

The California Council Against Health Fraud, Inc.



Volume 4, Number 1
January-February 1981

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SENATOR SCHWEIKER NOMINATED AS HHS SECRETARY: Senator Richard Schweiker, who has been nominated as Secretary of the Department of Health and Human Services, was co-sponsor of the "Proxmire Bill" in 1974. The FDA had proposed a limit on the potency of over-the-counter vitamin and mineral preparations. The proposed limit was 1.5 times the RDA of any vitamin or mineral. The Proxmire Bill specifically restrained the FDA from setting this limit. The FDA took the position that megavitamin therapy required proof of efficacy. The bill was opposed by FDA, American Institute of Nutrition, American Society for Clinical Nutrition and other professional groups. It was promoted by National Health Federation, which mounted a massive letter-writing campaign, and the bill became law. Senator Schweiker, during the hearings, criticized the FDA Commissioner, who was present, for not setting the RDA for vitamin B₆ at 25 mg. Such a level would be impossible to reach by any conceivable human diet that did not include synthetic B₆.

PLACEBO EFFECTS ON CATARACTS: An area in which quackery thrives involves nostrums sold to older people who fear surgery and impaired vision due to cataracts. Many fake medications have been successfully promoted for cataracts because visual acuity changes spontaneously in cataracts. It is estimated that a 30% to 50% improvement in eyesight could be expected even if "bottled dishwater" were used as eyewash. (JAMA 238:7:627, Aug 15, 1977).

SEND CCAHF NEWSLETTER TO YOUR LOCAL MEDIA: Members, if you will send us the names, addresses and zip codes of your local radio, TV or newspaper consumer reporters, we will send them complimentary copies of the Newsletter.

RUSSIA HAS QUACKERY TOO: The free-enterprise system lends itself to the promotionalism which is the essence of quackery to be sure, but apparently even the Soviets are not without the problem despite the availability of "free and qualified" medical services to everyone. Medical charlatans are reported to be doing business on the side (SF Sunday Examiner & Chronicle 1-4-81, p A-6). Among the quack remedies reported are eggshell and tooth powder diets, walnut extracts, one-nostril breathing exercises, purification diets, prolonged enemas, needles inserted into the liver area, and more.

LAETRILE PROMOTER NOW MAKING ARTHRITIS CLAIMS: Dr. Harold Manner who claims to have found Laetrile effective in mice* now says he's made a major breakthrough in the treatment of arthritis. His treatment is similar to the Laetrile-centered, "metabolic therapy." It includes a juice diet and analysis for vitamin and mineral deficiency followed by administrations of super oxide dismutase, homeopathic concentrations (IPPM) of poison ivy and four others. (From: Total Health, December 1980). Dr. Manner is still taken seriously by some because of his association with Chicago's Loyola University. With this new claim his incredibility grows.

*(These claims have not met the normal standards of cancer research.)

UNPROVEN ARTHRITIS REMEDIES: There has been a flurry of new unproven arthritis remedies appearing on the scene; here is another: Oxycal. This is simply a vitamin C food supplement (which also reportedly contains a small amount of calcium) sold through health food outlets. Its developers have not even tried to obtain FDA approval as a drug or done controlled trials. Nevertheless, it's being promoted in news reports as an arthritis "breakthrough". Past studies of vitamin C have shown no benefit for any of the major forms of arthritis. We are asked to be on the alert for the promotion of unproven arthritis remedies like Oxycal, green-lipped mussel extract, DMSO, aloe vera, cobra venom, pheresis and ChuiFong Toukuwan. Report such promotion to: The Arthritis Foundation, Public Education Dept, 3400 Peachtree Road NE, Atlanta, GA 30326. Tel (404)266-0795. Please inform CCAHF also.

The Newsletter is published bimonthly by The California Council Against Health Fraud, Inc., a non-profit, tax-exempt, all-volunteer organization. It is intended for CCAHF members and others the Council wishes to keep informed. Membership costs: Student \$2, Regular \$10, Supporting \$25, Institutional \$50. Applications subject to approval by Membership Committee. Request applications from: Membership Chairman, Box 1276, Loma Linda, CA 92354. Donations are tax deductible.

CHIROPRACTIC ANTITRUST PLOY: Chiropractors collectively are suing 10 different medical (including osteopathic) organizations claiming their exclusion by orthodoxy constitutes a violation of the Nation's anti-trust laws. Since medical practice is a business as well as a clinical and scientific enterprise, the strategy is to attack it from the perspective of its business aspects only as if the scientific dimension were unimportant. Whether or not this clever ploy will succeed is being decided in Federal Court in Chicago. The article by Stephen Barrett, MD in this issue of the Newsletter tells how medical professionals can cope with chiropractors attempting to use this method of acceptance.

RICHARD PASSWATER: Those who follow nutrition pseudoscience will immediately recognize Passwater as the author of Supernutrition (New York: Pocket Books 1976) and four other books on nutrition which promote megavitamins. Passwater has been widely publicized as a biochemist, nutritionist, and holding a PhD degree. He is a member of the National Advisory Board of The Healthview Newsletter and writes for health foods magazines. According to an article in People magazine. (12-15-80) Passwater received his degree from Bernadean University in Las Vegas. Correspondence with the Nevada Commission on Postsecondary Education reveals that Bernadean University has never been accredited or approved by the State of Nevada. Bernadean claims to be connected with the Church of Universology. Interestingly, even the Rodale Press thinks little of Bernadean. Readers of The Practical Encyclopedia of Natural Healing were warned of its misrepresentations (p 266). Mr. Passwater runs the Solgar Vitamin Company's research center in Maryland. Could this be another case of using freedom of the press to carry on a form of hidden advertising by a vitamin entrepreneur, or are we too suspicious?

THE NEW HEALTH ROBBERS IS NOW AVAILABLE AT THE LOMA LINDA UNIVERSITY CAMPUS BOOKSTORE.

PSYCHIC SURGERY DEBUNKING TEACHES A LESSON: On December 12 the Subcommittee on Paranormal Health Claims of the Committee to Scientifically Investigate Claims of the Paranormal (CSICOP) met at UCLA. Professional magician James ("The Amazing") Randi demonstrated how the "psychic surgeons" of the Philippines perform their sleight of hand illusions which make it appear as if they have opened the body cavity, removed diseased tissue and closed the incision without a trace of having made a cut. Randi has helped the British Broadcasting Company (BBC) produce a film debunking the procedure. The film showed that although disease victims believed themselves to have been cured, all had died within months--except for one who had gone to the "psychic surgeons" to save his eyesight and he had gone blind. Incredibly, after the airing of the TV special showing how the fraud is perpetrated, the only question asked by more than 200 telephone call-ins was "How can we arrange to go to the Philippines for treatment"! This demonstrates just how desperate sick people can become. Publishers and media programmers should realize that all many people need is the location of another place to try when they are grasping for straws. The notion that an open marketplace should exist in the care and treatment of terminal illness is unrealistic. The only way to control quackery and its abuses is through legal penalties. Quacks eventually will kill someone who could have been cured by proper treatment--it's only a matter of time.

GOOD BOOK: Recommended reading effective against the false myths, quack cures, and so forth is A Surgeon's Book of Hope by William Nolen, MD (Publishers: Coward, McCann & Georghegan, 1980). It is well written and presents the "up" side of medicine.

HEALTH FOOD STORE ADVICE: Stoffer, et al surveyed ten health food distributors by having individuals "seek out the supervisor or 'nutritionist'" of each establishment. These investigators stated that they were being treated for goiter and asked if they had products that would help. All ten said they did. Two advised discontinuing medical treatment. Among the products recommended were: raw gland preparations, parsnips, parsley, malt tablets, kelp and others. (JAMA 244:18:2045-6, Nov 7, 1980).

NATIONAL ENQUIRER BLASTS CHIROPRACTIC "SUCCESS SCHOOL": National Enquirer (11-18-80) reporter Lee Harrison managed to register himself in a practice-building course for chiropractors offered by Sid Williams, DC of Atlanta (Williams was featured by CBS "60 Minutes" last year). Harrison's opening line was: "Chiseling chiropractors--hell-bent on ripping off the public with their quackery--have sunk to an all-time low in their lust for money." The reporter goes on to describe the tricks that were taught chiropractors so they could "cash in on your pain and misery. . . The disgraceful lesson. . . was simply this: convince your patient chiropractic can cure anything--then once you get your claws in--never let go." This is not simply another example of exaggerated sensationalism by The Enquirer. CCAHF has a copy of Williams' practice-building manual and has collected his materials for years. Williams is but one--and not the biggest--of the chiropractic "success school" operators. (Copies of the article are available free to CCAHF members--all others send \$1.00 for postage and handling.)

****LATE NOTE: CHIROPRACTORS LOST IN THEIR ANTITRUST SUIT AGAINST TEN MEDICAL GROUPS.**

STEVE McQUEEN'S "DOCTOR": It has been reported in the media that de-licensed orthodontist William Donald Kelley's claim to expertise in cancer treatment is based upon the remarkable fact that he cured himself of a "diagnosed" case of cancer of the pancreas. An account of his purported diagnosis and cure can be found in his book One Answer to Cancer (Grapevine, TX: Kelley Research Foundation 1969). Kelley begins by invoking the name of God as he swears by his method of treatment:

"In light of Jesus' teaching, 'Physician Heal Thyself,' I can truthfully say that I have cured or healed myself of cancer (malignancy). I can cure myself again if it ever becomes necessary. Better still, I have learned God's Law of Health concerning malignancy (cancer) and I will ever invoke this Law that I will not have the disease again." (p 1).

Next, he makes a statement in which he claims to have not only known exactly how long he had cancer but precisely how much longer he had to live.

"I had cancer three years and seven months before it ever dawned (emphasis ours) on me. At the height of the cancer I had only three weeks and five days to live." (p 2). Kelley then goes on to describe his self-diagnosis. He says he first began to "belch" and "pass gas." Next, he needed bifocals at age 35 and experienced a "long, long horrible period of mental depression." He reports that his "thinking became fuzzy, unclear, irrational" and that he developed a hernia. He then reports his "diagnosis:"

"I was feeling so badly that I reluctantly returned to my physician. He admitted that there might be something wrong with me and sent me off to a specialist. After many tests and three months' time, he made the suggestion that I have my pancreas biopsied. This was quite a shock to me, and it then dawned (emphasis ours) on me the true condition of my body." (p 3).

Nowhere does Kelley state that he had a biopsy done. He confirmed his suspicions by using a "bio-chemical test" he had invented himself.

"By this time I had found a very reliable bio-chemical test for the early detection of cancer. . . .

". . . It took me about two weeks to overcome the shock and accept my fate. . . . Then I decided to run our bio-chemical test on my own family. The results were deeply shocking. My wife, two of my three children, and my mother had cancer, also." (p 4).

Kelley describes this marvelous test:

"The most accurate and extensive cancer detection system ever developed is THE KELLEY MALIGNANCY INDEX.* This evaluation determines the presence or absence of cancer, the size and growth rate of the tumor, the location of the tumor mass, prognosis of the treatment, age of the tumor, and the regulation of medication for treatment. We prefer to use this system of evaluation and find it far superior to any other method of detection." (Emphasis ours) (p 13).

It now becomes clear why he believes himself able to know exactly how long he had had cancer and the amount of time he had left to live. Finally, he describes the treatment he used to "cure" his cancer which again involves his own creation:

". . . We call our system of cancer therapy Ecological* because the total person and his total environment must be considered in order to give proper treatment.

"We have found that halting or stopping the malignant growth is relatively simple. The clinical problem in treating a cancer victim is clearing the body of accumulated toxins. The growth is usually stopped from within 3 hours to 12 days of Ecological treatment, depending upon the amount and method of administration. . . . Many cancer victims have had their tumors successfully treated only to die of toxic poisons as the mass is dissolved and excreted from the body: the clinician treated the disease and not the patient, or failed to treat Ecologically." (p 14)

*Both of these were reviewed and found wanting by the American Cancer Society (CA: A Cancer Journal For Clinicians, Nov/Dec 1970, pp 372-374).

This case again demonstrates the tremendous power of the mass media to spread nonsense. From all appearances no reporter has bothered to check the veracity of Kelley's claim of self-cure. Kelley is also founder of the Nutritional Academy, an Illinois-based degree-mill which certifies "nutrition counselors," a members of the Board of Advisors of The Healthview Newsletter, developer of the "Computrition 500" computerized nutrition program being marketed by VM Nutri Inc. of Wisconsin, and the "Research Director" of the International Health Institute in Dallas, Texas.

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NEWSLETTER

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THANK YOU FOR YOUR CONTINUED SUPPORT.

* Memberships are dated from the month payment is received.
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NATIONAL NEWS COUNCIL UPHOLDS COMPLAINT: A complaint against People magazine filed by Victor Herbert, MD, JD, President of The American Society for Clinical Nutrition has been found warranted. The complaint charged that People misled the public by giving the appearance of reliability for "Dr." Richard Passwater and "his PhD" from Bernadean University in Las Vegas and for promoting in that article that readers should take large quantities of food supplements as sold by Passwater's employer, the Solgar Vitamin Company and other vendors. A previous successful NNC complaint against US magazine for misrepresenting Kurt Donsbach and his "university" has been published in the March/April 1981 issue of Columbia Journalism Review, Vol 19, No 6, pp 93-94.

HOW TO COMPLAIN TO THE NNC: The NNC takes complaints from any individual or organization concerning inaccuracy or unfairness in a news report. The procedure to follow in filing a grievance is simple: Write to the news organization and send a copy of your complaint to the NNC. If you are not sure to whom to address your complaint at a news organization, send it directly to the Council. A copy will be forwarded to the appropriate news executive. If your complaint concerns a printed news report, include a copy of the report, the name of the publication, and the date. If your complaint concerns a radio or television news report, include the name of the station, the name of the network, and the date and time of airing. Be sure to include as specific information as possible as to why you are complaining. Complaints should be addressed to: The National News Council, One Lincoln Plaza, New York, NY 10023.

HEALTH STORE CURES CONDEMNED: Julian DeVries, Medical Editor of The Arizona Republic (Phoenix) visited a health food store feigning illnesses such as weight loss, poor appetite, insomnia, psoriasis and nighttime leg cramps. Clerks sold DeVries \$124.34 worth of vitamins that, according to a doctor, easily could have worsened the conditions he reported having. The clerks claimed to know "what they were doing in recommending the vitamins" because they had been given a "three-week course in vitamin nutrition." He was also sold a book which has a purported "nutritional cure" for almost every ailment known to man. (The Arizona Republic, March 8, 1981, p 1 and A-2.)

SELLING FOOD SUPPLEMENTS: At least three large companies which sell food supplements are systematically turning their customers into salesmen. Shaklee Corp. claims to have "hundreds of thousands" of distributors. About two-thirds of its \$411,331,000 1980 income was from nutritional products. The Neo-Life Company has more than 100,000 distributors primarily in the western U.S. Its 1980 income is estimated to be well over \$200 million with 70% from vitamin sales. Amway Corp. claims more than 750,000 distributors worldwide. About 20% of its \$825 million gross income was from the sale of food supplements. These facts come from a new book by Dr. Stephen Barrett, The Great American Hustle, soon to be released.

FLUORIDATION REAFFIRMED IN AUSTRALIA: The Committee of Inquiry Into the Fluoridation of Water Supplies commissioned in March, 1979, has told the Victorian State Parliament that no new evidence was found challenging the safety or effectiveness of fluoridation. The evidence claiming that fluoridation is harmful was dismissed as opinionated and without scientific merit. (ADA News, Nov 24, 1980). NOTE: According to Let's Live magazine (March 1981, p 12) HHS Secretary Richard Schweiker is "anxious to hear testimony that fluoridation of public drinking water causes cancer on large scale."

YELLOW NO. 5 PRODUCES ALLERGIC REACTIONS: The FDA has issued final rulings on effective dates for warning labels on foods and drugs containing yellow No. 5 (TARTRAZINE). This substance causes allergic reactions (including bronchial asthma) in sensitive people.

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RAW MILK CAUSES ILLNESS IN OREGON/CALIFORNIA: Fifty-two of 91 Oregonians yielding stool isolates of Campylobacter fetus (an infectious microorganism excreted by up to 60% of healthy cattle) gave a history of raw milk consumption. Subsequent studies of exposure to pets, livestock, raw eggs, raw meat, untreated water and exposure to other people implicated raw milk as the vehicle of infection. In California, a four-and-one-half-month-old infant was stricken with Salmonella saint paul infection following the use of Certified raw milk. (Morbidity and Mortality Weekly Report, Centers for Disease Control, Atlanta, March 6, 1981, Vol 3, No 8.) These infectious microorganisms are killed by pasteurization. The continued use of raw milk and belief in its superiority is the result of continued promotion by irresponsible constituents of the health foods industry.

NEW ARTHRITIS DRUGS OVERPROMOTED: Two new drugs still in the testing and approval stages have received sensationalized publicity by the tabloids--and a third is apt to be similarly publicized soon. Benoxapofen (trade name Opren) was inappropriately called a "breakthrough" by The National Enquirer (March 10, 1981). Orgotein was labeled "a miracle" by the National Examiner. The story misrepresented The Arthritis Foundation's position, misquoted its spokesperson and grossly exaggerated the drug's potential according to Charles Bennett, Vice-president of Public Education for the Foundation.

NEW FLUORIDATION FACTS BOOKLET AVAILABLE: The Department of Preventive and Community Dentistry at Loma Linda University is making available a copy of Fluoridation Facts: Answers to Questions About Fluoridation to recipients of the CCAHF Newsletter. Send requests to CCAHF, Box 1276, Loma Linda, CA 92354.

THE BIG QUACK ATTACK: MEDICAL DEVICES: This is the title of an FDA booklet which outlines the methods of quackery, identifies some specific devices and tells consumers what to do including where to report complaints. It can be obtained from the FDA's office of Public Affairs, Rockville, MD 20857. Ask for HHS publication No. (FDA) 80-4022, or call an FDA district office: Los Angeles (213) 688-3776; San Francisco (415) 556-0318.

"CELLULITE" DEVICES SEIZED: Devices known as the Galvastim GP 18 muscle stimulator have been seized by the FDA in California. These devices are accused of making false and misleading claims for treatment of "cellulite" and other conditions as well as inadequate labeling.

SCHWEIKER OPPOSES DELANEY AMENDMENT: HHS Secretary Schweiker is sponsoring a bill (S 587) which would delete or alter the Delaney Amendment which requires the removal of food additives which produce cancer in man or animals. The Delaney Amendment sounds good but has proven to be unrealistic in the face of modern technology's ability to detect the presence of substances in ultra-minute amounts which may produce cancer when given in unrealistically huge dosages. While most well-informed people appear to agree with Schweiker's proposal, the health foods industry has long applauded the Delaney Amendment because it has probably caused more public paranoia over the food supply than any other single factor. It will be interesting to see how this bill affects the friendship Schweiker appears to have with the health foods industry.

IRS BARS COSTS FOR UNPROVEN CANCER REMEDY: A couple tried to deduct \$9,580 they had spent on health foods, yogurt, bottled water, etc. prescribed by William Kelley, DDS (de-licensed), the individual who treated the late Steve McQueen. Kelley's diagnosis of the wife's cancer was questioned by the tax court as was the validity of the diet treatment. (Wall Street Journal, Jan 28, 1981.)

IMPORTANCE OF PROPER MANAGEMENT OF CANCER PATIENTS: Often overlooked in debates about proven vs. unproven methods of cancer treatment is the proper management of a cancer patient. Segaloff (JAMA, Jan 9, 1981, Vol 245, No 2, pp 177-179) points out that "the most common metabolic consequence of being host to a malignant disease is hypercalcemia (elevated serum calcium level) which is potentially lethal." Many hazards attend any serious illness besides the disease itself. The trend toward radical dietary manipulation has its own attendant dangers.

CHIROPRACTIC COLLEGES FORM ALLIANCE: Life Chiropractic College of Marietta, Georgia, the creation of chiropractic success promoter, Sid E. Williams, has formed an alliance with Pacific States Chiropractic College, San Lorenzo, CA. Williams' questionable practices have been the subject of a number of reports by the media. This alliance can hardly be viewed as progress for the California health care consumer.

FOOD SUPPLEMENTS TOUTED AS VD CONTROL: Herpes Type II is the most recently discovered venereal disease. Many of the afflicted are incurable and are destined to be plagued with the problem until science finds a solution. As Jacobson says "it's in areas where our knowledge is inadequate that quacks find fertile ground--and they plow it well!" An article in Sexology Today exemplifies Jacobson's observation. Included in the nonsense is the claim that sugar makes the immune system sluggish, lysine tablets should be taken, other nutrients decreased--and most absurd--three to 10 grams a day of Vitamin C should be used. [The author should have read "Vitamin C and Phagocyte Function" (Nutr Reviews, June 1978, Vol 36, No 6), or Shilotri and Bhat, "Effect of Megadoses of Vitamin C on Bacteriocidal Activity of Leukocytes" (Am J Clin Nutr 30:1077-1081, 1977), which show that two grams daily of Vitamin C impairs leukocytic phagocytosis.]

TRYPTOPHAN SUPPLEMENTS MAY BE HAZARDOUS TO EYES: Edward Cotlier, MD, Professor of Ophthalmology at Yale, has observed that Tryptophan is known to yellow and brown the lens and may be involved in the formation of cataracts. (JAMA, Dec 12, 1980, Vol 244, No 23, pp 2593-4). Correspondence with Dr. Cotlier on the questionable practice of taking Tryptophan supplements as a "mood enhancer" elicited the opinion that this practice may be deleterious if done on a regular basis.

ZINC SUPPLEMENTS LOWER HDL'S: High-density lipoproteins (HDLs) are the "good cholesterol factors associated with a reduced incidence of heart disease." Supplementation of 220 mg zinc sulfate (80 mg elemental zinc) reduced the HDL of 12 men 23-35 years old by 25%. (JAMA, Oct 24/31, 1980, Vol 244, No 17, pp 1960-1). Zinc has been touted as beneficial and without harm in large amounts. This study shows again that excessive amounts of a good thing may become a bad thing.

WHO IS A COMPETENT NUTRITIONIST? One of the major problems facing the health consumer today is the proliferation of pseudo nutritionists doing private consulting, selling food supplements door-to-door and working in health food stores. Unfortunately, since there are no licensing laws governing these practices anyone can call themselves a "nutritionist." Until the legislature does something to correct this situation, it's "buyer beware." James J. Kenney, PhD (Nutrition) of Nutrition Associates, Inc. of Santa Monica offers these guidelines:

(1) Membership in the American Dietetic Association; this professional organization checks the education and training of everyone applying for membership. Those with inadequate education and training are denied membership. Members may take a registration exam to become registered dieticians which is usually required before they can work in a hospital.

(2) Graduate work in the nutrition field; anyone with a MS, PhD or MPH in nutrition should be a reliable source. But be very careful that their degree is from an accredited university. Unfortunately there are many people with PhDs in nutrition from unaccredited schools. Degrees from unaccredited schools mean nothing. The holders of such degrees are usually, if not always, quacks.

(3) Sale of food supplements or other health products; anyone selling supplements which they are also prescribing is at best unethical and at worst a charlatan. These people should be viewed as salespeople, not as health professionals. Anything they say should be taken with a grain of salt.

(4) Check with your physician; your doctor may be able to refer you to a competent nutritionist. If you do see a nutritionist, discuss what they've told you with your doctor. The medical profession is not perfect but a blanket condemnation of medical doctors by a nutritionist strongly suggests quackery.

(5) Nutritionists do not diagnose or treat disease; if yours does then (s)he is not only a quack but also practicing medicine illegally.

(6) Methods of nutritional assessment; the use of unproven, untested and unreasonable methods of evaluating nutrition status strongly suggests quackery. Some of the more popular questionable methods include psychic powers, cytotoxic tests, kinesiology (muscle testing), iridology, pendulums, amino acid fractionation tests, hair analysis (does have a few legitimate uses), and urine pH testing and pulse testing for food allergies.

(7) Routine use of fasting, enemas, colonics, digestants and other so-called detoxification products and procedures certainly suggest quackery even though on rare occasions may be useful.

(8) Guarantee; any nutrition counseling service providing nutrition information to the public should be willing to return their clients money if its counselors are unable to supply them with accurate and up-to-date information.

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SEVEN DIE FOLLOWING CHIROPRACTIC "COLONICS": The Colorado State Dept of Health has reported an outbreak of amebiasis (a disease of the large intestine caused by the invasion of the submucosa by a protozoa). Thirteen cases were confirmed, seven were fatal. All had received colon irrigation--a series of enemas to "wash out the colon"--in a chiropractic clinic. (Morbidity and Mortality Weekly Report, Centers for Disease Control, Atlanta, Mar 13, 1981, Vol 30, No 9). COMMENT: The notion that the bowel needs cleansing regularly is based upon the long-defunct intestinal toxicity theory still advanced by naturopathy. The usual defense of an incident like this one reported above is that orthodox medical practices also sometimes result in tragedy (ie, anaphalactic shock following penicillin injection, surgical deaths, etc.) However, it seems clear that a distinction must be made between misfortune resulting from unproven or disproven practices vs. conventional care. These involve unnecessary added risk without evidence of benefit.

NATIONAL SECOND SURGICAL OPINION PROGRAM: Provides information for people who are faced with non-emergency surgery. A toll-free number is available to assist the public in locating a surgeon or other specialist. (800) 638-6833; (800) 492-6603 in Maryland; (202) 245-7897 in DC).

PREDIGESTED PROTEIN PRODUCTS FOUND NUTRITIONALLY INADEQUATE: A study of eight commercially available predigested protein products were analyzed for their elemental (mineral) composition and found wanting. (Jones et al, "Elemental Content of Predigested Liquid Protein Products," Am J Clin Nutr 33:2545-2550, 1980).

SINGLE-NUTRIENT EXCESSES OR DEFICIENCIES: Can impair the function of the immune system. Deficiencies of iron, zinc, vitamins A and B12, pyrodoxine and folic acid; or excesses of essential fatty acids and Vitamin E are cited. (Beisel, et al, "Single-Nutrient Effects on Immunologic Functions," JAMA, Jan 2, 1981, Vol 245, No 1.)

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CCAHF BOARD VOTES EXPANSION: We have seen CCAHF grow from an idea in 1976, a chartered non-profit corporation in 1977, to a highly-visible, credible organization to which many different people (reporters, academics, professionals, laymen, other voluntary health agencies, community groups, etc.) turn for information and help. The need for the kind of services CCAHF provides and its wide acceptance led the Board of Directors to the inescapable conclusion that expansion is inevitable in order for the Council to fulfill its potential. After almost a year of consideration, the Board voted during its April 29, 1981 meeting to markedly expand the activities of the Council and change it from an all-volunteer agency to a funded, fully-staffed agency. The plan calls for hiring a fund-raiser on a fee-for-service basis whose assignment is to raise about \$100,000 for 1982. When sufficient funds become available, a full-time director and office secretary will be employed to administer the agency and continue the fund raising effort. As more funding is obtained, the next phase would be to establish a university-based Consumer Health Studies Center with a part-time director and at least one research assistant. Included in the plan will be the on-going services of a public relations firm whose task it will be to keep in the public eye CCAHF, its positions on consumer health issues, and individuals who CCAHF believes need to be heard.

CCAHF SPEAKS OUT ON DIET/DELINQUENCY LINK: After reviewing proponents' claims that diet is a major underlying cause in criminal behavior, CCAHF President, William Jarvis, PhD, has spoken against this proposition in a statement aired on KNX news radio in Los Angeles. "We are completely in favor of improving the dietary habits of anyone--including delinquents whether or not a link exists with criminal behavior," Jarvis said. "However, proponents of the supposed diet/delinquency link are claiming to have scientific evidence of a cause/effect relationship. A review of the basis for such claims is glaringly inadequate. Improvements in behavior of probationary delinquents reported by Probation Officer Barbara Reed of Ohio easily may be confusing cause and effect. Disorderly living and thinking would undoubtedly be reflected in poor dietary habits and bringing order and discipline to the lives of these youngsters would be expected to be seen in their eating habits," contends Jarvis. "The usual response to such criticisms is 'who cares whether it's cause or effect, as long as it works.' Our response is that anyone interested in truly understanding the problem should be very concerned that we don't fool ourselves by sloppy science. This can lead to focusing on the wrong solutions to the problem, wasting resources and even endangering the public by turning criminals loose on society who have been led to believe their deep-rooted psychological problems are simply due to 'junk foods'. What happens when one of these people explode emotionally despite their eating habits? Also, as often happens, whenever attention is given to such pseudoscience, a bizarre collection of proponents with pet theories rush to be in the limelight and proclaim their notions. These have run from hypoglycemia, megavitamins, and color therapy to negative ions and food 'allergies'. The result is confusion and chaos. To our chagrin, LA County politicians are indulging these people and initiating policy based upon poorly founded claims. One of these requires the removal of salt shakers from the dining halls at juvenile halls. Concern has been expressed that those involved in work crews and heavy exercise may be exposed to heat prostration during hot weather by this act. We are all concerned about crime and want to see it reduced," adds Jarvis. "Responsible leadership doesn't rush to pseudoscience for its solutions."

The Newsletter is published bimonthly by The California Council Against Health Fraud, Inc., a non-profit, tax-exempt, all-volunteer organization. It is intended for CCAHF members and others the Council wishes to keep informed. Membership costs: Student \$2, Regular \$10, Supporting \$25, Institutional \$50. Applications subject to approval by Membership Committee. Request applications from: Membership Chairman, Box 1276, Loma Linda, CA 92354. Donations are tax deductible.

DURK PEARSON, popularized by the Merv Griffin TV show, has been appearing recently in KFMB-TV San Diego as a "science reporter." Pearson has extolled the alleged value of a variety of food supplements in terms local members of the scientific community have called misleading and inaccurate. CCAHF members in the area have actively sought to correct the media misinformation which reportedly has been a boon for the local health foods stores. The following article by CCAHF Board Member Harold Loeffler, PhD, occasional science writer for the San Diego Union, describes the situation.

RESPONSIBLE JOURNALISM

A television station and its newscasters should have the same responsibility to confirm their stories as do newspapers even if they are not of the stature of the Washington Post or the National Enquirer. For this reason San Diego scientists have been objecting to the inaccurate panaceas recited by Durk Pearson on Channel KFMB television.

The media has been especially lax in confirming the scientific validity of food and health information even though some may be harmful. There is a precedent for heavy liability. A grieving mother won a \$150,000 settlement from the estate and the publisher of Adelle Davis books. Seems the mother followed Adelle instructions to give her daughter megadoses of Vitamin A. The child's growth was permanently stunted as a result.

The California Council Against Health Fraud has received uniformly negative comments when taped transcripts of Pearson talks were submitted to specialists.

Pearson suggested eating 3 grams of choline every day along with Vitamin B5. "MIT students given this dose showed improved memory and intelligence." "People in their 70's and 80's given choline often have a greater feeling of well-being and improved memory." "Hyperkinetic children given choline will show an improved mental focus and ability to concentrate."

However, in the very references he quoted the researchers injected choline and specifically state that choline given orally as Pearson recommended is metabolized to trimethylamine and is not converted to the neurotransmitter "acetylcholine" as Pearson states. They suggested that choline can get into the brain by eating lecithin which contains choline in its molecule; an easier way to get the choline is from eating eggs which contain lecithin.

The average person would probably not improve his memory with choline from whatever source. The researchers injected scopolamine before the choline which blanks out the action of any choline or acetylcholine already in the system. They started with a clean empty state and did find improved memorization comparing added choline with its complete absence. An individual with a normal amount of choline in his system would probably have no better memory with the added surplus amounts.

The elderly with poor memories and the beginning of "senile dementia" do have a shortage of acetylcholine but it is due to poor performance of the enzyme that converts choline to acetylcholine rather than any shortage of the choline itself.

World famous expert Dr. David Janowsky of UCSD adds that "Choline in high doses can cause mild to severe depression in susceptible people so it has effects on well being but in the wrong direction. I do not know about its use in hyperkinetic kids or MIT students but doubt this is true on the basis of other controlled studies of its effect on performance."

Excess choline or acetylcholine can be harmful and possibly lethal. If the body cannot get rid of excess acetylcholine the nerves will keep firing and the body go into catatonic shock as it does when poisoned with nerve gas or the strongest of pesticides.

Pearson suggested nutrients could replace tranquilizers particularly the use of a vegetarian diet. "Such foods lack those amino acids that are converted to nor-adrenaline--a substance that excites you." He admits such a diet, devoid even of milk and cheese would trigger multiple vitamin deficiencies and protein inadequacies.

Dr. Janowsky disagreed. "There is no controlled evidence in man that going on a vegetarian diet causes a decrease in nor-epinephrine (ie, nor-adrenaline) or that nor-epinephrine increases particularly from eating meats, or that nor-epinephrine causes aggression in man." Janowsky continued in more emphatic fashion. "If people who need psychiatric drugs for psychoses or depression think they can do without them simply by going on a vegetarian diet, the increase in morbidity, mortality and even violence in these patients increase as they stop their needed medications. The assumptions of this report are naive and potentially dangerous!"

Pearson presented nine talks on taking care of your hair. As a younger man his comb would be covered with a hundred hairs and today his comb has very few. He ascribed the change to his various nostrums that he says has also cured his dandruff.

He emphasized as a hair nutrient the amino acid cysteine which he stated "is relatively uncommon in human diets and in women may be the limiting factor in the growth of their hair." "In many cases it is actually possible to double the rate at which a person's hair will grow simply by giving them additional cysteine."

He is dead wrong. Cysteine is very common and is present in most proteins. Furthermore, Dr. Paul Saltman of UCSD has added that cysteine is not an essential amino acid and the body could synthesize it if it were lacking in a diet.

Dr. W. Mangara, Director of the Oregon Primate Research Center disputed all of Pearson's hair advice. Dr. Mangara is about the world's leading authority on hair. He has written the key books on the subject and was the keynote speaker at the 1975 World Conference on Hair held in Japan. Mangara says there is no way to increase much less double the rate of hair growth by taking cysteine. The rate of hair growth is almost constant at about 0.3 to 0.4 mm per day. The hair follicles are programmed to grow hair for a varying length of time. The follicle cell below an eyebrow may grow hair for only a week while that below a pony tail may go on producing for eight years.

The fewer hairs on Pearson's comb would occur as he got older irrespective of all his dosage. Mangara pointed out that a young adult has 100,000 to 150,000 hairs on his head. About 10% of the underlying cells are always in a resting phase of about 100 days. When a hair cell comes out of the resting phase it starts producing a new hair and usually pushes out the old hair so it showed up on the younger Pearson comb at an expected 100 hairs per day. As we get older the hair cells stay much longer in the resting stage so less new hair is starting and fewer old hairs are getting pushed out to show up on the older Pearson comb. It is that simple.

Pearson claimed that the strength of hair can be increased and sometimes kept from greying by pills and diverse at Vitamin E, Vitamin A, selenium sulfite (reducing dandruff) or para amino benzoic acid (PABA). Mangara said they were all useless.

Since industry is sometimes ahead of academic researchers, the suggestion of Saltman was followed and the specialists at Proctor and Gamble back in Cincinnati were contacted. They are probably the biggest manufacturers of hair preparations. They had found all of Pearson's remedies useless—or they would have put them in their own products.

Pearson prescribes Vitamin A saying if you don't have enough your hair will fall out. He also believes with too much Vitamin A your hair will fall out. How can he explain the millions of Americans who don't take extra Vitamin A and whose hair is not falling out?

Pearson said Vitamin A has anti-oxidant properties. He is wrong. It is not an anti-oxidant. He recommends 10,000 supplemental units per day even though the average diet easily provides the Recommended Daily Requirement of 5000 units. Dr. John Todhunter of Catholic University, Washington, DC along with Saltman here are certain these amounts are definitely toxic. Pearson admitted the toxic storage in the liver of this amount of Vitamin A but suggests a zinc supplement will reduce the ill effects. He is unaware that supplemental zinc can reduce the beneficial HDL portion of cholesterol.

There have been so many ill effects of people dosing themselves with Vitamin A that health authorities suggested it be sold only by prescription but special interests have blocked the move.

The Council has accumulated additional transcripts and additional negative comments but the pattern is the same. The presentations of Pearson are not in accord with scientific facts and the users of his information may suffer serious harm. Should that be permitted just in the name of free speech?

Should it not be obligatory for the TV station to provide the scientific rebuttal and correction? The Council is now requesting such equal time. --Harold J. Loeffler, PhD

LOMA LINDA HOSPITAL DISCLAIMS T-J DIET PLAN: The so-called "T-J Diet Plan" is being circulated with the claim that "Loma Linda Hospital promises" that a person can lose 10-17 pounds in 10 days and "feel like a million." The Nutritional Services Dept of the LLU Medical center disclaims the plan and further states that (1) it is not nutritionally balanced, (2) makes extravagant claims, and (3) does not teach good food habits necessary to maintain weight once lost.

RAW MILK POISONINGS: Additional reports of raw milk poisonings by Salmonella and Campylobacter have been reported from Montana and Kansas respectively. It is interesting that the dairy in the first instance only sells raw milk at the plant and in the other case the dairy voluntarily stopped selling raw milk. This is very different from the situation in California where raw milk is aggressively promoted despite sicknesses and deaths which have resulted from its use.

CHINESE HERBAL REMEDY BLAMED IN DEATH: Chuifong Toukuwan, a Chinese "herbal" medication has been blamed for the death of a 70-year-old Georgia woman who was taking the drug for rheumatoid arthritis. Investigators have found that the "herbal" also contained several prescription drugs which can cause serious adverse effects. Interestingly, samples varying so widely that some preparations contain altogether different substances. Apparently when a consumer purchases Chuifong Toukuwan it is like buying a "pig in a poke"--which may turn out to be a killer! (FDA Consumer, May 1981, pp 29-30).

SEA SPONGES AND TOXIC SHOCK SYNDROME: Concern over toxic shock syndrome (TSS) has not gone unnoticed by the "natural is better" ilk. Sea sponges are being sold in some areas for use as tampons. These have not been shown to be safe and effective. Analyzed specimens have been found to contain such "natural" contaminants as arsenic, iron, sodium, sulfate, hydrocarbons and nicotine. Two cases of TSS in women using sea sponges have been reported by the Center for Disease Control. (FDA Consumer, May 1981, p 30).

IN THE LLU BOOKSTORE: Books of interest to CCAHF Newsletter readers available in the Loma Linda University Campus Bookstore include Water Witching USA by Hyman and Vogt, a scientific look at this interesting pseudoscience which includes some good material on the scientific thinking process; The Tooth Robbers, a profluoridation handbook by Barrett and Rovin; Nutrition Cultism, Victor Herbert's excellent book covering Laetrile, megavitamins, B-15 and others; The (New) Health Robbers, expanded, updated and indexed, an excellent resource for many forms of quackery; Consumer Health: A Guide to Intelligent Decisions. This was originally written as a college textbook, but is good enough that it has been introduced into the trade book market.

ROMANIA'S LIFE EXPECTANCY LAGS BEHIND U.S.: We can't help but wonder why Romania's life expectancy is at least three years less than our own if their youth drug Gerovital (GH3) is so effective. Why is it that strange sounding formulas from far away places have such appeal in a nation which enjoys the best longevity among all the large nations (over 200 million) and runs with the leaders of even the smaller, more homogenous countries when matched by socio-economic and other important factors.

THE COST OF CULTISM: Taylor Straight Chiropractic Center (Detroit) placed a newspaper ad stating "Your Child Does Not Have to be IMMUNIZED For School." It continued by saying, "Would you let your child have live puss from sick animals or the use of dead bacteria put into their veins?" "Straight" chiropractic cultists believe that adjusting the spine enables the body to ward off infectious diseases by "nerve flow." Ironically, one of the few deaths from diphtheria reported in 1979 involved the 5-year-old son of a California chiropractor who had signed a waiver against immunizations. (FDA Consumer, March 1981, p 32).

BCG FAILS TO PROTECT FROM CANCER: Due to the abuse of BCG by certain fringe practitioners as a cancer treatment (it has also been used experimentally by responsible researchers), a report by Kendrick and Comstock (J Natnl Cancer Inst, 66:3:431, March 1981) is of interest. In 1950 nearly 17,000 people were vaccinated with BCG. Comparing their cancer incidence with that of over 17,000 controls found no protection effect against cancer.

LIBERALIZED LAETRILE BILL DEFEATED: State Senator William Campbell's attempt to permit any doctor or surgeon to prescribe Laetrile received only one vote--his own. The passage of such a bill would be a boon to California's maverick and fringe medical practitioners who profit on the irrational hopes and fears of desperate cancer victims. Campbell claims his continued pressing for liberalizing Laetrile's use is due to his belief in freedom of choice. He seems oblivious to the fact that free choica is a God-given attribute of human beings not something granted by politicians. Cancer sufferers are free to eat apricot pits or whatever else they choose as a cancer remedy--but they can't sell it to others! The law forbids the exploitation of cancer victims by fraudulent or misguided entrepreneurs. This is what Campbell really has been pushing for all of these years. We wonder if he is as fond of the free-choice concept when it comes to issues like a woman's right to choose an abortion? We suspect that even Campbell places limitations on how much free-choice the health marketplace should sustain. His free-choice argument appears to be a ploy he uses to cover his real intent for liberalizing Laetrile.

CCAHF NEWSLETTER RECIPIENTS TO RECEIVE ACSH NEWS & VIEWS: All who receive this Newsletter will be receiving a single issue of the American Council on Science and Health's publication News & Views. We consider this an excellent source for keeping informed on important, controversial consumer health issues.

RELIABILITY OF NUTRITION BOOKS: The Chicago Nutrition Association has published its 5th edition of Nutrition Reference and Book Reviews. It is an excellent source for checking the reliability (or lack of it) of nutrition books. Send \$8 to: NRBR Committee, Chicago Nutrition Association, 8158 S Kedzie Ave, Chicago, IL 60652.

LAETRILE FLUNKS NCI TESTING: The National Cancer Institute has issued its findings on the human tests of Laetrile. The substance failed to help cancer victims in any way. Even the claims of palliation were found to be attributable to placebo response. Copies of the 10-page report are available free to CCAHF members. All others please send \$2 to CCAHF, Inc., Box 1276, Loma Linda, CA 92354.

HEALTH FOOD STORE ADVICE AND INFANT RICKETS: D. V. Eddin et al (Pediatrics 65:232-35, 1980) reported 10 cases of nutritional rickets among infants in the midwestern U.S. All children were at the 3rd percentile or lower with respect to height for age. Most were breastfed by mothers who were strict vegetarians and did not take vitamin supplements. Most parents obtained nutritional advice from health food stores and did not seek medical care during pregnancy or postnatally. (J Nutr Educ Vol 13, No 1, 1981, p 26).

ACCREDITATION MILLS? Donsbach "University" claims to be accredited by the National Accreditation Association (NAA) of Riverdale, MD. Correspondence with the Council of Postsecondary Accreditation (COPA) in Washington, DC has revealed that NAA is not recognized by either COPA or the Federal government's Department of Education.

FTC ORDERS REFUNDS: Two mail order companies selling products claiming to "cure" baldness and "eliminate" cellulite fat do not have adequate scientific evidence of effectiveness, says the Federal Trade Commission (FTC). They are asking a Federal District Court to order Braswell, Inc. and Standard Research Laboratories, Inc. to make refunds to customers and to bar them from using certain illegal practices in the sale of their products. (FTC News Summary, Apr 3, 1981).

PUTTING DIETARY RECOMMENDATIONS IN PERSPECTIVE: Fredrick Stare, MD, Emeritus Professor of Nutrition at Harvard, has put dietary recommendations for people at risk as succinctly as anyone yet. He says, ". . . if you have some of the risk factors known to relate to diet--- obesity, an elevated blood pressure, an elevated cholesterol level--then some dietary changes may be helpful, and the thoughtful, prudent individual should certainly make them. . . . First, cut down on total calorie intake which for most of us means less meat, less cheese and whole milk products, and less alcoholic beverages. Second, increase physical activity so as to use up more calories. The combination of these two suggestions will result in weight loss and usually in lowering of blood pressure and blood cholesterol. Third, if blood cholesterol is not decreased by this weight loss, then a decrease in saturated fats, an increase in polyunsaturated fats, and a decrease in dietary cholesterol (fewer egg yolks) is in order. Fourth, if the weight loss does not result in a satisfactory decrease in blood pressure, then dietary salt should be reduced, and drastically." (Nutr Today, Sept/Oct 1980, p 19). We believe this uncomplicated bit of general advice will be supported by nutrition scientists everywhere.

NUTRITION HALL OF FAME A SHAME! The Center for Science in the Public Interest (CSPI) has chosen their first ten inductees into their so-called "Nutrition Hall of Fame." Included among some who deserve some acclaim (such as Jean Mayer) are Adelle Davis whose unsound nutrition advice has resulted in death and debility to several children; J. I. Rodale whose publications may have spread more nutrition misinformation than any other single source; Benjamin Feingold whose theories on hyperactivity and food additives have not held up to scientific scrutiny and, in our opinion, caused research dollars to be wasted because of the manner in which his ideas were popularized instead of following established scientific protocol; Nathan Pritikin who has made a name for himself but still has failed to scientifically demonstrate the validity of his claims;--and others not quite deserving of major acclaim. CSPI also has a Nutrition Hall of Shame. There appears to be some confusion on their part as to who belongs where!

WILLIAM H. PHILPOTT, MD: Dr. Philpott is an "orthomolecular" practitioner and a member of the Advisory Faculty of Donsbach "University." Philpott has engaged in some strange practices over the years including abuses in discipline at the Green Valley School for retarded and problem adolescents in Florida. These included disciplining with electric cattle prods, forcing boys to dig their own graves and sleep in them, chaining students together by the neck, and forced fasting in solitary confinement. He also has treated so-called "cerebral allergy" with CO₂ inhalations, a procedure which resulted in the death of a woman under his care some years back. These facts can be found in Medical World News, Aug 11, 1975, p 81. Dr. Philpott was acquitted of manslaughter in his patient's death (New York Times, July 24, 1974). Dr. Philpott is one of the "experts" being quoted by proponents of the theoretical link between diet and criminal behavior.

CALIFORNIA TUMOR REGISTRY WON'T PUBLISH FLUORIDATION/CANCER STUDY: Donald Austin, MD, MPH, Chief, Resource for Cancer Epidemiology Section and California Tumor Registry of California's Dept of Health Services, has stated in a letter to the National Institute of Dental Research (dated April 15, 1981) that they would not be publishing their findings which found no association between fluoridation and cancer. The reasons given are that they feel the supposition has been adequately addressed by scientifically unimpeachable groups and they do not wish to become embroiled in a pseudo-scientific controversy. Their findings have been sent to Governor Brown.

ARTHRITIS QUACKERY A ONE BILLION DOLLAR BUSINESS: The economics of quackery is always difficult to determine so we take information from wherever we can. The Arthritis Foundation states in a June 4, 1981 press release that the nation's 31.6 million arthritis sufferers spend about a billion dollars a year on quack products and treatments.

ARTHRITIS BLAMED FOR POOR NUTRITION: Poor nutrition is a result of arthritis rather than its cause according to two medical reports presented at national scientific meetings of the Arthritis Foundation June 5, 1981. A study in Wisconsin found that arthritis sufferers prepared poorer meals because of their pain and impaired function. A New York study determined that 73% of subjects reported improvement on some kind of "dietary therapy"--no matter what kind. "Improvement often correlated with weight loss, which. . . would decrease stress on inflamed joints," a researcher noted.

NEW REPORTS AVAILABLE FROM ACSH: Three new reports are now available from the American Council on Science and Health. They are: The Health Effects of Herbicide 2, 4, 5-T, New Jersey: Garden State or Cancer Alley? and The Health Effects of Caffeine. Cost \$2.00 each. Write: 47 Maple Street, Summit, NJ 07901.

Coping With Food Faddism

William T. Jarvis, PhD • Associate Professor of Preventive and Community Dentistry • Loma Linda University School of Dentistry • Loma Linda, CA

People become food faddists for many different reasons. It may result simply from misinformation, from an outgrowth of deeply held philosophical beliefs, or from a health neurosis. Most individuals who are immersed in faddism can be placed into one of two categories — the Deceived and the Deluded. The Deceived mainly need accurate information and perhaps some assistance with logical reasoning. The Deluded require much more effort and may even be beyond help.

The Deceived and Deluded cannot be differentiated on the basis of what they believe or how strongly they appear to hold their convictions. The test is how they react when faced with substantive evidence that their beliefs are wrong. The Deceived will change, the Deluded will not. It may take some time to determine which type of person you are dealing with.

Dealing with patients involved in faddism requires skill and tact. Success may depend more on how well one meets their emotional needs than on one's scientific knowledge or academic credentials.

Interpersonal relationships

The prestige represented by professional credentials is important to the doctor/patient relationship. Quacks have always pretended to have expertise in order to enhance their credibility. However, patients are more likely to believe and follow your advice because of personal feelings toward you than because of your professional qualifications.

Patients must recognize that you care more about them personally than you do about information or technology. Careful attention must be given to building a good relationship before seriously challenging their beliefs, attitudes, or behavioral patterns. One must not allow confrontations resulting from the patient's erroneous beliefs to undermine the relationship. Patients should never be made to feel stupid because they have been deceived by faddists' claims. In fact, intelligence per se has little to do with the quality of the beliefs people hold.

Be informed on the fads

Being informed on the fads enhances your credibility. If a fad is unfamiliar to you, ask the patient to provide more information. Condemnation of a fad out of ignorance and unwillingness to investigate its claims reinforces the notion of 'establishment bigotry' that faddism has planted in the patient's mind.

Attention must be given to more than just providing nutrition facts. Faddism may be based on beliefs, values and attitudes that are often deeply held by your patients. These include excessive concerns about pollution, 'cancerphobia', suspicion of modern technology, and cynicism about 'the establishment.'

Faddists generally couch their claims in 'motherhood and the flag' types of values and symbols. Symbolism is

very important to a person's food beliefs. Terms like 'health foods,' 'organic' and 'natural' have no scientific meaning but are important as emotional expressions of health consciousness, wholesomeness, purity and goodness. For instance, honey is generally regarded as natural and good while white sugar (which is very similar nutritionally), is thought to be artificial and 'bad.' When debunking such ideas, credit should be given to the merit that the idea appears to have; this avoids the appearance of being against these ideals.

Recognize freedom of choice

It should be made clear to patients that the ultimate choices and consequences are their own, and will be honored as such. Benefits the patient expects from a faddist regime should be identified, and alternate means of achieving them suggested. When these are balanced against negative factors such as unnecessary cost, long range ineffectiveness and potential harm to health, the decision should be clear to the patient. Patients may still choose unwisely, and if they do, the relationship should be maintained so that communication can continue.

Unless involved in a psychologically disrupting crisis, people generally change their attitudes slowly. Since it is doubtful that "perfect" dietary behavior can be realistically expected, it is imperative that efforts be directed toward these beliefs and practices that pose the greatest potential harm. The most critical of these is the feeling that orthodoxy cannot be trusted.

Be patient and tolerant

The unifying theme which unites all forms of quackery is a paranoid state of mind which promotes the notion that there are conspiracies to withhold cures for disease, to put poisons in our food and water for profit, and to maintain despotic power over the masses. Such thinking is central to the 'health foods' industry, which justifies its existence by fostering the belief that you can't trust the conventional food supply. This philosophy of distrust is a causal factor in practically all cases where people become the victims of serious quackery.

In regard to the Deluded, efforts to alter their beliefs and practices will be fruitless. Under such circumstances the only course of action remaining is to preserve the relationship and to cast the burden of proof for their erroneous beliefs and practices directly onto them.

Suggested reading

Bernard VW: Why people become the victims of medical quackery. *Am J Pub Health* 55:1142, 1965.

Bruch H: The allure of food cults and nutrition quackery. *J Am Diet Assoc* 57:316, 1977.

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Moore HB: The meaning of food. *Am J Clin Nutr* 5:77, 1957.

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The California Council Against Health Fraud, Inc.

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La Jolla, CA 92037. Telephone: (714) 453 - 3722.

REFLEXOLOGY STUDY COMPLETED: A blinded study of the validity of foot reflexology sponsored by CCAHF conducted by Doctor of Health Science graduate student Kelly Ferris under the direction of CCAHF President William Jarvis, PhD, has been completed. Volunteers filled out a health status questionnaire and proceeded to a treatment room where a certified foot reflexologist was located behind a curtain. The subject was given a list of permissible verbal responses--no other communication was allowed. The reflexologist proceeded to test the subject's foot for "response areas" which are theorized to correspond with organ pathology or dysfunction. Seventy subjects were examined. Six of 43 possible correlations achieved statistical significance. However, the strongest (stomach problems) achieved an r value of only 0.37 which has a predictive value (coefficient of forecasting efficiency) of 0.07. This means that reflexology would be 7 percent better than random guessing for determining known stomach problems. The researchers and the reflexologists concluded that reflexology has little value as a screening procedure.

FOLK MEDICINE THREATENS WILDLIFE: Ancient beliefs in folk remedies using parts of exotic animals provides the basis for quackery in many parts of the world. The tremendous financial rewards from trafficking in this trade threatens the existence of many creatures including rhinos and tigers. An interesting and informative article on this problem appears in International Wildlife, May-June 1981, entitled "They Use Everything But the Cat's Meow."

BMQA PLAN WOULD LEGALIZE QUACKERY: California's Board of Medical Quality Assurance (BMQA) apparently would like to stop assuring medical quality in California. The BMQA is considering a radical proposal to deregulate the medical profession. If adopted, the new rules would only regulate prescribing dangerous drugs and performing other than very minor surgery. Calling the proposal the most "naive bit of madness ever suggested by serious regulators," CCAHF president William Jarvis, PhD states: "The language and perspective presented by the BMQA sounds like the deceptive promotionalism used by organized quackery itself." The statement "consumers would be free to consult licensed or unlicensed (emphasis ours) practitioners of their choosing," evades the whole perspective of quality control by regulating incompetent, fraudulent and misguided practitioners. The BMQA plan would return Californians to the long discarded rule of caveat emptor (let the buyer beware)--consumer protection laws demanding safety and effectiveness are based upon the rule of caveat vendor (let the seller beware). Consumers have clearly demanded over the past 75 years that they be protected from worthless health products and services. The BMQA plan blithely ignores the harm which can occur when patients are kept from proper care. Unorthodox practitioners are deft at playing to people's misconceptions about the value of folk remedies, diet cure, so-called natural therapies, etc. These merely amuse the patient while nature cures their diseases. The problem comes when the diseases are not self-limiting but need medical intervention. How many cancer patients will die unnecessarily due to having waited too long for proper care? How many diabetics will die because of some "nature healer" taking them off insulin? How many heart patients will die because of having been talked into curing themselves by low-fat diets instead of life saving medical care? How many newborns will suffer lifelong damage from improper delivery or care? How much suffering will result from misguided practitioners?

BMQA investigators know how perverse quackery is. They know from experience that victims are often so deluded that they testify in favor of the quack who exploits them. Their behavior is indicative of the Jonestown mentality. Granted it must be frustrating to have to cope with these problems year after year, but that's the nature of the job. Unchecked quackery would be free to promote, promise, without fear of penalty.

"The BMQA should be devising ways to curb quackery, not legalize it," Jarvis concludes. CCAHF supporters should be ready to make themselves heard on this matter. Surely there must be some sane people left in Sacramento who will prevent this proposal from becoming law.

LAETRILE CHILD KIDNAPPING: The kidnapping of a two-year-old leukemia patient by her parents so she could be treated with so-called "metabolic therapy" in Mexico has received national attention. The public has been treated to sensationalized reporting which has done little to clarify the important issues. Reporters naively focus on the heroism of the parents and subjective signs about the condition of the child. They seem to forget that Chad Green's condition was constantly extolled and claims that Laetrile had cured him persisted right up to his death. And, while it is easy to be sympathetic with someone who acts against authority when he feels his conscience is being violated, we must not forget that even assassins act out of feelings of moral justice.

We believe the Accardis should be viewed not simply as criminals, but victims of the cancer underground who are in turn victimizing their child. The real culprits are the promoters who deceive desperate cancer sufferers. Organized quackery has learned to make its

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advertising appear to be the exercise of free speech rather than the commercial language which outlaws false advertising. Until the promoters who write and sell the books, pamphlets and health food magazines which mislead people are held responsible for their actions, quackery will thrive. Cancer treatment is a science--not a religion. As such both safety and effectiveness can be objectively determined. Clamping down on the quacking of the peddlers of worthless nostrums need not impinge upon the right of free speech.

Finally, the right of a child to be protected from the misguided beliefs of parents is a key issue in this case. Sadly, Governor Brown offered sanctuary to the Greens following their son's death. This indicates where he stood on the rights of children at that time. Since this case involves a California child, his position could play a significant role in how the matter is eventually settled.

Governor Brown is not the only one who let emotions cancel out reason in the Green case. The Massachusetts judge who dismissed the charges against the Greens because they had suffered enough having lost their son fulfilled the old legal conundrum in which a man who had murdered both his parents threw himself on the mercy of the court because he was now an orphan.

These are difficult issues, but they can never be decided properly unless the real underlying causes and principles are clearly presented.

TEACHING TIP: The "Health Freedom" argument is one of "organized quackery's" most successful ploys. Here's one way to handle it when speaking publicly.

Step One: Ask: How many believe a person should be free to choose whatever cancer remedies he wants--even quack (or ineffective) ones? (Count hands.)

Step Two: Ask: How many believe a person should be free to sell unproven or ineffective cancer treatments (eg, someone comes to you and says, "I don't care if it works or not, I want to buy it.")? (Count hands.)

Step Three: Ask: How many believe a person should be free to promote (eg, actively cause people to believe the treatment is superior to conventional therapy) treatments of questionable effectiveness. (Count hands.)

It is precisely the latter that organized quackery engages in when promoting the so-called "health freedom" argument. We have found that the only people who believe it are those who have been misled concerning the safety and effectiveness of conventional cancer therapies.

The Point to Make: Freedom of choice is God-given--you can eat all the apricot pits you want (even leaves, bark, roots), but the law says that you Can't Sell It!!--unless its proved both SAFE and EFFECTIVE. Quacks use the health freedom argument as a diversionary tactic much like a magician uses "misdirection" to divert our attention. By pointing to the victim, with whom we are naturally sympathetic--"Give him what he wants"--why does he want it? Because the quack has deceived him.

RAW CALF'S LIVER SUSPECTED VEHICLE OF INFECTION AT MEXICAN CANCER CLINICS: Raw calf's liver is considered the most likely vehicle for having transmitted Campylobacter sepsis to patients at Mexican cancer clinics. Contacts with health personnel in the San Diego area reveal that it is common to receive patients from the Mexican border clinics who have medical problems beyond the control of the doctors there. Details of the Campylobacter sepsis problem can be found in the Center for Disease Control's Morbidity and Mortality Weekly Report, Vol 30, No 24, June 26, 1981.

SELENIUM SUPPLEMENTS NOT NORMALLY NEEDED: In an article discussing the need for selenium (Young, "Selenium: A Case For Its Essentiality in Man," New Engl J of Med, Vol 304, No 20, May 14, 1981, pp 1228-30), it is stated: ". . . there is no rationale for modifying the selenium intake of persons eating a wide variety of foods. In contrast, in patients receiving parenteral nutrition, particularly those who are already in a poor state of nutrition, selenium supplementation may be justified, because the selenium content of solutions usually used for parenteral administration is low."

MUNDANE ARTHRITIS THERAPIES "HYPED": The Arthritis Foundation says that the promotion of "Fluidotherapy" (a form of arthritic treatment using hot corncob particles) as "incredible," "amazing," "breakthrough" is unwarranted and could send arthritis sufferers rushing to seek an expensive variation of an age-old treatment method--heat. Also, the Foundation warns that there have been no breakthroughs in the area of laser therapy. Publicity by eager reporters about this is unjustified.

The order also prohibits the respondent from representing that his other vitamin preparations designated Vitamin E Complex, Vitamin F Complex and Vitamin G Complex are competent nutritional treatment for or preventive of many conditions and ailments listed in his advertising matter.

With respect to vitamins generally, the respondent is ordered to cease and desist from representing that a synthetic vitamin is incapable of curing or relieving diseases or symptoms of vitamin deficiency as effectively as a like vitamin obtained from the respondent's preparations; or that any recognized scientific or medical publication contains statements or conclusions concerning the effects of vitamin deficiencies or the effectiveness of vitamins in the treatment of diseases or conditions, which statements or conclusions are different in import from those actually contained in such publication.

Other medicinal preparations sold by the respondent are designated V.P. Organic Mineral Tablets, Cerol, V.P. Phosphate, Viable Acidophilus Yeast and Cerodyn (also known as Cerolyn and V.P. Fortified Wheat Germ). The Commission found that certain representations made in the respondent's advertisements concerning the effectiveness of these preparations in the treatment of various ailments and conditions were false and misleading and ordered such representations discontinued.

From *The Journal of the American Medical Association*, April 7, 1962, column on Medical News:

... Royal Lee, who for many years has been one of the leading sources of nutritional quackery in this country, has pleaded no contest in a criminal action at Milwaukee and is awaiting sentence for distributing misbranded vitamin and proprietary remedies. He has also consented to an injunction which will stop further distribution of more than 115 products claimed to be good for some 500 different diseases and conditions. . . .

From the *Milwaukee Journal*, April 24, 1962:

Royal Lee was placed on three years' probation and his Vitamin Products Company . . . was fined \$7,000 . . . by Federal Judge Robert E. Tehan on charges of sending misbranded drugs in interstate commerce. . . . Lee, a 1924 graduate of Marquette University's dental school, was fined \$800 and ordered to pay \$4,006 court costs in 1939 upon conviction for misbranding his products. In 1941 and in 1946 he was ordered by the federal trade commission to stop "disseminating false advertisements concerning the nutritional and therapeutic properties of medicinal preparations."

NOTE: Observers of DONSBACH UNIVERSITY will want to take notice that in their promotional materials Mr. Kurt Donsbach boasts that he once held a position with Royal Lee and helped "develop the Lee Foundation's findings on national malnutrition--and its effects on health."

CYTOTOXIC ALLERGY TESTING PROCEDURE UNRELIABLE: Currently popular among fringe and unorthodox practitioners is a technique used for detecting food allergies known as the Leukocytotoxic Test. This procedure was first described in 1956. It received attention for a time but still is considered unreliable because of its failure in a double-blind control study in 1975 (Benson and Arkins "Clinical Correlation and Reproducibility Cytotoxic Test for Food Allergy," *J Allergy Clin Immunol* 55:89, 1975 abstr.) In practice the test is performed without knowledge of physiological conditions such as temperature, pH, or osmality. (Ref: Golbert, "A Review of Controversial Diagnostic and Therapeutic Techniques Employed in Allergy," *J Allergy Clin Immunol*, Vol 55, No 3, pp 170-190, Sept 1975).

BRITISH STUDY SAYS PASTEURIZE: Outbreaks of *Campylobacter jejuni* in Britain (they've also occurred in the U.S. recently) led to a study of mechanisms for control. The principal findings were that *Campylobacters* can produce symptomless and persistent infection or colonization in milking herds without any detectable contamination of the milk; the prevalence of fecal excretion may vary considerably with the season; infection is more easily established in young animals; and, several different serotypes could be present within a herd. The study concludes that only pasteurized milk should be sold to the public. (Ref: Robinson and Jones, "Milk-borne *Campylobacter* Infection," *Br Med J*, Vol 282, Qpr 1981, pp 1374-6).

BWARE: NATIONAL ACADEMY OF RESEARCH BIOCHEMISTS: The NARB is a new organization promoting the work of the late Royal Lee, DDS. Who was Royal Lee? The following is taken from The Journal of the American Dental Association, Vol 71, June 1970, pp 1172-3:

DR. ROYAL LEE

United States vs. Lee, 107F. 2d 522 (US Court of Appeals for the Seventh Circuit, 1939), petition for writ of certiorari denied by US Supreme Court, (Dr.) Royal Lee, Trading as Vitamin Products Company, Petitioner, vs. United States of America, 309 US 659 (1940). From the opinion of the Court of Appeals, written by Circuit Judge Otto Kerner:

The defendant, Royal Lee (trading as the Vitamin Products Company of Milwaukee, Wisconsin) appeals from a judgment which pronounced a sentence upon him after conviction by jury. In four counts, the indictment charged him with the interstate shipment of his product "Catalyn" . . . and with the misbranding of Catalyn, thereby violating Sections 2 and 8 of the Food and Drug Act. . . .

Counts 1 and 3 of the indictment charged that certain representations, pertaining to the curative and therapeutic effect of Catalyn and printed on the bottle labels, wrappers and enclosures, were false and fraudulent. . . . In this regard, it was alleged that by these means defendant intended to deceive buyers and to create in their minds the impression that Catalyn contained ingredients effective to cure, mitigate, or prevent over fifty enumerated ailments, e.g., dropsy, goiter, heart trouble, and stomach ulcers.

Counts 2 and 4 of the indictment charged that certain statements pertaining to the contents or ingredients of Catalyn were false and misleading. . . . In this connection, it was alleged that the particular information on the bottle labels indicated falsely that Catalyn contained definite proportions of the various vitamins. . . .

The defendant was tried before the jury and convicted on all four counts. The court imposed sentence and the defendant appealed therefrom. . . .

The defendant's guilt was amply proved, and there is no reason why the judgment should not be affirmed.

From the *Milwaukee Journal*, March 24, 1953:

Another vociferous foe of fluoridation is Dr. Royal Lee, a graduate dentist who has never practiced. Lee is a vitamin products jobber and a manufacturer of engineering products. . . .

Lee is opposed to cooking in aluminum pans and to pasteurizing milk, besides being opposed to fluoridation. . . .

Recently, Lee's address to a women's group in Lakeland (Fla.) was reprinted in the *Amalgamator*, the monthly publication of the Milwaukee section of the American Chemical Society. The editor reprinted the address to see what comment would be made by chemists.

Dr. Gerald J. Cox, a biochemist and director of dental research at the University of Pittsburgh, who has done research in fluoridation, said this in a letter to the *Amalgamator*:

"I assure you that every point made by Lee can be met with many facts, and every twist he has given can be untwisted. His article is pure rubbish."

From United States Federal Trade Commission Release, March 11, 1954 (Order 4733):

Royal Lee, trading as Vitamin Products Co., 2023 West Wisconsin Ave., Milwaukee, has been ordered by the Federal Trade Commission to cease and desist from disseminating false advertisements concerning the nutritional and therapeutic properties of medicinal preparations, including various vitamin products.

The order directs the respondent to discontinue representing that his vitamin preparations designated Catalyn, Vitamin A Complex, Vitamin B Complex, Vitamin C Complex and Vitamin D Complex constitute competent nutritional or corrective treatment for prevention or cure of numerous and diverse diseases and ailments enumerated in his advertisements.

ACSH AIR POLLUTION REPORT NOW AVAILABLE: Few topics have more emotional support and less scientific evidence than the harmful effects of air pollution. For a thorough report of this important question, obtain a copy of Air Pollution and Your Health from the American Council on Science and Health, 47 Maple Street, Summit, NJ 07901.

GOOD BOOK: The best single volume to date on the psychological aspects of health and healing is Andrew Neher's The Psychology of Transcendence, Prentice-Hall, Inc., Englewood Cliffs, NJ 07632 (7.95 paperback). Among the many items it deals with skillfully is the most lucid explanation yet of the benefit of treatments involving the laying on of hands (ie, also called touch for health). First stress is reduced by quieting the body through the parasympathetic nervous system. This brings contentment and feelings of well-being. Then, through suggestion, placebo or positive reinforcement of prior conditioning, the patient responds positively. This book is a must for anyone who wants to understand some of the mechanisms involved in the art of health care. The book contains over 750 references.

CONSUMER EDUCATION FACES UNCERTAIN FUTURE: With the Reagan budget cuts many programs are slated for oblivion. Among the least likely to survive are consumer oriented programs. This is to be expected from an administration so committed to a free market philosophy. The problem is very basic. Unlike businesses which are well-organized, self-supporting and affluent, consumers are none of those. In reality, consumers aren't even identifiable as a separate and distinct group--we are all both providers and consumers depending upon our role at the moment. The question is how will the public be protected from quackery in a deregulated marketplace. It is difficult to see how deregulation to the point of no longer requiring therapies to meet criterion of both safety and effectiveness can be in the public's best interest. Hopefully, these requirements will be preserved. However, from all indications only vigilance by those familiar with the antics of organized quackery may prevent some very, very bad legislation from passage.

CHIROPRACTORS TO STEP UP ADVERTISING: The American Chiropractic Association plans to step up its advertising in key media sources like The Wall Street Journal, TV/Radio Age Broadcasting, The Quill, Columbia Journalism Review and others. The ads will aim at superselling chiropractic to companies and unions, cleaning up its public image and posing itself as a victim of an information blackout.

BERNADEAN "UNIVERSITY" CLOSED: According to a letter (dated June 1, 1981) from the Office of Private Postsecondary Education of the California Department of Education, to the State of New York's Dept. of Law, "Bernadean University has been ordered to cease operation by virtue of an Attorney General opinion as to the legality of the institution." The letter states that it is their understanding that the school is no longer in operation. It requests being informed if it is known to be still functioning. Anyone with information on this should contact CCAHF.

INVESTIGATIONS FIND DANGEROUS HERB-SELLING WIDESPREAD: Consumer Health students at Loma Linda University surveyed 23 health food stores in seven California cities to determine how many were selling any of the more than 40 herbs which have been listed as potentially dangerous by The Medical Letter (Vol 21, No 7, Apr 6, 1979). Every store sold some of these herbs. They ranged from a low of 4 to 29. The average was 14.7 per store (S.D. 5.57).

INDIVIDUAL RIGHTS CHALLENGE OF FLUORIDATION FAILS: The U.S. District Court for the Northern District of Ohio has dismissed a complaint filed by Connie Jean McQuay and 33 other Akron, Ohio residents seeking to enjoin Ohio officials from fluoridating the public water system on the basis that their individual rights were being violated. (Case No. C80-375A).

LECITHIN FAILS TO HELP FRIEDREICH'S ATAXIA: Although the biochemical basis for Friedreich's ataxia is unknown, there is reason to believe that impaired cholinergic mechanisms may contribute to the neurological deficit. This raises the possibility that supplementing the diet with precursors to acetylcholine may be of value. A double-blind crossover study in Scotland failed to produce any benefits. (Ref: Br Med J, Vol 282, Apr 11, 1981, pp 1197-8).

The California Council Against Health Fraud, Inc.

NEWSLETTER

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Allentown PA 18105

FOR SPEAKER'S BUREAU: Contact Harold J. Loeffler, PhD, 8234 Caminito Maritmo, La Jolla, CA 92037. Telephone: (714) 453 - 3722.

FLUORIDATION SAFETY: Since 1977 there have been several new published studies and evaluations of morbidity-mortality trends that confirm earlier published research on the safety of fluoridation. A listing of 11 references, summaries and selected excerpts is available free upon request. Write to William Jarvis, PhD, Dept of Preventive and Community Dentistry, Loma Linda University, Loma Linda, CA 92350.

AB 868 WOULD LEGALIZE CHIROPRACTORS AS NUTRITION COUNSELORS: A bill permitting chiropractors to act as nutrition counselors is opposed by CCAHF. We urge members and interested parties to write to their representatives in Sacramento opposing this bill. The CCAHF stand is consistent with the recommendations of Consumer's Union of Mt. Vernon, NY. In their 1975 report on chiropractic they stated:

"We believe the public health would be better served if State and Federal governments used their licensing powers and their power of the purse to restrict the chiropractor's scope of practice more effectively. Specifically, we think that licensing laws and Federal health-insurance programs should limit chiropractic use of X-rays and drugs, including nutritional supplements, for the purported treatment of disease." (Consumer Reports, Oct 1975, p 610).

CCAHF's own studies have found chiropractic nutrition to be closely aligned with faddism and pseudoscience. Chiropractors prescribe food supplements in the same manner physicians do drugs--when they use megadoses these substances act as drugs. It is very common for chiropractors to sell the prescribed supplements directly to patients which raises a serious ethical question involving conflict of interest.

CHIROPRACTORS CONFRONT DANGER OF STROKE: Chiropractors are urged by Palmer Chiropractic College to screen patients for potential stroke prior to manipulation. (Palmer Chiropractic College Alumni News, April 1981, pp 14-15.) It was reported in Medical World News (March 17, 1980, p 23) that victims averaged 37.7 years old which was unusually young for stroke, seldom (less than 8%) had previous neurological symptoms and were all caused by the neck rotation maneuver. CCAHF urges that all cervical rotatory adjustments by chiropractors be stopped.

SEATONE INEFFECTIVE IN RHEUMATOID ARTHRITIS: Seatone, an extract of New Zealand green-lipped mussel failed to outperform a placebo in a four-week cross-over study of rheumatoid arthritis sufferers. (Huskisson, et al, British Medical J. Vol 282, Apr 25, 1981, pp 1358-9).

The California Council Against Health Fraud, Inc.



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Box 1276 Loma Linda, CA 92354

DIABETIC TEENAGER DIES UNDER CARE OF "NATURE HEALER": B. A. Kuennen, a former chiropractor of Bozeman, Montana, has been charged with felony negligent homicide in the death of a 16-year old Spokane, Washington diabetic girl. According to reports, Kuennen claimed he could cure diabetes and cancer. The victim's parents say Kuennen advised them to stop giving their daughter insulin. She subsequently died of uncontrolled diabetes. Kuennen, who operates "Care Humanetics" in Bozeman, let his chiropractic license expire because he said he was no longer practicing chiropractic. Kuennen uses applied kinesiology muscle testing and craniology (a method claiming that aligning sutures of the skull will restore health). Other complaints have been filed against Kuennen for promising miraculous cures for a variety of disorders. (Sources: Bozeman Daily Chronicle, Vol 70, No 189, July 15, 1981; Great Falls Tribune, July 21, 1981, 11-B).

FLUIDOTHERAPY--UPDATE: In July of this year, a story announcing "New treatment offers fast relief for 31 million victims of arthritis" appeared in The National Enquirer. The story concerned the use of tiny solid particles suspended in air to approximate the action of a liquid (fine-ground corn cobs which easily transfer heat). These particles are heated and blown about in a small box into which a painful hand or foot are placed and heated to about 120F. Studies on this mode of heat have appeared in several medical journals (1977, 1978, 1980). Generally speaking, fluidotherapy appears to produce some relief, roughly the equivalent of that of other traditional forms of external heat therapy such as paraffin and hydrotherapy. An Arthritis Foundation news release following the newspaper story criticized the sensational way in which fluidotherapy was proclaimed as a major breakthrough in arthritis. Some physical therapists who utilize fluidotherapy objected to the release on the grounds that it might be interpreted as classifying this form of treatment as unscientific. Properly used fluidotherapy is a safe and effective way to apply dry heat to painful, inflamed hands and feet. (Arthritis Foundation Public Information Memo, Sept 18, 1981.)

CIGARETTES MOST HEAVILY ADVERTISED PRODUCT IN U.S.: The U.S. Office of Consumer Affairs reports (Consumer News, Vol II, No 17, Sept 1, 1981) that the nation's six major cigarette companies spent one billion dollars to sell their product in 1980 making cigarettes the most heavily advertised item in the marketplace.

UPDATE: LAETRILE CHILD KIDNAPPING: Two-year-old Amanda Accardi has been returned to the U.S. Interestingly, Dr. Ernesto Contreras attributes the remission of her leukemia symptoms to conventional therapy rather than Laetrile.* However, judging from the many reports we have seen the Laetrilites are engaging in some double-talk. On the one hand they give credit to the chemotherapy but they still say they're combining Laetrile treatments also. In doing so, they're still using the "heads I win, tails you lose" psychology. What has occurred is a shift in emphasis as major credit is given conventional treatment. Apparently, they don't want another Chad Green type tragedy on their hands--it's bad press. *(Sacramento Bee, Aug 11, 1981).

SUNTANNING TABLETS SAFETY QUESTIONED: According to an article in People magazine (July 27, 1981) the new suntanning pills may produce problems in some people. A 25-year-old South Carolina woman suffered from "drug-related hepatitis" in connection with the pills. The patient's liver improved rapidly as soon as she stopped taking them says her physician Dr. Gary Cottingham of Mauldin, SC. The tablets contain beta carotene and canthaxanthin--both approved food coloring additives. Apparently the color results from an overdose of these otherwise harmless substances. These ingredients have not been deemed legal for use in tanning tablets by the FDA but are legal in Canada.

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USC ASKS RETRACTION IN B15 PROMOTION: Promoters of DMG-15 (also known as "Vitamin B15") have cited research allegedly carried out by Dr. Jerzy W. Meduski at the University of Southern California (USC) as demonstrating increased oxygen efficiency and therefore of potential value to patients undergoing surgery, suffering from chronic degenerative diseases and heart disease. Legal representatives at USC have requested that such promotion be stopped and retractions be made on the basis that Dr. Meduski works only with animals and does not endorse the use of DMG-15 on humans. Dr. Meduski is not a member of the USC Department of Pharmacology and Nutrition. He is a non-tenured faculty member paid on a per class basis. He has a research project funded by one of the producers of B-15. His study is approved by the FDA as a toxicology study but has not published anything as yet. Meduski self-named himself "Director" of the "Nutritional Research Laboratory" at USC. He has been instructed not to use these designations in the future.

RODALE AN ENVIRONMENTAL POLLUTER: Rodale Manufacturing Company producer of electrical switches and other fixtures is being sued by Square D Company--the Chicago firm which bought them out in 1975 for allegedly deceiving the purchasers regarding the long-time dumping of hazardous industrial wastes. It was this enterprise which earned J. I. Rodale the money he used to start Prevention and Organic Gardening magazines. It is ironic that someone who made so much out of the fear of pollution was apparently engaged in such practices himself. (Ref: Cowen "Lawsuit Says Rodale Dumped Wastes," The Morning Call, Allentown, PA, July 29, 1981.)

PANCREATIC AND BLADDER CANCER RELATED TO SMOKING: Mortality data from cancer of the pancreas (1941-75) and bladder (1941-70) were analyzed in England and Wales. The analyses revealed that: (a) the difference in male and female rates were attributable to differences in smoking habits; (b) the increases in mortality in these cancers is almost entirely due to a dramatic increase among smokers. (Moolgarkar and Stevens, "Smoking and Cancers of the Bladder and Pancreas Risks and Temporal Trends," J of National Cancer Inst, Vol 67, No 1, Jul 1981, p 15+.)

LAY MIDWIFE CONVICTED: Rosalie Tarpening, a physical therapist and lay midwife, was recently convicted in Madera, CA of practicing medicine without a license. She was cleared earlier this year of murder charges stemming from the death of a baby she delivered. She faces a possible sentence of three years in jail and a \$5,000 fine.

ACUPUNCTURE RESULTS IN HEPATITIS B IN AN ATHLETE: A 21-year-old native Korean field goal kicker at the University of Alabama contracted Hepatitis B from improperly sterilized acupuncture needles. The patient had returned to Seoul, South Korea following the 1980 football season where he was treated for a pulled groin muscle. The patient was hospitalized for 16 days. (deShazo and Burchett, "Hepatitis B in an Athlete," The Physician and Sportsmedicine, Vol 9, No 9, Sept 1981, pp 61-62).

WORTH READING:

1. Herbert, Victor, "Nutrition Cultism," The Western J of Medicine, Vol 135, No 3, Sept 1981, pp 252-256.
 2. "Nutrition Misinformation," Dairy Council Digest, Vol 52, No 4, Jul/Aug 1981.
 3. Hecht, Annabel, "The Overselling of Aloe Vera," FDA Consumer, Jul/Aug 1981, pp 27-29.
- Members, if you have difficulty obtaining these, send one dollar and we'll send you a copy. Add 50 cents for each additional article.

BILLS SEEK TO EXEMPT UNPROVEN CANCER REMEDIES FROM FDA JURISDICTION: Georgia Congressman Lawrence P. McDonald, MD (a urologist who made an out-of-court settlement for \$30,000 with the survivors of a patient he treated with Laetrile*) is sponsoring two bills in the current Congress. HR 980 would permit Laetrile in interstate commerce without need for FDA approval. HR 982 would exempt Dr. Lawrence P. Burton's "immunoaugmentative therapy" from FDA requirements for a five-year period. Neither of the bills are expected to pass during this session, but the success of Laetrile legislation in California should cause us to remember how persistent the legislators friendly to cancer quackery can be. (For more details, see JAMA, Vol 246, No 7, Aug 14, 1981, pp 714-715). *Ref: Barrett, Stephen, The Health Robbers: New Revised Edition, Geo. Stickley Co: Philadelphia, 1980, p 254.

DO YOU KNOW YOUR NEW ZIP PLUS 4 CODE NUMBER? IF SO, SEND IT ALONG TO US WHEN YOU CAN.

SUPER OXIDE DISMUTASE

The July 28 issue of the National Enquirer carried a story on Superoxide Dismutase (SOD) entitled "Look Younger--With Incredible Youth Pill." The first paragraph is very explicit-- "For as little as 25 cents a day, the fountain of youth can be yours--in easy to take pill form!"

The enthusiasm is maintained in the second paragraph, "this incredible 'youth pill'... makes you look and feel up to 30 years younger by firming up your skin, smoothing wrinkles and boosting your energy supply." The story parades a variety of so-called authorities who give examples of "people in their 60's will look more like 35 or 40." One declaims "It's a miracle compound. You can literally turn back the hands of time with this enzyme!" "People on SOD can actually avoid having a face lift."

So every health food store is sold out on their stock of SOD.

The story was apparently triggered by a modest quote by Dr. Richard Cutler of the National Institute on Aging (a part of the National Institute of Health) to the effect that "SOD may turn into a major breakthrough in health and aging." Cutler is aghast at the resulting article and its fanciful suggestions.

Cutler insists as do other biochemists that SOD pills have absolutely no biological activity. SOD is an enzyme and like other similar proteins will be broken down by the digestive enzymes into its component amino acids before it can be absorbed into the circulation. It is like forcing a tennis ball through the small apertures in a window screen--the tennis ball has to be ground down to fuzz before anything will go through the small holes. The amino acids that wind up in the circulation will have no more of the characteristics of the original enzyme than the fuzz has of the original tennis ball.

Superoxide itself has valuable biological activity. Dr. Peter O'Toole of UCSD Medical School says it is combination of two oxygen atoms with an extra electron and is the active principal that enables the white blood cells in the body to overcome foreign proteins such as bacteria and thus protects the body against disease. It is called a 'free radical.' Sometimes the superoxide is called forth in excess amounts and these excesses can cause a type of inflammation. Arthritis may be such an inflammation.

Superoxide dismutase is the enzyme that destroys the excess of superoxide and if the body doesn't have enough of this SOD, local injections may be of help in overcoming the inflammation.

Medical World News, back in 1979, carried an article indicating that Diagnostic Data Inc., a California firm, had formulated an injectable product by adding sucrose to the metalloprotein molecule which had been extracted from bovine livers. They named the new compound orgotein. It has been approved by the FDA as a veterinary drug and is widely used in treating horses for arthritis.

Diagnostic Data Inc. has submitted to the FDA the results of clinical trials on human rheumatoid arthritis. They claimed it was as effective as gold but with no side effects. It appeared to be more effective in the early stages than in the latter stages. An FDA advisory committee has recommended that approval be denied until better clinical studies are accomplished. Local offices of the FDA don't know whether such further studies are underway. A Swedish researcher claims from double blind studies that orgotein can reduce the side effects of radiotherapy.

The article points out the tablets have only the name on the package allowing pill dispensers to claim they are a natural food supplement and thus get around FDA jurisdiction. The research director of Diagnostic Data admits the blood level of SOD taken orally would be 'extremely low' and though they tried to keep rats and mice forever young with SOD it just didn't work.

The SOD must be injected locally since it has a very short life in the circulation. The safe dose is only a thousandth or so of the amount in the cells of the body. For these reasons the SOD could not have the biological effects claimed by the Enquirer even if it were injected.

Dr. Victor Herbert has suggested added SOD might have harmful effects or none at all since most enzymes are specie specific--that is work only with the animal specie from which they are derived. Dr. Charles Cochrane of Scripps Research believes this is not a matter of concern since this particular enzyme is less specie specific than some. For example, it has been possible to inject bovine SOD from cattle into horses without calling forth antibodies or showing allergic reactions.

Chemists are trying to make SOD more effective and safer by tacking on other chemical groups that would allow the SOD to have a longer life span in the circulation. Smaller amounts then could be used and the possible ill effects of an excess be avoided.

Dr. Cutler has found that there is a correlation between the average life span of an animal specie and the average SOD found. For example, man has just about the longest life span among the primates and has the most SOD. Chimpanzees with a shorter life span have relatively less SOD. Smaller monkeys with a shorter span yet have correspondingly less SOD. In animal experiments it has been found that the amount of SOD remains relatively constant during the life of an individual. Cutler did find more SOD in elderly humans than in young people but he doesn't believe this means any increase with age. Those with less SOD may simply not have lived long enough to be part of the elderly study.

Cutler has not found in animal experiments that injecting SOD has increased the life span. This might be expected since injected SOD would be in the circulation while the active beneficial SOD of the body is in the cells themselves. Researchers believe it is unlikely that circulatory SOD could get into the cells in significant amounts.

It is difficult to explain the claims in the article of the wondrous results. Dr. Ellie Shneour points out that none of those quoted belong to the important nutrition or biological societies so are not recognized by fellow scientists as authorities. Their work has not been published in technical journals so has not been studied or reviewed by other scientists. Perhaps the placebo effect is the explanation. Many people insist they feel better when the doctor says the medicine should help--even when the pills are as inert as sugar alone.

--Harold J. Loeffler, Ph.D.

WOMAN SUES CHURCH: A Greensboro, NC woman has sued the California based Universal Life Church, Inc. because her marriage performed by a mail-order minister was not sanctioned by law. (The Universal Life Church ordains anyone who sends a small donation.) After four years of "marriage" her husband left and married another woman. Her bigamy suit against him was lost because of the unsanctioned marriage. The Universal Life Church offers 10 degrees ranging from "minister" to "Doctor of Divinity." (The Sun, Aug 23, 1981, B-10, San Bernardino.)

FDA SEIZES DMSO AND BOOK PROMOTING ITS SALE: According to Medical World News (Aug 17, 1981) U.S. marshals impounded three drums and 366 bottles of DMSO plus 75 copies of the book The Persecuted Drug: The Story of DMSO, by Pat McGrady. The FDA considers the book an extension of the labeling of DMSO. However, the New York chapter of the ACLU looks at the seizure as book censorship and may take the FDA to court in a constitutional test. There is legal precedent to support the FDA position. (Ref: Medical World News, Aug 17, 1981, p 7).

LONG TERM FLUORIDATION SURVEYS SHOWING IMPROVED DENTAL HEALTH AVAILABLE: Exerpts and comments based upon 23 of the more than 100 long term (10-22 years) studies of fluoridation's effectiveness are available free upon request. These will be useful to health professionals desiring to counter antifluoridationist's claims of ineffectiveness. Write: William Jarvis, PhD, Dept of Preventive and Community Dentistry, Loma Linda University, Loma Linda, CA 92350.

APPLIED KINESIOLOGY (MUSCLE TESTING) FAILS DOUBLE-BLIND TEST: Testing certain muscle groups for strength or weakness as indicators of everything from what color you should paint your bedroom to which vitamin supplements are needed has found its way into what are ordinarily scientific circles. Even the American Dental Association plans a demonstration of the procedure as part of their "Scientific Session" in Kansas City (Oct 24). A study has been published (Friedman and Weisberg, "Applied Kinesiology--Double-Blind Pilot Study," The J of Prosthetic Dentistry, Vol 45, No 3, Mar 1981, pp 321-323) which was unable to duplicate results obtained by "kinesiologists." They found that while ingestion of sugar caused a majority of subjects to test weak, simple suggestion reversed this trend.

FTC SAYS AMERICANS DON'T REALIZE SMOKING HAZARDS: In a report to Congress the Federal Trade Commission (FTC) states that the health risks from smoking are more serious than many people realize and the warning label has not done an effective job of alerting people to the dangers. (FTC News Summary, May 29, 1981). Anyone interested in protecting the public's health should involve themselves in the effort to educate against cigarette smoking. One unique way to get people's attention is to point out that tobacco is a natural herb--smoking it is a form of herbalism.

SEND NEWSLETTER ITEMS TO: EDITOR, CCAHF NEWSLETTER, P.O. BOX 1276, LOMA LINDA, CA 92354.

Malpractice Is An Inevitable Result Of Chiropractic Philosophy And Training

A chiropractor charges: Chiropractic is based on a false theory and its practitioners are inadequately trained in diagnosis

PETER J. MODDE, D.C.

TWO YEARS AGO, a 47-year-old man consulted a chiropractor for severe leg pain of three days' duration. The chiropractor did not remove the patient's trousers, shoes, or socks. Instead, he examined only his back, diagnosed "lumbalgia," and manipulated the man's spine. Three days later, when the patient's pain persisted, he consulted a medical doctor who realized that the problem was a blocked artery that had been cutting down the circulation of blood to the leg. Had the problem been diagnosed earlier, surgery could have removed the block. By this time, however, amputation of the leg was necessary.

At first glance, this might appear to be an extreme or isolated case of malpractice. But my experience as a chiropractor and as an independent consultant in malpractice cases has convinced me it is not. The chiropractor was merely following what he had learned in school. Chiropractic is based on a false theory.¹ Its practitioners are inadequately trained in diagnosis, and most do not know their limitations.² Malpractice is an inevitable result of these circumstances.

Chiropractic Philosophy

Chiropractic was founded in 1895 by Daniel David Palmer, a grocer and "magnetic healer" who believed that almost all diseases are the result of misplaced spinal bones. According to his theory, "subluxations" of spinal vertebrae cause disease by interfering with the flow of "nerve energy" from the brain to the body's tissue cells. Spinal "adjustments," by restoring vertebrae to their "proper places," allow brain energy to heal the diseased condition.

It should be obvious that anyone wishing to treat a disease would first have to accurately diagnose what needs treatment. But followers of D.D. Palmer's philosophy see things differently: Their obligation is merely to examine the spine, find the subluxations, and correct them. A "medical diagnosis" is unnecessary.

Not all chiropractors espouse this "straight" Palmer philosophy. The more modern chiropractors, known as

"mixers," do talk about diagnosis. Antagonism exists between the two groups.

An interesting debate recently appeared in the student newspaper of the Palmer School of Chiropractic.³ Speaking from the mixer viewpoint was Louis Sportelli, D.C., past president of the Pennsylvania Chiropractic Society. He said: "Literature from 'straight colleges' . . . and self deceiving newspaper columns professing the Chiropractic 'truth' has reached an all-time high. . . . Wouldn't it be wonderful if the cause of HEALTH and DISEASE were as simplistic as finding the ever elusive 'subluxation' and then correcting it."

Thomas A. Gelardi, D.C., president of the Sherman School of Straight Chiropractic, replied: "It is obvious that [Sportelli's editorial] was written by someone ignorant of chiropractic principles as expounded by D.D. Palmer. . . . Chiropractic will assume its rightful role in society when those who claim to be chiropractors stop wandering all over the medical therapeutic world and use their full potential in further developing the art and science of locating and correcting subluxations."

Sportelli then responded in a letter: "The vast majority [of chiropractors] are tired of this fanatical concept and definition of what chiropractic is and is not. . . . Then to add a note of tarnish to the silver tongued spokesmen for super 'straight' chiropractic is the question: Are the straights really straight, or do they gather at meetings and conventions to convince their friends that they practice only that which is pure and principled straight Chiropractic? Only to return to the sanctuary of their offices to utilize blood tests,

**The chiropractor's legal duty is to:
first, diagnose the patient's problem;
second, if the problem can be treated by
spinal manipulation, then he may proceed'**

nutrition, physiotherapy, vitamins, and yes, even diagnose. . . . They advertise cures for every condition in the materia medica, yet do not treat conditions. . . ."

As far as the obligation to diagnose is concerned, the courts clearly side with the mixers. A lengthy legal memorandum published in the journal of the American Chiropractic Association concluded: "The legal duty of the chiropractor, as with any other doctor, is to: first, diagnose the patient's problem; second, if the problem can be treated by spinal manipulation, then he may proceed; third, if he determines that the form of treatment required is outside the scope of his practice, then he must refer the patient to another doctor."⁴

Chiropractic Training

Are chiropractors trained to accurately diagnose and refer? In my opinion, the answer is *no*. The "straight" schools are dominated by D. D. Palmer's philosophy and the "mixer" schools are certainly not free of it. Dr. Sportelli is probably correct that some straight practitioners are trying to diagnose, but it is also clear that most mixers believe that spinal problems are the basic cause of disease. To illustrate the scope of their work, almost all chiropractors use charts that supposedly show how nerves supply the body's vital organs.

Chiropractic students, past and present, have not been taught by skilled medical diagnosticians. They are legally barred from using many diagnostic tests that could be crucial to proper medical investigation. Nor are they able to study the care of patients in hospitals. Independent studies have concluded that chiropractic schools do not adequately prepare their students to function as primary physicians.⁵⁻⁷

Patient Risk

Since chiropractors are licensed as "doctors," most people who consult them expect to be "properly medically diagnosed." Patients also assume that if their problem is beyond the scope of chiropractic, they will be referred to an appropriate practitioner. Since these assumptions are usually incorrect, the more the patient relies on the chiropractor for diagnosis of his case, the more vulnerable he will be. Patients who use chiropractors as primary physicians, either because they don't know any better or because they have been turned off by orthodox medical care, run the greatest risk.

There are two main types of chiropractic malpractice:

1. Failure to diagnose conditions that require timely medical attention.
2. Damage from manipulation of body parts that have been weakened by disease or previous trauma.

Here are some cases I recently reviewed:

A 58-year-old woman consulted a chiropractor for low back and left hip pain. The chiropractor performed a cursory physical exam and x-rayed only her lumbar spine. Diagnosing "lumbar nerve pressure syndrome," he manipulated her low back area with her left leg flexed. The patient's problem was actually a fractured hip. Manipulation disturbed the fracture and made normal healing impossible. As a result, the patient required surgical implantation of an artificial joint.

A 38-year-old man who consulted a chiropractor for low back pain was x-rayed, examined briefly, and treated with spinal manipulation. Despite three months of treatment, his pain persisted and he consulted a second chiropractor who treated him in a similar fashion. When his pain persisted, he went to a medical doctor who ordered tests that led to a diagnosis of Hodgkin's disease. The patient's pain had been caused by swollen lymph glands. It disappeared with treatment of his underlying disease.

A 58-year-old man with back pain became paralyzed from the waist down after spinal manipulation by a chiropractor. Unknown to the chiropractor, the patient's spine had been weakened by metastatic bladder cancer. The chiropractor's evaluation did not include a medical history, an orthopedic evaluation, or a urinalysis. An x-ray film was taken but was of such poor quality that it was diagnostically useless.

A 50-year-old man required surgery for a prolapsed lumbar disc that was ruptured by chiropractic treatment. Careful orthopedic evaluation would have indicated that what the patient needed at the time of his chiropractic visit was not manipulation but bed rest and traction.

A 63-year-old woman who relied on a chiropractor to treat her for neck pain, headaches, nausea, and dizziness died as a result of a brain hemorrhage. Unsuspected by the chiropractor, her symptoms were caused by high blood pressure in urgent need of medical management.

A 55-year-old man who consulted a chiropractor for pain in his midback, chest, and left shoulder was told that his pain was "nerve pressure" from a spinal subluxation. His problem was actually a heart attack requiring immediate hospitalization.

This last case is of particular significance because few conditions are *less* appropriate for chiropractic care than an acute heart attack!

Case Involving Claims

A Pennsylvania chiropractor is now facing prosecution for advertising that "intense, fearful constricting chest pain" is a reason to see a chiropractor. Other ads figuring in the case claim that blurred vision is a reason to see a chiropractor and that "pinched nerves" can cause abnormal blood pressure, hay fever, sinus trouble, arthritis, pleurisy, glandular trouble, goiter, bronchitis, colds as well as stomach, liver, kidney, and gallbladder problems.

At the preliminary hearing,⁸ a medical cardiologist testified that severe chest pain could represent a heart attack requiring emergency care and that delay in getting such care could be fatal. Seven chiropractors testified in support of the advertising claims. Here is the testimony of one of them:

- Q. Sir, if somebody came to you complaining of blurred vision, would you examine the eye?
- A. I would examine the spine. I examine everyone's spine.
- Q. If someone came to you complaining of goiter, would you examine the goiter?
- A. I would examine their spine again.

Q. If someone came to you complaining of intense pain in the chest radiating down the left arm, would you examine, or would you attempt to examine the heart by using an electrocardiogram machine?

A. I only check the spine for vertebral subluxations.

Q. Would you use a stethoscope to check the heart pain at that point if somebody came to you with their complaint?

A. We don't use a stethoscope in checking the pain. We only check the spine for subluxations.

At a subsequent hearing,⁹ the chairman of the Pennsylvania State Board of Chiropractic Examiners and faculty members from three of the nations' 13 chiropractic colleges endorsed the ads as accurate and representative of what is taught in chiropractic schools.

PETER J. MODDE, D.C., is a chiropractor in private practice in Renton, Wash. A graduate of the Palmer College of Chiropractic in Davenport, Iowa, he has completed additional study at the Cleveland Chiropractic College in Los Angeles and the University of Washington in Seattle. "My involvement in malpractice testimony came about," he says, "because of disgust with hypocritical chiropractic bureaucrats and their 'two-faced' attitude regarding our actual ethical and moral responsibilities to our patients." For about a year and a half, he lobbied for a change in state law to require additional hours in diagnosis in the education of chiropractors. This effort was unsuccessful. "My efforts now," he says, "will be directed toward defensing chiropractic legislation that would broaden coverage of our services and in acting as a consultant on alleged negligence cases. Our 'leaders' do understand economics and do understand the power of the courts."



What's Ahead?

Although chiropractors enjoy undeserved status as primary care providers, they have become politically powerful. For this reason, it is unrealistic to expect state legislators to curtail their abuses or restrict their practices. Nor is it likely that chiropractic can build a safe and rational health care system on a foundation that is delusional. Malpractice litigation therefore may be the most effective way to alert the public to chiropractic's dangers. ■

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LEGAL ASPECTS OF MEDICAL PRACTICE □ FEBRUARY 1979

RAW MILK ASSOCIATED WITH DEATHS AND ILLNESSES IN WASHINGTON STATE: An outbreak of Salmonella dublin infection in Washington state has been associated with drinking raw milk from a commercial dairy. Eighteen persons were infected from November 1980 to July 1981. Eleven victims required hospitalization. Two persons, a cancer patient and a diabetic, died. (Source: Morbidity and Mortality Report, Centers for Disease Control, Atlanta, GA, Vol 30, No 30, Aug 7, 1981, p 373). It's worth remembering that deaths from raw milk induced Salmonella dublin poisoning in California also involved people with pre-existing serious diseases. Investigations found that the reason these individuals were drinking raw milk is because they had been led to believe raw milk might help restore their health because it was "natural." The public should be told that designating raw milk as "certified" only means that cattle have been tested for TB—it does not offer assurance against Salmonella dublin, campylobacter or other such infections.

SUCCESSFUL WATER FLUORIDATION PROMOTION: The state of New York is engaged in a non-controversial, low-key educational approach to the promotion of fluoridation. A variety of materials including radio and television public service announcements, posters, brochures, counter cards and information kits have been developed. For further information, contact Dr. Taimi M. Carnahan, New York State Health Dept, Bureau of Dental Health, ESP-Tower Bldg, Room 878, Albany, NY 12237.

VITAMIN SUPPLEMENT USE AMONG REGISTERED NURSES: A dietary questionnaire which included items relating to the use of specific vitamin preparations was sent to a randomly selected group of 2000 female, registered nurses aged 30 to 59 years residing in 10 states. Among the 1742 women (87%) who returned completed questionnaires, the rates of use were 38% for multiple vitamins, 4% for specific preparations of vitamin A, 23% for vitamin C, and 15% for vitamin E. Women who used specific preparations of vitamins A, C, and E generally consumed them in quantities many times greater than the RDA. Use of specific vitamin preparations was found to increase with age and was highest in California. (Am J Clin Nutr, 34: 1121-1125, 1981).

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La Jolla, CA 92037. Telephone: (714) 453 - 3722.

SYNDICATED NEWSPAPER COLUMN AVAILABLE!

ATTENTION NEWSPAPERS: The American Council on Science and Health (ACSH) now has a syndication service that will provide your readers with balanced viewpoints on controversial health issues. The new column "Focus on Science and Health" will be written by Dr. Frederick J. Stare and Dr. Elizabeth M. Whelan. This is not another medical column but one that addresses questions on such cogent matters as environmental health and nutrition. This unique and stimulating series is being offered on a **THREE-MONTH FREE TRIAL BASIS**. We've seen samples of the column and find them outstanding. Write: Lynne P. Middelveen, Director ACSH News Syndication Service, 255 Martling Avenue, Tarrytown, NY 10591. (914) 631-9086.

SPIRILINA—A NEW FOOD FAD: Spirulina maxima is a blue-green alga which grows in brackish water. Women of the Chad Republic have gathered, sun-dried and sold it in local markets for years. The dried alga contains 62% protein, 2-3% fats and 16-18% carbohydrates and mineral salts. Health food promoters have discovered spirulina and are marketing it as a "miracle food." It is being called "Light Force Spirulina," "Spirulina Algae," and "Spirulina Plankton." Often it is combined with other substances and given special trade names. Claims include: "You'll lose weight and never be hungry," "eradication of hay fever," "increased energy," "less need for sleep," "no hypoglycemia symptoms," and spectacular claims of nutritional superiority. The facts are that while spirulina is a nutritious food source comparing favorably to peanut meal in protein value (which is inferior to eggs, milk, beef or soya meal) the amount of money being charged by promoters staggers the imagination. Consumers are paying \$10 to \$23 for the same amount of protein available in 70¢ (.26 lb @ 2.69/lb.) worth of Virginia peanuts. Spirulina is high in Vitamin B12, but in the amounts it is being sold the daily dose becomes insignificant. The claim that phenylalanine, an amino acid found in spirulina acts on the brain's appetite center to switch off hunger pangs so people eat less is refuted in the FDA Consumer, Sept 1981, p 3. (Further reading: Clement, et al, "Amino Acid Composition and Nutritive Value of the Alga Spirulina Maxima," J of Science and Food Agriculture, Vol 18, 1967, p 497+).



AB 868 SHOULD BE DEFEATED: The Assembly passed AB 868 by a vote of 47 to 27. If this bill becomes law, chiropractors in California would be permitted to function far beyond their current scope. Rather than being limited to "the manual adjustment of the spine" they would be recognized as "concerned with the care of the human body in health and disease" (Section 7.1); and defined as primary health care deliverers (Section 7.1.c). Section 7.1.d permits them to practice "physical or corrective treatment of any bodily or mental condition (emphasis ours). . . ." Other subdivisions of Section 7.1 permits "patient counseling in nutrition, supplementation, special dietary foods, and specifies colonic irrigation, supportive orthopedic appliances, corrective and orthopedic gymnastic; and other rehabilitative measures." Section 7.2 enables chiropractors to "Examine, analyze and diagnose (emphasis ours) the human body to determine subluxations and diseases (emphasis ours). . . ." This is a radical departure from traditional chiropractic. Chiropractors are notably deficient in their ability to diagnose disease and some even eschew its appropriateness. The chiropractic guild has never demonstrated its competence to perform such services but AB 868 nevertheless intends to grant such license anyway. Section 7.4 authorizes chiropractors to designate themselves as specialists. This will compound what is already a massive consumer deception. Chiropractic licensure by the state was originally granted in order to control the activities of these unscientific practitioners. Constant political activity has permitted chiropractors to use a stepping-stone approach to achieve wider and wider latitude. Legislators have been misled by chiropractic lobbyists into believing they are merely bringing the law into step with advances within chiropractic. This is clearly not true. Chiropractors have certainly expanded the scope of their practices but not with scientific justification. A recent study conducted by consumer health students at Loma Linda University found widespread abuses by chiropractors as to scope of practice. Chiropractors have expanded by salesmanship and patient indoctrination--rather than by having advanced themselves scientifically. Recent trends in so-called "holistic health" in which even medical doctors, dentists and other recognized health care providers have abandoned the scientific rigor of their training and ventured into practicing by placebo effect, has been a boon for the unscientific chiropractors. Some legislators hide behind the argument that if AB 868 passes, it will be referred to the people for ballot approval. To take the political position of "let the people decide"--like motherhood and the flag--is an almost unassailable position. The problem with it is that "the people" don't have the opportunity or sufficient interest to gain the insight needed for such decision. Legislators are placed in responsible positions by the voters and are expected to protect the public welfare. If AB 868 becomes law the welfare of a significant sector of the community will be placed in jeopardy.

Governor Brown is not to be trusted to act in the public interest because according to the October, 1980 issue of Chiropractic Economics he is a chiropractic devotee. The last place to stop this dangerous and unwarranted legislation is in the State Senate.

Do not be misled by chiropractic claims that this bill merely brings the law into step with modern chiropractic. It legalizes unscientific health care delivery. Chiropractic is as scientifically invalid today as ever. The few practitioners who approach chiropractic responsibly, eschew the fundamental basis for chiropractic and limit themselves to manipulative therapy for musculoskeletal complaints, in opposition to organized chiropractic.

The Newsletter is published bimonthly by The California Council Against Health Fraud, Inc., a non-profit, tax-exempt, all-volunteer organization. It is intended for CCAHF members and others the Council wishes to keep informed. Membership costs: Students \$2, Regular \$10, Supporting \$25, Institutional \$50. Applications subject to approval by Membership Committee. Request applications from: Membership Chairman, Box 1276, Loma Linda, CA 92354. Donations are tax deductible.

CONVICTED CANCER QUACK SOLICITS FUNDS FOR SENATOR CAMPBELL: Convicted Laetrile peddler Dr. James Privitera has published a letter in the November, 1981, issue of Public Scrutiny soliciting funds for state Senator William Campbell. Calling Campbell a "patriot" who "stands against the evil forces of government tyrants that are planning to limit your precious health freedoms . . ." (by this he means those who protect desperate cancer victims from charlatans with worthless remedies who prey upon them). Campbell has authorized several bills which sought to legalize quackery. These include Laetrile, chelation therapy for heart disease, permitting unqualified health foods store clerks to act as nutrition consultants, removing control of raw milk from the state Department of Health, and others. CCAHF considers Senator Campbell to be the California health consumer's worst enemy and quackery's best friend. Privitera's letter emphasizes the so-called "Health Freedom" notion which has thus far been organized quackery's most effective propaganda weapon. It is a clever diversionary tactic which directs our attention toward the victim instead of the quack. We all are naturally sympathetic with victims of serious illness who beg for the chance to try the quack's nostrums. What is overlooked is the reason why the victim wants the treatment--because the quack has convinced him it offers hope. The laws prohibiting quackery are aimed at the sellers, not the buyers of these worthless nostrums.

HEMATOLOGIST WARNS OF HARMFUL B12 BREAKDOWN PRODUCTS IN MULTIVITAMINS: Dr. Victor Herbert warns that Vitamin B12 added to multivitamin capsules contain breakdown products which actually may interfere with the vitamin's utilization. Herbert began studying the problem after seeing a 19-year-old female patient who had developed pernicious anemia despite having taken an over-the-counter vitamin preparation during the previous year. Her serum showed no intact Vitamin B12 but a substantial analogue level. Herbert says a solution to the problem of B12 breakdown would be to leave it out of supplements altogether. (Ref. Med World News, Sept 28, 1981)

"NUTRITIONIST" ACCUSED: James J. L. Jeffers, who holds a Ph.D. in communications psychology, operates "Jeffers' General Orthotherapy Clinic" in Englewood, Colorado. Law enforcement officials came down on Jeffers due to complaints they had received. In one case Jeffers reportedly prescribed vitamins as nutritional therapy and colonic irrigations to a woman patient suffering from potentially fatal system lupus erythematosis. In addition she was advised to use goat's milk and cod liver oil. Jeffers claims he is being persecuted by the medical establishment because he uses nutritional instead of drug therapy. (Sources: Rocky Mountain News and Denver Post, Circa July 10, 1981)

"VITAMIN B15": ANATOMY OF A HEALTH FRAUD: The American Council on Science and Health has available a pamphlet entitled "Vitamin B15: Anatomy of a Health Fraud." It is available for \$2.00 from ACSH, 47 Maple Street, Summit, NJ 07901.

POST OFFICE OFFERS MEDICAL FRAUD REPORT FORM: An excellent pamphlet containing a tear-out, post-paid report form for consumers to return with information or a complaint is available. It is headlined "Do you believe in magic?" It is publication #254, January, 1981, U.S. Government Printing Office, Washington, DC. Reports go to the Chief Postal Inspector, Consumer Protection Program, Washington, DC 20260. The post office is an effective fraud fighter because it can cut off the mail of quacks which makes it difficult to operate. This is a quick, effective deterrent to criminal activity.

BUSINESS OFF AT MEXICAN CANCER CLINICS: The Cancer News Journal (publication of the International Association of Cancer Victims and Friends, Inc.) reports that two of the clinics in Mexico are no longer operating and that Dr. Contreras Del Mar Clinic is down to one-fourth of its normal capacity. (Ref. Vol 16, Number 2, Summer, 1981)

ECONOMICS OF VITAMIN SUPPLEMENTATION: According to CCAHF advisor Thomas H. Jukes, PhD of Berkeley, a year's supply of the RDA's of all eleven vitamins cost 85¢ per adult American. Therefore, the total vitamin requirement of the US could be supplied for \$200 million. Presently, vitamin sales are at the two billion dollar level. From these figures it would appear that the government is not the only one which wastes money!

PRITIKIN DIET FAILS TO OUTPERFORM AHA DIET: An investigation comparing the high-fiber, low-fat Pritikin diet with the American Heart Association's moderate fat, fiber and cholesterol diet was carried out at the University of Alberta in Edmonton. Fifty subjects were assigned to each diet. All were urged to exercise 45 minutes daily and to restrict the use of alcohol, coffee and salt. The program lasted for one year. Subjects were tested for treadmill walking times, peripheral vascular blood flow and several important blood chemistry factors. While both groups showed significant improvements in most of the tests (not peripheral blood flow) the differences between diet groups was not significant. Observers noted that improvements were more likely to be attributable to the exercise than the dietary programs. (JAMA, Vol. 26, No. 17, p 1871, Oct 23/30, 1981).

REPORT ON U.S. CONSUMER KNOWLEDGE, ATTITUDES AND PRACTICES ABOUT NUTRITION

AVAILABLE: An excellent summary of 36 published and unpublished studies which provides significant information on consumers' knowledge, attitudes and practices about nutrition is available from General Mills, Inc., Nutrition Department, Dept 45, PO Box 1112, Minneapolis, MN 55440; \$1.00 prepaid.

VALIDITY OF MIRACULOUS CURES AT LOURDES QUESTIONED: One of the most famous sites for purported paranormal healing is Lourdes, France where it is claimed the Virgin Mary appeared to a young girl in 1858. As many as 4.5 million people have visited Lourdes in a single year (1979) making it the third most popular tourist site in France.

The church has been fairly conservative in its willingness to officially recognize purported miraculous healings. A medical bureau was established in 1882 because so many people seemed to be getting better while visiting the shrine. In 1978 it declared the healing of 41-year-old Serge Perrin the 64th official miracle in Lourdes history.

The criteria for an accepted cure seem quite stringent: recoveries must be "sudden" and "unforeseen," and occur without convalescence. Illnesses must be "serious" or "life-threatening" and must include objective evidence of a distinct "organic disorder." No disease with effective treatments available is accepted and cures must stand the test of time.

All of these sound very good on the surface. However, a critical review reported in 1982 Medical and Health Annual of the Encyclopaedia Britannica (pp 129-147) found Perrin's miraculous cure highly suspect. The report offers good insight into the problems of verifying paranormal healing. It is highly recommended for those interested in this topic. (Note: CCAHF president, William Jarvis, PhD, is co-chairman of the Subcommittee on Paranormal Health Claims of the Committee to Scientifically Investigate Claims of the Paranormal--an organization which scrutinizes purported psychic phenomena including such things as UFOs, Bermuda Triangle disasters, astrology, ancient astronauts, etc.)

LONDON SMITH'S FOODS FOR HEALTHY KIDS, NOT RECOMMENDED: Describing this new book as a rehash of an earlier work Feed Your Kids Right (also not recommended by several reviewers and described as "dangerous"), Environmental Nutrition (Dec 1981) reviewers state that while recipes in the book are fine, the rest of the book contains "vague and misleading advice which parents would be better off without."

MASSAGE BENEFICIAL IN RELIEF OF MUSCULO-SKELETAL PAIN, ETC.: Many extravagant claims have been made over the years for the benefits of massage. "Naprathy" is the designation given to the therapeutic use of massage. Like other forms of ineffective therapy, naprathy disappeared for a while but is being revived under the guise of "holistic" health care. The Arthritis Foundation points out that massage can help relieve tightness, soreness and pain sometimes. Such relief does not constitute therapeutic effectiveness, however.

MEASLES INCIDENCE GREATER IN UNVACCINATED CHILDREN: Children with religious exemptions to vaccination were studied in Massachusetts and Ohio. They were found to be at increased risk (in some cases all exempted children developed the diseases). Throughout the US children are exempted from vaccination for religious reasons. (Source: Morbidity and Mortality Report, Vol 30, No. 44, Nov 13, 1981).

VOLUNTEERS NEEDED: Help is needed in the CCAHF office between 3:00-5:00 p.m. Wednesdays. Call 796-3067.

WASHINGTON CHIROPRACTIC DISCIPLINARY BOARD SCANDAL: Washington Chiropractor Deryle D. Hovinga pleaded guilty to the statutory rape of a nine-year-old patient (also giving her gonorrhoea) in 1976. Hovinga's history of sex crimes goes back to 1964. In 1977 he settled out-of-court a suit involving indecent acts with a 14-year-old. The bizarre part of this scandal is that the state Chiropractic Disciplinary Board took no action following these offenses. However, this same Board attempted to take away the license of another chiropractor, Peter J. Modde, for his public criticisms of the lack of competency of chiropractors to function as primary health care providers (see CCAHF Newsletter, Vol 4, No. 5, Sept/Oct, 1981). Modde eventually was vindicated of charges brought against him by the Disciplinary Board, alleging that he wrongfully prescribed vitamins and over-charged a patient, when the Washington State Supreme Court dissolved the Board as unconstitutional in 1978.

Here is a case where a sex offender was protected and a crusader for the public's welfare was attacked by an agency set up to protect the public from malpractice. As a result of this scandal all boards responsible for disciplining members of health professions will be open to the public.

Comment: This bizarre situation certainly should not be too widely generalized to all chiropractic Disciplinary Boards. However, it would be remiss not to point out that chiropractors appear extremely protective of their fragile public image--for good reason--they simply cannot stand close-scrutiny due to their cultism and pseudoscience. CCAHF has experienced protectionism by the California Board of Chiropractic Examiners on more than one occasion. It has become clear to us that the CBCE exists to protect chiropractors rather than the public. More will be written on this in future issues of the Newsletter.

WHAT'S IN THOSE MEXICAN DRUGS? Many people report dramatic relief from arthritis after receiving drugs in Mexican clinics. They are generally told these drugs do not contain cortisone. An excellent article reviewing the Mexican-border-clinic phenomenon and documenting the contents of the drugs used is: Hindmarsh and LeGatt, "Mexican Drug Therapy," Clinical Toxicology, 17(1), pp 85-99, 1980.

NATUROPATH JAILED IN DEATH OF PATIENT: Idaho naturopath Cyrus Maxfield was sentenced to 15 years in prison on 21 counts including manslaughter. Maxfield had been peddling sugar pills labeled as "vaccines," utilizing real drugs such as digitalis--a potent heart drug. He also pretended to diagnose cancer in patients using hair and urine tests. One patient died following a series of colonic enemas and an administration of digitalis.¹ The results of this case compares unfavorably with another CCAHF was involved with. Naturopath Kenneth Slawson charged with manslaughter, unlawful dispensing of prescription drugs and other criminal offenses was able to plea bargain his case down to pleading guilty to practicing medicine and administering prescription drugs without a license. Slawson was granted a withheld judgement, placed on two years probation and fined \$500. If these differences leave you a bit puzzled or cynical about how justice is meted out to quacks, you are not alone!

¹FDA Consumer, Oct, 1981.

FDA NIXES "FAT MELTING" CLAIMS OF BODY WRAP CREAMS: Nationwide promotion of "body-wrapping" for recontouring women's figures includes the use of "body contour cream." Ads claim the cream will help melt away unwanted fat in just 60 minutes. The cream apparently produces a warming sensation leading naive consumers to feel like their fat is melting. The creams have not been reviewed, analyzed or approved by FDA, but the fat-melting claim has been poopooed in the November 1981 issue of the FDA Consumer (p 4-5). (Also see "Cellulite: The Fat That Doesn't Exist But Costs a Fortune to Get Rid of," Shape magazine, September 1981. Reprints available for \$1.00 from CCAHF will include a reprint of "Cellulite: Hard to Budge Pudge," FDA Consumer, May, 1980).

REPORT SAYS PUBLIC SUPPORT FOR CONSUMER PROTECTION STRONG: Professor Stephen Greysen of the Harvard Business School cited a study showing very strong public support remaining for consumer protection even though there is public objection to government. He noted that 65 percent of the public agrees that protecting consumer interests is "so important that requirements and standards cannot be too high and continuing improvements must be made regardless of cost." (Consumer News, U.S. Office of Consumer Affairs, Nov 1, 1981).

AMERICAN ACADEMY OF ALLERGY REAFFIRMS: FLUORIDES NOT ALLERGENIC: Anti-fluoridationists repeatedly have charged that fluoridation produces allergic reactions in sensitive people. Attempts to show proof of this have been transparently pseudo-scientific. At the request of the US Public Health Service, the American Academy of Allergy evaluated the question in 1971 and issued the unanimously adopted statement, "there is no evidence of allergy or intolerance to fluorides as used in the fluoridation of community water supplies." This statement was reaffirmed in February, 1980 by the Academy's Executive Committee. (Letter to the Director of the National Institute of Dental Research, Bethesda, MD, dated Aug 25, 1981).

USEFUL ADVICE ON DETERMINING THE RELIABILITY OF NUTRITION BOOKS:

Check the Author(s)

- Is the author's training in nutrition from a recognized university or college?
- Is the author experienced in the area of nutrition research, education or therapeutics?
- Is the author presently working in the field of human nutrition with a reliable company, agency, or institution?

Check Reviews of the Book

- Reviewed in professional nutrition journals?
- Is the book on the list of acceptable publications put out by a nutrition group such as the state or local dietetic association?

Check the Preface or Foreword of the Book

- Did the author acknowledge the advice of recognized nutritionists?

Check the References

- Did the author use reliable and recognized publications for the bibliography and footnotes?
- Are recent references cited?

(Reference: Korczowski, "Turning General Information into Personal Experience." Nutrition News, Vol 44, No. 3, Oct, 1981.)

CANCER AND DIET--ADD SOYA FLOUR TO THE LIST: Feeding raw soya flour to rats induces increased hyperplasia, dysplasia and neoplasia of the exocrine pancreas according to researchers. (Reported in Lancet, Aug 29, 1981, p 474; and Sept 26, 1981, pp 689-690.)

NEW BOOK TELLS

WHO'S WHO AND HOW THEY OPERATE!

(Order from: Lehigh Valley Committee Against Health Fraud, Inc. P.O. Box 1602, Allentown, PA 18105. \$12.00 prepaid. Also available at the Loma Linda University Bookstore.)

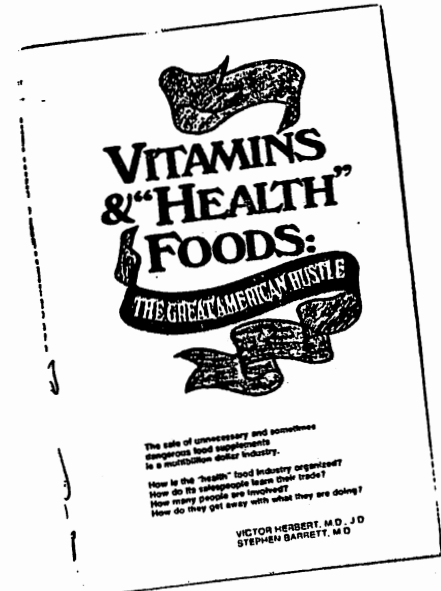
VITAMINS AND "HEALTH" FOODS

The Great American Hustle

Victor Herbert, M.D., J.D., and Stephen Barrett, M.D.

Business is booming for the food quack. Two prominent medical experts show how Americans have been sold a bill of goods and why lying about nutrition on the label of a product is illegal while lying about it on a TV show or in a book or magazine is not. Here are the facts about laetrile, B-15, "hypoglycemia," hair analysis, megavitamins, the Feingold diet, overpriced "natural" or "organic" foods, the holistic movement, and many more of today's fads in health foods and nutrition.

Victor Herbert is a professor of medicine at the Downstate Medical Center, State University of New York, and the author of *Nutrition Cultism*. **Stephen Barrett** is board chairman of the Lehigh Valley Committee Against Health Fraud, Inc., and author of *The Health Robbers*.



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JANE FONDA PROMOTES RAW MILK USE: Jane Fonda has gone into the health spa business. She's also written Jane Fonda's Workout Book. She says she wanted to go into business but didn't understand much about it. Deciding she does know how to keep fit she decided to sell exercise. According to reports she is pushing the use of potentially dangerous, raw-certified* milk. It appears that Janey has added yet another to her already infamous areas of expertise--international politics, nuclear power and now health science. Our advice: Stick to acting Jane--you're really good at that! (Ref. The Columbus Dispatch, Nov 26, 1981, pG6).

*Certified simply means the cows have been tested for TB. It offers no protection from other life-threatening diseases sometimes borne by raw milk.

IRIDOLOGIST FACES CHARGES IN OHIO: William J. Strandwitz, a self-described nutritionist and iridologist has been issued a summons to appear in Franklin County (Ohio) Court to face charges of practicing medicine without a license. Strandwitz reportedly works on referral from chiropractors, dentists and holistic physicians. The complaint said that Strandwitz diagnosed a patient as suffering from an abnormal blood sugar condition and then prescribed Hypogest, a "two-phase digestant." (Columbus Dispatch, Nov 6, 1981, pB-8)

BEVERLY HILLS DIET CONDEMNED: A comprehensive statement condemning The Beverly Hills Diet created by Ms. Judy Mazel (MacMillan Publishing Company) has been published in The Journal of the American Medical Association (JAMA), Vol 246, No. 19, p 2235-7). The article deals with the books, medical inaccuracies and potential hazards.

ALOE VERA DEFENDED: In January, 1981 aloe vera companies formed the National Aloe Science Council. They have objected to the FDA Consumer's July/August article on "The Overselling of Aloe Vera." Their concern appears mainly to be the "widespread economic harm resulting from the article and attendant press release. . . ." They state that the majority of aloe vera manufacturers are ethical and responsible in their behavior. The FDA lauds their self-proclamations but notes its responsibility to warn the public about "exaggerated and unsubstantiated claims." (FDA Consumer, Nov, 1981, p 29-30).

DOES YOUR SCHOOL OR PUBLIC LIBRARY HAVE THE HEALTH ROBBERS AND OTHER GOOD ANTI-QUACKERY BOOKS AVAILABLE? IF NOT, WHY NOT MAKE IT A GIFT TO THEM.