulina has supplied CCAHF with substantive evidence that many brands of Spirulina contain counterfeit fillers or no Spirulina at all. The Spirulina fad has brought many unscrupulous promoters into the marketplace sporting products falsely labeled as Spirulina. Spirulina has potential as a nutritive substance due to its relatively high protein value (similar to peanut meal) and Vitamin B 12 content. Questions apparently remain regarding its digestibility and ultimate practical usefulness in human nutrition.

COMMUNITY NUTRITION INSTITUTE SCARE CAMPAIGN

Community Nutrition Institute (CNI) publishers of CNI Weekly Report generally publishes reliable materials. However, they've recently distributed a flyer seeking support for their perception of a threat to food safety which represents flatout distortions of scientific reporting. The headline reads: "For every three people you know who have cancer, one of them got it because of our diet". According to their flyer CNI based this claim on the so called "best estimate" of two British cancer research specialists. The specialists referred to are Doll and Peto, UK cancer epidemiologists whose monumental work "The Causes of Cancer Quantitative Estimates of Avoidable Risks of Cancer in the United States Today" (J. NCI Vol.66, No.6, June 1981) will soon be published as an Oxford University paperback. In their monograph they indict tobacco as responsible for 30% of current U.S. cancer deaths and suggest that some nutritional factor(s) may eventually be found to be of comparable importance. Looking at diet from both its potential for producing or protecting against cancer they speculate that U.S. cancer death rates might be reduced by as much as 35%. On p.1235 they say "although this figure of 35% is a plausible total the parts that contribute to it are uncertain in the extreme (emphasis added), so the degree of certainty of the total should be obvious, and we make no pretense of its reliability (emphasis added)."

Comparing the researchers words with those used by CNI's flyer reveals their inappropriate use and certainly hurts CNI's credibility. Accompanying the flyer is a letter written by Esther Peterson formerly the nation's consumer affairs Chief under President's Johnson and Carter amplifying this distortion. Don't be surprised if you hear this distortion repeated again and again in the future as the "chicken littles" try to make their points.

NOTE: The American Council on Science and Health has recently published a booklet entitled, The U.S. Food Safety Laws: Time for a Change? It includes a report on the inadequacies of the Delaney Clause. These are available free upon request to CCAHF members by sending a stamped, self-addressed business-sized envelope, others may obtain the report for \$1.00 from: ACSH, 1995 Broadway, New York, N.Y. 10023.

CALIFORNIA ACHIEVES LEGAL RECOGNITION OF THE REGISTERED DIETITIAN

On February 19, 1982, legislation was signed defining terms and scope of practice relating to the practice of dietetics. The legislation includes two sections. The first requires persons representing themselves as dietitians to possess prescribed qualifications and make it a misdemeanor for a person to use such a title without meeting the prescribed qualifications. The second section prescribes what activities may be undertaken by a qualified registered dietitian upon proper referral and makes it a misdemeanor to practice in a manner inconsistent with such a prescription. The new law, which becomes effective in January 1983, assures the public in the State of California that any person using the title dietitian is conforming to the profession's legal requirements. For a copy of the bill, write to Legislative Bill Room, 212 State Capitol, Sacramento, CA 95814, and ask for AB647. Hopefully, this legislation will help to eventually clearly establish "Registered Dietitians" as the voice of scientific nutrition in the community.

READERS: YOU ARE OUR EYES AND EARS. SEND ITEMS YOU THINK WOULD BE OF INTEREST TO OUR READERS. INCLUDE COMPLETE REFERENCES WHEN POSSIBLE,

STARCHBLOCKERS

A "Fabulous New Diet Discovery" that "provides for rapid weight loss while eating bread, baked potatoes, corn on the cob--even 'spaghetti'" is typical of the promotional hype being distributed for "Starch Blockers" the "Remarkable New Natural Food Supplement" which "takes the guilt out of eating diet-forbidden foods.". One brand Amylex (Woman loses 18 lbs. in one month) was discussed in the Jan/Feb. issue of this bulletin. Another early product called "carbulite" is reportedly being promoted thru chiropractors. Other brands are coming out and the product is being sold in drug stores.

A John Marshall extracted these substances from kidney and soybeans that reduce the reaction in the test tube between starch and the amylase enzymes that breakdown starch. (2) He found that the inhibitors were specific for amylases and were not proteolytic enzymes that might destroy the amylases because of their proteolytic nature. He found the inhibition was not due to removal of chloride nor by chelating of calcium both of which are essential for amylase activity. Marshall found in the test tube a 1:1 interaction between the amylase and the inhibitor which he determined to be a glycoprotein.

Puls and Keup, working in Germany, (3) found that these amylase inhibitors would slow down but not stop the digestion of starch by rats. Starch usually is quite quickly digested since only 8% remained in the stomach and intestines of rats two hours after a heavy starch meal. When the inhibitor was added fully 54% remained after two hours but it was all gone in 4 hours. This slowing of the rate of starch metabolism appeared to make starch plus inhibitors a good addition to the diet of diabetics--since the corollary was that the blood glucose increased only slowly. The inhibitor lessened the hyperglycemic effect in both rats and human volunteers. There was only one catch. The inhibitor didn't slow down the metabolism or reduce the hyperglycemic effect if the starch was cooked! (Anyone for eating raw starch?!)

Whitaker and Clifford, (4) and their co-workers at UC Davis were concerned that these inhibitors found in wheat as well as kidney and soybeans might lessen the weight gain in animals grown for food. They needn't have worried. The rats they used for testing grew beautifully even if the amylase inhibitor was added to their feed. The rats were fed a diet complete in all regards except for the carbohydrate needed for growth. One half the rats were given the desirable amount of starch while the other half had the same amount of carbohydrate plus amylase inhibitor. Both grew at exactly the same rate proving that the inhibitor hadn't blocked any starch. Marshall now announces, (5) contrary to all previous evidence, that he found a 13% reduction in weight gain in rats fed the starch inhibitor. He writes that the blocker was tried on humans at a clinic in Indiana and the weight reductions were "spectacular". These announcements have been the impetus for the high powered promotion now under way. Unfortunately these major pronouncements were made in a non-technical magazine "The American Chiropractor" and include no figures nor any description of the methods used. The fact that such a major announcement was made in such a journal casts doubt on its scientific validity.

Dr. James Lowell of Pima Community College in Tucson, Arizona tells that Dr. Elzey who conducted the weight study on humans at the Indiana Weight Clinic did not believe the results significant. This knocks down Marshall's description of these tests as "spectacular". Lowell and others believe the starch blockers can't work in a digestive system anyway. To have any effect the blocker must first form a complex with the amylase enzyme that in the test tube requires incubation for at least 20 minutes at 30 deg. C. If the amylase enzymes reach starch before contact with the inhibitor then the inhibitor will not have any effect. It cannot compete with the starch for binding sites. Obviously the twenty minute advance incubation can hardly take place in the digestive system.

- continued -

The combination of the inhibitor and the enzymes requires a pH of 5.5. The far lower pH of the stomach (about 1) will prevent any combination or blocking at that point. The inhibitors are themselves glycoproteins that will be decomposed by the proteolytic enzymes of the digestive system particularly the trypsin and pepsin. The starch blockers we purchased (brand name Alpha Trim) were not even in capsules that might have given partial protection from the digestive enzymes. Our earlier review (CCAHF Newsletter, Vol. 5, No. 1) with additional suggestions from Paul Saltman at U.C. S.D. shows that interference with carbohydrate metabolism (such as effective starch blocking) should cause diarrhea. A few of Clifford's rats had a slight amount for a day or so but it cleared up quickly. Puls also notes that his rats did not evidence any diarrhea.

Finally, the work of Puls showing the amylase inhibitors had essentially no effect after the ingestion of cooked starch proves that little reducing effect would be likely since raw starch is only a rare ingredient in human diets. Until proponents publish results in the technical press for review by other scientists the conclusions of Whitaker and Clifford must go unchallenged and starch blockers be considered useless for weight reducing purposes.

The U.S. Food and Drug Administration is not taking any action against these pills which some women are rumored to be gulping by the handful. The sellers claim the pills are food supplements so are not under Food and Drug requirements and they do not have to publish any pertinent research. They still beware of FDA label regulations. The samples we purchased ("Alpha Trim") provided advertising brochures stating emphatically that "One starch blocker pill will prevent the digestion of 100 gr. of starch which is equal to 400 calories of energy". The actual label on the package was more careful and merely stated "one tablet has the POTENTIAL for inhibiting the digestion of 100 gr. of starch". Hence, the government affords little protection and it is contingent upon nutrition and health educators to warn the public about the questionable nature of "Starch blockers".

NOTE: Helene Swenerton, Ph.D USDA Cooperative Extension Nutritionist has authored a bulletin on "starch without calories" available from the extension Division of the Univ. of Calif. at Davis. (1)

References:

1. "Hot Line, Starch Blocker Diets, New Breakthrough or New Ripoff." Helene Swenerton, Nutrition Perspectives, U.C. Davis May 1982.
2. "Purification and Properties of Phaseolamin, An Inhibitor of Alpha amylase, from the Kidney Bean." J. John Marshall and Carmen M. Lauda J. Biol. Chem. Oct. 25, 1975.
3. "Influence of an Alpha Amylase Inhibitor on Blood Glucose, and Serum Insulin, in Starch Loading Tests in Rats, Dogs, and Man." W. Puls and U. Keup. Diabetologia 9, 97-101, 1973.
4. "The Effect of an Alpha Amylase Inhibitor on the Growth Rate of Weanling Rats." D. Savaiano, J. R. Powers, M. J. Costell., J. R. Whitaker, and A.J.Clifford, Nutritional Reports International April 1977 v 15 pg.443
5. "A Dietary Breakthrough" J. Marshall, The American Chiropractor Oct. Nov. 1981

Appreciation: Valuable assistance has been provided by T. Jukes and G. Briggs of U.C. Berkeley, A. Clifford, J. Stern, and H. Swenerton of UC Davis. P. Saltman, A. Attie and W. Cox of UC San Diego, J. Lowell, Pima College, Tuscon, Arizona and others.

Harold J. Loeffler, PhD

IS YOUR MEMBERSHIP ABOUT TO EXPIRE? CHECK THE MAILING LABEL FOR YOUR EXPIRATION DATE.

ALOE VERA PROMOTION BY DENTISTS

The promotion of Aloe Vera by dentists is becoming widespread. Claims run from its use in dental therapeutics (root canal and gum treatment) to medical and nutritional applications. Claims that aloe vera has anti-inflammatory properties, enhances wound healing, is of value in treating kidney infections, hypoglycemia stomach disorders, etc. are unsubstantiated. Since it is an effective moisturizer, aloe vera juice could provide temporary symptomatic relief for conditions involving irritation of epithelial tissue, however, it would be erroneous to confuse symptomatic relief with genuine effectiveness. The Arthritis Foundation and FDA both warn against claims that Aloe Vera has anti-inflammatory properties. Dentists need to be particularly careful that they do not exceed the legal scope of dental practice by making medical and nutritional claims. References: Hecht, Annabel, "The Overselling of Aloe Vera" FDA Consumer July/August, 1981. p 27-29. Arthritis Foundation. Public Information Memo #82-4. Feb. 12, 1982. (Available to CCAHF members free upon request--others send \$1.00. Please include a stamped, self-addressed business-sized envelope).

DOCTOR WHO FAKED FDA STUDIES GOES TO JAIL

Dr. James J. Scheiner, an orthopedic surgeon practicing in Virginia had agreed to test three different drugs on his patients. Instead of properly conducting these tests he faked clinical reports. Scheiner was sentenced to seven years in jail, six of which were suspended. In addition, he paid a \$30,000 fine. (ref: FDA Consumer, May 1982, p/26-27)

GEROVITAL

Saul Kent reviews Procaine as a youth drug in the April, 1982 issue of Geriatrics (Vol 37, No. 4). Procaine (Trade name Novocaine the commonly used dental anesthetic) is the primary substance of the alleged "youth drugs" Gerovital, GH3 and KH3. Kent reports that the results of testing clearly show that these drugs are not rejuvenators and most studies show no effect at all. However, one double-blind study showed a significant reduction of depression in the treated group. Despite the upbeat tone of his report it is clear that the benefits of procaine are rare and extremely limited.

FLUORIDATION TO CONTINUE DESPITE LOWER COURT

On February 26, 1982, Judge Ronald Niemann ruled Illinois' Compulsory fluoridation law unconstitutional in a case brought by the "Illinois Pure Water Committee, Inc." against the Illinois Department of Public Health. The plaintiffs sought to have fluoridation stopped in Alton, Illinois. On March 23, the Illinois Supreme Court allowed the states motion for a stay during appeal. As a result, the citizens of Alton will continue to receive the benefits of fluoridation during this legal battle.

GOOD MATERIALS ON SUGAR, SALT AND FAT

The latest "fear food" is salt. Sugar and Fat are still spooking people, as well. Some materials which put these subjects in proper perspective--and offer some savory substitutes for salt as a flavor enhancer--are three booklets entitled Triple Trouble, one each on salt, sugar and fat. Order from the Los Angeles District of The California Dietetics Association P.O.Box 3506, Santa Monica, CA 90403.\$2.95 each

WORTH READING

"Legal Aspects of Specious Dietary Claims" is the title of an article by physician/nutrition scientist/attorney Victor Herbert. (published in The Bulletin of the New York Academy of Medicine Vol. 58, No. 3, pp. 242-253, April, 1982). Herbert brings his expertise in law and medicine together to describe how to cope with illegal activity involving nutrition and health currently widespread in society. Copies are available: CCAHF members send \$1.00, non-members \$2.00. Please include a stamped, self-addressed business-sized envelope.

SHOULD SCHOLARS BOYCOTT PUBLISHERS WHO PROMOTE QUACKERY?

Its bad enough to see unreliable books hawked in health food stores and on media talk shows while worthwhile publications are not even made generally available to the public. What is infuriating to many of us is to see the same publishers who supply scientific and educational materials producing the very sources of nonsense which undermine and detract from efforts to better mankind through enlightenment. Sadly, some of the most successful books promoting various forms of health pseudo-science and quackery are produced by major academic publishers. Perhaps its time for scholars to engage in an economic boycott of these publishers. Academicians are loathe to do anything which impedes freedom of expression preferring to believe that the innate goodness of responsible people will cause right behavior. Unfortunately altruism fails in this less-than-ideal world and "freedom" becomes "license for unscrupulous people; the necessity for action then arises. What is suggested would not stop entrepreneurial publishers from spuing out paperbacks with miraculous -sounding titles or prohibit the tabloids from placing health nonsense under the noses of Americans as they march through supermarket check-stands. It might, however, cause major publishers to become more socially responsible. It might even provide some incentive for them to creatively market reliable books on health, nutrition and related topics.

CHANGING PATTERN IN LONGEVITY GAINS CITED:

According to James McGinnis, M.D., of the U.S. Department of HHS, for perhaps the first time in history, life expectancy gains for adults exceeded those of infants on a proportionate basis. Between 1970 and 1980 the LE of a 45 year old increased 6.6 percent while the newborn's went up 4.0 percent. Reasons given include better medical management of cardiovascular diseases (particularly high blood pressure), a 20% drop in adult smoking, and a great increase in the number of adults who exercise regularly. (New Eng. J. of Med. Vol 306, No 11, March 18, 1982, pp.673-5)

THE ART OF HEALTH CARE DELIVERY

CCAHF likes to publicize articles which encourage greater attention to the psychosocial needs of patients. One of the very best we've seen is "The Nature of Suffering and the Goals of Medicine," by Eric J. Cassel, M.D. (New England Journal of Medicine Vol. 306, No. 11, March 18, 1982, pp. 639-645) in which he presents a most readable, thorough and practical analysis of the nature of this aspect of health care delivery and why western medicine often falls short in this area. This article is a must reading for those interested in this important dimension in which failure can cause patients to turn to quackery.

MORE ON JUSTICE(?)

In the last Newsletter the questionable justice involved in the sentence meted out to a quack responsible for the death of a 16 year old diabetic girl was featured. This prompted a reader to notify us that the Dannon Yogurt Company was ordered to pay \$425,000 damages to a Long Island, NY woman who said she was shedding hair due to the shock of biting into a squirming beetle while eating Dannon Yogurt (ref: The Sacramento Bee, May 1, 1982 p. A3). While CCAHF has no reason to favor Dannon with its cutely styled ads which exaggerate the value of yogurt, the judgement seems excessive--especially in light of the justice meted out in more serious cases of health fraud.

HAVE QUESTIONS ON DRUGS?

Call Consumers' Drug Information Service (213) 631-DRUG; 10 am to 6:30 pm, Monday through Thursday, CDI's also publishes a Newsletter entitled Drug Education Progress (cost \$7.50 per year) and is located at St. Francis Medical Center, 3630 East Imperial Hwy. Room 41, Lynwood, CA 90262.

A "FEAR" CHOICE IS NOT A "FREE" CHOICE. DESPERATE DISEASE VICTIMS SHOULD BE PROTECTED FROM QUACKERY'S SIREN CALL.

The California Council Against Health Fraud, Inc.



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8234 Caminito Maritimo
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EDUCATION COORDINATOR--Contact:
Wallace I. Sampson, M.D.
515 South Drive, Suite 10
Mountain View, CA 94040 (415)961-5548

FEINGOLD DIET-HARMLESS?

The National Advisory Committee on Hyperkinesis and Food Additives (1) stated in their recommendations that since the food-additive-free diet has no apparent harmful effects they could see no reason to discourage its use. However, an article in Lancet (2) states that thankfully accepting whatever improvement in behavior occurs due to the diet's placebo effect is not justified. It says: "In child psychiatry, the long-term use of placebo carries real risks. It can lead to scapegoating of an essentially normal child, to the neglect of other necessary treatments, and to a loss of self-esteem and responsibility if children attribute their successes to their diet and not to themselves. While the use of the diet can provide an occasion for warm, concerned control, it can also become a prolonged punishment."

1. Final Report to Nutrition Foundation, October, 1980 p. 33-4.
2. "Food Additives and Hyperactivity", The Lancet, March 20, 1982 p.662-3.

OKLAHOMA OK'S UNPROVEN CANCER TREATMENT

In March, Oklahoma Governor George Nigh signed legislation to permit the prescribing and administration of "Immuno-Augmentive Therapy" (IAT) for cancer. IAT is the brain child of Lawrence Burton, an experimental zoologist with a 1955 doctoral degree from New York University. IAT's history includes a 1974 New Drug Application (NDA) submitted by Rabbi Wisdom, President of the "Immunology Research Foundation," Great Neck, NY. Failure to provide adequate information despite several exchanges of correspondence prevented approval of the NDA. In 1976, Burton moved his operations to Grand Bahama Island. In 1978, at the request of the Bahamian government, a physician representative of the National Cancer Institute visited Burton's "Immunology Researching Centre" in Freeport asking for a sample of the serum for independent testing. He was refused. To date there is no evidence that IAT is effective against cancer. The American Cancer Society, National Cancer Institute and Food and Drug Administration counsel patients to avoid this unproven treatment. (Ref: FDA Consumer, May, 1982. p.3)



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CHIROPRACTIC BILL DIES:

AB868, which would have significantly liberalized chiropractic practice in California died in the Senate's Business and Professions Committee. According to the L.A. Times AB868's defeat came about simply because physicians outspent chiropractors on the lobbying level. Whether or not this was the case is beyond CCAHF to judge, however, the senate action was in the public's best interest.

Chiropractic's conscious rejection of the vast body of scientific medical knowledge adhered to by legitimate health care deliverers throughout the world disqualifies them from the scope of practice permitted by AB868. In addition, chiropractic training would be insufficient with their present resources to adequately train practitioners to serve as many roles as were originally outlined in the Bill even if the chiropractic guild were to reject their cult-like adherence to the "subluxation" theory and accept the objective scientific method.

Chiropractors are now threatening to go out and gather the 346,199 voter signatures needed to place the issue on the ballot. If this is done, hopefully the real issue will be made clear to the public rather than posing it as a battle between two self interest groups, Chiropractors would probably be viewed as the sympathetic choice by virtue of being underdogs. CCAHF will be watching this situation closely and will provide information necessary to help clarify the real issues in this controversy.

"WHOLISTIC" OR "HOLISTIC" - IS THERE ANY DIFFERENCE?

Appalled by the amount of pseudoscience, occultism, and plain hokum being marketed under the name of "Holistic Health" many have turned to adding a "W" in an attempt to have the laudable concept of treating the "whole man" from being stigmatized by misguided zealots and charlatans. If such a practice ever had practical meaning, it no longer does. More and more of the specious literature CCAHF reviews uses the "wholistic" spelling. This theft of terminologies is part of the stock and trade o quackery...they can always be expected to steal the good terms! The only defense against such abuse of terms is to make the meaning of the term so clear that people will recognize perversions.

ERRATA: LAST ISSUE: ARTICLE, "CALIFORNIA ACHIEVES LEGAL RECOGNITION OF THE REGISTERED DIETITIAN" INCORRECTLY STATED BILL AB647. SHOULD HAVE READ AB637.

The Newsletter is published bimonthly by the California Council Against Health Fraud, Inc., a non-profit, tax-exempt organization. It is intended for CCAHF members and others the Council wishes to keep informed. Membership costs: Student \$5, Regular \$15, Professional \$25, Supporter \$100, Patron \$1000. Applications subject to approval by Membership Committee. Request applications from: Membership Chairman, Box 1276, Loma Linda, CA 92354. Donations are tax deductible under IRS Tax Code Section 501 (c) (3).

PHYSICIANS: NEED A SOURCE OF RELIABLE NUTRITION INFORMATION?

Arizona Nutrition News is a periodical published by Judith N. Simonds-Palmer, R.D., Consulting Nutritionist. It is a concise, well-written newsletter of real practical value. For further information write: 4947 East Water Street, Tucson, AZ 85712 Phone: (602) 325-4304.

PLASTIC SURGERY: A TARGET AREA FOR QUACKERY:

Quackery robs, kills and maims its victims. Some of the most tragic cases involve people scarred and disfigured by improperly done plastic surgery. CCAHF is working with the California Society of Plastic Surgeons, Inc. in an effort to warn the public against hustlers offering to erase the wrinkles of aging with lasers or acupuncture and individuals with M.D. degrees who pose as "plastic surgeons" without proper qualifications and training. A genuine plastic surgeon has completed an approved residency in plastic and reconstructive surgery and is certified by the American Board of Plastic Surgery and none other. For more information contact Norma Collier (213) 380-5430.

NEW BOOK ON HERBS IS OUTSTANDING!:

"The aloe of the Bible is not (aloe vera)..."

"...persons known to be allergic to ragweed, asters, chrysanthemums, or other members of the family Compositae should be cautious about drinking tea prepared from chamomiles or yarrow."

"Both root and leaf of this plant (comfrey) have been shown to be carcinogenic (cancer producing) in rats..."

"...keep in mind that the active antibacterial part of garlic oil consists of the odoriferous constituents."

(Goldenseal) "...an interesting but valueless drug."

The foregoing are a few excerpts from a new book published by the George Stickley Co (publisher of The Health Robbers) entitled The Honest Herbal. Author Varro E. Tyler, Ph.D. is Dean of the Schools of Pharmacy, Nursing and Health Sciences at Purdue University and a expert in pharmacognosy (i.e. scientific study of the medicinal use of plants. Over 100 herbals are discussed with expertise and clarity. Order from: George Stickley Co., 210 West Washington Square, Philadelphia, PA 19106

AMERICAN DIETETICS ASSOCIATION OPPOSES SALE OF RAW MILK:

Fearful that unpasteurized milk may again enter the marketplace and conceivably be offered cheaper than processed milk the ADA warns that diseases carried by raw milk could again become a public health problem as consumers opt for a less expensive product. Propaganda spread by food faddists has increased the use of raw milk (and also the incidence of milk-borne diseases) among natural food devotees. (Ref: The Nation's Health, July, 1982. p. 12)

AMIDE-FLUORIDE HYDROGEN BONDING NOT A FLUORIDATION ISSUE:

Antifluoridationists have been attempting to make an issue out of the fact fluoride has an "unexpectedly strong hydrogen bond." In an article appearing in the Journal of the American Chemical Society authors simply added new information regarding the fluoride hydrogen bonding potential. They did not claim that fluoride causes any dread disease. They were extremely cautious in their statements pertaining to fluoride cause and effect relationships. They noted that "this strong hydrogen bonding...may explain why fluoride is an essential element in low concentrations... The study was conducted in vitro using a fluoride concentration of 32,800 ppm. Obviously, these amounts have little meaning to fluoridation at 1 ppm, but anti-fluoridationists never miss an opportunity to raise questions about the safety of fluoridating. For a complete statement on this matter send a stamped, self-addressed, business sized envelope and ask for: Public Health Service statement on "Amide-Fluoride Hydrogen Bonding." Send to CCAHF, P.O. Box 1276, Loma Linda, CA 92354.

NEW CCAHF OFFICERS AND BOARD OF DIRECTORS:

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Raymond O. West, M.D., M.P.H. Professor of Epidemiology, Loma Linda University, School of Health; Resides in Loma Linda, California.

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George York, Ph.D. Extension Food Technologist with University of California in Food Science Department and lecturer in Epidemiology and Preventive Medicine, University of California-Davis; Resides in Davis, California

ATTENTION CCAHF MEMBERS:

Members are invited to a reception hosted by Dr. & Mrs. Harold J. Loeffler on September 12 at their home in La Jolla. The Loeffler home is located at 8234 Caminito Maritimo; phone (714) 453-3722. Directions from I-5: Exit to the West on La Jolla Village, turn South on La Jolla Scenic North, turn West on Via Posada, Via Posada leads directly into Caminito Maritimo. The reception will begin at 2 p.m. following the CCAHF board meeting.

YOU & YOUR DIET

The truth about

NUTRITION AND HEALTH RIP-OFFS

Victor Herbert, M.D., J.D., is both a doctor and a lawyer. Chief of the Hematology and Nutrition Laboratory, Bronx VA Medical Center, and professor of medicine at State University of New York Downstate Medical Center, he is a member of the Food and Nutrition Board of The National Academy of Sciences. Stephen Barrett, M.D., a psychiatrist, is board chairman of the Lehigh Valley Committee Against Health Fraud, Inc., a member organization of the Consumer Federation of America. Here, excerpts from their new book, *Vitamins & "Health" Foods: The Great American Hustle*.

Do you believe those myths about organically grown foods, cellulite, diet cures for arthritis? Here, the eye-opening facts from two nutrition experts

1 Some herbal teas sold in health-food stores can cause hallucinations and other severe reactions. Two teas with diuretic action should be avoided because of their toxic effects. *Juniper* berries can irritate the gastrointestinal tract. *Shave grass* or *horsetail* plants contain nicotine and thiaminase; in horses and other grazing animals these plants have caused excitement, loss of appetite and muscular control, diarrhea, labored breathing, convulsions, coma, and death.

Herbal teas containing *buckthorn* bark and *senna* leaves, flowers, and bark have caused severe diarrhea. *Dock* roots and *aloe* leaves are also powerful laxatives available as teas. *Aloe* is a particularly strong laxative widely used in veterinary medicine.

Ingestion of half a cup of *burdock* root tea purchased in a health-food store has resulted in typical anticholinergic symptoms of blurred vision with enlarged pupils, dry mouth, inability to urinate, and bizarre behavior and speech, including hallucinations. (Reference: *The Medical Letter*.)

2 Hypoglycemia (low blood sugar) is extremely rare and most likely not the cause of your fatigue or depression.

Today, hypoglycemia is fashionable as a socially acceptable diagnosis to explain away certain symptoms of neurotic nervousness or fatigue. This condition, which is extremely rare, should be diagnosed only after careful interpretation of a blood-sugar test. A diagnosis of functional hypoglycemia should not be considered unless a person on a balanced diet gets symptoms two to four hours after eating, and low blood sugar and symptoms occur together.

3 Extra protein cannot increase your vigor or improve athletic performance.

The health-food industry would have us believe that protein plays a special role in the nutrition of athletes or active people. The scientific facts are otherwise: Proteins are broken down, by digestion, to amino acids, which are needed to build or maintain muscles. But muscle-building is not caused by eating extra protein. It is stimulated by increased muscular work.

4 Gerovital H3 (GH3) is not the fountain of youth. Its main ingredient can cause convulsions.

Although GH3 is promoted as an anti-aging substance, controlled use of it has failed to demonstrate any improvement in elderly patients. Additional claims have been made that GH3 can prevent or relieve disorders including arthritis, Parkinson's disease, depression, and impotence but none of these claims have been verified.

The main ingredient is procaine, a local anesthetic that can cause convulsions and other serious side effects when rapidly absorbed.

5 Some of the components of ginseng, claimed to be a sexual enhancer, act like steroid drugs.

Take heed. Ginseng contains a variety of potentially toxic chemicals. Among its toxic effects are diarrhea, skin eruptions, insomnia, nervousness, and severe mental confusion. Ginseng also contains small amounts of estrogens and has been reported to cause swollen, painful breasts.

6 There is no such thing as "cellulite," and treatments for it are a rip-off.

The term "cellulite" is sometimes used to describe the dimpled fat found on the hips and thighs of many women. Cellulite is promoted as a special type of fat that is resistant to diet and exercise. The simple truth about it is that it doesn't exist—it is ordinary fat that can only be lost as part of an overall reducing program.

7 Bee-pollen tablets and wheat-germ oil do not improve athletic performance.

Neither contains any nutrients that cannot be supplied less expensively in a balanced diet.

INSTITUTE/ORGANIZATION & NUTRITION CENTER/JAMES COSTANZO, Ph.D., DIRECTOR

8 Natural fertilizers cannot produce more nourishing foods. The only "extra" you may get from animal fertilizers is a good case of *Salmonella* diarrhea or intestinal parasites. Moreover, "natural" foods are more likely to have molds growing on them that produce potent carcinogens.

9 Organically grown foods are not free of pesticides.

Organic promoters imply that the use of pesticides is bad and dangerous, and that foods grown under "organic" conditions will contain no pesticides. But they do. Over the years many laboratories have found little difference in the level of pesticide residues between foods that are labeled "organic" and those that are not.

10 It is simply not true that RNA (ribonucleic acid) can increase your energy or make you look younger.

RNA, a compound we produce in our bodies, is part of the reproductive apparatus of all cells. When taken by mouth, as a food supplement, it is broken down by a pancreatic enzyme and doesn't even get into the cells of the body, but one of the products of the breakdown can produce a dangerous elevation of the blood uric-acid level.

11 Good physicians have always practiced so-called "holistic medicine."

Promoters of "holistic medicine" (also called "wholistic medicine") believe that illnesses should not be studied apart from the people who have them. Professional attention should not be limited to current physical problems, but should also be directed toward emotional factors and life-styles. Good physicians have always done this, but the holistic movement is now being promoted as something new. Many holistic practitioners see disease as primarily caused by stresses and "imbalances." Although stress is a factor in many ailments, it is by no means clear that stress-reduction techniques advocated in the name of holism are actually effective in preventing disease. The word "holism" has been sadly corrupted by confused practitioners and promoters of quakery.

12 There is no cure for arthritis or any special diet that *totally* relieves the symptoms.

There is hardly a food item that has not been promoted at one time or another as a "cure" for arthritis. Medical research has found only one form of arthritis (gout) whose symptoms are partially related to the type of food eaten. Diets based on raw foods, foods without chemical additives, and other supposedly "natural" nutrition items are being hustled by the health-food industry. "Natural" faddists overlook the fact

20 YOU & YOUR DIET

The truth about

NUTRITION AND HEALTH RIP-OFFS

that prehistoric man, who certainly ate no additives, also suffered from arthritis.

13 "Chelation therapy" can destroy the kidneys—and kill you.

"Chelation therapy"—injection of disodium edetate, or ETDA into the bloodstream where it supposedly cleans out unwanted mineral deposits from various parts of the body before exiting via the kidneys—can, in fact, cause death from kidney destruction. A course of treatment consisting of 20 to 50 injections can cost thousands of dollars. According to its promoters, it may be helpful in kidney and heart disease, arthritis, Parkinson's disease, emphysema, multiple sclerosis, gangrene, psoriasis. . . . Note: Chelation therapy (except for heavy-metal poisoning) and treatment with GH3 (see number 4) do not have FDA approval, and physicians who use these treatments may be operating on the fringes of the law. Steer clear of anyone who even recommends these methods.

14 "Enzyme tablets," sold as digestion aids, have no beneficial effect, unless you have pancreatic disease.

Enzymes taken by mouth are broken down into their component amino acids by digestion in the stomach and intestines and therefore do not even function as enzymes within the body.

15 Laetrile heads the all-time list of quack cancer remedies.

It is a trade name for the chemical amygdalin, a substance abundant in the kernels of plants—including apricots, peaches, bitter almonds, and apple seeds. The seeds are dangerous to eat because amygdalin is six percent cyanide by weight and releases cyanide when broken down within the stomach and intestine.

Although amygdalin has been used against cancer for over 100 years, there is no evidence that it is effective. The fundamental problem with laetrile chemotherapy is not that laetrile can't kill cancer cells but that the dose needed to kill cancer will also kill the patient.

16 "B₁₇" (laetrile) and "B₁₃" (pangamate) sound like vitamins but are not—they are dangerous and should be avoided.

Laetrile contains cyanide and has poisoned people (see above). Pangamate is not even a single substance but is merely a label applied to differing product mixtures marketed by various manufacturers. Recent experiments have shown

that ingredients in some of the most widely sold "pangamates" can cause mutations in bacteria—which means they may cause cancer in humans.

17 Hair analysis is a waste of money when it is used for diagnosing vitamin or mineral deficiencies.

The state of the body's health may be completely unrelated to the chemical composition of the hair. Hair analysis may have some limited usefulness in the diagnosis of lead, cadmium, arsenic, or mercury poisoning, but using it as a routine test is a waste of money.

There are no vitamins in hair except at the root (below the surface of the skin). The mineral composition of hair can be affected by a person's age, natural hair color, and rate of hair growth, as well as by the use of hair dyes, bleaches, and shampoos.

18 "Cellular therapy" is sheer nonsense. Taking products derived from animal tissues or glands such as raw pancreas, heart, etc., can cause serious infections or fatal allergic reactions.

The underlying idea—reminiscent of the wishful thinking of primitive tribes—is that taking these substances will strengthen or rejuvenate body processes that involve similar substances. In other words if a person has a weak pancreas, give him raw pancreas substance; if the heart is weak, give raw heart, etc. The quack doesn't tell you that when these substances are taken by mouth, that they are digested and destroyed by the stomach and intestines. In mainland China powdered bull penis is sold as a remedy for male impotence.

19 Acupuncture can relieve pain but cannot cure illness.

Acupuncture can produce enough pain to trigger release of the body's own morphinelike drugs (endorphins) and produce temporary pain relief, but there is no evidence that acupuncture can affect the course of any physical illness. Many acupuncture patients have contracted hepatitis from contaminated needles.

20 Today's food quacks are not always easy to spot.

The modern quack wears a cloak of science. What sells is not the quality of his products but the quack's ability to influence his audience. To those in pain he promises relief. To the incurable he offers hope. To the nutrition-conscious he says, "Make sure you have enough." To a public worried about pollution, "Buy natural." To one and all he promises better health and a longer life.

FRUCTOSE MAY POSE HAZARD FOR DIABETICS:

Fructose has been touted as a desirable sweetener for diabetics by food faddists in recent years. A study utilizing diabetic rats suggests that the presence of fructose in the diet rather than refined sugars with a missing natural factor is involved in the development of diabetic retinopathy (a degenerative eye disease associated with diabetes which often leads to blindness). (Ref: _____, "Retinopathic Effect of Sucrose-Rich Diets Due to Fructose," Nutrition Reviews, Vol. 40, no. 4, April, 1982. pp. 117-118.)

LA TIMES EXPOSES DONSBACH "UNIVERSITY":

In its July 15 issue the Los Angeles Times ran a feature article exposing the activities of Kurt Donsbach including his mail-order nutrition diploma mill. The article reveals the sources of Mr. Donsbach's "doctorates." His Doctor of Science degree is honorary from a "Bible college somewhere in the midwest." His "PhD" is from non-accredited Union University in Los Angeles which Robert Pfeiffer, Union's President, denies ever granting. His "Doctor of Naturopathy" diploma is from now defunct Hollywood College of Naturopathic Medicine (naturopathy is not recognized in California). His "Doctor of Chiropractic" diploma is from Western States Chiropractic College in Portland, Oregon (WSSC was unaccredited as a chiropractic college until January 24, 1981). Donsbach apparently is making millions of dollars selling food supplements, books, filmstrips, cassettes, diplomas, computers, devices, staging seminars and marketing what nutrition scientists generally regard as food faddism. Readers may obtain a free copy of the Times article by sending a stamped, self-addressed, business-sized envelope to CCAHF, Inc. Box 1276, Loma Linda, CA 92354.

FOOD SUPPLEMENT USE BY ELDERLY AGAIN FOUND TO BE UNRELATED TO NEED:

In volume 3, number 7 of the CCAHF Newsletter we reported a study by Yearick, et. al., (J of Gerontology, 35:5:663+, 1980) which found that elderly people exhibiting low levels of certain nutrients were not helped by supplementation because what they were taking was discovered to be "inappropriate and frequently excessive." Another nutrition study involving the elderly has come up with similar findings as supplementation was found to be "generally unrelated to need." (Ref: Krondl, et. al., "Food Use and Perceived Food Meanings of the Elderly," J. of the Amer. Dietetic Ass'n, Volume 80, June, 1982. pp. 523-529)

SPIRULINA FILTHY:

The FDA's San Francisco District Laboratory reports finding some 40,000 insect fragments (mostly from flies) and 20 feather fragments in only three 100 gram samples (about 10.5 ounces) of spirulina alga from Mexico. The analyst who examined the product said this was the "heaviest filth load" she had seen in twenty years as an FDA employee. (Ref: FDA Consumer, June, 1982. p. 34)

MORE ON SPIRULINA:

In the last issue of the Newsletter it was reported that spirulina promoter Christopher Hills has paid a \$225,000 civil fine for falsely advertising, among other things, that one person weighing 128 lbs could live for 17 years off one drum of spirulina, and that spirulina taken as prescribed assured one of receiving all of the necessary elements of nutrition. Apparently, some people are taking those claims seriously because it has been reported to CCAHF that individuals are dieting by trying to live exclusively on spirulina. Readers of this newsletter are asked to be on the alert and report any untoward effects found to have occurred as a result of such practices.

READERS: YOU ARE OUR EYES AND EARS. SEND ITEMS YOU THINK WOULD BE OF INTEREST TO OUR READERS. INCLUDE COMPLETE REFERENCES WHEN POSSIBLE.

MEADOW FRESH AND XANTHINE OXIDASE:

Meadow Fresh is one of a new line of powdered imitation milk products being marketed primarily via door-to-door sales. Such products are marketed as milk-substitutes costing less than milk. In reality, these products only APPEAR to cost less than milk. As can be seen from the table below these products are nutritionally inferior to milk so if cost per nutrient value is considered they are more expensive.

Most disturbing are the promotional claims associated with these products. Sweet whey, the primary ingredient in Meadow Fresh has been touted for years by the health food industry as a superior product. Meadow Fresh is being promoted as "more comparable to mother's milk than cows' milk..." It is this feature which is of greatest concern to nutritionists. The Utah State Department of Health, Utah State Dept. of Agriculture, Food Science Dept. of Utah State University and Utah Trade Commission have all stated that these products should not be used as infant formula since they do not meet the standards of the Infant Formula Act of 1980.

In addition, promotional materials in CCAHF's possession claim that heart disease would be less a risk with Meadow Fresh because it contains far less xanthine oxidase which, according to the materials "may be an abrasive factor to blood vessels." Their reference is to the discredited theory advanced by Kurt Oster that xanthine oxidase may be a culprit in coronary heart disease. A good review of this theory and its shortcomings can be found in JAMA Vol. 234, No. 6, November 10, 1975. pp. 630-631, "Homogenized Milk and Coronary Artery Disease: Theory, Not Fact."

TABLE
Amount of Nutrients in 100 grams of Dry Imitation or Real Milk*

	Imitation	Reg. Nonfat Dry	Instant Nonfat Dry	Whole Dry
Protein	16 g	37 g	37 g	27 g
Fat	16 g	1 g	1 g	28 g
Ash	6 g	8 g	8 g	6 g
Carbohydrate	61 g	54 g	54 g	38 g
Riboflavin	0.77 mg	1.85 mg	1.85 mg	1.49 mg
Iron	1.22 mg	0.62 mg	0.62 mg	0.51 mg
Calcium	399 mg	1347 mg	1347 mg	909 mg
Sodium	1120 mg	535 mg	549 mg	371 mg
Calories	452	374	370	521

*All samples were reported on a dry weight basis

From Nutrition Perspectives, March 1982.

CASSAVA AND BIRTH DEFECTS:

Cassava is the staple food of millions of people in Africa (and the source of tapioca). Because it will keep in the ground for several years the root is a source of insurance in times of famine. At such times it can be the cause of certain diseases of malnutrition because of its imbalance of nutrients. Now a new danger has emerged in connection with cassava. Its high cyanide content (amygdalin) seems responsible for birth defects among women consuming large amounts during pregnancy. This could have serious implications for young women taking Laetrile (amygdalin) as a cancer preventative as is advised by proponents of the drug. (Ref: New Scientist, February 18, 1982, p. 437)

GOOD BOOK:

Eater's Guide, by Candy Cumming MS, RD and Vicky Newman, MS, RD (Prentice-Hall, Inc. 1981) is nineteen short chapters sprinkled with humor and cartoon characters. It has no-nonsense lists to guide the reader. Subjects covered included: vegetarian meal, fiber, weight reduction, sugar in foods and the cholesterol controversy. Also, eighty-six tasty recipes. Recommended to nutrition educators and the general public. Order from Wellspring Applications, P.O. Box 9179, San Diego, CA 92109. \$7.31 prepaid.

The California Council Against Health Fraud, Inc.



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LAST ISSUE
WITHOUT RENEWAL

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Stephen Barrett MD
Exp 6/81
PO Box 1602
Allentown PA 18105

FLASH: AS WE GO TO PRESS WE HAVE JUST LEARNED FROM AN ABC NEWS SOURCE THAT THE CAMBRIDGE DIET HAS BEEN IMPLICATED IN THE DEATH OF A 32-YEAR OLD MOTHER IN OKLAHOMA.

SPEAKER'S BUREAU--Contact:
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Wallace I. Sampson, M.D.
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HEALTH EDUCATORS SOMETIMES HEALTH NUTS!:

According to David A. Bedworth, Coordinator of Health Education at State University College, Plattsburgh, NY, a lack of ethics among health educators finds many of them creating deviance in their enthusiasm for behavior change. Bedworth describes the problem in his article "The Health Educator as Health Nut," Health Education, March/April 1982. This article is cogent to all engaged in providing information or guidance to people regarding health.

RESEARCHER QUESTIONS SAFETY OF ALOES

Microbiologist Wendell D. Winters of the University of Texas Health Sciences Center, San Antonio has found that various commercially prepared aloe substances exert a cytotoxic effect upon human cells in vitro. He says he can only speculate as to the in vivo effects of topical or internal applications of aloe gels and juices, but he personally views them with caution. (Ref: Medical Tribune, October 14, 1981 and personal correspondence dated July 9, 1982)

CHIROPRACTOR PUNISHED

The Oregon Board of Chiropractic Examiners has voted to suspend the license of former Chairman Edmonde E. Samuel of Brookings. In a telephone conference, the board ruled that Samuel performed a vasectomy, which is not authorized for chiropractors. It ordered that his license be suspended for four years. Samuel contended chiropractors are authorized to perform minor surgery. (Ref: (Portland) Oregon Journal, June 4, 1982, p. 6)

(Note: Oregon law specifies that chiropractors may perform minor surgery without specifying precisely what that includes)

NEWSLETTER

PHONE: 714-796-3067

Box 1276 Loma Linda, CA 92354

COURT AWARDS \$873,000 NATUROPATHIC "HEALTH SCHOOL" DEATH:

The widow of a Los Altos man who died on a diet of distilled water for 30 days won a \$873,000 judgement against the "health school" that prescribed the diet. A federal court jury in San Antonio, Texas found Dr. Shelton's Health School and the school's officials liable in the death of 49 year-old William Carlton. Carlton is the sixth victim in five years known to have died while undergoing treatment at the school. The school's founder 'Dr.' Herbert Shelton, a naturopath, successfully prevented officials from closing the school. Shelton died shortly before the school finally closed this past year (Ref: Los Angeles Daily Journal, September 21, 1982, p. 1). Shelton was the author of at least six books on naturopathic approaches to health.

GLUCOMANNAN:

Among the latest products being promoted by the "health foods" industry for weight loss is glucomannan. From what CCAHF has been able to determine to this time, the substance functions much like methycellulose by expanding once it is ingested. This is supposed to reduce appetite by producing a full-feeling. Glucomannan allegedly contains no calories and is completely made of fiber. The notion that methycellulose can suppress appetite by internal expansion has been challenged on the basis that appetite is a function of many factors physiological and psychological in nature. According to Consumer's Union (The Medicine Show, 1976 Edition) bulk-producers tend to pass fairly rapidly into the small intestine, especially when taken on an empty stomach, and even while in the stomach there's no clear evidence that they reduce stomach contractions associated with hunger. Buyer beware!

HUSTLING THE HANDICAPPED: QUACKERY FOR THE DEAF!:

Even though the deaf cannot hear, they are not immune from the quacking of the quacks! In an excellent article reviewing past and present exploitation of the hard of hearing, David F. Fairbanks, MD tells about an area of quackery seldom thought about by unimpaired people. Approaches used include hypnosis, airplane dives, devices, diet, vitamins, leeches on the jugular vein, drugs, surgery, chiropractic [that's how it begin!], special compounds, snake oils, acupuncture and more. Fairbanks points to certain patterns which characterize promoters of unproved methods for deafness: (1) Lay testimonial is offered as the principal evidence for validity; (2) Advertising and lay publicity are the principal means of promotion; (3) Secrecy and contempt for scientific principles leads to inflated promises and inflated prices; (4) Showmanship and ritual characterize the practice; and, (5) Open-ended therapy regimens and interminable treatment schedules encourage patient exploitation as long as it is profitable. (Ref: Fairbanks, "Unproved Remedies for Treating the Deaf," Ear, Nose & Throat Journal, Vol. 60, Nov. 1981, pp. 71-87).

The Newsletter is published bimonthly by the California Council Against Health Fraud, Inc., a non-profit, tax-exempt organization. It is intended for CCAHF members and others the Council wishes to keep informed. Membership costs: Student \$5, Regular \$15, Professional \$25, Supporter \$100, Patron \$1000. Applications subject to approval by Membership Committee. Request applications from: Membership Chairman, Box 1276, Loma Linda, CA 92354. Donations are tax deductible under IRS Tax Code Section 501 (c) (3).

H.R. 6625 WOULD REIMBURSE ACUPUNCTURISTS UNDER MEDICAID:

A bill has been introduced by Phillip Burton in the House of Representatives that would reimburse the services of an acupuncturist who is legally licensed or certified to furnish such services by a state. Such blanket coverage seems inappropriate since acupuncture's scientifically validated role in health care is far more limited than is the scope of practice currently employed by many acupuncturists. Politicians must become aware of the need to include scientific criteria when determining the kinds of health products or services to be reimbursed by public funds to avoid financing quackery and pseudoscience.

MOTHER APPRECIATES BOOK:

A Missouri mother writes: "I am reading Dr. Herbert's and Dr. Barrett's book, Vitamins and 'Health' Foods, and I am completely fascinated by it. I am one of the many public eaters who has been confused ever since I've had the responsibility for feeding a family. Strontium 90 was the big thing when my sons were babies; and all the other various food dangers which have raised their dirty heads since then have made me feel as if I were slowly but surely poisoning my loved ones. Yet we were never told what our alternatives were. I've bought Adelle Davis books in my time, and then in more recent years got onto Prevention magazine. My mind was boggled with the many articles which have appeared in the media claiming to be the only true way while they seemed to disagree with each other. Who are we to believe? I want very much to believe as this book says, that grocery stores sell food that is not dangerous because of additives; that we can trust all those people who set the FDA's, and that the government agencies who deal with our nutrition and health are all above being tempted by some special interest group who place their pocket books above our well-being." Signed NB Kansas City

COMMENT: This letter illustrates the need for a recognizable voice of scientific nutrition in the community. As the public's interest turns toward healthful living they need to know who is worthy of their trust. Unfortunately, the Congress acts with duplicity when on one hand they speak of the importance of nutrition and attempt to set dietary goals while on the other hand they do not consider nutritional substances of sufficient biological impact to need regulation by FDA. Legislators appear to be as confused as everyone else about nutrition. They all seem to be drowning in the sea of misinformation constantly pumped out by the entrepreneurs of health foods, supplements, herbs and the like.

ALLERGY QUACKERY:

Abuses within the area of allergy are becoming more widespread. An article entitled "Controversial Practices in Allergy" by Michael Grieco, MD, JD (JAMA, vol. 247, no. 22, June 11, 1982. pp. 3106-3111) discusses valid and invalid methods of assessing allergies. Included are food allergies, food additives and hyperkinesis, cytotoxic testing, sublingual testing and many others.

BOARD OF REGISTERED NURSING PERMITS PSEUDOSCIENCE AND QUACKERY FOR CE CREDIT:

As long ago as August, 1978 CCAHF complained to Katherine Miller, R.N., Nursing Education Consultant for the California Board of Registered Nursing that providers being permitted to offer courses for continuing education credit for nurses were promoting pseudoscientific notions. Included was muscle-testing techniques labeled as "applied kinesiology" taught by a chiropractor who claims that the technique can detect cancer without biopsy. More recently, "Donsbach University" has been granted a provider number much to the chagrin of many nurses and dietitians. CCAHF has now been informed that the Board of Registered Nursing is permitting programs which provide lecture and tours of the unorthodox cancer clinics in Tijuana for continuing education credit. This is yet another example of irresponsibility within California state government in health care matters. In Miller's response to CCAHF's earlier complaint she stated that, "The practice of nursing is not always a pure science" in an apparent attempt to justify her actions. Miller doesn't seem to realize that there is a great space between pure science and pure quackery and the name of that space should be responsible clinical health care.

CHIROPRACTIC CLINIC DEATHS ASSOCIATED WITH COLONICS:

Details of the tragedy which occurred in Montrose, Colorado where six patients died of amebiasis they contracted via colonic irrigation at a chiropractic clinic are reported in the August 5, 1982 New England Journal of Medicine, vol. 307, no. 6, pp. 339-342. This dramatic example can be used to illustrate the difference between harm that comes to patients (iatrogenic disease) due to procedures with demonstrated value vs. something like colonics which has no justification in medical practice. While it is true that the patient is just as dead, the difference is like that of having one's loved killed by an unfortunate unavoidable accident vs. a needless death caused by a known-to-be incompetent driver. ←

FLUORIDATION/CANCER LINK AGAIN DISCONFIRMED:

The charge still persists that fluoridation has been indicted as increasing the risk of cancer. Studies have been undertaken around the world to test this hypothesis. Still another analysis is reported in the Journal of Epidemiology and Community Health, vol. 35, 1981, pp. 227-232, in which the authors conclude: "Examination of the trend for cancer in the seven cities in England and Wales with populations over 400,000 (in 1961) and in England and Wales as a whole between 1959-63 and 1974-8 provides no reason to suppose that any unique factor, such as fluoridation of the water supplies, has affected the death rate for cancer in Birmingham since 1964." In addition to the above, in Kansas, an epidemiologic analysis of cancer and its possible association with fluoridation has been carried out which also found no relationship, (Ref: Neuberger, "Fluoridation and Cancer; An Epidemiologic Appraisal" Journal of the Kansas Medical Society, March, 1982, pp. 134-139).

VITAMIN C CHEWING CAN HARM TOOTH ENAMEL:

Pointing to the faddist practice of ingesting 3 to 4 grams daily of ascorbic acid, James Dannenberg, DDS of Philadelphia states that some people apparently chew their vitamin C supplements. "The ascorbic acid is strong enough," Dannenberg says, "to dissolve the enamel. After a short period, much of the occlusal enamel is lost, and the underlying dentin becomes cupped out." He counsels dentists to be alert to this when encountering odd-looking noncarious dental lesions. (Ref: Journal of the American Dental Association, Vol. 5, August, 1982, pp. 173-4.) ←

NEW ZEALAND CHIROPRACTORS CHALLENGED:

New Zealand's Minister of Health, A. G. Malcolm has challenged chiropractors at the opening of their annual conference to decide whether they were inside or outside the existing health care system. The medical profession has dropped its ethical ban on referral to chiropractors, but some continue to undermine conventional health care. At issue were ads run by chiropractors campaigning against a legitimate program on scoliosis. The Minister could see no reason why chiropractors should receive treatment different from other health professionals (Ref: NZ Med J, July 28, 1982, p. 510) New Zealand's handling of chiropractic is of interest to us because of the precedents it might set as it incorporates this deviant system into its overall health care system. American chiropractors have made much of the favorable parts of the New Zealand Commission and Chiropractic's report in their public relations. They have failed to note that the Commission recommended some rather strict limitations on chiropractic practice and specified that regulation of chiropractic be by the Department of Justice rather than the Department of Health making violations criminal acts. Among the limitations were that chiropractors not be able to call themselves "doctors;" hold themselves out to be the practitioner to be consulted in the first instance, in preference to a medical practitioner, in respect to any disease or disorder; "induce" any person to believe that chiropractic treatment will necessarily cure or alleviate any organic or visceral disorder; fail to advise a patient to consult or continue consulting a registered medical practitioner;" and more.

DR. BARRETT ATTACKS DIET PILL AD AS FRAUD:

Several CCAHF members around the country have sent copies of an ad for the "Willpower Diet Tablet" marketed by the Health Energetic Corporation of Cost Mesa, California to the Council's main office asking how such blatant nonsense can be permitted. They will be pleased to find that Dr. Stephen Barrett or the Lehigh Valley (Pennsylvania) Committee Against Health Fraud, Inc. has filed a complaint with the consumer protection division of the U. S. Postal Service charging that the ad is fraudulent. Leo Daboub, company president, denies that the ad is fraudulent. He says the ad is for a pill that helps give one the willpower to stay on 1200 calorie-a-day diet. The ad says nothing about the 1200 calorie diet. Their program has two kinds of pills. One contains vitamins and minerals, the other sodium carboxy methyl cellulose (swells in the stomach) and benzocaine (a numbing agent for the taste buds). This is not the first time Daboub has been charged with making false claims for products. Twice in 1981 the U.S. Postal Service filed complaints against Daboub for making false claims for mail order products. (ref: The Morning Call, Allentown, PA, August 19, 1982, article by Medical Editor Larry Thompson).

DEAN BURK NOT AN NCI "FOUNDER":

Laetrile advocate Dean Burk, Ph.D. has often claimed to be one of the "founders" of the National Cancer Institute (NCI) in an apparent effort to enhance his credibility as an expert. In a memorandum dated September 15, 1982 Bayard H. Morrison, M.D. of the U.S. Public Health Service cites an article by Dr. Michael Shimkin (JNCI [59:2: 559-601, 1977]) making it clear that NCI had no scientific "founders" as such. Dr. Burk joined NCI in 1939, two years after its beginning. He was in the third group (research fellows). Copies of this memorandum will be supplied to anyone sending a stamped, self-addressed business-sized envelope to CCAHF.

RAW MILK DAIRY IS WORLD'S LARGEST PRODUCER-DISTRIBUTOR OF DAIRY PRODUCTS:

California's Alta-Dena Dairy is reportedly the world's largest producer-distributor of dairy products according to the Los Angeles Times (September 1, 1982, Part IV, p.1) despite 12 statewide recalls of its raw milk, since 1969. The article puzzles over the fact that in many instances a single recall for alleged sanitation problems is enough to bankrupt a food company. In Alta-Dena's case business has doubled in the past six years to over \$100 million annually. A key factor in the dairy's success is the loyalty of "health conscious" customers who believe the milk "tastes better" and is "nutritionally superior." Since taste is subjective we will restrict comments to the second claim. Alta-Dena carries on a public relations program touting the nutritional superiority of raw milk. They say that pasteurization destroys significant amounts of vitamins, alters protein and renders calcium less available. All of these claims are disputed by the scientific and technical literature. The modern HTST (high-temperature, short-time) pasteurization process causes only minor nutrient losses retaining 90% of vitamin C and thiamin. No other nutrients are lost (ref: Harris & Karmas, Nutritional Evaluation of Food Processing. Westport, Conn.: Avi Publishing Co. 1975. pp 225-226). Of additional concern to CCAHF is Alta-Dena's support of off-beat causes like the laetrile movement. Full-page advertising for raw milk regularly appears in the publications promoting health pseudoscience. A good deal of their customer loyalty appears to come from this kind of fringe activity.

WILLARD'S WATER MANUFACTURER DISCLAIMS HEALTH BENEFITS:

CAW Industries, Inc. of Rapid City, South Dakota has sent the following statement with a cover letter to all of its distributors: "As the manufacturer and bottler of Dr. Willard's Water, CAW Industries, Inc. of Rapid City, S.D., does not endorse and claims that its Catalyst Altered Water products are effective in the cure, mitigation, treatment or prevention of any diseases in man or animals. Dr. Willard's Water has not been approved as a 'drug' by the Food and Drug Administration, and CAW Industries, Inc. does not have available scientific proof that its Catalyst Altered Water products are effective in the cure, mitigation, treatment or prevention of any disease in man or animals." (ref: Thompson. "Willard's Withdrawal Symptoms," FDA Consumer, September, 1982. pp.22-23).

PRUDENTIAL'S REFUSAL TO PAY FOR LAETRILE TREATMENT UPHELD:

In an unpublished bench opinion by Superior Court Judge Harth (Superior Court of New Jersey (Docket No. L 8093-79) The Prudential Life Insurance Company's refusal to pay for physician prescribed laetrile treatment for individuals they insure on the basis that the treatment was "worthless" has been upheld.

DOCTOR LOSES LICENSE OVER LAETRILE OPERATION:

Dr. Donald Cole who allegedly has made millions of dollars as one of the biggest dispensers of laetrile in the country has had his license to practice medicine in New York revoked. It is said to be the first successful prosecution of laetrile fraud in the nation. Cole, who once was on the staff of Sloan-Kettering Cancer Center, struck a bargain with a struggling hospital which he filled with cancer patients from all over the country. He still maintains a practice in Linden, NJ and practices at the American International Hospital at Zion, Illinois which is also known for its advocacy of unproven remedies of various kinds. In addition to laetrile, Cole promotes vitamin therapy, low-dose chemotherapy and hyperthermia in which the patient's blood is heated to 108 degrees. (Ref: Los Angeles Times, October, 1982/Part I, p.13.)

INFORMATION AVAILABLE ON UNPROVEN METHODS OF CANCER TREATMENT:

CCAHF has recently received information from the American Cancer Society on the following unproven methods of cancer management:

1. H. Alivizatos, MD, Greek Cancer Cure
2. Antineoplastons (Burzynski Research Institute)
3. Iscador

Send stamped, self-addressed, business-sized envelope, one for each report desired.

FTC ECONOMICS DIRECTOR RECOMMENDS FOOD ADVERTISING RULE BE DROPPED:

The FTC began working on a rule to govern food advertising in 1974. The proposed rule would regulate advertising claims about cholesterol or fatty acids, "low calorie" foods and "natural" products. One section of the rule would require that all claims about the connection between diet and heart disease disclose that the relationship is controversial (the director particularly objects to this part). A second section would require advertising to disclose calorie content when "weight control" is promoted, fatty acid content when "low-fat" and cholesterol content when "low-cholesterol" is claimed. Director, Robert Tollison says his objections stem from the lack of evidence that consumers are harmed by advertiser's silence about cholesterol or calorie contents in their ads or current "natural food" advertising claims deceive or injure consumers. He believes most consumers drawn to weight loss products will "read the label" making regulation of advertising unnecessary. (ref: FTC News Summary, July 21, 1982).

COMMENT: It seems that the FTC, who's job it is to regulate advertising, is passing up a golden opportunity to bring some much needed regulation to the area where quackery is presently having a "field day". Those who study the subject know all too well that the quackery is in the promotion and advertising of products and services, and that the degree of harm is almost impossible to accurately assess. In an entrepreneurial society socially responsible advertisers should put some effort into consumer education and should not exploit ignorance and/or misconceptions. The FTC will miss a chance to help make this happen by dropping the advertising rule.

READERS: YOU ARE OUR EYES AND EARS. SEND ITEMS YOU THINK WOULD BE OF INTEREST TO OTHERS RECEIVING THE NEWSLETTER. PLEASE INCLUDE REFERENCES AS COMPLETE AS POSSIBLE. ITEMS CANNOT BE RETURNED.

CSPI'S CREDIBILITY UNDER QUESTION:

The Center for Science in the Public Interest (CSPI) a Washington D.C. based Nader group under the direction of Michael Jacobson may have started a fight it cannot finish. The fight is with the American Council on Science and Health (ACSH). CSPI began its attack on ACSH even before the latter had issued its first report (see The Wall Street Journal, July 18, 1978.) CSPI repeatedly has objected to ACSH's positions on various issues on the basis that they are favorable to or consistent with those of industry [industry appears to be automatically equated with evil in CSPI's view]. In January, 1982 CSPI issued a report entitled VOODOO SCIENCE, TWISTED CONSUMERISM in which they accused ACSH of being "a consumer fraud" and "a front for industry." The report contained a full-page cartoon of ACSH Director Elizabeth Whelan taking money behind her back from industry. The attack was vicious and, in my judgement, unfair. (I have been a member of ACSH's Board of Advisors since its inception. As is true with all ACSH advisors, I am unpaid with no industry ties and a recognized consumerist). I know how hard ACSH tried not to accept funding that could even remotely be challenged as coming from industry, and the strict policies they currently maintain to avoid the appearance of being influenced by any who fund them. ACSH has always been open about these facts--a factor which enabled CSPI to publicize its charges.

Now ACSH has turned the tables on CSPI and asked about its source of funding. Inquiries brought evasion and lack of cooperation. Subsequent investigation has uncovered the fact that among CSPI's major funders is the Arca Foundation which was originally known as the Nancy Reynolds Bagley Foundation, named after the daughter of tobacco magnate R. J. Reynolds. The Arca Foundation is funded from tobacco industry profits and still maintains investments in the R. J. Reynolds company along with other types of industries. This shocking revelation leads this writer to speculate that the reason CSPI has consistently exaggerated the possible role of food additives, dietary practices and other factors in cancer and heart disease, while remaining silent about the role of tobacco in these diseases, may be related to CSPI's source of funding. The practice of diverting attention away from tobacco by pointing to as many other potential causes as possible for the diseases associated with smoking, has long been the strategy of the tobacco industry in its attempt to allay public criticism of its trade. CSPI has made a major contribution to this strategy by its tactics. Through selective use of scientific data CSPI clings to and amplifies any lingering basis for doubt of the safety of food additives, saccharin, etcetera, as dangerous to human health. ACSH, on the other hand, presents the data on both sides of a question and takes a position based upon reality. Having reviewed a large number of ACSH position papers on topics I follow carefully I have to give ACSH high marks on reliability and trustworthiness. ACSH is also quite tolerant of CSPI. Elizabeth Whelan, in her recent rebuttal to CSPI (ref: "Voodoo Science: Which is Witch?", ACSH News & Views, Sept/Oct 1982, pp. 8-10) states that she doesn't attribute biased motivations to CSPI. However, I see a trend too consistent with the tobacco strategy to refrain from pointing it out.

-William Jarvis, PhD

VITAMIN E SUPPLEMENTS FAIL TO ALTER PLASMA LIPIDS:

For many years vitamin E has been touted as a panacea for coronary heart disease. While most controlled studies have failed to substantiate the claim that vitamin E is efficacious in coronary heart disease, one study recently reported a remarkable increase in high-density lipoprotein (HDL) and a decrease in very-low-density lipoproteins (VDL) after an ingestion of 600 IU of vitamin E. An attempt to duplicate these results has failed and is reported in the following reference: Kesaniemi and Grundy, "Lack of Effect of Tocopherol on Plasma Lipids and Lipoproteins in Man," Amer. J of Clinical Nutrition, vol. 36, August, 1982, pp. 224-228.

CU TESTS BONE MEAL SUPPLEMENTS FOR LEAD CONTENT:

Lead poisoning via bone meal supplements was brought dramatic attention in 1977 (JAMA, 237:2627, 1977) when a former actress was discovered to be a victim due to ingesting bone meal tablets containing lead. Lead concentrates in the bones of animals which are the sources of these supplements. Consumer's Union (CU) reports their findings after having analyzed bone meal supplements in the September, 1982 issue of Consumer Reports. Although they found lead content to be highly variable, their conclusion was that bone meal contains too much lead. Daily supplementation would increase daily lead intake by about two-thirds.

CLONE-BOOK A HOAX: PUBLISHER PAYS \$130,000 IN DAMAGES:

The J. B. Lippincott Company has publicly declared David Rorvik's book, In His Image: The Cloning of a Man, a hoax and paid an out-of-court settlement to British biologist J. Derrek Bromhall, who according to the book, was supposedly engaged in human cloning. Hopefully, this settlement will help discourage publishers from printing fiction as fact and help bring some much needed responsible behavior to the publishing community. [NOTE: Rorvik also authored "New Support for Laetrile: Why the Outlaw Cancer Drug is Finally Catching On," (New West Magazine, April 25, 1977) in which his by-line stated, "...after a year of research, I am now convinced that Laetrile is more effective than most of the Cancer Society's 'proven' cures..." In light of the Laetrile test results Rorvik's credibility seems equally deficient in both instances.] (Ref: The Skeptical Inquirer, Fall, 1982, p. 10-11.).

STATEMENT ON HYPOGLYCEMIA:

Because Hypoglycemia continues to be one of the conditions often exploited by fringe practitioners, quacks and charlatans it is helpful to have a comprehensive, authoritative statement on the topic. Such a statement has been prepared by the American Diabetes Association and has been published in Diabetes Care, Vol. 5, No. 1 Jan/Feb., 1982, pp. 72-3. CCAHF members may receive a copy free by sending a stamped, self-addressed business-sized envelope and requesting the ADA Statement on Hypoglycemia. ←

ACSH UPDATES SACCHARIN REPORT:

In 1979 the American Council on Science and Health reviewed the saccharin issue and published a position paper which was summarized in the form of a pamphlet. It is the policy of ACSH to update scientific reports periodically. CCAHF has obtained a limited number of their June, 1982 revision. These will be made available free to CCAHF members who send a stamped, self-addressed, business-sized envelope requesting the ACSH Saccharin Report. Others may obtain a copy from ACSH, 47 Maple Street, Summit, NJ 07901 for \$2.

DANGEROUS DMSO:

One of the remarkable biologically significant attributes of DMSO is its ability to act as a transporting medium carrying substances through the skin with it which ordinarily won't penetrate this natural defense barrier of the body. Much of the DMSO being blackmarketed currently as a panacea (thanks to CBS's "60 Minutes" broadcast) is industrial quality. One of the major suppliers apparently has been bottling DMSO interchangeably with the same equipment that it uses for corrosive chemicals. (ref: Investigator's Reports, FDA Consumer, July/August 1982, p.33).

WANT TO KEEP UP WITH "WHAT'S NEW" IN NUTRITION SENSE AND NONSENSE?

CCAHF would like to recommend the Environmental Nutrition Newsletter as a good source of information for lay and professional alike for keeping up with nutrition information and learning how to present basic nutritional concepts in an understandable fashion. It comes monthly, costs \$36 annually and is available from 52 Riverside Drive, Suite 15-A, New York, NY 10024.

The California Council Against Health Fraud, Inc.



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CONSUMER'S UNION EVALUATES THE PRITIKIN PROGRAM:

The October, 1982 (pp.513-518) issue of Consumer Reports (CR) contains the most comprehensive evaluation of the Pritikin Program we've seen in print. It is must reading for anyone considering investing in, adhering to or looking for information about the Pritikin Program. In our judgement, after having followed closely the Pritikin Program and studied many of its claims in the light of scientific evidence, the CR article is fair and accurate. It gives credit where credit is due and appropriate warnings.

DIET AND HYPERACTIVITY:

Those interested in the continuing question of diet's possible relationship to hyperactivity will want to read the Consensus Conference Report "Defined Diets and Childhood Hyperactivity" and the editorial comment "Nutrition and Hyperactivity" which appear in the July 16, 1982 issue of the Journal of the American Medical Association. This report goes beyond simply food colorings and hyperactivity about which much more is known. In expanding to diet (in general) and hyperactivity the possibilities become almost infinite.

KEN BOYER DIES:

In the March/April (p.6) issue of this newsletter attention was brought to the fact that former St. Louis Cardinal baseball star, Ken Boyer, had followed the path of Steve McQueen and Chad Green as was in Mexico receiving unproven cancer treatments. It was reported recently (circa September 9) that Mr. Boyer had died. This case wasn't nearly as widely reported as the former two mentioned. One wonders if the media has lost interest in publicizing such cases, or if there's some other explanation for the lack of coverage.

The California Council Against Health Fraud, Inc.

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HHS PLAN WOULD DESIGNATE CHIROPRACTORS AS "PHYSICIANS":

According to a report in Medical World News (October 11, 1982) The Department of Health and Human Services is preparing to relax standards that a fifth of the nation's hospitals must meet to qualify for Medicare and Medicaid. Under proposed changes chiropractors could be designated as "physicians" with, as yet undefined, staff privileges. The new rules would apply to all hospitals theoretically, but in practice only to hospitals that don't request inspection by the Joint Commission on Accreditation of Hospitals which use different criteria for accreditation. This appears to be another step taken toward the erosion of health-care quality in the U.S. by the Federal government. The rules have many more details which delete requirements for scientific or professional qualifications among hospital administration and staff. It is opposed by many professional and consumer groups.

IS THE REAGAN ADMINISTRATION ANTIFLUORIDATION?

Readers of this newsletter may recall the concerns expressed in the past about HHS Secretary Richard Schweiker's close friendship with the health foods industry. Recent developments seem to indicate that such fears may be justified. Vitamin supplements are being bally-hoed as a hopeful new area for cancer research. In fact, much research has already been done concerning the effects of various nutrients on various forms of cancer. There is no reason to believe from the results of any of these studies that taking extra vitamins and/or minerals will be of benefit. Schweiker co-sponsored the infamous Proxmire Bill in 1974 which prevented the FDA from regulating food supplements. Alexander Schmidt, FDA Commissioner at the time labeled the Proxmire Bill "a charlatan's dream!" Recent statements by the National Academy of Sciences regarding possible associations between dietary habits and cancer and their recommendations about a cancer preventing diet have to do with inclusion and elimination of certain foods and do not endorse the use of vitamin supplements as part of the program.

On another front, it has been reported the the Reagan administration intends to dismantle the fluoridation unit at the Center for Disease Control in Atlanta. This is seen as a real setback by people in public health dentistry (see APHA Newsletter: Dental Health Section, Summer, 1982). The health food industry has been one of the most persistent and aggressive opponents of fluoridation and continues to give anti-fluoridation activities high priority. This may be another indicator that the HHS Secretary has faddist leanings.

The NEWSLETTER is published bimonthly by the California Council Against Health Fraud, Inc., an all volunteer, nonprofit, tax-exempt organization. It is intended for members and others the Council wishes to keep informed. Annual membership categories and costs are: Student \$5, Regular \$15, Professional \$25, Supporter \$100 and Patron \$1000. Applications are subject to approval by the Membership Committee. Request applications from: Membership Chairman, P. O. Box 1276, Loma Linda, CA 92354. Donations are tax deductible under IRS Tax Code Section 501 (c) (3). Donors may request to receive the NEWSLETTER. Items may be reprinted without permission if suitable credit is given.

THE HONEST HERBAL IS NOW AVAILABLE IN THE LOMA LINDA UNIVERSITY BOOKSTORE. DON'T MISS THIS OUTSTANDING BOOK ON THE SENSE AND NONSENSE OF HERBALISM. Price: \$14.50

TEXAS FOLK HEALER CHARGED:

Texas officials have used the state's Deceptive Trade Practices Act and criminal charges to stop a folk healer who reportedly not only refused to returned patients' money when "guaranteed" methods of cure failed, but also sexually abused two female members of one family. Billing himself as a curandero (the common name for folk healers in Mexico), Julio Salazar charged fees unlike other curanderos who usually work for donations. His activities have not been specifically described, but appear to differ markedly from other lay curandero practitioners. (Ref: AMA News, September 10, 1982, p.26)

INTERESTED IN THE UNUSUAL?

Health quackery and other forms of pseudoscience often travel hand-in-hand. If you like to become well-informed on a variety of topics involving irrationality, oddball thinking, and exceptional scientific phenomena we would recommend two things. First subscribe to THE SKEPTICAL INQUIRER, a quarterly journal published by the Committee to Scientifically Investigate Claims of the Paranormal (order from: Box 229, Central Park Station, Buffalo, NY 14215 \$16.50 per year), and second, write for a list of books available from the Anomaly Data Research Center, P. O. Box 107, Glen Arm, MD 21057. These are invaluable sources of information badly needed by those who wish to cope constructively with the antisience mood in society.

HOW MUCH DIETARY FIBER IS ENOUGH?

Sigmund Freud would have had a field day with the present preoccupation with dietary fiber. However, despite the psychological implications, there does seem to be good reason to ingest a reasonable amount of fiber. The question is, what is a reasonable amount? A study reported in The Lancet may help to answer this question. According to findings a diet containing at least 37 grams of dietary fiber daily may be protective against chronic diseases in Western societies. (Ref: Kromhout, "Dietary Fiber and 10-Year Mortality From Coronary Heart Disease, Cancer, and All Causes." Lancet September 4, 1982. pp. 518-521). [Now, if one of the many dietitians who read this newsletter will tell us in practical terms what this means in terms of common foods we'll include that information in a subsequent issue.]

NEW ZEALAND STUDY FINDS 2,4,5-T SAFE:

A study of the effects of the herbicide 2,4,5-T on possible congenital defects and miscarriages among the wives of professionals sprayers and agricultural contractors compared to nonexposed groups has found no deleterious effects. (Ref: Smith et al, "Congenital Defects and Miscarriages Among New Zealand 2,4,5-T Sprayers" Archives of Environmental Health, Vol. 37, No. 4, pp.197-200, July/August 1982)

STUDY FINDS MISCONCEPTIONS ABOUT ARTHRITIS TREATMENT WIDESPREAD:

ABSTRACT: "A telephone survey of a random sample of 300 respondents indicated that the respondents relied on the mass media for their information on arthritis. Almost half of the respondents believed that arthritis could be caused by "poor diet" and "cold wet climates." Furthermore, quack or unproven "treatments" for arthritis such as bee venom (83%), antibiotics (80%), vitamins (76%) copper bracelets (74%), Special diets (57%), and DMSO (54%) were all supported by more than half of the respondents. Numerous factors were found which imply that the lay public is not well informed about arthritis and that sustained community-wide educational efforts about arthritis are sorely needed." (Unpublished study by James H. Price, Ph.D., M.P.H., Professor and Chairman, Department of Health Education, The University of Toledo (Ohio) and others) Available from The Arthritis Foundation.

CCAHF CAN HELP LOCATE EXPERT WITNESSES TO TESTIFY AGAINST PROVIDERS WHO EXPLOIT CONSUMER IGNORANCE AND GULLIBILITY. THERE IS NO CHARGE FOR THIS SERVICE.

HAIR ANALYSIS:

Few health services are more widely abused than hair analysis. Although of limited use in determining heavy metal poisoning, particularly among population groups for the sake of comparisons, it is frequently used to make individual judgements about nutritional needs. A recent article by Michael Hambidge, M.D. will be useful to anyone seeking insight into proper uses and abuses of hair analysis. (Ref: "Hair Analyses: Worthless for Vitamins, Limited for Minerals" American Journal of Clinical Nutrition Vol. 36, pp.943-949, November, 1982)

FOOD SUPPLEMENT USAGE:

Following is an abstract which speaks for itself concerning the results of a very interesting study on the use of food supplements. "Data on food supplement usage were collected from 2451 adults in seven Western states. No significant difference were determined among states. A majority (66.6%) of the sample used some form of food supplements, with 40.0% consuming one to three supplements per day. The arch-type food supplement user was likely to be a young female with some college education, who believes that the nutritional quality of food has decreased in the last 10 years and in the efficacy of supplements for disease prevention or cure, and primarily receives information concerning food and nutrition from books and health food stores. Correspondingly, one of the most frequently cited reasons for taking food supplements, next to "to prevent colds and other illnesses" was "to make up for what is not in food." The three most frequently used food supplements, in rank order were multiple vitamins, vitamin C, and multiple vitamins plus iron. (Ref: Schutz, et al "Food Supplement Usage in Seven Western States" American Journal of Clinical Nutrition Vol. 36, pp. 897-901, November, 1982)

BLUE-GREEN MANNA--A FORM OF SPIRULINA:

Extravagant claims are being made for a new product called "Blue-Green Manna" (trade name MANNACOL). Promoters claim the substance will relieve the symptoms of arthritis cardiovascular dysfunction, allergies, Alzheimer's disease (early senility), sickle cell anemia, leukemia, Hodgkin's disease, and dysfunctions of the central nervous system. The main promoter of this substance is Victor Kollman formerly a research scientist employed at the Los Alamos National Laboratory in New Mexico who worked with biosynthetic incorporation of heavy, stable isotopes into organisms. Kollman's literature states that his products are made from a blue-green algae of the Genus Aphanizomenon (although in an earlier paper he states that the Genus is Anabaena). Unlike other blue-green algae products like Spirulina which are harvested from polluted, scummy lowland lakes, Kollman's product reportedly comes from non-polluted high mountain lakes. Kollman puts forth his claims in promotional literature of his own creation and has published an article about his marvelous nostrum in THE AMERICAN CHIROPRACTOR magazine. In his booklet, THE BLUE-GREEN ALGAE APHANIZOMENON FLOSCQUAE, MAN'S PATHWAY TO ENERGY AND ETERNITY Kollman shares some of his secrets. There are (unbeknownst to most other scientists) certain low molecular weight "neurotransmitter-like" compounds which are actually essential nutrients for humans. The reason people don't know this is because they don't eat the algae which contain them. Therefore, all mankind is running around in some kind of a diseased stupor. The problem will be solved if we'll eat the algae. Even if you don't have any medical problems you can benefit from the algae--it will make children advanced for their ages, slow or reverse the aging process in adults and possibly bring about world peace. WARNING: about possible side-effects from taking the substance are included by manufacturers. These include headaches, aching muscles and joints. The reasons for these symptoms are unclear and could be contraindicative. CCAHF's researchers have been unable to document any of Kollman's claims and consider them in the same category as Spirulina at this time.

ANTIFLUORIDATION EFFORT FAILS IN SOUTH CAROLINA:

The Common Pleas Court in Charleston, SC rendered a decision against antifuoridation plaintiffs who charged that the city's fluoridation program constituted a public nuisance on November 23. The plaintiffs failed to prove by a preponderance of evidence that 1 ppm fluoride in the water supply would constitute a hazard to human health; that fluoridation causes an increase in cancer rates; that fluoride at 1 ppm would cause aberrations in human cell structures; that 1 ppm F would be tumorigenic, mutagenic, teratogenic or carcinogenic in humans; that 1 ppm F causes or contributes to the cause of widespread cancer in humans; that 1 ppm F will result in serious toxic, intolerant, allergic or allergic-type reactions in human; OR that Fluoridation at 1 ppm constitutes a public nuisance. (Case No. 82-CP-10-1666)

PHYSICIANS BEWARE OF DIPLOMA MILL "NUTRITION COUNSELORS":

In the March/April issue of this newsletter we noted the proliferation of diploma mills specializing in nutrition. More and more of the "graduates" of these mills are applying for employment in various legitimate community programs. These are apt to be noticed by qualified Registered Dietitians when they see the name of the "school" which issued the diploma. Private physicians may be less aware of these specious "universities" and hire someone they believe to be qualified to give worthwhile nutrition advice to their patients. Physicians should check the qualifications of all such persons. Agencies which may be contacted for such information include: Consulting Nutritionists of California 3 areas: Riverside/Palm Springs/San Diego (714) 746-2669; Los Angeles Basin (213) 937-7004; Northern/Central Valle: (415) 834-7897. The California Dietetics Association (213) 822-0177. And, of course, CCAHF (714) 796-3067.

CONSUMER HEALTH TEXTBOOK NOW AVAILABLE TO PUBLIC:

The excellent consumer health textbook CONSUMER HEALTH: A GUIDE TO INTELLIGENT DECISIONS (C. V. Mosby Company, St. Louis) by Harold J. Cornacchia, Ed.D., and Stephen Barrett, M.D. is now available in the trade publication market as SHOPPING FOR HEALTH CARE: SPENDING HEALTH DOLLARS WISELY.

RELIABLE NUTRITION INFORMATION "CALL LINE" FOR THE PUBLIC:

The Los Angeles County Dietetics Association "call line" for the public is open 24 hours-a-day, 7 days-a-week. Friendly representative from answering service will answer "L. A. Dietitians." If the caller has a nutrition question, a message will be taken and a dietitian will answer the question by a return call. If the caller wishes to be referred to a legitimate consulting nutritionist, the answering service will provide information on three dietitians in the caller's local area.

"NUTRITION IN 1983" CALENDAR AVAILABLE:

Beautifully photographed nutrition calendars with high quality, matted photos depicting artful nutrition food items are available for \$10 from Nutrition Networks, 6475-B East Pacific Coast Highway, Suite 376, Long Beach, CA 90803.

"STARCHBLOCKERS FAIL EXPERIMENTAL TEST:

Researchers found that so-called "starchblockers" did not inhibit the digestion and absorption of starch in a placebo controlled crossover study. (Ref: Bo-Linn, G. W. et al, "Starchblockers--Their Effect on Calorie Absorption From A High-Starch Meal" New England Journal of Medicine, vol. 307, No. 23, pages 1413-1416).

DANGERS OF STARCHBLOCKERS:

A form of so-called "starchblocker" are albumin amylase inhibitors. Fed to Chickens these substances significantly depressed their growth rate. After four weeks, treated birds were growing at the same rate as normal ones indicating an adaptation process. Treated chickens showed pancreatic hypertrophy and other pancreatic tissue changes. This study has serious implications for the safety of these substances. (Ref: Marci, et al "Adaptation of the Domestic Chicken, Gallus Domesticus, to Continuous Feeding of Albumin Amylase Inhibitors From Wheat Flour as Gastro-resistant Microgranules." Poultry Science. Vol. 56, pp. 434-441. 1977)

RESTRICTIONS ON CHIROPRACTIC IN MICHIGAN:

Ingham County (Michigan) Circuit Judge Robert Holmes ruled on November 2, 1981 that because the law definitively states that a chiropractor is not to treat the 'general health' of his patient nor offer 'total patient care,' chiropractors may not sell, dispense or prescribe vitamins to a patient. Also, they may not utilize galvanic current, ultrasound and diathermy. The judge also ruled that chiropractors may not examine the eyes, ears, nose, throat, lungs, abdomen, blood pressure, pulse or take a urine sample because these are not related to checking for spinal misalignments (sic). The Michigan law clearly defines chiropractic as it was originally proposed (i.e., "straight" chiropractic). "Mixer" chiropractors (i.e., those who "mix" other treatment modalities into their practices besides spinal manipulation) find such laws restrictive to their more eclectic way of practicing [NOTE: "mixers" are no more scientific than "straights," they simply use a greater variety of procedures most of which are of dubious worth]. Michigan "mixers" are attempting to get the definition of chiropractic changed in order to legalize their broader range of pseudoscience. This is what AB868 was all about here in California. "Mixer" chiropractors are now in the majority and seek to change state laws to recognize their form of chiropractic. Unfortunately, many state legislators have been misled into believing that "mixers" represent chiropractors who have advanced themselves scientifically and "straights" are old-fashioned quacks. The fact is that neither have a scientific basis for their practices. The "straights" merely have not strayed from the original chiropractic philosophy that spinal subluxations interfere with "nerve flow" [the "nerve flow" being an expression of the "life force" of the Universe] thus affecting all sorts of human ailments. These misalignments are theorized to be the real underlying causes of disease because they are alleged to interfere with the body's natural recuperative powers. This basic tenet of chiropractic not only is without scientific verification, it has been amply disproven by modern knowledge about how the nervous system works. The best single monograph on the lack of scientific validity of chiropractic theory was published by the College of Physician and Surgeons of the Province of Quebec (Ref: "The Scientific Brief Against Chiropractic," The New Physician, September, 1966). Copies are available from CCAHF. Members send \$1.00, Non-members \$2.00 and a stamped, self-addressed business sized envelope.

CONSUMER BEWARE: COMPUTER DIETARY ANALYSIS ISN'T ALWAYS RELIABLE:

Computers are potentially valuable tools for nutritionists because of their ability to process large amounts of data quickly. Several legitimate services provide USDA government handbook dietary information on meal analyses. However, the charlatans haven't let the tremendous opportunity offered by computers--and the public's fascination with them--pass. They are currently being used to make people believe they need all sorts of dietary supplements. Not simply vitamins and minerals are being hawked by the computer-diet hucksters, but "enzymes" and "glandulars" also are prescribed. Computer technologists constantly warn of GIGO, a term meaning "garbage-in, garbage-out." Unfortunately, for most of the public, its "garbage-in, GOSPEL-OUT" when it comes to computer dietary hokum. Beware of any computer dietary program which attempts to sell supplements as part of its print-out. Often these will also recommend books written by authors who consistently recommend massive doses of supplements or who's books are commonly featured in health foods stores.

NITROSAMINE DATA VALIDITY QUESTIONED:

For several years the food additives nitrite and nitrate have been under the pall of being precursors for the formation of nitrosamines in the gastrointestinal tract [nitrosamines are known to be carcinogen in test animals]. Researchers have found that artefact formation of nitrosamines in laboratory samples is a major problem which calls into question the validity of all of the research indicating endogenous nitrosamine formation in the intestinal tract. In a major review article the consensus is against any nitrosamine formation (Ref: Venitt, S. "Mutagens in Human Feces Are They Relevant to Cancer of the Large Bowel?" Mutation Research, Vol. 98, pp.265-286. 1982 [Elsevier Biomedical Press])

VITAMIN C AND CANCER:

An excellent review of the scientific (and not so scientific) work done to date on the value of vitamin C in cancer therapy has been published by Robert E. Hodges, M.D. in Nutrition Reviews (Vol. 40, No. 10, pp. 289-292, October, 1982). Included is basic data on the body's limited ability to utilize large doses of ascorbic acid and important design features of some of the studies which have tested the hypothesis that large doses of ascorbic acid may prolong survival time in cancer patients. The properly designed studies have found no benefit, but others seriously defective in design conducted by Pauling and Cameron claim good results. This article is timely because of promotionalism by the Linus Pauling Institute of Science and Medicine currently which extols the value of vitamin C in cancer treatment. Pauling's institute seems to have one answer for every problem--more vitamin C!

FALSE WEIGHT-LOSS CLAIMS MADE FOR GLUCOMANNAN:

Judith Stern, Sc.D., University of California, Davis nutrition professor has demanded that the Mannan Food Company, Ltd. and pharmacist Earl Mindell (who sports a "Ph.D." from "Donsbach University") stop falsely stating that the study conducted by her showed glucomannan to be an effective weight-reducing substance. The study actually showed no difference in weight-loss or hunger rating by subjects. There was a reduction in cholesterol among the glucomannan subjects which would be expected since glucomannan is mainly plant fiber.

RAW GOAT'S MILK APPARENTLY RESPONSIBLE FOR TOXOPLASMOSIS:

Toxoplasmosis is a systemic protozoan disease which is frequently asymptomatic at primary infection. It can become a serious, chronic disorder with outcomes which include cerebral problems, pneumonitis, generalized muscle involvement and death. A case involving ten of 24 members of an extended family has been reported from northern California where the most likely source of infection was raw goat's milk. (Ref: Sacks, et al "Toxoplasmosis Infection Associated with Raw Goat's Milk." JAMA Vol. 248, No. 14. pp. 1728-1732, October 8, 1982)

COMMERCIAL ALOE-VERA INFERIOR TO FRESH:

Fractions of leaf extracts from two types of Aloe vera were compared with commercial "stabilized" Aloe vera gel for their effects upon normal and tumor cells in vitro (i.e., under "test tube" conditions). The fresh juice had a favorable effect on the normal cells enhancing healing activity, and did not increase the growth of the tumor cells. In contrast, the "stabilized" Aloe vera gel were cytotoxic for both types of cells suggesting that something may be introduced during the processing which produces a negative effect. (Ref: Winters, et al "Effects of Aloe Extracts on Human Normal and Tumor Cells In Vitro" Economic Botany, Vol. 35, No. 1, pp.89-99 1981) COMMENT: There's something strangely paradoxical about the fact that a substance that has been so widely promoted by the health foods industry which is so outspoken about the detrimental effects of processing on "natural" products should itself suffer from having been processed....especially when most of the processing they complain about has no major ill-effects.

FRAMINGHAM DATA VINDICATES EGGS IN THE DEVELOPMENT OF CORONARY HEART DISEASE:

A review of the data gathered for the Framingham Study (the single largest prospective epidemiologic study of coronary heart disease), in which serum cholesterol was determined to be one of the risk factors for coronary heart disease, permitted a comparison of egg consumption by subjects. No relationship between egg intake and coronary heart disease incidence was found. (Ref: Dawber, et al "Eggs, Serum Cholesterol, and Coronary Heart Disease" The American Journal of Clinical Nutrition, Vol. 36, pp. 617-625, October, 1982)

SHAPE MAGAZINE RATES THE WEIGHT-LOSS DIETS:

Debra K. Brown, R.D., M.P.H. is the Director of The Fitness Shop, a weight-control clinic for teenagers and children conducted by the Tulane University (New Orleans) School of Public Health. She has published an evaluation of most of the currently popular diets in a style which describes both pro and con points about each. It is just exactly what health education specialists and diet counselor's need to approach patients in a way that helps them learn to make decisions in a rational manner. Its in the January, 1983 issue of SHAPE (Title: "The Complete Guide to Rating the Diets" p. 60+).

NEGATIVE ION GENERATORS:

The New Zealand Consumers' Institute shares materials with CCAHF which are of mutual interest. In their October, 1982 issue of CONSUMER 199 they have as complete an evaluation of negative ion generators as we've seen. CCAHF members may receive a copy of this article by sending a stamped, self-addressed, business-sized envelope without cost...all others add \$1 for copying and handling.

CORONARY ARTERY BYPASS SURGERY IMPROVES LIFE EXPECTANCY:

After some bad publicity following the release of information from a flawed study on the effectiveness of coronary artery by-pass surgery many researchers have turned their attention to evaluating the effect of this procedure on life expectancy (originally the procedure was done to relieve the pain of angina pectoris without regard to life expectancy). Another study has demonstrated the ability of this procedure to greatly improve chances of survival.(Ref: Hacker, et al "Life Expectancy After Coronary Artery Bypass Surgery" Thorac. Cardiovasc. Surgeon, Vol. 29, pp. 212-15, 1981) This is important information for persons considering alternative forms of treatment especially unproven methods combining diet and exercise alone.

NATIONAL HEALTH FEDERATION MOBILIZES AGAINST H.R.7044:

The National Health Federation, a political action group representing extreme right wing politics, health foods, laetrile, antifuoridation, anti-immunization, antipasteurization, and general health nonsense is extremely concerned about trying to kill H.R. 7044 in the U. S. Congress. This bill apparently gives more strength to the U. S. Postal Service in its ability to thwart health frauds. By the tone of the NHF's opposition, it sounds like something CCAHF members would want to support. The NHF fights all attempts to curtail health fraud and quackery, and is as opposite to CCAHF as any organization could be. Interestingly, in the case of H.R. 7044, the ACLU has joined the NHF's opposition. It looks like a coalition of the extreme left and right against the sensible middle!

THE "SPIRULINA DIET" BOOK:

There's another diet book on the market. This one is THE SPIRULINA DIET by "Dr." Sandra Howard. "Dr." Howard received her "Ph.D." from "Donsbach University." A 1979 FDA advisory panel on over-the-counter drugs reviewed spirulina and found no reliable scientific evidence that spirulina is safe and effective as an appetite suppressant (see FDA Consumer/September, 1981 p.3) and Microalgae International paid a whopping \$225,000 fine for claiming spirulina had exceptional nutritional qualities which could permit dieters to rely upon it for adequate nutrition while they greatly restrict caloric intakes.

FEDS DROP CHARGES WHEN DMSO DOCTOR ADMITS WRONGDOING:

Federal prosecutors dropped bribery charges against Stanley W. Jacob, M.D. when he admitted to creating a conflict of interest by writing checks to an FDA physician involved in DMSO's market approval (Ref: Medical World News, November 22, 1982 p.25)

The California Council Against Health Fraud, Inc.



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DO MEDICAL DOCTORS HAVE A MONOPOLY ON HEALTH CARE?

Some of the strangest reasoning we've seen by bureaucrats is the notion that medical doctors have a monopoly on health care. "Medical Doctors" is not a single entity as is AT&T or General Motors. Within the 400,000 physicians in the U.S. are many private practitioners "competing" within their communities with other private practitioners (although professionals compete by a different set of standards since society can't afford to have one doctor withhold scientific advances from another in the same manner as ordinary businessmen might). Specialists often overlap as far as what they treat is concerned, and general practitioners impinge on many areas. To be designated a "medical doctor" is to set one apart from others who are not qualified to treat disease, or who practice according to some nonscientific criteria. CCAHF finds it incredible that spokesmen for the state's Board of Medical Quality Assurance foolishly speak as if folk healers and cultists offer viable alternatives to scientifically-based health care. This is the opinion expressed by BMQA's Robert Rowland in an interview reported in Medical Economics, August 9, 1982. We can only hope that this kind of thinking will depart with the outgoing Jerry Brown administration.

FOOD ALLERGY INFORMATION RESOURCE:

A frequently exploited area for charlatans and pseudoscientists involves the diagnosis and treatment of "food allergies." This newsletter has exposed worthless methods such as "cytotoxic testing" in the past. A recent issue of the Journal of the American Medical Association (JAMA) [vol. 248, No. 20. pp. 2627-2631, November 26, 1982] contains a comprehensive article entitled "Food Allergy" which covers the clinical features, pathophysiology, diagnostic techniques--including laboratory tests, controlled oral food challenge and elimination diets, prevention and treatment. This is an excellent resource for those confronting questionable practices.