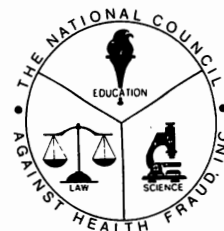


# NCAHF NEWSLETTER

QUALITY IN THE HEALTH MARKETPLACE



JANUARY/FEBRUARY 1985

VOL.8, NO.1

## FDA URGED TO BE TOUGHER ON QUACKERY

The FDA cannot contain unproven health products because the agency relies on civil suits to stop the promotions rather than criminal suits, which would be more effective, says Stephen Barrett, MD. Writing in the October NUTRITION FORUM, Barrett said civil actions are slow and rarely result in a loss to the seller of unproven health products. But criminal action, which could have an inhibiting effect, is rarely applied; only one such case was instituted in the 20-year period between 1963 and 1983. A four-year investigation by Rep. Claude Pepper revealed the FDA has no organized program for detecting and prosecuting fraud, and only 50 cents out of each \$100 the agency receives is allocated to quackery. This small amount also covers educational activities and publications. Pepper recommends more vigorous efforts by the FDA to educate the public, detect labeling violations, enforce the law and unite with the FTC and Postal Service against repeat offenders.

## BROADCASTERS WARNED ABOUT QUESTIONABLE HEALTH TALK SHOWS:

Three articles in the January 7, 1985 issue of EARSHOT, a broadcast media newspaper, deal with the problem of nonscientific health information that is presented on the radio. Two of the articles are authored by Brad Woodward and deal primarily with the activities of health entrepreneur Kurt Donsbach. Facts previously unknown to NCAHF about the nature of Donsbach's operation are revealed. Other information, such as Donsbach's criminal background, are presented. Most interesting is Donsbach's illogical defense of his past record. He claims in the article that the crime of practicing medicine without a license (he prescribed supplements, herbs, and diets for breast cancer, spastic colons, menopause, heart ailments, stomach ulcers, etc.) for which he was convicted in 1971 is now legal.

Yet, he further correctly states that prescribing for a disease (which is what he did) is illegal. The law Donsbach cites is SB 1790 which became effective January 1, 1979. SB 1790 was introduced by California Senator William Campbell (the legislator who usually introduces the special interest legislation favorable to the promoters of health hokum.) SB 1790 actually changed nothing insofar as practicing medicine without a license is concerned. It merely provided the health foods industry with a propaganda victory

and gave store clerks a bit more confidence in their right to dispense nutrition and health misinformation. NCAHF opposed SB 1790 back then and still believes it was not in the consumer's interest. A third article by Chuck Wolf provides broadcasters with information on how they can check on the validity of people wishing to dispense health information via the radio. Copies of the EARSHOT articles are available free upon request. Send a stamped, self-addressed envelope to NCAHF.

## CHOLECYSTOKININ (CCK): WEIGHT-LOSS BREAKTHROUGH OR HOAX?

CCK is the latest product claimed to be of benefit in reducing body fat. CCK is a polypeptide (small protein molecule). Years ago CCK was identified as a hormone produced by the small intestine. It travels through the blood stream to the gallbladder and pancreas where it stimulates the flow of digestive juices. More recent scientific evidence indicates that CCK also acts on the satiety center in the brain to suppress appetite. Indeed, many researchers now suspect that the high satiety value of a meal rich in fat may be partially due to the fact that dietary fat is the primary stimulator for the release of CCK into the blood stream. This is an exciting new area of research for the scientific community that may eventually lead to advances in the treatment of obesity. However, to the health foods industry, it is another chance to exploit the public's desire for a quick and easy solution to weight-loss.

Earl Mindell, "Ph.D." (from unaccredited Beverly Hills University), author of VITAMIN BIBLE and other best-selling nutrition books, is principal owner of Great Earth health food stores. Mindell has formulated a product called "Metabolean" which contains, among other things, intestine of cattle. Since the intestinal tissue of all mammals produces CCK, it is assumed that "Metabolean" contains at least a trace of CCK. According to Great Earth advertising "Metabolean" is "clinically proven," however, Gordon Scott of the FDA has assured me that his agency has received no proof that "Metabolean" (or any other CCK-containing product) is effective in suppressing appetite or as an aid to weight-loss. Nevertheless, handout 74B, obtained from a Great Earth store, specifically states that CCK "satisfies hunger," "decreases appetite," and "aids in weight-loss."

Before these claims are believed, it is important to consider these facts: (1) CCK is a protein molecule which would be digested before it could be absorbed if taken orally; (2) the animal experiments which found that CCK suppressed appetite were done by injecting the animals with highly purified CCK; (3) no one has shown, nor is there any reason to suspect, that even purified CCK (let alone ground up animal intestine) suppresses appetite; (4) the only way CCK might affect appetite would be if highly purified CCK were injected intravenously before each meal. It is doubtful CCK would prove to be safe and effective under these circumstances. The bottom line is that the only way tablets containing CCK is apt to reduce a person's appetite is via the placebo effect or realization that they shelled out \$15 for what was little more than ground up cow intestine!  
—James Kenney, PhD, RD—

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Edited by: William Jarvis, Ph.D., Professor of Health Education, Chairman, Department of Public Health Science, School of Allied Health Professions, Loma Linda University, and Council President.

## HEALTH GURU GAYELORD HAUSER DIES

Gayelord Hauser, a major health guru of the '30s and '40s, died Dec. 26 in his North Hollywood home at the age of 89. Hauser, whose books sold nearly 50 million copies around the world, advocated a mishmash of unproven conjecture and some sound ideas. He was an early advocate of yogurt, granola, wheat germ and brewer's yeast as "miracle foods" and exercise as a necessary component of good health. In 1951 copies of his book, LOOK YOUNGER, LIVE LONGER, were confiscated by FDA agents on the grounds that it advocated blackstrap molasses as a cureall, and Hauser was once arrested for practicing medicine without a license. He made a fortune from his books, health food products, a newspaper column and a magazine, DIET DIGEST, and numbered the greats of Hollywood, including Greta Garbo, as his disciples.

## STUDY QUESTIONS VITAMIN A THERAPY FOR NIGHT BLINDNESS:

Vitamin A and zinc supplementation is a favorite therapy of "alternative" health practitioners for vision disorders. Vitamin A and zinc have long been known to be associated with vision because they are principal components in the biochemical processes which underlie the function of the retinal photoreceptors. Frank receptors (which are rare in this country) are known to produce disturbances in vision. Hinck, et al (JOURNAL OF THE AMERICAN OPTOMETRIC ASSOCIATION, 55/8, August 1984) report on a study of 18 subjects with subjective night vision complaints who were screened for ocular pathology, systemic disease, uncorrected refractive error and night myopia. This group exhibited significantly increased final rod thresholds (that is, they required more light when completely dark-adapted) than their age and sex matched controls with similar serum vitamin A and zinc levels. Thus, the reduced night vision was not related to abnormal levels of these nutrients. Of three subjects completing a single blind, placebo-controlled vitamin A supplementation (40,000 IU daily) experiment, two had significantly improved final rod thresholds while one declined. Subjectively, two reported worsened night vision and one reported no change. The authors note that, while some patients with night vision complaints may have a real problem, the use of expensive serum vitamin A and zinc tests are of questionable value. They also question the universal use of supplementation for these patients due to the known risks of toxicity. [Copies of the above study are available through NCAHF — free to members, others \$1; please send stamped, self-addressed, business-sized envelope]—Russell Worral, OD—

## BILATERAL NASAL SPECIFIC

According to an article in the WILLAMETTE WEEK (Portland, OR), local chiropractor, J. Richard Stober, has pioneered a "medical procedure" which he claims, among other things, will help the blind to see, the deaf to hear and the lame to walk. He calls his procedure "Bilateral Nasal Specific" (BNS).

Stober believes he can cure people's ills by pushing finger cots (the little balloon-like devices that doctors put over their fingers when making rectal examinations) as far as possible up people's noses and inflating them. The procedure is repeated in each of the nasal cavities. This, says Stober, will realign the bones of the skull. He explained it this way to the WILLAMETTE WEEK reporter. "The brain is the control center of the body. It controls every function, every cell, for every second you live. If the box it sits in is wacked out...you're messing with the primary chip in your computer."

Stober says that the brain cells are like fish in an aquarium and if they aren't properly nourished they get sick. Inflating a finger cot in the nose is supposed to help the circulation and, thereby, provide better nutrition. "The head is like the motor of a car," says Stober, and he is the carburetor adjuster. Among Stober's claims for BNS are that it can cure mental retardation in children, make dwarfs grow taller, and straighten out the heads of babies after birth.

Stober has a national following of about 200 practitioners, but many chiropractors and MDs in the area believe him to be "far out." Ben Wilson, MD, a general surgery resident at the Oregon Health Sciences University, has worked with mentally retarded children and is familiar with Stober's procedure. Wilson calls BNS "complete nonsense." "Stober claims he has been doing BNS for 30 years," says Wilson, "and he still has not been able to demonstrate objective improvement in his patients. Besides, it makes no anatomical sense." Wilson criticizes Stober for giving the parents of handicapped children false hope that will only lead to disappointment in the long run. He believes Stober merely takes credit for any improvements in the children's conditions attributing it to BNS without evidence that such changes are unrelated to the treatment.

Only one study has been carried out to determine the value of BNS. (No details are given about the study's design). According to Herbert Vear, President of the Western States Chiropractic College in Portland, where the study was conducted, the results were inconclusive.

BNS treatment is not without risk. Widespread attention was focused on BNS in 1983 following the death of a Calgary, Alberta, baby who died of asphyxiation after the finger cot slipped off of the syringe, traveled through the nasal passages and lodged in her windpipe. Although the parents did not file suit, the practitioner involved was found guilty of manslaughter, fined \$1000 and forbidden from the further practice of BNS. [Copies of the WILLAMETTE WEEK article are available from NCAHF. Send stamped, self-addressed, business-sized envelope.]  
—James Lowell, PhD

## SCIENTIFIC NUTRITION SOCIETIES MORE ACTIVE:

Given the number of cranks, mavericks and fringe practitioners promoting themselves as "nutrition-oriented doctors," and the bad press physicians have received alleging their ignorance about nutrition, one sometimes wonders if there is such a thing as legitimate medical practitioners skilled in nutritional management. Such do exist, and on January 21, 1985, representatives of the major nutrition societies met in Miami, Florida, to discuss common goals and interests. Participating were the American Society of Parenteral and Enteral Nutrition, President, Ezra Steiger, MD; the American Society for Clinical Nutrition, President, Allan Forbes, MD; the American College of Nutrition, President, Robert D. Lindeman, MD; the American Institute of Nutrition; and, the American Academy of Certified Medical Nutritionists, President, George Demetrakopoulos, MD.

## FDA WARNS AGAINST USE OF WEIGHT-LOSS SUITS AND WRAPS:

Four "weight-loss" devices have been listed as health frauds by the FDA. Some of these devices may be dangerous, the FDA says. Three of the listed devices, the Shrink Wrap System, the Cell-U-Loss Body Toner and the Space Suit Slenderizing System, are marketed nationwide through the mail by Maximum Exposure Marketing Inc. of Stamford, Conn.; Body Shoppe Inc. of Ronkoma, NY; and New Body Boutique Inc. of Bohemia, NY; and the fourth, the Touch-and-Stay Trimmer, by J. M. Devrey Inc. of Freeport, NY. The devices were listed as fraudulent after the promoters failed to comply with FDA requests for changes in claims and advertising that were considered misleading and exaggerated. The devices induce sweating, thus creating the illusion of weight loss. However, since the loss is water and not body fat, it is soon restored. There are no FDA-approved body wraps or sauna suits.

## LYSINE VS CANCER:

Thomas Jukes, PhD, Emeritus Professor in Residence of Biophysics and Nutritional Sciences, University of California Berkeley, warns consumers to be wary of articles claiming that diets high in lysine can ward off cancer. Lysine, a common amino acid, has never been proven to have anticancer effects. Yet, articles and testimonials have appeared over the last

two years encouraging magazine readers to reduce their risk of cancer by adding lysine to their diets--specifically by eating a high-lysine strain of corn. Such claims are based upon assertions and experiments that have not been reviewed for scientific validity. Jukes urges suspicion of advertisements soliciting contributions to underwrite do-it-yourself experiments on lysine and cancer. Jukes

also criticises the ads urging readers to finance new lysine research through mail-order purchases of bags of high-lysine cornmeal. He notes that most Americans get plenty of lysine from milk, meat and soy products. Corn, like most grains, is relatively poor in lysine and only about half of its lysine can be absorbed by the body. Even high-lysine corn is not an outstanding source of lysine. The primary benefit of high-lysine corn would be to cereal-consuming countries where dietary sources of the amino acid are restricted. Professor Jukes can be reached at (415)642-7160.

### 1985 NCAHF PRESIDENT'S MESSAGE

*(Presented by NCAHF President William Jarvis at the 1985 Annual Meeting held February 14, 1985).*

"1984 was the year the nation became aroused about health fraud. This was primarily a result of the hearings held by Congressman Claude Pepper. These hearings were the culmination of a four-year study which found that health fraud is the major consumer fraud problem of the nation's senior citizens. At last, a significant constituency has been found to spur antiquackery legislation!

Pepper's hearings caused the U.S. Senate Commerce Committee's Subcommittee on Consumer Affairs to hold hearings of its own in Chairman Robert Packwood's home state of Oregon (NCAHF was able to supply several witnesses for those hearings). Also, FDA has established a special antifraud unit, and FDA and the National Better Business Bureau are involved in a joint effort to solicit the cooperation of the advertising industry in curtailing the promotion of questionable health products and services. There has been a noticeable increase in the number of writers contacting NCAHF for assistance in developing antiquackery articles and feature broadcasts.

Mr. Pepper introduced legislation in the last Congress that, if passed, could provide the means for putting a significant crimp in the activities of quacks. A most important aspect of Pepper's proposed legislation is its functional definition of quackery which eliminates "fraud" as an essential characteristic of a quack. Merely promoting questionable (ie, those known to be false OR unproven) health products or services for a profit would constitute quackery. This type of definition is essential if the health hucksters and their misguided converts among the lay public are ever to be stopped from exploiting the desperate and unwary in society. These bills died a natural death at the end of the last congressional session, but will probably be reintroduced this year.

Despite these positive developments, the war against health fraud, quackery and misinformation is far from won. Those who profit from the spurious health business are reacting fiercely. Articles are appearing in the publications of the health foods industry, practitioners of nonscientific health care, and antiscience consumer groups attacking Pepper's bills. The bellwether of the organized attack on Pepper's proposed consumer protection reforms is the National Health Federation. NHF takes its lead from its Washington, DC, based Legislative Advocate Clinton Miller.

These promoters of questionable health products and services are keenly aware of the importance of disarming Pepper's proposed legislation. They will stop at nothing to misrepresent these bills and make antiquackery appear to be against God, the Constitution and motherhood. Their main tool is to bury legislators in mail. This "mail force" has worked for them in the past and could succeed again unless we antiquackery people make ourselves heard. Considering the number of people profiting from selling herbs, food supplements, weight-loss formulas, health foods, so-called "alternative" therapies, and so forth, the quantity of mail they can generate is large. Further, experience has taught that many of these same people belong to extremist political groups with additional political connections.

We, the antiquackery activists, face an enormous challenge in the coming year. Our numbers are small compared to the opposition. Our financial resources are minuscule next to the multibillion dollar quackery industry. Despite the fact there are many in the health, legal and academic communities who are still apathetic about quackery and legislators will have to be prodded to act, be reassured that our cause is just and polls have consistently shown that the public supports the sound principles of science and consumer protectionism which underlie NCAHF. We have already discovered that we can make a big difference. We only need to persist in our cause and make ourselves heard by society and I believe that we will prevail."

### AMA CALLS UPON CHELATION THERAPY PROPONENTS TO CONDUCT PROPER STUDIES:

The American Medical Association's House of Delegates voted to call upon the proponents of chelation therapy, who are using the method to treat a wide variety of disorders including arthritis, cancer and heart disease, to conduct properly controlled scientific studies to prove efficacy. A report presented to the group had determined that there were no scientific papers to substantiate the use of chelation therapy for the disorders for which it is currently being applied. [AMERICAN MEDICAL NEWS, December 14, 1984].

### LAETRILE KILLS ANOTHER CHILD:

The case of Karen Ziegler, 13, of San Diego, came to a sad but predictable end in January. Karen was diagnosed with Hodgkin's disease in August, 1983. Despite the favorable prognosis of Hodgkin's disease when treated by radiation and chemotherapy, Karen's parents opted to treat her with an herbal tonic and laetrile. Apparently deceived by propaganda dispensed by the purveyors of cancer quackery, the Zieglers fought what they considered to be a heroic fight to save Karen from conventional therapy. Investigation continues into this case.

### CYTOTOXIC TESTING FOR FOOD ALLEGIES:

The California Dietetic Association has released a two-page fact sheet on cytotoxic testing for food allergies. The two-sided, one-page fact sheet describes the procedure, its rationale, a critique, how valid food allergy testing is done, information on insurance company reimbursement, and why consumers should not use cytotoxic testing. The sheet is useful as a consumer education handout. Copies may be obtained from the California Dietetic Association, 7740 Manchester Blvd, Suite 102, Playa Del Rey, CA 90291. In California, the state Board of Medical Quality Assurance is suing BioHealth Centers, a cytotoxic testing clinic, for practicing medicine without a license (LOS ANGELES TIMES, Dec 19, 1984).

## COURT UPHOLDS NATUROPATH'S MANSLAUGHTER CONVICTION:

An Idaho appellate court has ruled that the involuntary manslaughter conviction of Naturopath Cyrus Maxfield should be upheld. The death of an 86-year-old patient was caused by excessive colonic irrigations administered by Maxfield. The point of contention was whether the patient's death should be considered a "reasonable medical certainty" or "beyond a reasonable doubt" based upon the treatment rendered. [AMERICAN MEDICAL NEWS, Jan 18, 1985].

## BLACK BEARS HARASSED BY ORIENTAL QUACKS:

Oriental herb shops are peddling black bear teeth, claws, heads, and gallbladders as medications. The dried, ground gallbladders are sprinkled on food to spark lagging libidos or relieve arthritis.

The going price is up to \$79 per ounce. As a result, illegal killing of black bears has increased at an alarming rate. Laws exist to protect wild animals from such exploitation, but thus far threats of legal action hasn't curtailed this activity. [DeStefano A, THE WALL STREET JOURNAL, Feb. 6, 1985].

## VITAMIN E AND ATHLETIC PERFORMANCE:

Vitamin E has long been touted as an aid to athletic performance. A good review of vitamin E and its possible value to performance concludes that with the exception of one high altitude experiment, double-blind trials have shown no gains in performance. Alleged benefits are attributed to a placebo effect. (Shephard R, "Vitamin E and athletic performance," J SPORTS MEDICINE, Vol 23, 1983, pp.461-468.)

## COLLEGE HEALTH EDUCATION SPECIALISTS RATE CONSUMER HEALTH HIGH:

In a study of topics and sub-topics considered to be of importance to selected college health education specialists, consumer health rated second among a list of fourteen major topic areas. Only Basic Health Concepts was ranked higher. The subtopic area within the content area that ranked highest were "fraudulent health practices and quackery," "legal protection for the consumer," "criteria for selecting health products," and "consumer decision-making." [Gaines J, HEALTH EDUCATION, Dec 1984/Jan 1985, pp.6-8.]

## RECOMMENDED NEW BOOKS:

1. *EAT BETTER, LIVE BETTER*. New York: Reader's Digest Association. 1982. Currently available by mail. Soon to be sold in bookstores.
2. Skalka, Patricia. *THE AMA'S GUIDE TO HEALTH AND WELL-BEING AFTER FIFTY*. New York: Random House, 1984.
3. Margie J & Bloch A, *NUTRITION AND THE CANCER PATIENT*, Radnor, PA: Chilton Book Co., 1983 (has excellent chapter entitled "Hallmarks of the charlatan, mythical nutrition cures, and how to protect yourself").

## RECOMMENDED MONOGRAPHS:

1. Worrall R, "Pseudoscience—a critical look at iridology," J AM OPTOMETRIC ASSOC, Vol 55, No 10, pp.735-739.
2. Herbert V, "Faddism and quackery in cancer nutrition," *NUTRITION AND CANCER*, Vol 6, No 3, 1984, pp.196-206.
3. Jarvis W, "Vitamin use and abuse," *CONTEMPORARY NUTRITION* (General Mills), Vol 9, No 10, October, 1984.
4. Champlin L, "Protecting the older patient from medical quackery," *GERIATRICS*, Vol 39, no 9, September, 1984, pp.125-130.

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[Chapters are governed by the by-laws of The National Council Against Health Fraud, Inc.; Affiliates share NCAHF's beliefs in science and consumer protection. Consumers may contact any of these organizations for aid.]

The National Council Against Health Fraud, Inc.

# NEWSLETTER

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# NCAHF

## THE BULLETIN BOARD

THE BULLETIN BOARD IS A SUPPLEMENT TO THE COUNCIL NEWSLETTER. ITS PURPOSE IS FOR COMMUNICATION WITHIN THE COUNCIL'S MEMBERSHIP. MEMBERS ARE INVITED TO SUBMIT IDEAS AND ITEMS FOR THE BULLETIN BOARD. IT IS OUR HOPE THAT THE BULLETIN BOARD WILL HELP MEMBERS IN THEIR LOCAL EFFORTS AGAINST HEALTH MISINFORMATION, FRAUD AND QUACKERY. SEND QUESTIONS AND COMMENTS TO LYNN CALDWELL, P.O. BOX 1276, LOMA LINDA, CA 92354.

FEBRUARY, 1985

### MEMBERSHIP GAINS

NCAHF membership has more than doubled during the past two years reaching 1,147, it was announced at the annual meeting Feb. 14 at the Loma Linda University cafeteria. Secretary Lynn Caldwell announced council makeup as 18% RDs, 13% MDs, 4% PhDs or equivalent and 1.5 % dentists. Six countries and 45 states are represented, with half the members living in California.

### NCAHF HIRES EXECUTIVE DIRECTOR

Leonard Metz, retired science and medicine writer for the San Bernardino Sun, has been hired as executive director. A graduate of Wayne State University, Detroit, Mich. Metz holds a bachelor of journalism degree. He was a member of the Sun staff for 20 years and previously served on several newspapers in the Detroit area. He was also assistant executive secretary to the mayor of Warren, Mich., for two years. His duties will include working on the newsletter, bulletin board, membership contact, response to requests for information, help organize chapters and organize fund-raising efforts.

### CANDIDA ALBICANS EXPERTISE SOUGHT

A volunteer knowledgeable about Candida Albicans is needed to spearhead a drive for information on this fungal disease and the current status of efforts to find remedies. This disease has been adopted as a cause by health food groups, who advocate "nutritionally balanced" diets and the elimination of sugar and refined foods as a cure.

### LONG-SLEEVED T-SHIRTS AVAILABLE

Long-sleeved T-shirts bearing the NCAHF Quackbuster logo can now be ordered by mail from our office, but only in gray. Sizes: small, medium, and large. Prices: members, \$9.75 each; non-members, \$10.75 each. California residents must add 6% sales tax. Add \$1 for postage and handling.

### QUANTITY PRICES AVAILABLE ON T-SHIRTS

Several people have asked about buying NCAHF Quackbuster T-shirts in quantity for personal use or resale. we have decided to allow for this and have set the following quantity prices:

	<u>SHORT SLEEVE</u>	<u>LONG SLEEVE</u>
six to eleven:	\$7.00 each	\$8.25 each
In dozen lots:	\$5.65 each	\$6.90 each

NOTE: These prices are for members only. Non-members please add \$1.00 for EACH shirt.

California residents add 6% sales tax unless the items are for resale--specify if this is the case.

SHIPPING & HANDLING: Figure \$1 per 3 shirts.

### 1984 NEWSLETTER INDEX AVAILABLE

An index of the 1984 monthly newsletters has been prepared and can be obtained free to members and \$1 to non-members by sending a stamped, self-addressed envelope.

### NCAHF POSITION PAPER ON CHIROPRACTIC APPROVED

On February 14, the NCAHF Board of Directors approved a position paper on chiropractic. It is planned that a copy will be sent to everyone on the NCAHF mailing lists in about two months. Anyone who desires a copy sooner may obtain it by request. The position paper is a lengthy document of about 5,500 words, so self-addressed envelopes sent with requests should have double postage--39 cents at the new rates. This paper has been endorsed by the National Association for Chiropractic Medicine, a group that aims to purge chiropractic of its cultism and pseudoscience and will probably receive some media attention.

### KENNEY MOVES COLUMN TO "FIT" MAGAZINE

NCAHF Board Member James Kenney, Ph.D, has moved his nutrition column from SHAPE magazine to FIT magazine effective this month. He will also be doing a monthly column for CITY SPORTS. Kenney says FIT is looking for "quality articles written by health professionals" and does not accept questionable advertising.

PLEASE ACCEPT OUR APOLOGIES FOR THE LATENESS OF THE NEWSLETTER. NOW THAT WE HAVE ADDITIONAL HELP IN THE OFFICE, WE WILL GET BACK ON SCHEDULE. THANKS FOR YOUR PATIENCE.

## TEXAS CHAPTER

Members interested in forming a chapter in Texas should contact Kitty Hester, RD, LD, who is in Consumer Services, Associated Milk Producers, 6903 Perimeter Park Drive, Houston, TX 77041; phone: (713)937-6868.

## BOOKS THAT BELONG IN YOUR LIBRARY

In our newsletter, we frequently mention new books we believe merit your attention. There are also a number of older books that merit being on your bookshelves because of the insight they give into the psychology of quacks and their potential victims. One is James Randi's FLIM-FLAM, which critical analyses of dowsing, ufos, ESP, the Bermuda Triangle, Transcendental Meditation, psychic surgery, and other "psychic" phenomena, including the machinations of Uri Geller. Another book is NONSENSE, by Robert Gula, which will help you develop the litmus tests you need to tell not only whether something is nonsense, but why it is so. FLIM-FLAM is published by Prometheus Books, 700 East Amherst St., Buffalo, New York 14215. NONSENSE is published by Scarborough House, Stein and Day, Publishers, Briarcliff Manor, NY 10510.

## NATIONAL CONSUMER WEEK-- A TIME OF OPPORTUNITY

A special opportunity to make ourselves heard and gain valuable contacts will arrive April 22-28, the annual observance of National Consumers Week. Contact your local newspapers and radio and television stations two or three weeks before the event with news of our efforts to combat unsound health information, fraud and quackery.

## CANCER QUACKERY CONFERENCE SET

A meeting of experts "potentially able to have an impact" on cancer quackery will be held May 17-19 in Victoria, B.C. The meeting is planned by Dr. Lawrence E. Mulkerin, M.D., Medical Director of the Blue Mountain Oncology Program; and will be cosponsored by NCAHF, the Blue Mountain Oncology Program, the British Columbia Division of the Canadian Cancer Society, and St. Mary Medical Center of Walla Walla, Wash. Participants will include Peter Brooks, M.D., the only physician in the Washington State Legislature and past president of the Washington State Medical Society; Dr. S. Ross Fox, president of the Washington Division of the American Cancer Society; Ben Wilson, M.D., a member of the NCAHF task force on the broadcast media; Helene Brown and Grace Ann Monaco. Information can be obtained from Dr. Lawrence E. Mulkerin, St. Mary Medical Center, P.O. Box 1477, 401 W. Poplar St., Walla Walla, Wash., 99362-0312.

## OUR OWN NOBEL PRIZE?

A proposal by Dr. Tom Jukes to develop an awards program honoring persons in the forefront of the fight against quackery was adopted by the NCAHF board at its February meeting and a committee was formed to develop the proposal. Vala Stults will serve as chairperson. Jim Lowell and Wayne Bidlack are members.

## NCAHF RETAINS COMMERCIAL MAILER

NCAHF cannot remain a cottage industry much longer. While our influence far outdistances our numbers, membership is growing rapidly, and we must husband our energies to better utilize this membership and serve the public. One way to do so is to reduce time spent in purely housekeeping efforts. Maintenance of the membership and mailing lists including renewals will no longer take place in the main office, but will be handled by a commercial firm. Members should be prompt with renewals since the commercial service will be less forgiving than we have been and 90 days will be the limit of grace, after which delinquent members will be dropped from the mailing list. The new arrangement should give the staff more time for other undertakings, such as helping local groups organize. We may even find it possible to put the newsletter on a monthly basis; a move we have been considering for some time.

We urge you to keep us, as well as the postal service, informed on address changes so that you will suffer no delay in receiving your newsletter and other NCAHF communications. We also urge you to check the expiration date on your mailing label and to renew well in advance.

## NCAHF SYMPOSIUM APRIL 12

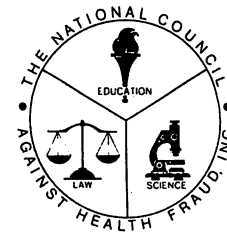
NCAHF, the Greater Los Angeles Nutrition Council and the Los Angeles Medical Association are jointly sponsoring another symposium on nutrition quackery. The Symposium is approximately the same as the previous two offered at U.C. Davis in October and at Cal State Northridge in January. The program will be held at the LACMA Building, 1925 Wilshire Blvd in Los Angeles and will begin at 8:30 AM with registration starting at 8 o'clock. Fees: Members \$50, Nonmembers \$55, Students \$25; after March 28 add \$5 to each of these fees. CE credits applied for from ADA, AMA and CME.

## FRAUD? NO! QUACKERY? SI!

Clinton Ray Miller, listed by the National Health Federation as their "Health Freedom Legislative Advocate," makes an interesting distinction between fraud and quackery in the January issue of HEALTH FREEDOM NEWS. Fraud, he says, is bad for you, and should be prosecuted. But quackery "is not a precise legal term," but a "rude, pejorative term traditionally used by arrogant medical doctors to smear and intimidate" non-orthodox professionals. Miller notes that Rep. Claude Pepper partially defines a quack as someone who "promotes medical schemes or remedies known to be false, or which are unproven, for a profit." Miller objects to the words "promote" and "unproven" in this definition, implying they would be interpreted by "the AMA, FDA, FTC and USPA standards." Presumably, he means scientific standards of safety and effectiveness.

# NCAHF NEWSLETTER

QUALITY IN THE HEALTH MARKETPLACE



MARCH/APRIL 1985

NCAHF NEWSLETTER

VOL.8, NO.2

## FLUORIDATION: 30-YEAR REVIEW

Widespread misinformation helps deprive more than half the population of the United States of the full benefits of fluoridation, according to a review in the January issue of *American Journal of Clinical Nutrition*. The review, by Virginia L. Richmond, Ph.D., notes that the maximum use of fluoridation has been shown to reduce caries by 60 percent with no ill effects to the recipient. Although the truth about the value of fluoridation has been known for nearly a century, many communities are reluctant to approve the supplementation of fluoride naturally occurring in drinking water because of unproven complaints made by opponents of the measure.

## DIET AND BEHAVIOR CONFERENCE ABSTRACTS AVAILABLE

Abstracts of papers presented at a November conference on Diet and Behavior can be obtained by sending a stamped, self-addressed envelope and \$3.20 (\$2.56 for council members) for reproduction and mailing costs to NCAHF, P.O. Box 1276, Loma Linda, CA 92354. The conference, in Arlington, VA, was cosponsored by the American Medical Association, International Life Sciences Institute, and the Nutrition Foundation, Inc. The document contains abstracts of 26 talks presented at the conference, and five pages of useful bibliography.

## PATIENT MUST BE INFORMED OF UNORTHODOX DMSO USE

Under a law signed last June, California doctors wishing to use DMSO for ailments for which it has not been approved must notify patients of this fact in writing. Currently, DMSO is approved only for the symptomatic treatment of interstitial cystitis, and scientific studies have failed to prove the substance safe or effective for other uses. (Dr. Richard Oksas, in *South Bay Daily Breeze*, Manhattan Beach, CA.)

## WETTER WATER SELLS DESPITE "NO PROMISES" STATEMENTS

The American Dental Association has cautioned its members against the use of BioLine Catalyst Water, which some dentists are touting to patients as a control for bleeding in operative procedures and an inhibitor of plaque formation. But a spokesman for the manufacturer, based in Bloomington, MN, says the company cannot specify the substance as good "for any particular ailment." Several years ago, some of the proponents of BioLine had been involved with the distribution of Willard Water, which was promoted to "cure everything," according to an FDA investigator. But Willard Water in 1982 signed an agreement with the FDA to stop making health claims. Bio-Line, which is more than 99 percent water, is an "improvement" over Willard Water, says Mark Olson, head of research and development for the company. Bio-Line water is a "catalyst" and when added to ordinary water will make it more penetrating, he said. But distributors are told that they "cannot make therapeutic claims" for the substance, he added. "We can sell our Bio-Line water as safe for consumption, but we cannot specify it as good for any particular ailment." (*Am. Dent. A. News*, Jan, 7, 1985)

## COLOR ME YELLOW WITH CARROTS, BUT AVOID SHARK LIVER

If your guru prescribes megavitamins for you including an overabundance of Vitamin A, you may safely seek to obtain this panacea by gorging on carrots. But go easy on the liver. Eat a lot of carrots and it may not help you see better at night, but your skin may turn yellow. The coloring agent is carotene, a precursor of Vitamin A. Although excessive Vitamin A is potentially dangerous, hypercarotenaemia (skin discoloration caused by carotene) is harmless and will disappear within a few weeks after going off the carrot diet, says the *British Medical Journal* (290:95, Jan. 12, '85). Carotene is harmless because the body converts it to Vitamin

A only as needed and stores the rest (thus creating the yellow skin tinge). On the other hand, people who overindulge on liver may develop elevated cranial pressure and other symptoms of Vitamin A intoxication, according to the *Journal of the American Medical Association* (252, 24:3365, Dec. 28, '84). A housewife who ate shark liver (a source of concentrated Vitamin A) developed acute poisoning. Five patients who regularly consumed between 15 and 85 times the recommended dietary allowance of Vitamin A developed Pseudotumor Cerebri (elevated cranial pressure). Even as little as 10 times the recommended daily allowance has been shown to have undesirable effects.

## DOCTOR WHO LOST CALIFORNIA LICENSE OPENS RENO CANCER CLINIC

Dr. John Richardson, MD, who in 1976 lost his license to practice medicine in California for violating the state's anti-quackery law by dispensing laetrile to thousands of cancer patients (*American Medical News*, 8-29 '77), has opened a cancer clinic in Reno, Nev., with Dr. Doug Brodie, MD, dispensing amygdalin (laetrile) injections and homeopathic medicine. Dr. Richardson tells patients not to worry if their tumors grow larger. According to an article in the Winter, 1984-'85 *CANCER NEWS JOURNAL* (19:3), Dr. Richardson states: "Homeopathic physicians believe the tumor indicates the stimulation of the immune system." As long as the tumor is non-obstructive, the patient can live with it, and even if it is malignant, it will have a benign course through non-catastrophic modalities, he said. In 1977 Dr. Richardson was sued for \$2.5 million by the widow of a lung cancer patient who died after being treated with laetrile. He was also convicted of conspiring to smuggle laetrile from Mexico for nationwide distribution in the United States.

The NEWSLETTER is published bimonthly by The National Council Against Health Fraud, Inc., an all volunteer, nonprofit, tax-exempt organization. It is intended for members and others the Council wishes to keep informed. Annual membership categories and costs are: Student \$5, Regular \$15, Professional \$25, Supporter \$100 and Patron \$1000. Applications are subject to approval by the Membership Committee. Request applications from: Membership Chairman, P.O. Box 1276, Loma Linda, CA 92354. Donations are tax deductible under IRS Tax Code Section 501 (c) (3). Donors may request to receive the NEWSLETTER. Libraries may receive the Newsletter for \$10 per year. Items may be reprinted without permission if suitable credit is given.

Edited by: William Jarvis, Ph.D., Professor of Health Education, Chairman, Department of Public Health Science, School of Allied Health Professions, Loma Linda University, and Council President.

## **MOST "CLINICAL ECOLOGY" AILMENT CLAIMS PSYCHOSOMATIC?**

Dr. Abba Terr of Stanford University says a study of patients presumably suffering from allergies caused by toxic chemicals turned up no evidence validating the theory of "clinical ecology." Dr. Terr, professor of medicine, interviewed and examined 50 patients who had been told they were suffering from environmentally caused diseases, and studied their records. He said eight had no symptoms, 11 had symptoms of easily-identifiable ailments and 31 had symptoms that were psychosomatic. In addition, after two years of treatment by clinical ecology proponents, only two of the 50 patients showed improvement, he said. (Riverside, CA, Press-Enterprise, March 19, 1985)

## **TEACHERS WARNED BY FDA OF HAZARD TO CHILDREN IN RAW MILK**

Education officials escorting school children to dairies have been urged by the FDA not to permit the children to drink raw milk during the trip. In a Milk Advisory issued throughout the country (1-25-'85), the FDA said illness following the ingestion of raw milk by children on visits to dairies has been reported in five states and Canada during the past five years. At a subsequent House health and the environment subcommittee hearing, according to an article in the Los Angeles Times (3-7-'85), witnesses testified that nine children who drank raw milk on a trip to Alta Dena Dairy in the City of Industry, CA, last June came down with campylobacter, and in Tulare County, CA, another 25 children who drank raw milk became ill with symptoms of the disease. Alta Dena principals consistently deny that their raw milk causes illness, and oppose the imposition of laws that would ban raw milk or require warning labels. Although Alta Dena raw milk has been recalled from store shelves 20 times in the past 10 years when laboratory tests indicated the presence of Salmonella dublin, a virulent organism, in samples, the company maintains the findings are in error. At the hearings, Harold Steuve, an Alta Dena partner, said his company's milk is "the cleanest in the world..." "This is all a conspiracy of organized crime," he said.

## **FINAL WORD: VITAMIN C NO CANCER CURE**

A report of a recently-completed Mayo Clinic study confirms the results of an earlier study— there is no evidence that cancer patients benefit from massive doses of Vitamin C. As reported in the Tufts University Diet & Nutritional Letter (3,1; March 1985); when patients with advanced colon or rectal cancers were given 10,000 milligrams of Vitamin C daily

(more than 150 times the Recommended Daily Allowance), they did not survive longer than similar patients who received placebos. Citing the New England Journal of Medicine as its source, the newsletter noted that at the end of a year slightly less than half of each group of 50 patients was alive. The 10,000 milligram dose is recommended by Dr. Linus Pauling, Ph.D, who claims that research in Scotland with Dr. E. Cameron, M.D., showed that use of the vitamin extended the lives of cancer patients as much as 255 days. When other scientists failed to find similar results in research and in studies of the literature, Pauling complained that their results had been skewed because the patients had also received chemotherapy. The patients in the latest Mayo Clinic tests did not receive chemotherapy. Scientists who have examined Pauling's evidence say his findings are flawed because the tests were not double blind. The Mayo Clinic tests met this requirement.

## **DENTAL AMALGAM REMOVAL MAY LEAD TO FRAUD SUITS**

Dentists who cite mercury toxicity to justify the replacement of amalgam fillings face the possibility of fraud suits, says Edwin J. Zinman, DDS, JD and the author of the newspaper column, DENTISTS AND THE LAW. In an article in the December, 1984, issue of Dental Management, he stated that fillings should be removed only if there are recurrent caries or broken-down amalgam, or in the rare case (less than one percent of patients) where mercury allergy has been confirmed by a physician or allergist.

## **LACK OF LICENSING STANDARDS COSTS PUBLIC BILLIONS, ADA SAYS**

The annual cost to Americans for worthless nutritional advice is billions of dollars, according to the American Dietetic Association Reports (85-1: 94, 1-'85). In a policy statement, the ADA points out that most states do not set standards for nutritional advisors. As a result, the statement says, self-proclaimed nutritionists are free to dupe consumers with gimmicks and quackery. Consumers can help themselves by seeking guidance from legitimate professionals with degrees in nutrition, dietetics or related disciplines from colleges or universities approved by regional bodies recognized by the Council on Post-Secondary Accreditation. Unfortunately, in most states nothing prevents unqualified persons from calling themselves "nutritionists," "dietitians" or "diet counselors" and from promising guaranteed results from the use of vitamins, nutritional supplements and other unproven dietary regimens, the statement says. True nutritionists do not claim that specific foods have specific

health-giving properties, nor do they generally recommend diet supplements. One way to identify a qualified nutritionist is to look for a person with the title "Registered Dietitian" (RD), which requires completion of studies at an accredited college as well as approved work experience and an examination given by the Commission on Dietetic Registration.

## **SUIT ALLEGES HERBALIFE CLAIMS ARE FALSE**

A suit accusing Herbalife International of making false weight loss and health claims and engaging in an "endless chain" recruitment scheme has been filed against the company and its founder, Mark Hughes, by three government agencies, according to the Los Angeles Times (3-7-'85). The plaintiffs are the California Attorney General's office, the California Department of Health and the district attorney of Santa Cruz County. They allege the company falsely claimed that its products produced beneficial medical effects, that a "typical" weight loss of 10 to 20 pounds a month could be obtained and that the loss could be directed to any part of the body. The suit also accuses the company of an endless chain marketing scheme. Persons wishing to become independent distributors were required to pay \$40,000; they then could recoup their money and share in profits by recruiting other distributors at \$40,000 each. Such schemes are illegal in California. Herbalife has 700,000 distributors in the United States, Canada, England and Australia, and claims annual gross sales of nearly \$500 million.

## **HOMEOPATHY MAKING A COMEBACK**

Homeopathy, a 150-year-old "hair of the dog" pseudomedicine that all but disappeared in the 1920s, is making a comeback, according to the FDA Consumer. Drug companies producing homeopathic remedies report a tenfold increase in sales over a four-year period. Homeopathy claims that illnesses can be cured by extremely watered-down amounts of the substances that cause the illnesses— as little as one part per million. But like the practitioners of other off-beat medical disciplines, some homeopaths have strayed from this simplistic philosophy and have added a variety of unproven, but highly-saleable products, such as "homeopathic interferon" and over-the-counter cancer cures. The FDA has warned two producers of homeopathic remedies, Biological Homeopathic Industries (BHI) of Albuquerque, N.M., and Botanical Laboratories of Bellingham, Wash., that their products were not in compliance with the Food, Drug and Cosmetics Act and are subject to seizure unless corrections are made.



## **CYTOTOXIC TESTING ADVERTISED AS A MONEY MAKER**

For \$30,000 (and unspecified amounts for "additional start-up costs") you can get rich telling people what's wrong with them. And you don't have to be a medical doctor or even a sales person in a health food store. That's the thrust of ads that less than two years ago kicked off the sale of franchises setting up clinics for performing cytotoxic testing, one of the latest of the unproven health care methods. Proponents of cytotoxic testing claim they can determine allergies to around 200 foods and additives by subjecting samples of the patients' blood to the substances. The FDA, the National Institutes of Health and the American Academy of Allergy and Immunology say there is no evidence that the technique works. The cytotoxic adherents claim they can cure both emotional and medical problems by telling you what foods to avoid. Promoters also claim the procedure amounts to "nutritional analysis" rather than medical treatment, and thus is not subject to state and federal laws governing the practice of medicine. But the FDA disagrees. The food extracts used in the tests are licensed by the FDA and can be prescribed only by physicians. In addition, the blood testing procedures also come under FDA regulations. The clinics may require state or local licensing. Until there is valid scientific evidence that cytotoxic testing works, say representatives of the American Academy of Allergy and Immunology and the National Institute of Allergy and Infectious Diseases, the procedure must be considered experimental with no clinical uses.

## **HYPOGLYCEMIA: A SYMPTOM — NOT A DISEASE**

Hypoglycemia, a deficiency of sugar in the blood stream, has become a status disease among cultists; blamed for social as well as physical malfunctions. But hypoglycemia is not a disease, says Dr. Lynn J. Bennion, M.D., author of **HYPOGLYCEMIA: FACT OR FAD?** (Crown Publishers, N.Y.) It is only a symptom, and may result from many different conditions. Hypoglycemia causes shakiness, nervousness, sweating, and hard, rapid heartbeat, and in extreme cases confusion, incoordination, coma and other brain malfunction. But many other conditions have identical effects, he said. He added that the widely-promoted oral glucose tolerance test (OGTT) is misleading and irrational, and has led to the misdiagnosis of hypoglycemia in "thousands of people." Because treatment depends on the underlying cause, there is no one way to treat the ailment, he said. The so-called "hypoglycemia diet," high in protein and low in carbohydrate, taken in frequent, small feedings, is appropriate in some cases, but not in others.

## **HYPERBARIC OXYGEN NO BENEFIT TO MULTIPLE SCLEROSIS VICTIMS**

A recently-completed British study of the effects of hyperbaric (pressurized) oxygen involving 120 multiple sclerosis sufferers showed no benefits to the patients, the British medical journal **LANCET** (Feb. 9, p. 297) reported. This differs from a study reported two years ago in the *New England Journal of Medicine* that indicated some patients seemed to be helped. Following the earlier report, hyperbaric oxygen clinics opened across the country, charging about \$100 a treatment. (Story in *Riverside, CA, Press Enterprise*, 2-17-'85).

## **HEALTH FRAUD THRIVES ON QUACK ADS, SAYS FDA**

A clipping service hired by the Food and Drug Administration came up with 435 questionable ads in a month, an article in the **FDA CONSUMER** (March '85) states. While no clipping service can be more than fractionally successful in examining the more than 10,000 daily and weekly newspapers and other publications in the country, the clippings present "a good idea of what's being peddled to the gullible, the desperate, the people looking for something too-good-to-be-true, the article said. More than half the ads were for weight-loss products, with diet pills accounting for 218 ads. Of these, 102 touted grapefruit pills, even while the U.S. Postal Service was taking action against the promoters, Citrus Industries, based on evidence presented by the FDA. There were also 89 hair restorer ads; 42 for products and 47 for clinics. The state producing most of the ads was California, with 84. Texas was next with 45, and then New York, with 44.

## **GRAPEFRUIT DIET PLANS LACK LABEL INFORMATION**

Eat all you want and still lose weight by taking grapefruit pills? The only loss you may obtain may be in your pocketbook, an FDA Talk Paper (3-11-'85) indicates. No grapefruit pills have been approved by the FDA for any medical purpose, and the FDA is unaware that any such pill is safe and effective, the report said. Product labels for the pills may not reflect the weight loss promised in print and broadcast ads, and thus may avoid the responsibility of living up to such promises. And while the ads may indicate the pills will permit users to burn off fat while eating as much food as they wish, some of the pills are accompanied by leaflets stressing the need for reduced food intake and increased exercise. One supplier, Citrus Industry, has been barred from using the mails to sell its Grapefruit Super Pill. However, some promoters use '800' numbers and private mail delivery services to circumvent postal controls.

## **DIET-CANCER LINK LIKELY, BUT EVIDENCE HIGHLY SPECULATIVE**

There is evidence for a cancer-diet relationship, but "tremendous disagreement" among experts over the details of the relationship, the American Council on Science and Health reports in its booklet, **DIET AND CANCER**. For example, says Dr. Michael W. Pariza, author of the booklet, while National Cancer Institute experts advise that eating more fiber will reduce the chance of getting colon or rectal cancer, a National Research Council committee formed to study diet and cancer said there was no conclusive evidence that fiber is cancer-protective and still other scientists contend only certain types of fiber will work.

Dr. Pariza, professor and chairman of the Department of Food Microbiology and Toxicology at the University of Wisconsin Food Research Institute, says it may be "fine" to eat high fiber breakfast cereals, "but you should realize that it hasn't been PROVEN to help prevent cancer." And while there is evidence "from a variety of sources" of a diet-cancer link, there is major disagreement over whether we know enough to recommend dietary changes. Dr. Elizabeth M. Whelan, ACSH executive director, said tentative figures from two British scientists indicate that diet modification could some day prevent 35 percent of all cancer cases. "But that some day is not now," she said. The 35 percent figure is "highly speculative" and refers to dietary factors "not yet reliably identified," she said. "At ACSH we believe that specific recommendations should be given to the public only when there is sufficient basis to expect that they will in fact accomplish what is promised. In the case of diet and cancer, I don't think we have that basis yet." A complimentary copy of the report can be obtained by sending a stamped, self-addressed (39 cents postage) to Diet and Cancer Report, ACSH, 47 Maple Street, Summit, NJ 07901.

## **CHILD, INC., BECOMES NCAHF AFFILIATE**

Children's Healthcare Is a Legal Duty, Inc., a national nonprofit organization devoted to the protection of children against physical and emotional abuse, has become an affiliate of the National Council Against Health Fraud. While CHILD's primary thrust is to protect children against religious-based medical neglect or abuse, the organization also opposes the imposition of medical quackery on children. Information about the organization can be obtained by writing CHILD, INC., Box 2604, Sioux City, IA, 51106; Phone 712/948-3295.

## TWO DIE IN MEASLES EPIDEMIC

A male student and woman student died and 77 others became ill during a measles epidemic late in February at Principia College, Christian Science school with 712 students in Elsah, Ill., according to an Associated Press story Feb. 28 in the Riverside (CA) Press-Enterprise. The college was quarantined after the first case of measles was identified Feb. 18. About 100 children of members of the Elsah Christian Science Church were sent home from Elsah public schools with letters stating they could not return until they could show proof that they had been inoculated against the measles or that there was no risk that they were carrying the disease. All but two were back in a week. The Christian Science Church does not believe in inoculations or medication, but may accept inoculations that are required by law. Courts, however, have ruled that religious groups may be

exempted from medical procedures they believe to be wrong.

## PORPHYRIAS TRACED TO BREWER'S YEAST INTAKE

British physicians report that a man taking more than 30 tablets a day of a commercial brewer's yeast preparation had developed stomach pains and other signs of porphyrias, an ailment normally caused by hereditary factors. As reported in the Lawrence Review of Natural Products (10:40, October '84), tests indicated the man had no major abnormalities, but revealed the presence in his body of elevated levels of porphyrias, pigment compounds normally excreted from the body in small amounts. Genetic abnormalities have been ruled out in this patient, and the brewer's yeast is considered the probable cause.

## GHR: FALSE HOPE FOR ATHLETES

Growth hormone releasers (GHRs) are being falsely touted as aids for diet and health, and performance enhancers for athletes, the ACSH News and Views (Mar-Apr. '85, p.12) reports. An article by Kathleen A. Meister, an ACSH research associate, states that GHRs may be widely used by athletes, who believe that, unlike anabolic steroids, the enhancers cannot be traced in the body. There is no agreed-on formula for GHRs. Commercial formulations may consist of the amino acids argenine or ornithine alone, combined, or in combination with other amino acids. And while it is true that amino acids induce the body to release greater amounts of growth hormones, there is no evidence that this will have the desired beneficial effect. In fact, the opposite may be true. Excess growth hormones do not enhance healing, nor do they slow aging. They do not increase athletic ability or help eliminate fat from the body. Instead, they may lead to acromegaly, characterized by disfiguring enlargements of the bones of the face, hands and feet. There is little danger of this occurring from present GHR commercial compounds. The amount of amino acids they contain is too small to have a significant effect on the body, and they are taken orally, which minimizes any effect they might have. Doctors suspecting growth hormone abnormalities may inject argenine into the blood stream to find out if the response is normal. The amount required for this test is substantially higher than the amount contained in GHR tablets. Yet promoters promise that the tablets are an aid to healing and the retention of youth, that they aid weight loss by dissolving fat and that they increase sports performance. The use of GHRs is touted by unproven and disproven claims in the book LIFE EXTENSION by Durk Pearson and Sandy Shaw.

### THE NATIONAL COUNCIL AGAINST HEALTH FRAUD, INC. P.O. Box 1276, Loma Linda, CA 92354

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[Chapters are governed by the by-laws of The National Council Against Health Fraud, Inc.; Affiliates share NCAHF's beliefs in science and consumer protection. Consumers may contact any of these organizations for aid.]

The National Council Against Health Fraud, Inc.

## NEWSLETTER

Box 1276, Loma Linda, CA 92354

ADDRESS CORRECTION REQUESTED

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# NCAHF

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THIS BULLETIN BOARD IS A SUPPLEMENT TO THE NEWSLETTER SENT TO COUNCIL MEMBERS ONLY TO PROVIDE COMMUNICATION WITH COUNCIL STAFF ON QUESTIONS ABOUT HEALTH MISINFORMATION, FRAUD AND QUACKERY. PLEASE SEND YOUR IDEAS, ITEMS, QUESTIONS OR COMMENTS TO LEONARD METZ, P.O. BOX 1276, LOMA LINDA, CA 92354.

APRIL, 1985



## BUTTON UP FOR QUACK BUSTING

If you think our Quack Buster T shirts are ducky, wait until you see our giant-size, yellow, black and orange NCAHF Quack Buster buttons. Our first shipment has just arrived, and if you hurry, you can be the first in your baliwick to wear one. The Quack Buster T shirts are also selling nicely, thank you, and are inviting comment at many a seminar. Long-sleeved shirts come in gray only, but the short sleeved can be obtained in light blue, beige, yellow or gray. For buttons or T shirts, send check or money order to: Quack Busters, National Council Against Health Fraud, P.O. Box 1276, Loma Linda, CA 92354. Prices are:

BUTTONS:  $\frac{1 \text{ TO } 9}{\$1.50 \text{ each}}$   $\frac{10 \text{ to } 24}{\$1.25 \text{ each}}$   $\frac{25 \text{ or more}}{\$1 \text{ each}}$

T-SHIRTS	SHORT SLEEVE	LONG SLEEVE
one to five	\$9 each	\$10 each
six to eleven	\$7 each	\$8.25 each
in dozen lots	\$5.65 each	\$6.90 each

NOTE: These prices are for members only. Non-members please add \$1 per shirt. California residents should add six percent sales tax, and shipping and handling for everyone will run \$1 for each three shirts.

## AS YOU WALK THROUGH THE YELLOW PAGES

Stan Ulrich advises us that California chiropractors who use the title "Dr." in their advertising must also, by law, add the words "chiropractor" or "D.C." immediately following their names and not to do so is a misdemeanor, according to Section 1000-15 of the California Business and Professional Code. Ulrich, a Menlo Park attorney and an NCAHF board member, said he found 41 violations by checking newspaper advertisements and the Palo Alto yellow pages and sent copies to the Board of Chiropractic Examiners. Since then, he said, at least two chiropractors have changed their ads, indicating the board has advised violators to conform to the law. The council urges its members to check their own yellow pages and report violations. People who wish to be treated by chiropractors and other non-medical doctors are free to do so, but they should at least be told the nature of the treatment they will receive. The address of the Board of Chiropractic Examiners is 921 11th St., Suite 601, Sacramento, CA 95814-2867.

## ADVERTISEMENT ALERT

And while we're at it, Martha M. Villegas, a state Department of Health Services representative, has asked us to keep our eyes peeled for advertisements placed by a "major diet pill promoter" under investigation for unproven claims for his products. A preliminary injunction issued Feb. 26 in Ventura County Superior Court orders the defendants, Health Energetic Co., Inc.; Vita Health Research; Nutritional Research; American Diet Association; and Leo DeBou to stop advertising weight loss or diet products unless they can substantiate them "by competent scientific or medical tests and studies." Diet products marketed under the above labels include Willpower Diet Tablet, Mannan-Trim, Orgi-Nine, Fast-Trim and Slim Caps.

Villegas asks: "Should you notice any ads which appear to violate the injunction, would you please notify me?" Send clippings to: Martha M. Villegas, Department of Health Services, 1220 S Street, Sacramento, CA 95814.

## EDITORIAL

A disturbing picture of what the practice of medicine could turn into if nurses attain the primary care status that so many RNs desire can be obtained from a December/January (80:10) "Special Issue" of CALIFORNIA NURSE, the publication of the California Nurses Association. If this issue is representative of the thinking of the nursing profession, expect a mingling of channeled light, zen, moxibustion, acupressure, visualization, homeopathy, therapeutic touch and others of the scientifically unproven disciplines so often found under the holistic umbrella.

The first page lead article in this publication, headlined, "INTEGRATING HOLISTIC CARE", suggests that holistic practices "can be easily integrated into a hospital routine." And while noting that "opponents and skeptics" take issue with the varied concepts thrown together under holism, "still others are fascinated and excited by the healing potential they believe is connected to a holistic approach to health care." This may sound like an attempt at even-handedness. But the article states that holistic medicine is opposed "because holistic approaches are relatively new to the American health care industry," thus creating the implication that "once those stick-in-the-mud MDs find out how right we holistic healers are, they will be happy to accept all of our fine nostrums."

There are two other stories on that first page. One is a recommendation that nurses support holistic health care, and the other, by Marjorie McCloy, editor of California Nurse, endorses a San Francisco woman (no credentials for her noted by the author) who practices "therapeutic touch." McCloy admits to "a general interest in Eastern philosophy and in quantum mechanics," which she says are "two related fields."

Equally important with the contents of this magazine is what is omitted. There is no rebuttal. Not one article represents the point of view of modern medicine derived from scientific investigation, although that is the field so many in the nursing profession aspire to become primary care providers in. Undoubtedly, there are many nurses-- possibly even a majority of nurses-- who do not agree with this wide-eyed acceptance of every newfangled discipline that claims to be scientific. It is not that some value may not some day be demonstrated under controlled conditions, but acceptance of that possibility is a far cry from the uncritical and even enthusiastic endorsements rendered these claims in this magazine with no mention of the need to submit them to the rigors required for scientific proof.

If nurses desire a greater amount of autonomy in the practice of their profession, they should begin by cleaning up their own house. There will always be individuals operating on the fringe of every profession, and not even M.D.s are immune. However, when such individuals presume to speak for their profession in strange and unusual ways, it is not freedom of speech. It is license, and it is up to their peers to set them straight. For after all, in a publication like California Nurse the writers are not speaking for themselves. They are speaking for a profession, and what they proclaim may differ by 180 degrees from the views of their constituents.

## CLAUDE PEPPER BILLS NEED OUR SUPPORT

The council has received word from Washington that Rep. Claude Pepper (Fla.) may not reintroduce his three public health bills this year because of pressure from "health food" organizations. These bills, introduced last July, would (1) establish a National Library of Medicine to provide up-to-date health information to the public; (2) increase penalties for selling or attempting to sell drugs, devices or medical treatment while knowing they are "unsafe, ineffective or unproven for safety and efficacy;" and (3) establish a Strike Force on Health Quackery to coordinate the efforts of Federal agencies to curb the sale of "fraudulent health remedies." They are opposed by such organizations as the National Health Federation (NHF) and the National Nutritional Foods Association (NNFA).

It is important that we let Mr. Pepper know we support these bills and urge him to push for their enactment in this session of Congress. Also let your representatives and senators know you want them to give the measures full support if and when they come up in Congress.

The bills, a culmination of six years of investigation into frauds against the elderly, would also benefit the rest of the population. The bills died with the 98th Congress, but Pepper was expected to reintroduce them. Now, we are told, this may not occur. The NNFA, which opposes mandatory licensing for nutritional counselors, is urging its members to send letters opposing the legislation. The NHF is also urging letters of opposition. Our expressions of support for these bills are badly needed.

## TWO NEW STICKLEY BOOKS

We have received flyers on two new books from the George F. Stickley Co., publisher of reliable health information, as well as many important works exposing fraud in health and related fields. The books are:

INTRODUCTION TO NUTRITIONAL PHYSIOLOGY, John J. Cunningham, Ph.D., Yale University School of Medicine. (240 pages, \$22.95.)

ALL ABOUT FOOD ALLERGY, Faye M. Dong, R.D., Ph.D., nutrition consultant, Sports Medicine Clinic, Seattle, Wash. (224 pages, \$14.95.)

Books can be ordered from NCAHF Book Sales, P.O. Box 1602, Allentown, PA 18105. National Council members may take a 10 percent discount. Please add \$1 for the first book and \$.25 for each additional book for handling and postage.

## IF YOU ONLY READ ONE MAGAZINE THIS YEAR--

--make it the May, 1985, issue (v. 50, no. 5) of CONSUMER REPORTS, which contains one of the finest exposes of health fraud products we have seen anywhere. It lists products now on the market and the companies that make them, concluding with a report on the inadequacies of the FDA in dealing with the problem of health fraud. A fuller review will be published in our next newsletter, but meanwhile, beg, borrow, steal, or preferably, buy a copy if you are not a subscriber to this excellent publication.

## RAW MILK A STATE'S RIGHTS ISSUE?

While agreeing that raw milk "is a vehicle for the transmission and spread of communicable disease," the FDA says it will not do anything about it. Since only a "minority" of states permit the sale of raw milk, it should be up to the states to handle the problem, the FDA says.

In an article in *FOOD CHEMICAL NEWS* (March 18, '85, p. 2), Dr. Frank E. Young, FDA commissioner, is quoted as saying the "small amount" of raw milk in interstate commerce does not justify federal action. With 31 states banning the sale (leaving 19 where it is still legal), a federal ban requested by Public Citizen Health Research Group is not necessary, Young said. While admitting that the consumption of raw milk products "presents a public health problem" and that there are no proven benefits in drinking milk raw, Young said only an insignificant amount of such milk is sold in interstate commerce. Most illnesses associated with unpasteurized milk are caused by products sold within the borders of the state where they are produced, and the FDA lacks jurisdiction in such cases, he said, and such states can prohibit the sale of unpasteurized products any time they want to. In addition, all 50 states and the District of Columbia require milk to be pasteurized before it can be sold as "Grade A," he said. This, of course, does not prevent the sale of unpasteurized milk labeled as "certified," or simply, "unpasteurized." We are disappointed with this decision and feel that a ban would have made it easier for states to take action.

## LITIGATION THREATS INHIBIT VACCINE PRODUCTION

Two major drug companies have stopped manufacturing whooping cough vaccine and others have dropped out of the measles, polio, mumps and rubella markets, *SCIENCE* magazine (227,4690: 1012-14), reports. The companies are concerned over the possibility of lawsuits instituted by persons claiming to have suffered adverse reactions from vaccines. Huge awards granted by sympathetic juries have not only increased the cost of doing business for drug companies, but have also discouraged insurance companies from renewing coverage against such suits. Since there is a calculated risk in any medical procedure, a small percentage of patients can be expected to suffer adverse reactions even when there is no flaw in the vaccine and no error in administering it. But juries may not take this into account, and may award substantial amounts to plaintiffs even though the evidence may be slim or non-existent.

In addition to driving manufacturers out of the market, the litigation also contributes to a massive increase in the cost of vaccines. For example, whooping cough vaccine that two years ago sold for 12 cents a dose is now \$2.80. National legislation has been proposed that would limit amounts for "pain and suffering," which sometimes are several times greater than the amount for actual damages. A federal compensation program is also proposed.

## STALKING THE PSYCHIC HOTFOOT

You, too, can safely walk across hot coals, and you don't need the blessings of a faith healer to do it. But you need a little know-how. On April 14, Council President Dr. William Jarvis and Executive Director Leonard Metz visited a California Institute of Technology playground, where a dozen or so pragmatists walked barefoot across coals measured at 1,200 degrees Fahrenheit with no reported damage. The unique walkathon was sponsored by the recently organized Southern California Skeptics (Box 7000-39, Redondo Beach, CA 90277), an affiliate of the Committee for the Paranormal, which publishes the *SKEPTICAL INQUIRER*. The Southern California Skeptics offers a newsletter and subscription to the *Skeptical Inquirer* for \$25, or the newsletter alone for \$15.

The significance of the exhibition is that the participants in the Cal-Tech demonstration did not have to pay for the right to risk their soles. They were told there's nothing magic about it, and firewalking ability does not depend on a guru to teach you the magic words and send cooling thought waves over the flames.

In some other places, firewalk participants are told that their new-found ability is a manifestation of NLP (Neuro Linguistic Programming), one of the newer "disciplines" being sold to the psychically naive. "Trainers" may charge fees of \$50 or so for their firewalk sessions, and urge participants to "sign up for the \$450 course" after convincing the gullible that the newly-found ability to walk across hot coals is a manifestation of innate magical powers that can be fully developed with "only a few more lessons."

Simply put, firewalking without damage is possible because ashes have a low rate of heat transfer. As representatives of the Southern California Skeptics put it, you can safely reach into a hot oven if you do not touch the pan inside. Even though the air inside is just as "hot" as the pan, the rate of heat transfer from the air is much lower than that of the pan. With fire walking, if you stride across with firm steps your feet will normally be in contact with the coals for too short a time to cause damage. And a swath of well-watered grass at the end of the stroll quickly brings foot temperatures down to normal, and eliminates the possibility of burning from a cinder caught between the toes. But fire walking should not be attempted by people who have no knowledge of the technique. It is not altogether safe. Some people have acquired blisters, and a woman radio reporter who attended a session put on by a San Francisco mystic received painfully-burned feet during her walk.

## CONSUMERS UNION VERSION OF THE STING

Consumers Union, now completing its 50th year as an advocate of consumer sanity, has just published one of the most hard hitting exposes of the health nostrum field it has been our pleasure to see. In the May 1985 issue of its magazine, *CONSUMER REPORTS*, the organization tells how it ran its own "health-food store" for five months, requesting catalogs and buying products from more than 70 companies. A panel of CU experts unanimously agreed that products offered for sale by 42 companies were in violation of the Federal Food, Drug and Cosmetic Act in two ways: They were unapproved new drugs, and they were misbranded. The publication names the 42 companies, gives a rundown on five products "judged the worst of the entire bunch" and devotes a section to the "booming nutrition-supplement business."

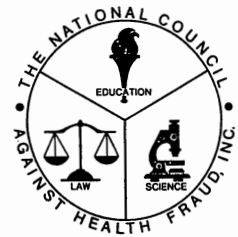
Consumers Union charges that the sale of illegal products continues largely unchallenged because the FDA "no longer vigorously enforces the law" and has "thrown in the towel." The agency's budget is more than \$350 million. But only \$1.8 million— less than one half cent out of each dollar— is spent to combat quackery and to educate the public about quackery.

CU urges support for three bills introduced in Congress by Rep. Claude Pepper (Fla.) last year that would increase penalties for quackery, establish a clearing house for consumer health education and information and establish a multi-agency "Strike Force on Health Quackery" with two representatives each from the FDA, Justice Department, Postal Service and Federal Trade Commission. The bills died last year, but Rep. Pepper was expected to reintroduce them. Now it appears he may not do so. Write him, commending him for his past efforts on behalf of public health and the elderly, and urge him to continue those efforts by re-introducing his bills. Address letters to:

The Honorable Claude Pepper  
U.S. House Office Building  
Washington, D.C. 20515

# NCAHF NEWSLETTER

QUALITY IN THE HEALTH MARKETPLACE



MAY/JUNE 1985

NCAHF NEWSLETTER

VOL.8, NO.3

## HOLISTIC DENTISTRY NOT RECOGNIZED BY CDA

Holistic dentistry "is not a recognized specialty of dentistry," a position paper approved by the California Dental Association states. There is no single definition of holism, and some practitioners of so-called holistic dentistry have "departed from scientifically proven dental modalities, and have adopted a philosophy which goes far beyond conventional dental treatment," the statement adds.

Dental education traditionally teaches a multi-disciplinary approach, making a contribution to the improved health of patients through treatment of dental disease. Dentists are trained to recognize the oral manifestations of many diseases and the systemic manifestations of oral disease. In addition, it is recognized that physical and mental disorders may require dentists to modify dental treatment plans for some patients, the statement says. However, some "holistic dentists" stray so far from this concept in their practice that it may "exceed the scope of the dental license" under which they practice in California, the statement said.

Copies of the position paper can be obtained free to NCAHF members and \$1 to non-members. Please include a stamped, self-addressed envelope with your request to NCAHF, P.O. Box 1276, Loma Linda, CA 92354.

## HEALTH TIPS OFFERED

A set of no-nonsense releases on health topics is offered by Emily L. Smart, MA, RD and director of dietetic internship at Mercy Hospital and Medical Center, San Diego. The releases are printed on colorful 5-1/2 by 8-1/2 stock and are suitable for display in waiting rooms, classrooms, employee cafeterias, etc. The topics are handled in simple language, easy for the public to understand. If you can use them on your bulletin board, they are available for \$5 for a set of 18. Order from Emily L. Smart, Educational Consultant, 353 E Avenue, Colorado, CA 92118.

## I DREAMED I WAS THIN— THEN I AWOKE

You won't be able to dream away your fat in California any more. Nutri-Marketing Co., which manufactures Dream Away and promotes it in television commercials, has signed a consent decree stating it will stop advertising the product in the Golden State and will pay a \$162,500 fine, according to a news item in the Los Angeles Times (April 11). The consent decree culminates a suit brought last September by Ventura County prosecutors. But in signing the decree, the company does not admit to wrongdoing, and a representative said the product will still be offered in states beyond the jurisdiction of California.

For dieters who want to try Dream Away, a suggestion: Throw away the pills and keep the leaflet. It recommends a 1,200 calorie diet. Stick with the diet and you'll lose weight without the pills. But don't expect to lose the eight pounds a week touted in the TV commercial. An average loss of just under a pound a week was the result for persons who took the pill AND stuck to the diet, according to a study commissioned by the company.

What you are not told in these advertisements is that weight and fat are not the same thing. It is therefore possible to experience a seemingly magical weight loss in the early stages of any pseudo-diet. For example, water constitutes most of the body weight and you can lose a lot of water in the early stages of a diet, especially if your weight-loss pill contains a diuretic. That leads to a temporary weight loss, but no accompanying loss of the fatty tissue you want to diminish. Eventually, however, you must replace the water, and your weight goes right back to where it was before you started taking your miracle pills. Another factor leading to a weight loss mirage is the fact that heavy eaters may have a great deal of bulk going through their bodies at any one time. If they convert to a low-calorie diet, that bulk is not replaced, and there may be an initial loss that encourages the dieter. But credit too often is given to the magic pill, and not to the change in eating habits that is really responsible.

Losing eight pounds of fat a week is a physical impossibility for most people, even on a total fast. A pound of fat is 3,500 calories; eight pounds is 28,000, or 4,000 a day. Since most men need between 2,000 and 2,500 calories a day to maintain weight and women somewhat less than that, a little arithmetic will demonstrate the folly of expecting to lose more calories than you use up. And even if you could permanently lose eight pounds a week, it would not lead to good health. Diet experts agree that you should lose no more than two pounds a week. Lose more than that, and some of the weight loss will be in muscle and other non-fat body tissue that you do not want to lose.

## IN DEFENSE OF FDA

As readers of this newsletter know by our frequent referrals to news releases from the FDA and news articles about its activities, the agency serves an important role as a watchdog against fraudulent or unproven medical claims and as an enforcement agency against such claims. But the agency's authority to act is severely hampered by loopholes such as the rulings that permit nostrums to be sold unchallenged if they can be defined

through some legal mumbo jumbo as "foods" and not "drugs." In recent years the FDA has also suffered from a severe cutback in the funding needed to do its job. Therefore, the claims of Consumers Union that the FDA has "thrown in the towel" (See article on Consumers Union in this issue) may have some validity. Nevertheless, even if hobbled by weak laws and pennywise funding, the agency is doing a much-needed job and needs our continued encouragement and support.

The NEWSLETTER is published bimonthly by The National Council Against Health Fraud, Inc., an all volunteer, nonprofit, tax-exempt organization. It is intended for members and others the Council wishes to keep informed. Annual membership categories and costs are: Student \$5, Regular \$15, Professional \$25, Supporter \$100 and Patron \$1000. Applications are subject to approval by the Membership Committee. Request applications from: Membership Chairman, P.O. Box 1276, Loma Linda, CA 92354. Donations are tax deductible under IRS Tax Code Section 501 (c) (3). Donors may request to receive the NEWSLETTER. Libraries may receive the Newsletter for \$10 per year. Items may be reprinted without permission if suitable credit is given.

Edited by: Leonard Metz, BJ, retired science and medicine writer, the San Bernardino (CA) Sun.

## DIET HORMONES MAY PRESENT UNKNOWN DANGERS

The FDA has advised firms marketing weight-loss products containing CCK and DHEA to stop selling them or face possible regulatory action (HHS News, P85-14, April 16, 1985). No proof of safety or effectiveness has been submitted, the FDA says, and the products may present unknown dangers. CCK is a hormone involved in human digestion. Nationwide mail campaigns have claimed CCK can decrease hunger and cause a dramatic weight loss. But the chemical is unproven, and is believed to cause contraction of the gall bladder and an increase in bile secretion, altering normal body functions and presenting unknown hazards, the FDA says.

DHEA is another hormone, sometimes derived from human urine, that has been sold nationwide without prescription as an aid to weight control, enhanced sex life and longer life. The FDA says it has been given no evidence to support these claims or to show the chemical is not dangerous when reintroduced into the human body.

## JUDGE SAYS A NAME IS A NAME IS A NAME

A U.S. Circuit Court judge has ruled that a Virginia company can no longer provide hair analysis services directly to the public. But according to the judge, anyone who says he or she is a "health professional" can order the services on behalf of clients. In response to a Federal Trade Commission complaint, the judge last Jan. 30 ordered the owners of A & A Laboratory, Inc., of Virginia to stop telling anyone "other than health professionals" that the company could, through the use of hair analysis, measure the mineral content of the body and recognize deficiencies calling for dietary supplements. And who does the judge consider health professionals? Four weeks after the decision the judge amended it to define them as anyone who, "with or without state authority, holds himself or herself out as a nutritionist or as one who deals with the prevention, diagnosis, treatment, cure or alleviation of human physical or mental ailments, conditions, diseases, pain or infirmity."

This decision, according to an article in NUTRITION FORUM (March '85, v.2, n.3), appears to have stopped other companies from offering unproven analysis services to people who do not claim credentials. But the use of such services, largely by chiropractors and unlicensed nutritionists, "will remain a problem without further government action," the article stated. The judge in the case "apparently believes that 'professional' use of hair analysis should be governed by state rather than federal authorities," the article concluded.

## JURY STILL OUT ON ANTIOXIDANTS

Will eating antioxidant substances keep you from getting old? Well, probably not, and maybe, says science writer Mitchell L. Zoler in the March '85 (vol.40, no.3) issue of GERIATRICS. Humans may have a self-regulating system that renders the infusion of antioxidants useless, despite evidence that antioxidants may slow aging by capturing free radicals and deactivating the free-waving electrons that characterize them.

For nearly 30 years scientists have sought evidence that the loose electrons of free radicals, by seeking to tie up to other substances, cause cellular and intercellular changes that may relate to aging. This is the "wear and tear" theory of aging, Zoler says. Another theory is that free radicals cause body cells to lose their powers of differentiation—for example, the ability of liver cells to act like liver cells and kidney cells like kidney cells. In either case, evidence that an enhancement of antioxidants will slow aging has been difficult to obtain.

Some book writers and health food faddists tout the ingestion of large quantities of antioxidants such as superoxide dismutase, vitamin E and carotene as antidotes to aging. But according to studies completed in the last few years, such products may be of little benefit. The studies strongly indicate that the human body keeps its supply of antioxidants in balance. If an antioxidant is ingested, the body will reduce its own production. Cut down intake, and the body speeds up production. Thus, amounts in excess of the body maintenance quota may be useless. Nevertheless, although current evidence does not show that extra antioxidant will increase the span of life, "tantalizing evidence to the contrary does occasionally arise," Zoler said.

## NO EXTRA POWER IN BEE POLLEN

If all the claims for bee pollen were true, sports doctors would have to test athletes and horses to make sure they aren't high on bee juice. But the claims that bee pollen increases prowess just aren't true, or in more scientific language, are "unproven," according to an abstract in MEDICINE AND SCIENCE IN SPORT AND EXERCISE (vol.17, no.2, April '85). After double-blind tests involving 46 normal, healthy adults, researchers from Lander College and Guilford College in Greensboro, N.C., could find no significant differences in six categories of physiological performance between individuals given capsules containing bee pollen and those receiving visually identical capsules containing granulated brown sugar. The researchers concluded that claims by proponents that bee pollen enhances physical fitness or energy levels "remain unsubstantiated by valid scientific research and are apparently exaggerated."

## QUININE KILLS BEFORE IT ABORTS

Herbal preparations taken by pregnant women to induce abortion are generally ineffective, but could lead to death of the woman or the birth of a deformed child, the LAWRENCE REVIEW OF NATURAL PRODUCTS (6,2: Feb. '85) reports. Folk-medicine history lists at least 79 plants that have been used as abortifacants, but only a handful have been demonstrated to have potential value, and even these may involve a serious risk. For example, volatile oils such as pennyroyal, tansy, rue, parsley and juniper may be effective only at levels toxic to the woman. For example, of 70 women who used quinine, 11 died and at least 41 gave birth to defective children, but only three aborted.

A handful of natural products that show promise are being tested, but the Centers for Disease Control urges women seeking to abort to avoid self-administration of any drug touted by the health foods industry as effective, stressing three potential dangers. (1) If administration of the drug does not bring about the desired result, the woman may be tempted to take an increased dosage, thus running the risk of toxic reactions. (2) If the woman changes her mind and decides to carry to term, she runs a greater risk of giving birth to a defective child. (3) Women who unsuccessfully try herbal abortifacants are facing a significantly greater risk of complications because of the delay if they later seek a physician-induced abortion.

Because of the weakness of our laws in protecting us against "natural" nostrums, the FDA can do little more than warn against the use of these potentially dangerous folk remedies. Only if the drug label recommends their use for a particular purpose, such as abortion, or if sales attendants recommend them to customers seeking medical advice, does the FDA have authority to step in, the Lawrence Review points out.

## RECOMMENDED READING

1. *THE MEDICAL MARKETPLACE*, Robert B. Keet, M.D., and Mary Nelson, M.S., Network Publications, Santa Cruz, CA 95060. Good general consumer reference book.

2. "EN's Nutrition and Physical Fitness Quick Answer Book," ENVIRONMENTAL NUTRITION, INC., 52 Riverside Drive, 5th Floor, New York, N.Y. 10024. Easy to read no-nonsense exposition on the effects of diet and exercise on health.

3. "Cancer Prevention," NIH Publication No. 84-2671, National Cancer Institute, Building 31, Room 10A18, Bethesda, MD 20205. Optimistic pamphlet on cancer.

## ARTHRITIS VICTIMS EASY PREY

If you have arthritis, the odds are four to one that you have been to the arthritis underground for an unproven remedy, according to an article in the Jan-Feb., 1985, issue of REHABILITATION NURSING. A 1980 study commissioned by the Public Health Service determined that 94 percent of the patients receiving traditional medical care for arthritis also tried an average of four unproven remedies each, including snake venom, DMSO, special diets, visits to shrines and uranium mines and wearing jewelry of copper and other substances claimed to have anti-arthritis qualities. The Arthritis Foundation estimates that \$1 billion a year is spent on such remedies, and the delay in seeking or maintaining proper treatment may be responsible for unreversible damage to the patient.

## CHRISTIAN SCIENCE FAITH HEALING UNDER FIRE

Manslaughter charges have been filed in three Northern California cases against parents who relied on Christian Science faith healing rather than medical care for sick youngsters who subsequently died (San Francisco Examiner, 3/31/95). The cases will test laws placed in the California penal code in 1925 and 1978 after extensive lobbying by the Christian Science Church exempting parents from child neglect charges for relying on prayer to treat childhood illness. The courts must decide whether the exemption is also extended to child endangerment and manslaughter charges. The cases involve the deaths of an eight-month-old Sonoma County girl and a 17-month-old Santa Monica boy in December, and a four-year-old Santa Rosa boy last March.

## NUTRITION FORUM SAMPLER

An excellent source of nutritional information is the NUTRITION FORUM, published monthly by the George F. Stickley Co., which specializes in books that provide the rational thinker with a hard look at the psychic and pseudo-scientific notions that pervade our society. Stephen Barrett, M.D. often quoted in these pages, is editor of NUTRITION FORUM and William Jarvis, Ph.D. is an associate editor. The subscription rate is \$30 a year (\$57 for two years), and the publication can be obtained from the George F. Stickley Co., 210 W. Washington Square, Philadelphia, PA 19106. From the Feb. '85 (Vol.2, No.2) issue we learn that:

— Fluoridation has withstood a challenge from the "Illinois Pure Water Committee." The Illinois Supreme Court overturned a ruling made by a circuit court judge two years ago stating that a state law making public water fluoridation mandatory was invalid. The Pure Water Committee had maintained that the state had not adequately studied the long-term effects of the water treatment, but the supreme court ruled that the committee had not proved the law was unreasonable enough to call for a ban. — No support has been found in two studies for claims that food allergy or the excessive use of sugar cause hyperactivity or other behavioral reactions in children.

— Athletes who perform strenuous exercises need more water, but not significantly higher amounts of vitamins and other nutrients than persons on a normal balanced diet.

— Free subscriptions to another publication, CONTEMPORARY NUTRITION, are available to food and nutrition professionals. Send requests to Gloria T. Florey, Production Manager, General Mills, P.O. Box 1113, Dept. 65, Minneapolis, Minn. 55440.

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The National Council Against Health Fraud, Inc.

# NEWSLETTER

Box 1276, Loma Linda, CA 92354

Non-Profit Organization

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# NCAHF

## THE BULLETIN BOARD

THIS BULLETIN BOARD IS A SUPPLEMENT TO THE NEWSLETTER SENT TO COUNCIL MEMBERS ONLY TO PROVIDE COMMUNICATION WITH COUNCIL STAFF ON QUESTIONS ABOUT HEALTH MISINFORMATION, FRAUD AND QUACKERY. PLEASE SEND YOUR IDEAS, ITEMS, QUESTIONS OR COMMENTS TO LEONARD METZ, P.O. BOX 1276, LOMA LINDA, CA 92354.

JUNE, 1985

### A BIT OF HISTORY AND A LOOK AT THE FUTURE

When I joined the NCAHF seven years ago, it was still the Southern California Council Against Health Fraud. When I attended my first board meeting on Aug. 13, 1978, Dr. William Jarvis reported that we had 41 paid-up members. He then announced that the Northern California Council Against Health Fraud had voted to join with us and we voted to drop the word "Southern" from our name and go statewide.

Earlier this year we became the National Council Against Health Fraud. At last count we had 1369 members, up 33 percent from a year ago. We have chapters in the states of Arizona, Washington and Wisconsin, and one under way in Michigan (see item below). There is strong interest in the formation of member groups in Florida, New York, Iowa, Texas, Illinois, Hawaii, Oregon and Indiana. In addition, we are affiliated with organizations in New York, Iowa, Pennsylvania and Kansas.

We have indeed become a national organization. While still small, NCAHF is fast becoming a houseword among persons concerned for the dissemination of valid health information, and even more so among groups that promote what we believe to be unsound advice.

While the NCAHF pace of growth is increasing, the need for our organization is increasing even faster. In these unsettled times of seemingly unsolvable problems, many people, in despair, are reaching out for miracles. This extends to the health field, where, although the prognoses for improved medical care and nutrition are much better than ever before, the hucksters of miracle health products are making great inroads.

If you want to find out more about chapter formation or about other interested persons in your area, write NCAHF Vice President Nikki Mead, National Council Against Health Fraud, Inc., Box 1276, Loma Linda, CA 92354. --Len Metz

### QUACKERY CONFERENCE TO DISCUSS CHAPTER FORMATION

First steps toward organizing an Oregon chapter of the NCAHF will be taken Sept. 7 at a daylong conference on Understanding & Combatting Health Fraud & Quackery. Persons interested in attending should write the Multnomah County Medical Society, 2188 S.W. Park Place, Portland, OR 97205. A late afternoon session will discuss "Considerations to Establish an Oregon Chapter or Division of the National Council Against Health Fraud."

### "PEOPLE'S MEDICAL SOCIETY" A MISNOMER

"Make no mistake about it: This organization is rooted in deep antagonism to the medical profession and to medical science itself." This is how Dr. Stephen Barrett, MD, assesses the People's Medical Society (PMS), which for the past 30 months has been urging doctors to subscribe to a 10-point "code of practice" and sign up for a listing in a PMS directory.

The name, People's Medical Society, is misleading. Dr. Barrett, board chairman of the Lehigh Valley (Penn.) Committee Against Health Fraud, Inc., and a member of the NCAHF board of directors, notes that PMS is "the brainchild of Robert Rodale, board chairman of Rodale Press," which publishes PREVENTION MAGAZINE. The magazine in the past has strongly opposed fluoridation and has carried ads for hair analysis and copper bracelets, and books touting unproven cures for ailments, including cancer.

Writing in PRIVATE PRACTICE (Nov. '84, 48-4), Dr. Barrett notes that PMS is "very antagonistic to doctors." PMS Executive Director Charles B. Inlander claims that his organization is independent of PREVENTION, but Robert Rodale is chairman of the organization's board of directors and PMS was launched with the help of a large Rodale loan and and continuous publicity from Rodale Press.

Like most organizations of its kind, PMS mixes scientifically sound advice with health claims that have no proven scientific basis. a "People's Medical Library" proposed by PMS recommends such medically sound journals as JAMA and the New England Journal of Medicine, but would also include Rodale books advocating "natural" healing and home remedies, Barrett said. And while the PMS Code of Practice contains little that most doctors may quarrel with, endorsing it would be counter productive because this would "furnish political support for an organization antagonistic to doctors," Barrett concluded.

### MICHIGAN CHAPTER BEING LAUNCHED

A drive to form a Michigan chapter of the NCAHF has been launched by Eileen Foulkes Mikus, MS, RD, of Traverse City. Mikus is contacting our Michigan members to join in chapter formation and is receiving help from our Wisconsin chapter. She can be reached c/o Michigan Home Health Care, 6861 Wilson Road, Indian River, MI 49749, 616/238-8971.

## DISINFORMATION CAMPAIGN AGAINST PEPPER BILLS?

A distraught health foods store owner recently complained to NCAHF that the Pepper Bills would make it impossible for a health food store clerk to offer an affirmative opinion if a customer asked, "Do you think vitamin C will help my cold?" He was assured that the Pepper Bills have nothing to do with regulating what is said in health food stores; in fact, he was told, the situation he described could come under practicing medicine without a license since the clerk might be guilty of prescribing, but it is doubtful if this would be the case under the circumstances he described. The customer initiated the discussion including his own diagnosis and the possibility that vitamin C might be of benefit. He was further assured that the Pepper Bills would not regulate the practice of medicine which is under state, not federal jurisdiction. The store owner said salesmen who supply his store are very vocal, expressing fears that the Pepper Bills would put them out of business and "how wrong that would be in America." He stated that he was becoming worried too.

An ill-informed physical education teacher recently stated in a published article that if the Pepper Bill passes, "No one but approved AMA physicians could 'diagnose or prescribe'. No claims as to the benefits of fresh air and water, regular exercise and rest, or fruits, grains and vegetables could be made except by approved physicians. Claims such as 'good for you' (by food companies or bakeries) could not be made. Vitamin C and herbs would be available by prescription only..."

The above are but two examples of the paranoia and misinformation being generated against the Pepper Bills. Is it part of an organized effort or just spontaneous ignorance? The answer is, probably a little of both. NCAHF has seen a number of articles in the publications of groups which profit from questionable and worthless health products and services. These range from extremely paranoid to simply negative. None give the exact misconceptions represented in the examples cited. This leads to the conclusion that a good deal of the misinformation is being spread by word of mouth. Is it an organized disinformation campaign like the smear campaigns used in political conflicts? We can only guess at that. The best thing NCAHF members can do is to be certain they understand these bills and provide accurate information to people in their communities.--  
William Jarvis

## QUACKBUSTER AWARDS PROGRAM PLANNED

We are now accepting nominations for our first Quackbuster of the Year Award. Nominees may be nutritionists, legislators, reporters, doctors, teachers, or anyone else doing an outstanding job to advance sound health practices and knowledge. Nominations may be made to the chairwoman of the awards committee, Dr. Vala Stultz, Ph.D, RD, 5054 Raton Circle, Long Beach, CA 90807; or to NCAHF, Box 1276, Loma Linda, CA 92354.

## ERRATA

In an item on Yellow Pages advertising in the April Bulletin Board, we referred to Stan Ulrich as a member of the NCAHF board of directors. Stan is not a board member. But he is, of course, a valued member of NCAHF.

## CLAUDE PEPPER CHICKENING OUT?

At last report it seems unlikely that U. S. Rep. Claude Pepper (Fla.) will reintroduce three public health bills that died with the last Congress. The bills, HB 6049, HB 6050 and HB 6051, would have accomplished the following tasks: (1) establish a National Library of Medicine to provide up-to-date health information to the public, (2) increase penalties for selling or attempting to sell drugs, devices or medical treatment while knowing they are "unsafe, ineffective or unproven for safety and efficacy," and (3) establish a Strike Force on Health Quackery to coordinate the efforts of federal agencies to curb the sale of "fraudulent health remedies."

The bills were strongly opposed by such organizations as the National Health Federation (NHF). The NHF objects to the words "unproven" and "not proven" in Pepper's bills. In a two-page diatribe in the March '85 (vol.4, n.3, p. 13) issue of the NHF journal HEALTH FREEDOM NEWS, the Pepper bills are called "lysenkoism." T. D. Lysenko was a Russian biologist who believed in a theory of acquired characteristics. If you grew grain under ideal conditions, he said, the improvements would be passed on genetically. Since he was a pal of "Uncle Joe" Stalin, his beliefs became part of the communist credo, and other Soviet scientists were prevented from scientifically examining the belief. As a result, grain production in the Soviet Union was seriously curtailed for a generation.

Ironically, it is the NHF that would impose its views on the scientific community of America. The diatribe has a long list of persons and agencies it fears would be instrumental in determining what medical treatments are "proven" safe and effective. The list includes the AMA, American Cancer Society, the Arthritis Foundation, the Pharmaceutical Manufacturers Association, the "Librarian at the National Library of Medicine," Dr. Victor Herbert, Dr. Stephen Barrett, Elizabeth Whalen, Ralph Nader, "Dear Abby," and, of course, our own Dr. William Jarvis.

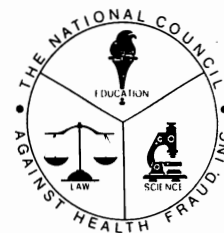
On the other hand, the NHF offers no other authority for deciding what is "proven safe." The NHF is also pushing a "Foods are Not Drugs Act" that would prevent the FDA from moving against manufacturers or distributors of "food" who make claims that their product "will prevent, cure or mitigate disease." One of the ploys used by the manufacturers of laetrile and other useless drugs is to call them "foods." The laws governing "foods" are not as strong as those that regulate drugs.

## NCAHF PAPER SUPPORTS NUTRITIONIST LICENSE LAWS

A statement supporting a number of legislative efforts across the nation that would require the licensure of dieticians and nutritionists has been prepared by the NCAHF and is now available. The need for licensure is inherent in bills designed for consumer protection, but that very licensure stipulation makes these bills a prime target for promoters who profit from the dissemination of unsound health products. The support statement includes adjunctive material on the questionable nature of many of the opponents of such bills. There is no charge for a copy of the statement, but a stamped, self-addressed business-size envelope would be appreciated.

# NCAHF NEWSLETTER

QUALITY IN THE HEALTH MARKETPLACE



AUGUST 1985

NCAHF NEWSLETTER

VOL.8, NO.4

## VITAMINS LIGHTEN YOUR POCKETBOOK— NOT YOUR STRESS

Vitamin supplements sold to combat stress are costing the American public million of dollars a year, but there's no evidence that they're doing their job, says the Center for Science in the Public Interest (CSPI). Bonnie Liebman, CSPI director of nutrition, says the promotion of high dosage vitamins for stress has no scientific support, and is a "giant fraud."

A report in AMERICAN MEDICAL NEWS, (May 10, 1985) CSPI notes that Stresstabs are advertised for people who are "burning the candle at both ends" in advertisements by its manufacturer, Lederle Laboratories. Vitamin supplements providing 100 percent of the U.S. recommended daily allowance may make sense if you're eating poorly because of emotional for physical stress, but pills that provide from 10 to 80 times the RDA "are simply a waste of money," Liebman said. One out of five people who take vitamin pills use them "in times of stress and worry," and in 1981 the estimated cost for such 'stress' pills was \$75 million.

## NATIONAL COMMISSION PROPOSED TO ENSURE VACCINE SUPPLY

With manufacturers running scared because of the threat of costly liability suits, the level of supplies of vaccines in the United States is "precarious," and a national vaccine commission is needed to resolve the problem, a National Academy of Science report says. An Associated Press story in the Riverside (CA) Press-Enterprise, July 30, said the vaccine uncertainty is "a threat to the public health."

Vaccines are not infallible, and each year about 60 persons in the United States suffer bad results from inoculations. Federal law is supposed to protect manufacturers from liability if the vaccines are properly manufactured and labeled. Nevertheless, according to Dr. Jay P. Sanford, dean of medicine at the Uniformed Services University of Health

## DIPLOMA MILLS: A GROWTH INDUSTRY

Do you need a doctorate to qualify for that high-paying job or a master's degree to earn a promotion? Don't bother to spend years studying for that much-desired degree. Buy one.

A search by the American Council on Education has discovered 145 institutions of "higher learning" whose lax rules for conferring degrees, the council says, put them in violation of state and federal laws. Another 114 are suspect, the council adds.

According to a New York Times News Service story in the San Bernardino (CA) Sun Aug. 6, 1985, doctorates are available for around \$2,300, a master's degree may cost \$1,250 and a bachelor's, a mere \$800. There are substantial discounts if you buy all three at the same time, and you need not read a single book or pass a single test to qualify.

And if you're worried that your degrees may not be accredited, some schools awarding such degrees have banded together to create more than 30 phony accrediting agencies to lend a spurious stamp of approval to your diplomas.

The New York Times story cites findings reported in the current issue of Educational Record, the quarterly of the American Council on Education. Thousands of persons in government, the military, education and private enterprise hold diploma mill degrees, the report says.

Diploma mills often adopt names similar to those of legitimate institutions. The FBI found 25 such bogus educational institutions and one school in Oregon that had sold more than 2,300 spurious diplomas bearing 200 names of important-sounding educational institutions. This school had 30,000 blank diplomas on hand.

Lax licensing laws in some states encourage the proliferation of diploma mills, the report says. Worst in this respect are Florida and California, but California is tightening its laws. Tougher state and federal laws and enforcement are needed to put an end to diploma mill practices, the report said.

Many of the "graduates" of these schools wind up in the health professions, touting unproven medical theories or far-out nutritional advice.

Sciences in Bethesda, Md., some courts have found manufacturers liable.

Only three firms have been making vaccine against seven childhood diseases, including polio. Earlier this year two of them discontinued the manufacture of DPT, which immunizes against diphtheria, pertussis and tetanus, and the third ran into production difficulties. As a result supplies dropped drastically, and for a while booster shots for older children were postponed. One of the two has since resumed production.

The proposed commission would be a permanent body reporting to Congress and the President on the state of vaccine supplies, the need for new vaccines and policies needed to eliminate shortages. It is proposed that \$1 million a year be set aside for the commission.

## A WORD OF PRAISE

Kudos to WOMAN'S DAY for an excellent article entitled, "How to Spot a Health Hustler" in its May 21, 1985 issue. So much nonsense about unproven medical therapies is being published by the press or broadcast over the airways that fair presentations should be encouraged. The article, by Dianne Hales, warns that unproven and fraudulent health therapies are proliferating. Citing Stephen Barrett, M.D., she lists the five "riskiest treatments" as chelation, colonic irrigation, hormonal compounds for arthritis, laetrile and megavitamins. If you want to write a letter commending Woman's Day for this presentation, the address is 1515 Broadway, New York, N.Y. 10036.

The NEWSLETTER is published bimonthly by The National Council Against Health Fraud, Inc., an all volunteer, nonprofit, tax-exempt organization. It is intended for members and others the Council wishes to keep informed. Annual membership categories and costs are: Student \$5, Regular \$15, Professional \$25, Supporter \$100 and Patron \$1000. Applications are subject to approval by the Membership Committee. Request applications from: Membership Chairman, P.O. Box 1276, Loma Linda, CA 92354. Donations are tax deductible under IRS Tax Code Section 501 (c) (3). Donors may request to receive the NEWSLETTER. Libraries may receive the Newsletter for \$10 per year. Items may be reprinted without permission if suitable credit is given.

Edited by: Leonard Metz, BJ, retired science and medicine writer, the San Bernardino (CA) Sun.

## FDA "TRUTH SQUAD" KEEPS TABS ON PHONY HEALTH CLAIMANTS

Hydrogen peroxide was touted as a cure for cancer, kidney stones, multiple sclerosis and a variety of infections. Water was sold as a cure for arthritis, high blood pressure and other ailments. And undercover agents of the FDA were on hand to catch these promoters of unproven products in the act, and bring an end to misrepresentations that were not on the labels, but were given orally. Following the Health Horizons Positive Living Expo in Washington, DC, last February, the FDA sent letters to 13 exhibitors in May warning them to take their products off the market or face legal action.

As reported in an Associated Press story in the Riverside Press-Enterprise May 31, and an FDA Talk Paper issued the same day, the FDA presence at the Washington expo was representative of similar visits to similar expos around the

country by members of its Fraud Branch.

By attending such expos, FDA investigators can watch sales personnel in the act of promoting their products as disease cures. Without such observation, the FDA may be unable to act because often the promises of cures are not printed on the labels.

Bruce Brown, an FDA spokesman, noted that the agency has no quarrel with legitimate health fairs offering blood pressure and eyesight checks and other health services. But fairs where products are sold as multiple cures for serious illnesses, including cancer and heart disease, should be suspect, he said.

Products for which warning letters were sent included Bio-Line Catalyst Water, Stimulac, BY PASS, Kyolic, hydrogen peroxide, Pure Bio-Chelated, Natra-Bio Extracts, Mannamist, New Moon Extracts and Herbal Formulas, the FDA reported.

## DON'T THROW OUT THOSE ALUMINUM POTS— YET

Findings in 15 years of various research efforts seeking a link between Alzheimer's Disease and excessive aluminum intake are contradictory, says R. H. Wheeler, MS, of the American Medical Association. Responding to a question posed in the April 19, 1985 (p. 2288, v.253, n.15) issue of the Journal of the American Medical Society, Wheeler notes that increased amounts of aluminum in the brain have been found in patients who do not exhibit dementia or other symptoms of Alzheimer's.

As for low aluminum diets and the elimination of aluminum pots and pans, such measures seem unwarranted "at the moment," Wheeler said. There is no evidence of increased absorption of aluminum, even when the amount in the diet is doubled, he said.

Most favored theories regarding the cause of Alzheimer's are slow viruses, autoimmune processes and aluminum, Wheeler said. The most favored hypothesis is that the agent is a slow virus, but there is no evidence that the disease can be transmitted, which makes this theory less likely. As for aluminum, the injection of this chemical into animal brains results in the formation of neurofibrillary tangles that resemble tangle-bearing neurons in the brains of humans with Alzheimer's, but the human tangles are in bundles of paired helical filaments, while the animal tangles are straight.

Wheeler surmises that even if aluminum is involved it may not be the sole cause of Alzheimer's, but may instead be a marker of degenerating neurons or neurofibrillary tangles. Another possibility is that Alzheimer patients have a special susceptibility to the metal. Limited clinical trials have indicated some benefit to such patients through the administration of deferoxamine, which helps eliminate aluminum from the body.

## FAILING THE BLOOD TEST

Cow's blood or human blood— it was all the same to Bio Health Centers of Los Angeles. According to a story in the Albany (New York) Times Union on March 27, when federal investigators sent a vial of blood and a \$350 fee to the California lab stating it came from an individual who was "overweight, tired, irritable, constipated" and vegetarian and requesting a test for allergies, the lab reported that the patient was allergic to milk, blue cheese and yogurt. Since the patient was a cow and not a human being, the New York State Attorney General's Office barred Bio Health from advertising or conducting business in New York.

## TO LIVE OUT YOUR YEARS, THE LEAN AND HUNGRY LOOK

Juan Ponce de Leon never did find the fountain of youth. But he lived 62 years, which was twice his life expectancy at birth for his times. Nevertheless, it is doubtful if he achieved his full life span.

A Medical Progress report in the May 2, 1985 (v. 312, n. 18) issue of the New England Journal of Medicine indicates that the best way to achieve your full life span may be to go hungry during your youth without depriving yourself of needed nutrients.

Entitled "Life Extension" (not to be confused with the book of the same name), the report covers the state of the art in longevity studies, quoting 194 sources. Prepared for the National Institute of Aging, the report was written by Edward L. Schneider, MD, and John D. Reed, Jr., BS.

The report distinguishes between life expectancy, which is the average number of years of life the average individual can expect at birth; and life span, which is the greatest age the individual can attain, barring accidents or disease. Life spans are believed to vary from individual to individual in accordance with heredity, while life expectancy is affected by external conditions.

With increased knowledge about nutrition and vastly improved techniques for dealing with disease, life expectancy for the average American has increased about 63 percent since the turn of the century, while life span has remained the same.

For more than half a century, research studies have illustrated that rats and mice living on severely restricted amounts of food live longer than their better-fed peers. But the amount of food reduction required for this phenomenon also results in retarded growth, and therefore is considered undesirable for humans. The effects of exercise on longevity is less certain. Retrospective studies of athletes could find no correlation between exercise and life span, but animal studies show a consistent increase if exercise is initiated early in life.

From early times, witch doctors, shamans and others professing to have secret health knowledge have purveyed elixirs promising to give you long life if not outright immortality. A great many potions, powders and pills are purveyed today, some of them showing promise, some merely enriching the purveyors.

Gerovital H3, for example, has been enriching its major promoter, Dr. Ana Aslan of Rumania, for more than 30 years; and thousands of other practitioners for shorter terms. But Dr. Aslan's claims have not been verified, and the feelings of well-being reported by some patients who use it may probably be ascribed to the procaine in the preparation rather than any life-prolonging effect.

A variety of other preparations have been touted as life extenders, including superoxide dismutase, vitamin E, centrophenoxine, levadopa and DHEA. Mixed reports of success with some of them with mice may be skewed because the chemicals may contribute to weight loss, which seems to be a component of longevity in mice. In addition, some of the chemicals are toxic at the levels required. In one study of the effect of Vitamin E (on pooled readers of Prevention magazine) increased mortality was observed in patients who ingested doses of more than 1,000 IU per day.

## **POSITIVE THINKING NO CANCER CURE**

A 42-month study of 359 cancer patients has revealed no relationship between positive thinking and a cure, a story in *TIME* magazine (June 23, 1985) reveals. Citing the *New England Journal of Medicine* for June 16, the article said researchers could find no link between mental attitude and survival or recurrence rates.

Three out of four of 204 advanced cancer patients studied by a team under Dr. Barrie Cassileth at the University of Pennsylvania Cancer Center in Philadelphia died during the period, and one out of four of 155 breast cancer or melanoma patients suffered recurrence. Cheerful patients did not fare better than average for the group, and pessimistic patients did not fare worse.

In an editorial accompanying the *New England Journal* article, Dr. Marcia Angell, deputy editor, said a belief in positive thinking as an agency against disease is "largely folklore." She criticized books by Norman Cousins, which prescribes laughter and vitamin C; and by Carl and Stephanie Simonton, which advocates mental imagery techniques. Persons who insist there is a direct cause and effect relationship between emotions and illness may cause harm by influencing patients to go to practitioners who offer "mind tricks as cures for cancer," she said.

An unfortunate implication in the belief is that it makes patients feel that they are responsible for their own illnesses and, hence, guilty if they do not respond to treatment.

## **WETTER WATER UPDATE**

Mary Lee Chin, R.D., one of our subscribers in Denver, CO, writes to tell us that distributors of Bio-Line Catalyst Water are not living up to the disclaimers put out by the company. A spokesman for the manufacturer has stated the product is not specified "for any particular ailment," a statement that keeps the manufacturer from running afoul of the food and drug laws. Chin has sent to our notice a mailing from a Frankfort, Ill., chiropractor claiming success in using the miracle water for stress, hypertension and chronic constipation. Since Bio-Line Catalyst Water is more than 99 percent water, and drinking plenty of water may help persons with chronic constipation, at least the last part of the claim may be true.

The product reminds me of the dehydrated water you see advertised on occasion. To make dehydrated water, you heat dihydrogen oxide until all the water is driven off. Then you seal the remainder hermetically in a can. To restore it, you just add oxygen dihydride. The resemblance between this product and Bio-Water theory is enhanced by the instructions for using Bio-Water, which is

sold in concentration in a four-ounce bottle for the wholesale price of \$10. To restore it, you need only add four gallons of tap water. This product, of course, is a food— not a drug, and thus does not come under the prurient scrutiny of the FDA. You take it (for nutritional purposes only) at the rate of two four-ounce jiggers a day.

## **HYPERBARIC OXYGEN NO MS CURE, NEUROLOGISTS SAY**

Neurologists meeting in Dallas last June voted to stop evaluating the effects of hyperbaric oxygen (HBO) on multiple sclerosis patients after being told of negative results in four controlled studies. As reported in *Medical World News* (June 10, 1985), placebos used in the studies were as effective as the treatment.

A research team in Thousand Oaks, CA, claimed significant improvement in seven of nine patients with a lesser degree of the ailment, but other patients involved in their study with similar degrees of disability fared equally well with placebos. The team plans to continue the experiments.

A factor in the research is the high cost of administering the pressurized oxygen— about \$3,000 for a four-week course of treatment.

## **DON'T PROMISE CURES, HOLISTIC NUTRITION COUNSELOR ADVISES PRACTITIONER HOPEFULS**

It's the big, bold letters spelling out "Practicing Medicine Without a License" that draw your eye to the stand holding this manual. But when you come up close, you see that the words are preceded by finer print spelling out, "How to Practice Nutritional Counseling Without Being Guilty Of" —

And that pretty much sums up what Chester P. Yozwick, doctor of naturopathy and holistic medicine, "Bio-Nutritional Analyst" and "Holistic Natural Health Care Practitioner and Educator" has to say in his 50-page manual for people wishing to become health counselors.

His message is simple. Sell your customers on "natural health," but don't promise to cure their illnesses. If you stick to "practicing nutrition and not medicine," you may be investigated, but you won't be fined or have to go to jail. His booklet, described on the cover as an "authoritative and practical manual for every health practitioner, regardless of modality," promises to tell its readers "how to set up a private practice, manage it and run it legally without violating AMA or MDA laws."

Yozwick contends that the patient is responsible for his own health. Health counselors should not talk about organs or illness or promise to treat them, he said. If they do, they may be violating the law. Instead, clients should be motivated

to "rely on the body's own innate intelligence to restore itself to health."

Yozwick is president and founder of the Nutritional Science Association, which he calls his "support group." Such a group is necessary to "support your work and protect you," he said. His group, he added, was instrumental in helping to weaken an Ohio bill that would have penalized his brand of nutritional counseling.

## **ARTHRITIS MAGAZINE, TWO PAPERS ON UNPROVEN METHODS FREE**

Subscriptions to the *BULLETIN ON THE RHEUMATIC DISEASES (BRD)* and back copies of the magazine have been offered free to readers of this newsletter by the Arthritis Foundation. In addition, NCAHF offers copies of two articles on unproven arthritis remedies. One, produced by the Arthritis Foundation, is "Controversial Arthritis Remedies." The other, "Arthritis: Quackery and Unproven Methods," is the first report in a series of medical and health reports being prepared by the Council of Better Businesses, Inc., and the FDA.

For free subscriptions to BRD and back issues of the magazine, write the Arthritis Foundation, 1314 Spring St., NW, Atlanta, Georgia 30309. For copies of the articles on controversial arthritis remedies, write the NCAHF, PO Box 1276, Loma Linda, CA 92354. Send a business-size stamped, self-addressed envelope (39 cents postage, please) with your request for the articles.

## **NATURAL, BUT DEADLY**

U.S. marshals have seized \$340,000 worth of herbal products belonging to Nature's Sunshine Inc. of Spanish Fork, Utah, because they contain varying amounts of lobeline, a potentially deadly alkaline. According to the FDA Consumer (May 1981), four persons in Forest Lake, Minn., became ill after consuming Nature's Sunshine LBS-II capsules, which contain lobelia, an imported plant from which lobeline is obtained. Lobelia has also been found in pills at Nature's Sunshine outlets in Texas and Ohio. The company is contesting the seizure.

## **FISH GALL FOUND POISONOUS**

An old oriental arthritis remedy, the ingestion of raw gall bladder from the freshwater grass carp, has sent three people to the hospital, an article in *BRITISH MEDICAL JOURNAL* (v.290, March 23, '85) reports. Two suffered from gastrointestinal upset, and all developed various degrees of kidney and liver problems. The three have since recovered. The offending agent has not been identified, but doctors believe it is not an infective agent, since cooked gall bladder from the fish has been found poisonous to animals.

## WEIGHT LOSS EAR GADGET BANNED

Some years ago, when the first American doctors visited Communist China, they were given demonstrations of the use of acupuncture to replace anesthesia during operations and were told that acupuncture possessed magical curative powers. When the doctors returned to the United States some brought back enthusiastic reports of what they had seen and heard. However, clinical tests failed to reproduce the results claimed by the Chinese, and enthusiasm for acupuncture has waned. It is believed the success of the Chinese doctors may have more to do with the fact that the Chinese under communism are more resigned to pain, and less to do with any curative qualities the technique may have. Nevertheless, fringe practitioners still prescribe variations of acupuncture for everything from headaches to cancer, including overweight.

So it was that a Louisiana woman paid \$300 for a small piece of plastic called an Acu-Thin Ear Stimulator to wear on her ear. She was told that tiny projections on the plastic would stimulate "pressure points" on her ear that would inhibit her appetite, and cause her to lose weight. Instead, her ear became sore, pain spread through her head, and within five days she returned to the Acu-Thin Weight Control Center to ask for her money back. When she was refused, she complained to the FDA. As related in the February, '85 issue of FDA Consumer (v.19, n.1), the company told an FDA investigator the device is a "non-medical device" and not subject to federal control. But when the FDA disagreed, the company backed down and agreed to stop making, advertising or distributing the device, which was being sold in Alabama, Florida, Georgia, Louisiana, Massachusetts, Pennsylvania and Texas.

## NATIONAL HEALTH FRAUD CONFERENCE PLANNED

A conference of public and private organizations seeking ways to increase public awareness of the dangers of health frauds will be held Sept. 11 at the National Press Club in Washington, D.C. The conference is sponsored by the FDA, FTC and the U.S. Postal Service, and participating organizations will include the Council of Better Business Bureaus and the Arthritis Foundation.

Organizations wishing to send representatives should contact Sally Hatfield, FDA, 5600 Fishers Lane, Rockville, MD, 20857; telephone 301/443-5006.

### THE NATIONAL COUNCIL AGAINST HEALTH FRAUD, INC. P.O. Box 1276, Loma Linda, CA 92354

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The National Council Against Health Fraud, Inc.

# NEWSLETTER

Box 1276, Loma Linda, CA 92354

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# NCAHF NEWSLETTER

QUALITY IN THE HEALTH MARKETPLACE



SEPTEMBER, OCTOBER 1985

NCAHF NEWSLETTER

VOL.8, NO.5

## NATIONAL HEALTH FRAUD CONFERENCE REPORT

On September 11, the FDA, FTC and Postal Inspector's Office convened the National Health Fraud Conference at the National Press Club in Washington, D.C. The conference was well-attended and included representatives from consumer organizations, law enforcement agencies, professional societies, voluntary health agencies, trade groups and even a few "moles" for organized quackery.

The opening and closing addresses were given by FDA Commissioner Frank E. Young, MD, Ph.D; he was followed by Carol Crawford, Director of FTC's Bureau of Consumer Protection, and Chief Postal Inspector Charles R. Clauson. The audience was delighted by the unscheduled appearance and address of Rep. Claude Pepper whose 1984 hearings in the House of Representatives are responsible for the current interest in combatting health fraud. The day happened to be the occasion of Mr. Pepper's 85th birthday. The moderator, Deputy FDA Commissioner John A. Norris, JD, MBA, presented Mr. Pepper with an NCAHF "Quackbusters" T-shirt for a combination birthday gift and acknowledgement of his antiquackery efforts. Eventually, all of the government officials participating in the day's activities were awarded similar T-shirt awards including the luncheon speaker, Virginia Knauer, Special Advisor to the President for Consumer Affairs.

NCAHF was well represented at the conference. Board members Stephen Barrett, MD; Victor Herbert, MD, JD; William Jarvis, Ph.D; Grace Monaco, JD; and John Renner, MD; made presentations.

It is clear that combatting health fraud is in vogue and many professional organizers are moving to create anti-health fraud groups. NCAHF is clearly a leader in the field, but could fade as others nearer the political center become more active. This is a mixed blessing. We would like to see NCAHF grow to the point that it can become an independent agency fulfilling the many tasks that it

has identified as necessary in an effective war against health fraud, misinformation and quackery. While we welcome increased antiquackery efforts by others, experience has taught that there is a scarcity of resources available to combat these problems. We are somewhat concerned that limited resources may be fragmented and diluted when a concentrated effort is badly needed.

NCAHF has led the way in clearly defining the problems involved, approaching these problems scientifically, uniting legal professionals and academia with health scientists in a coalition needed for success against organized

quackery, and maintaining the independence and credibility that is essential.

There is a "band wagon effect" that concerns us as well. We do not want to see an ad hoc effort that will merely drive quackery underground temporarily. It is time that quackery be viewed as an ongoing social problem that needs continuing surveillance, analysis and opposition. NCAHF is glad to share the task with others, but presently must look toward becoming large enough to fulfill its potential as a private voluntary health agency that makes health fraud, misinformation and quackery its primary focus. (Report by NCAHF President William Jarvis)

## COURTS LOOKING INTO FAITH HEALING DEATHS

Faith healing is under legal attack in Indiana, where two couples have been found guilty in the deaths of their children; and in California, where other parents who relied on faith healing for their children face court action in similar cases. An Indiana legislator is seeking to change laws that permit such treatment in his state.

The Indiana cases involve the Faith Assembly, a religious sect that advocates faith healing. According to a story in the Medical World News for Aug. 26, 1985, 90 members of this church for whom traditional medicine was rejected in favor of faith healing have died. Two-thirds were children; and another was Faith Assembly leader the Rev. Hobart Freeman, who was awaiting trial on charges including reckless homicide and child neglect when he died last December of a variety of diseases. Followers have not chosen a successor because they believe he will be raised from the dead.

In California, despite a law permitting the use of faith healing to treat illness, parents have been brought into court in three California counties following the deaths last year of three children from bacterial meningitis. As reported Aug. 19, 1985, in an Associated Press story in the San Bernardino (CA) Sun, the parents relied on the prayers of Christian Science practitioners rather than conventional treatment by doctors. Prosecutors in Los Angeles, Sonoma and Sacramento counties brought charges against the parents, claiming the law does not apply to life-threatening situations. Initially, charges were also filed against a Christian Science practitioner in Los Angeles County, but the charges were dropped. Church spokesmen say their members are not barred from seeking treatment from medical doctors.

The parents in these cases should not be considered villains who deliberately chose to harm their children. Instead, they are victims of their beliefs. Courts, while ruling to protect children from the misguided actions of such parents, no matter how well intended, also seem to be recognizing the unintentional nature of the neglect by ordering probation and suspended sentences in most cases rather than the prison sentences that are possible under the law. At least, it is our ardent hope that this is the reason for the slap-on-the-wrist sentences being passed out in such cases.

The NEWSLETTER is published bimonthly by The National Council Against Health Fraud, Inc., an all volunteer, nonprofit, tax-exempt organization. It is intended for members and others the Council wishes to keep informed. Annual membership categories and costs are: Student \$5, Regular \$15, Professional \$25, Supporter \$100 and Patron \$1000. Applications are subject to approval by the Membership Committee. Request applications from: Membership Chairman, P.O. Box 1276, Loma Linda, CA 92354. Donations are tax deductible under IRS Tax Code Section 501 (c) (3). Donors may request to receive the NEWSLETTER. Libraries may receive the Newsletter for \$10 per year. Items may be reprinted without permission if suitable credit is given.

Edited by: Leonard Metz, BJ, retired science and medicine writer, the San Bernardino (CA) Sun.

## DOCTOR GUILTY IN CANCER FRAUD CASE

A Colton (CA) doctor has been found guilty of criminal fraud and grand theft for selling cancer patients ADS, a liquid described by prosecutors as "swamp water." The doctor, Bruce Halstead, MD, has been a long-time advocate for laetrile, hyperbaric oxygen, chelation therapy and other treatment modalities considered unproven by mainline medicine. He was an "expert" witness in a Massachusetts case some years ago concerning Chad Green, a leukemia victim taken to Mexico for laetrile treatments by his parents despite a court order requiring that the boy be kept in the state for chemotherapy, which had placed him in remission. Denied chemotherapy, the boy died just before his fourth birthday. In an interview in the San Bernardino (CA) Sun at the time, Halstead boasted he had administered laetrile to patients "by the bucketful."

As reported in the Los Angeles (CA) Times, Halstead acted as his own attorney in the five-month trial, which ended Oct. 3 when a jury found him guilty of 24 counts of cancer fraud and grand theft. The jury deadlocked on a conspiracy charge and found Halstead not guilty of one count of cancer fraud. Earlier this year, two other men who pleaded guilty to reduced counts for selling and dispensing ADS received probation and were required to perform community service. Two other suspects are sought.

In his trial, Halstead maintained he had never promised that ADS would cure cancer. But the prosecution said Halstead had told patients the liquid had helped patients in Japan, had caused tumors to decrease in size and could increase white blood cell counts. Halstead received up to \$150 a liter for the liquid, which was 99.4% water and the rest mostly coliform bacteria, the prosecutors said. Halstead said he did not know the contents of ADS, but that he believes the substance is a nutritional supplement of value to patients. The law has no jurisdiction over the sale of nutritional substances, he maintained.

Halstead says he will appeal. Bail has been set at \$100,000 and sentencing is scheduled for Oct. 31. Halstead faces a maximum of eight years in prison.

## CHIROPRACTIC GROWING AND LUCRATIVE

There are 31,000 chiropractors in the United States, and more than half of them have gross incomes over \$100,000 a year. As reported in the AMA News, July 19, 1985, p.31, chiropractors are licensed in all states, and in some states are permitted to admit patients to hospitals. The average chiropractor in 1983 grossed \$106,333 and netted \$59,074.

## ON THE CHIROPRACTIC FRONT

*Editor's note: The following article was prepared for the NCAHF Newsletter by Ron L. Slaughter, a chiropractor interested in the reform of his profession.*

"The National Association for Chiropractic Medicine (NACM) represents those chiropractors working to reform the practice of chiropractic; to purge ideology, restrict scope of practice and work within a strict science-based format. Toward these ends, Dr. R. L. Slaughter, president of NACM, recently met with the eleven-member board of governors of the American Chiropractic Association. The ACA is the undisputed majority association within chiropractic.

"Regretfully, Dr. Slaughter advises that it is his opinion the ACA has no interest in renouncing traditional chiropractic dogma or in restricting scope of practice. The consequence is, of course, that practice and education cannot meet the requirements of science methodology. Consequently, the ACA has no interest in working with the NACM toward these and other goals set out by the NACM.

"Dr. Slaughter advises, however, that the NACM will continue to pursue all its stated goals and feels members are moving rapidly on many fronts. More members are applying weekly; many in influential positions within the profession. The NACM has a number of members working as consumer advocates and encourages its members to speak out on abuses within chiropractic."

## ALLEGED DENTAL AMALGAM TOXICITY... ARE DENTAL FILLINGS POISONING PEOPLE?

Several years ago we learned of a "holistic" chiropractor who recommended that a patient have all of his dental fillings replaced with gold for the purpose of affecting his "polarity" and "energy flow." The insurance carrier balked at paying for this service and asked for an opinion. Currently, others are seeking to have their dental fillings replaced for another reason—alleged toxicity from mercury, which is one of the components of dental amalgam.

This new concern is probably a reflection of concerns raised by the reporting of toxic substance problems by the media combined with innovation by the promoters of pseudoscience such as hair analysis labs. Hair analysis has been the focus of quackery for more than a decade.

At first, hair analysis promoters claimed that they could determine vitamin and trace mineral needs by this method, and often would also supply the supplements they recommended. In time, critics pointed out that hair contains no vitamins, therefore, cannot be used to analyze for them. It is also clear from an abundance of scientific literature that

hair analysis is invalid for assessing trace minerals in individuals.

Hair analysis is a valid method for assessing heavy metals (e.g., arsenic, cadmium, lead, mercury) providing information on body loads and a chronology of when the intakes occurred. (For example, during growth hair shafts deposit these metals, which can be recapitulated by calculating growth rate). Forensic science has used hair analysis in cases of suspected arsenic poisoning to determine how much was ingested and when. Of course, other symptoms provided clues that arsenic poisoning had occurred.

Epidemiologists use hair analysis to compare groups of people living in polluted areas with others. The average hair-lead content of a group of children living near a busy street may be compared to a matched group of country dwellers to show that gasoline lead is being picked up by the former group. However, variations of lead content that are below the levels known to be toxic among the individual children are not useful to determine that any given child is more polluted than another. In cases of lead poisoning, other symptoms will accompany the condition and other tests can be employed to verify the condition.

Questionable promoters of hair analysis have adapted to the marketplace as their claims moved from vitamins and trace minerals to the presence of toxic metals. The bottom line has remained the same in that they continue to promote the sale of supplements based upon their analysis. Supplements may be sold to "help detoxify the body," "build up the immune system to help the body maintain health," or some other unsubstantiated claim. Recently, the presence of mercury in dental fillings has become the focal point of these promoters.

Hair analysis is a reliable indicator of the body's mercury burden. Hair has about 300 times the level of blood.<sup>7</sup> Contact allergy to dental amalgam (reactions of mouth tissue in direct contact with the mercury-containing amalgam, which may also be caused by copper in filling materials) does exist, but is apparently more rare than generally believed.<sup>8</sup>

Mercury toxicity is well known. Miners of cinnabar (the ore from which mercury is derived) are particularly prone to mercury poisoning and have to be detoxified occasionally. Certain occupational environments (including dentists, due to the vaporization of mercury by their high-speed drills<sup>2,9</sup>) are exposed to higher than natural mercury levels and may be the subject of study and regulation by occupational health authorities. Historically, the "mad hatters" (immortalized by "Alice In Wonderland") were made mad by the mercury used in millinery.

Mercury is widespread in the natural environment. It is found in rocks of all



kinds, air everywhere, plants and drinking water. The main source of the body's mercury is natural food <sup>1</sup> (i.e., not caused by man-made pollution). Although the mercury is present in a form that is normally biologically unreactive <sup>8</sup>, dental amalgams do add to the body-load of mercury and such activities as chewing releases mercury ions <sup>4</sup>, however, the differences between body-loads of people with and without mercury amalgams is insignificant and differences between individuals is related more to nutrition than the number of mercury amalgams present in their mouths <sup>5</sup>.

Proponents of the mercury amalgam toxicity hypothesis state that "mercury is highly toxic to humans, therefore, ANY AMOUNT IS HARMFUL..." (emphasis mine) <sup>6</sup>. This ignores (1) the reality that mercury is ubiquitous in the natural environment; (2) the pharmacological principle that 'the dose makes the poison'; and, (3) the extensive scientific data on mercury and human health.

It is worth noting that all dentists would benefit financially from a national stampede to have mercury-containing restorations replaced with composite, gold or something else. This would come at a time when the dental profession is suffering from decreased revenues—due largely to the effectiveness of fluorides in decay prevention. It is a tribute to the integrity of the dental profession that it is challenging alleged amalgam toxicity because of its lack of scientific support. This is consistent with its support of fluoridation, which will cost the profession billions of dollars in the future. Dental mavericks may claim that dentists are merely attempting to "save face" rather than admit to having used a dangerous material, however, the crux of the matter lies in the lack of evidence for alleged dental amalgam toxicity, which would be forthcoming from experts in environmental health—not dentistry—if it were true.

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## CHIROPRACTOR ORDERED TO DESIST COLONIC IRRIGATIONS

After seven years of litigation, a San Diego chiropractor has been ordered by a California Superior Court judge to stop administering colonic irrigation. According to Action Report No. 28 of the Board of Medical Quality Assurance, when a restraining order was first sought by the BMQA against chiropractor John Luly in 1978, the state Board of Chiropractic Examiners intervened on his side contending that colonic irrigation is a traditional part of chiropractic. But Judge Carlos A. Cazares ruled the procedure outside the scope of chiropractic practice.

## SUIT CHARGES ALTA-DENA DAIRY WITH FALSE ADVERTISING

Three consumer groups have filed suit against Alta-Dena Dairy of City of Industry (CA) charging that advertisements for the dairy's raw milk are false and misleading and requesting that a warning be placed on raw milk products stating they may contain dangerous bacteria. As reported in the Los Angeles Times, Aug. 28, 1985, the suit asks an immediate halt to advertising that states raw milk is safe and wholesome for infants, elderly people and invalids.

The three groups, Consumers Union, the Gray Panthers and the American Public Health Association, filed the suit Aug. 27 in Alameda County Superior Court in Hayward. The suit states that health-threatening organisms have been found in Alta-Dena raw milk samples more than 200 times during the past 11 years. Company representatives say the charges are part of a conspiracy against raw milk.

The case was filed not long after an epidemic of deaths and illnesses among purchasers of soft cheeses made by Jalisco Mexican Food Products (Arcadia, CA) that were found to contain *Listeria monocytogenes*, an organism particularly dangerous to infants. Some of the milk used to manufacture the cheese came from Alta-Dena herds, but a definite link between the dairy and the disease has not been established, although an experimental testing procedure at the University of Vermont tentatively turned up the organism in milk samples from the dairy. The cheese-making process included pasteurization, which is designed to kill dangerous organisms in milk.

## YEAST CONNECTION? WHAT YEAST CONNECTION?

*Editor's note: The following article by Dr. David Malish, MD, of San Jose, CA, is a reprint from the Summer, 1985, issue of Health and Nutrition Newsletter, a publication of the Santa Clara County (CA) Medical Society.*

"Most diseases are discovered; others are invented. Many physicians suspect the new yeast, or "candidiasis hypersensitivity syndrome," to be the latest example of an overblown, perhaps invented disease.

"Proponents blame yeast for a vast variety of often everyday symptoms: fatigue, depression, hyperactivity, headache, abdominal pain, diarrhea, impotence, respiratory problems, and more.

"The purported villain is the yeast organism, *Candida albicans*. *Candida albicans* is found almost everywhere, from table tops to doorknobs, and is a normal inhabitant of mucous membranes. It causes neither symptoms nor disease, except in unusual circumstances.

"Yeast connection" proponents often describe antifungal (yeast killing) drugs. No drugs, not even aspirin, should be taken without genuine reason.

"The candidiasis theory was recently promoted in an OMNI magazine article on 'People are Talking,' and in the book **THE YEAST CONNECTION**, by William Crooks, MD. In addition to long-term treatment, Crooks recommends a 'Candida Control Diet.' Included is a lengthy list of "foods you must avoid—" yeast breads, cheese, mushrooms, sugar, white flour, and anything that may, in theory, either contain or provide nourishment for yeast. According to Crook, milk, too, is suspect, since it contains a natural sugar, lactose.

"To summarize a (to be published) draft of an American Academy of Allergy and Immunology position paper:

"1. The concept of yeast hypersensitivity is speculative and unproven; most symptoms described could apply to virtually all sick people at some time or other. Nor is there any proof that treatment with antifungal drugs helps.

"2. The public is misled to believe that this 'syndrome' is a genuine illness and a source of serious disease."

## HEALTH GURU, BARBELL MAGNATE, DIES

Bob Hoffman, founder of York Barbell Co., health products manufacturer and a former member of the National Health Federation board of governors, died July 18 at the age of 86. During the '60s and '70s federal agencies five times forced his company to stop making false claims for his health products.

## HAIR ANALYSIS LABS NOT IN AGREEMENT

Laboratories performing hair analysis seem to be no more in agreement than astrologers. When hair samples from two healthy youngsters were sent to 12 laboratories for analysis, there was little unanimity in the findings. Dr. Stephen Barrett, MD, reports in an article entitled "Commercial Hair Analysis" in the Aug. 23-30 issue of JAMA (vol.254, no.8, p. 1041-1045). Readings of mineral content in the samples varied not only from laboratory to laboratory, but also from identical samples sent to the same laboratory. Six labs recommended food supplements, but there was no agreement among them on nutrient mix or strength. Because of a recent court adverse decision, it is probable that such labs will stop advertising their services directly to the public, Barrett says. But

legislation is still needed to prevent the sale of hair analysis services to other unorthodox medical practitioners.

## PAMPHLET ALERT REQUESTED

The California Department of Health Services has requested shoppers to keep an eye out for pamphlets advertising Col-on Rinse, a product manufactured by Health Plus, Inc., of Pomona, CA. On July 10 the company pleaded no contest to three misdemeanor counts for unlawful advertisements and manufacturing drugs without a license, and agreed to repackage the product and submit future advertising for DHS review. But some retailers may still be dispensing the old brochures or copies of them. Anyone coming across such pamphlets in retail stores can notify the DHS by phone at 213/620-2965 or write them at 1449 W. Temple St., Los Angeles, CA 90026-2965.

## HEALTH CLAIMS MAY BE PERMITTED ON FOOD LABELS

In a reversal of policy, the FDA proposes to soften rules that prohibit health claims on food packages and labels. The action has been considered since last October, when the National Cancer Institute endorsed efforts of the Kellogg Co. to promote alleged anti-cancer effects and other health benefits of its All-Bran on the product container. A New York Times News Service story published Aug. 18, 1985, in the San Bernardino (CA) Sun states that consumer groups are fearful that the FDA action would open the door to irresponsible health and medical claims by food manufacturers. The FDA says it is trying to set up guidelines to permit accurate claims while keeping out fraudulent claims.

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# NCAHF NEWSLETTER

QUALITY IN THE HEALTH MARKETPLACE



NOVEMBER/DECEMBER, 1985

NCAHF NEWSLETTER

VOL.8, NO.5

## DIRTY TRICKS USED AGAINST NCAHF AND AFFILIATES

Materials have come to our attention written by a P. Joseph Lisa (undated and without an address) entitled "A Report On The Medical Monopoly, A History Of The American Medical Association's Attacks And Their Conspiracy With Others Against The Holistic Healing Arts And The New Face Of The Current Attack And Its Roots." The 40-page document is a diatribe against the former AMA Committee on Quackery and Department of Investigation. It is a rehash of the propaganda put out by various chiropractors (there is no indication that Lisa is a chiropractor) over the years in their attempt to make criticisms of their pseudoscience appear to be self-serving attacks by a jealous, vindictive medical establishment. From there Lisa's logic deteriorates badly as he attempts to link the anti-quackery efforts of regulatory agencies, and NCAHF with organized medicine. Lisa claims that NCAHF has conducted "secret meetings" with FDA, FTC and the PO. Lisa says that NCAHF is "probably" funded by the pharmaceutical industry.

Lisa focuses a major portion of his diatribe against NCAHF'S Kansas City affiliate. We can't single out errors in that portion because we don't know the details of that organization, but we can say that even if what he says is true, it is incomplete, slanted and of no concern to anyone conducting legitimate business in the health marketplace. After all, restraint of quackery can hardly be considered "restraint of trade" in its proper sense.

We want to add that NCAHF is not connected to the AMA, pharmaceutical or any other industry, nor has NCAHF conducted "secret meetings" with FDA, FTC and the PO as Lisa charges. A commitment to the principles of science and consumer protection are our only connection with any other entity and any meetings with the aforementioned agencies have been well publicized. We also want to caution Mr. Lisa and anyone else

of his persuasion that NCAHF differs from the AMA and government regulatory agencies in that we will not put up with defamation without seeking legal remedy. We know the dirty tricks of organized quackery which attempts character assassination, guilt by association and appeals to the dark side of people's thinking and intend to attack them vigorously.

## PSYCHOTHERAPY CULTS

A clinical study of the of the origin and development of psychotherapy cults offers some insight into human vulnerability to psychological dependency. It also provides information on religious cults as comparisons are drawn. The article will be useful to anyone wanting to know more about the psychodynamics of mental health quackery. See Temerlin MK and Temerlin JW, "Psychotherapy cults: an iatrogenic perversion," *PSYCHOTHERAPY: THEORY, RESEARCH AND PRACTICE*, 19:131-141, Summer, 1982.

## PENNSYLVANIA PROHIBITS CYTOTOXIC TESTING FOR FOOD ALLERGIES

On July 23, 1985, an order from Josephine Bartola, JD, Director of the Pennsylvania Division of Laboratory Improvement took effect which states that "all facilities must cease and desist from offering and conducting the cytotoxic test for food allergies until the test can be validated. Cytotoxic testing poses a dangerous threat to the health and safety of individuals, especially those with serious health problems who may postpone seeking proper medical attention based upon the unsubstantiated claims made for cytotoxic testing." Violators are to lose operating permits or be subject to legal action.

COMMENT: Tough action by regulatory agencies seems to be the key to stopping abuses by analytical laboratories that traffick in invalid testing. Cytotoxic testing is but one of a plethora of spurious laboratory tests being utilized presently. Hopefully other states will follow Pennsylvania's example.

## MEDIA BACKS AWAY FROM CRITICIZING CHRISTIAN SCIENCE

The Fall, 1985 C.H.I.L.D. NEWSLETTER reports that two major media sources have backed away from previous interests in reporting on the needless deaths and suffering of the children of Christian Science church members due to medical neglect.

The Norman Lear production company and FAMILY CIRCLE magazine are named. C.H.I.L.D. NEWSLETTER has revealed some of the tactics used by the Christian Science church to intimidate critics of its practices and the clearly unconstitutional laws which specifically exempt the church from prosecution in cases of medical neglect. The present status of Christian Science and the law cannot stand public scrutiny, but it remains to be seen if the media has the courage to expose it to the nation. Christian Science church members are generally highly-educated and many are well-placed in government, the legal system and the media providing them with a considerable amount of political leverage. It is understandable that loyal members are protective of their church, but social responsibility demands that they rethink some of their practices and their relationship with the U.S. Constitution.

## "TROPHOPHOBIA"

"Trophophobia" is the fear of nutritious foods. It is described by Reginald Passmore, retired physiologist from the University of Edinburgh. He groups it with other eating disorders. Trophophobia is engendered by the constant media barrage that makes people believe modern foods are poisonous, allergy producing, inadequate and so forth. This concept and perspective on meat and dairy fats, eggs, salt, sugar and alcoholic beverages is covered in his article "Food propagandists—the new puritans," *JOURNAL OF THE ROYAL COLLEGE OF GENERAL PRACTITIONERS*, August, 1985, pp.387-389.

The NEWSLETTER is published bimonthly by The National Council Against Health Fraud, Inc., an all volunteer, nonprofit, tax-exempt organization. It is intended for members and others the Council wishes to keep informed. Annual membership categories and costs are: Student \$5, Regular \$15, Professional \$25, Supporter \$100 and Patron \$1000. Applications are subject to approval by the Membership Committee. Request applications from: Membership Chairman, P.O. Box 1276, Loma Linda, CA 92354. Donations are tax deductible under IRS Tax Code Section 501 (c) (3). Donors may request to receive the NEWSLETTER. Libraries may receive the Newsletter for \$10 per year. Items may be reprinted without permission if suitable credit is given.

Edited by: William Jarvis, Ph.D., Professor of Health Education, Chairman, Department of Public Health Science, School of Allied Health Professions, Loma Linda University, and Council President.

## WORTH READING

— "Fear of Fat: The Medical Evidence." article in CONSUMER REPORTS, August 1985, v. 50, no. 8, p. 455-457. Excellent resume of current thinking on the causes and treatment of obesity.

— THE APOCALYPTICS: CANCER AND THE BIG LIE, by Edith Efron presents evidence rejecting the claims of environmentalists that the world is awash in cancer-causing pollutants.

— THE CONSUMER PROTECTION REPORTING SERVICE, National Law Publishing, 99 Painters Mills Rd., Owings Mills, MS 21117. For the busy health professional wishing to keep pace with current consumer laws, regulations and agency actions. Two volume study updated twice a year.

— "The Fluoridation Wars—" Comprehensive history of the fluoridation and anti-fluoridation movements, p.140-153, THE WILSON QUARTERLY, Summer 1985, V.IX,no.3.

## DR. JACK— THE "BLACK PLAQUE" QUACK

Jack Kulp is a Buffalo, NY chiropractor claiming to be a "nutritional expert" specializing in "holistic health." His nutritional credentials were obtained from California's Donsbach University an unaccredited degree mill. In his nutritional practice, Kulp charged patients \$25 to take a "Nutrient Deficiency Test" and then sold them supplements for \$100 or more. Among the misinformation dispensed by Kulp was the diagnosis that nutrient deficiencies were created by malabsorption due to buildup of "black intestinal plaque." This condition was to be remedied by washing the inside of the body with bran tablets which he also sold to patients. Faced with the prospects of a felony indictment for mail fraud, Kulp pleaded guilty to a misdemeanor violation of the Food, Drug and Cosmetic Act and was placed on six months probation during which time he cannot pose as an expert in nutrition or give nutritional advice on the broadcast media. Canadian officials have barred Kulp from entering the country. From FDA CONSUMER, November, 1985, pp.36-38.

## OLD CHINESE REMEDY HAS HIGH MERCURY CONTENT

According to a story in the November 14, 1985, SIOUX CITY JOURNAL, Iowa health officials are trying to convince the state's 9,000 Oriental refugees to stop using Tse Koo Choy, a folk medicine containing calomel which contains unacceptable high levels of mercury. Sale of the drug is banned in the U.S. but these products have a way of finding their way through ethnic channels when there is a market for them.

## THE LONG STRUGGLE AGAINST QUACKERY IN DENTISTRY

Medical historian James Harvey Young reviews the history of dental quackery in the BULLETIN OF THE HISTORY OF DENTISTRY 33:69-84, October, 1985. Dental charlatans were common in the pre-scientific era and extravagant claims have been associated with many dental products. More recent examples of dental quackery are cited by Dr. Young. Included are vitamin promoter Royal Lee, DDS whose legacy lives on today through the National Health Federation, William Kelley, DDS who was delicensed for offering a mail-order cancer cure (Kelley "treated" the late actor Steve McQueen), and Rev. Don Forrestal who does dentistry by "faith healing."

## WARNING ABOUT PEOPLE'S MEDICAL SOCIETY

NCAHF board member Stephen Barrett, MD, says "Be wary of the People's Medical Society" in the lead article of the November issue of NUTRITION FORUM. PMS is a creation of the Rodale Press publisher of PREVENTION magazine and other publications that promote questionable health advice.

Barrett presents the history and activities of PMS which includes promoting the deregulation of physicians—a concept NCAHF vigorously opposed in California because it would permit anyone to practice medicine placing all of the burden for avoiding incompetence, sorting out nonscientific care, etc. on patients. PMS also promotes unscientific nutrition practices such as macrobiotics and orthomolecular psychiatry. NCAHF President William Jarvis gained some insight into the thinking of PMS Executive Director, Charles Inlander, at a meeting this Spring discussing the problem of distortions of scientific reporting by the media sponsored by the California Department of Mental Health. When Dr. Jarvis asked Inlander how PMS claim to be a consumer advocate organization when it was so closely associated with Rodale Press, Inlander did not challenge Jarvis' assertion that Rodale Press was a major source of health misinformation but retorted "That's a first amendment issue that the courts have already settled!" indicating his support for the right of Rodale to misinform above the consumer's need for accurate information about health. PMS may serve some useful purpose in helping consumers avoid bad doctoring but from what we've seen PMS poses more problems for health consumers than it may solve. We agree with Barrett's appraisal of PMS.

NUTRITION FORUM is available from the George F. Stickley Company, 210 W. Washington Square, Philadelphia, PA 19106 for \$30 per year.

## INSURANCE COMMITTEE OUTLINES FRAUDS

The Individual Health Insurance Committee of the International Claim Association, an insurance industry group, has prepared a report entitled "GIMMICKS, GADGETS AND FADS" for presentation at the ICA's 76th Annual Meeting in Dallas, Texas this past October. Its contents are of value to anyone interested in health fraud. It opens with some cogent insight into the function of misinformation in our democratic society. It cites a meeting 30 years ago between state medical and bar associations in Pennsylvania following a flurry of verdicts holding that cancer could be caused by trauma. When it was pointed out that there was no scientific evidence that trauma causes cancer an attorney replied, "Science be damned! So long as a jury says it does, who cares?" The war between quackery and science is often fought in the courtroom.

Fraud-fighters would be well advised to learn the rules of the courtroom turf if they wish to be effective. While both science and the law seek to determine the truth, the scientific arena doesn't have to concern itself with communicating with laypeople who hold the power of deciding issues and other factors in the legal setting which take precedence over simply deciding what is true.

"GIMMICKS, GADGETS AND FADS" covers abuses of Thermography, Moire Contourographic Analysis, Neurodermograph, Thermodeltameter, Thermoscribe, Applied Kinesiology, chiropractic "adjusting machines," Chelation therapy, Rolifing and nutritional counseling. Copies of this ten page report are available from NCAHF for \$1 plus a stamped, self-addressed, business sized envelope. Ask for "GIMMICKS, GADGETS AND FADS."

## BROCCOLI OVERDOSE

With all of the favorable publicity given broccoli and other members of the cabbage family as possible protectors against colon cancer, it is good that we keep the perspective that these plant foods are also goiterogens (i.e., they block the uptake of iodine producing goiter even though adequate iodine is present in the diet. Now another hazard is identified by Cooper in cases involving two women who almost daily lived on large quantities of broccoli salad and broccoli soup as a health diet. Both developed cardiovascular disorders for which warfarin (an anti-blood coagulant) was prescribed. Both proved resistant to therapy due to the large amounts of vitamin K present in their broccoli diets. See Cooper, "Drugs and herbal remedies," MIDWIFE, HEALTH VISITOR & COMMUNITY NURSE, 20:16, January, 1984.

## **NUTRITION SENSE AND NONSENSE IN DENTISTRY JUXTAPOSED**

The September, 1985 issue of **DENTAL ECONOMICS** presents two articles on nutrition counseling by dental practices. The first is by a dentist who says "nutrition counseling boosted our practice." H. Paul Jacobi, DDS of Neenah, Wisconsin, (author of "Dentist's Flight Manual to Success") passes off what he calls the "controversial" aspects of dental nutritional counseling by saying "What else is new? There are a lot of controversies in dentistry." He says, "For any dentist with a hang-up about selling nutritional products, I understand. But selling dentures also involves a product sold several times the laboratory bill." Jacobi says he wouldn't consider doing a surgical procedure without first doing a "Lingual Ascorbic Acid Test" (editors note: this test is invalid see J. ORAL MED, 29:8, 1974).

Juxtaposed with the above article is "Nutrition counseling: proceed with caution," by Ann Ehrlich, MA, President of a management consulting firm. Ms. Ehrlich states that dentists "have a professional and ethical responsibility to provide a real service based on actual patient need. She warns against unproven methods such as hair analysis and applied kinesiology and questions whether prescribing nutritional supplements is either "warranted or wise." Ehrlich exhibits a strong background in sound nutrition and ethics and suggests that dentists who do wish to offer nutrition counseling work with Registered Dietitians and have a training program for staff.

NOTE: For those interested in a sound source of nutrition information for dentists see Pollack RL and Kravitz E. (1985) **NUTRITION IN ORAL HEALTH AND DISEASE**, Philadelphia: Lea & Febiger. Included is a 33-page chapter "Food fads and fallacies" by NCAHF President William Jarvis.



## **QUESTIONABLE ARTHRITIS TREATMENTS REVIEWED**

Donna J. Hawley, MN, EdD, Associate Professor of Nursing, Wichita State U. reviews a wide range of unconventional approaches to arthritis in her article "Nontraditional treatments of arthritis" published in **NURSING CLINICS OF NORTH AMERICA**, 19:663-671, December, 1984. Unfortunately, Hawley misuses important terms like "nontraditional" and "quackery," and exhibits a limited understanding of the "placebo effect." However, the substance of the article is extremely good and will be of value to anyone wishing to improve their understanding of arthritis quackery and related issues.

## **NORWEGIANS LEARN A LESSON ABOUT QUACKERY**

The Norwegian Consumer Ombudsman sought to fortify citizens against health fraud by placing a hypothetical example of a phony ad which contained features that should tip them off to quackery. The ad read: **NEW FROM USA! LURIUM 300X** (LURIUM translates to **FOOLIUM** in English); "Gives bald people back their hair! Makes you slim in a hurry! Cures most disease! Removes wrinkles! Makes your car use 15-20% less gas! **ORDER TODAY!** The ad then went on to give points to consumers about when to be skeptical about advertising. However, many people only saw the portion of the ad making the dramatic promises. Close to 300 people ordered the miracle bottle at \$15 apiece! (From an unidentified Swedish newspaper, circa October, 1985).

Is this a lesson is human gullibility or does it tell us something about human desperation? It's too easy to stop with the humorous side of this experience without recognizing that people are exploitable by quackery in the same manner as lonely people make good marks for con men feigning friendship. There are laws against fraud and false advertising, but it seems like the basis for them has to be relearned again and again.

## **PSORIASIS**

According to a brief report in **PHARMACIST'S LETTER** 1:6, December, 1985, research in Norway on 15,000 victims turned up no evidence that life style or diet were a cause of psoriasis.

## **"DR. BERGER'S IMMUNE POWER DIET" BOOK—BAD!**

Jean Mayer, nutrition expert and President of Tufts University says, "It is my hope that no future graduate of the Tufts medical school will exhibit as little knowledge of nutrition as does Dr. Berger in his book." Berger is a psychiatrist who studied at Tufts and Harvard. Berger's errors include the claims that Americans are suffering from "alarming vitamin shortages" and that "most people have hidden food sensitivities to the very foods that appear most nourishing and healthy" thus impairing the immune system. The book proposes two remedies: the elimination diet which purports to eliminate the "Sinister Seven" foods the author feels have caused 85% of the reactions he has seen in patients; and, rebuilding the immune system defenses with megadoses of vitamins, minerals and amino acids. Berger also promotes unneeded and fraudulent substances such as PABA, bioflavonoids and "vitamin B-15." For a copy of Dr. Mayer's review of Berger's book send a stamped, self-addressed envelope to NCAHF. Ask for "Tough To Swallow!"

## **PROFLUORIDATION AND SCIENTIFIC DENTISTRY GROUP AFFILIATES WITH NCAHF**

The American Oral Health Institute, Inc. was founded in 1984 for the purpose effectively dealing with the political and legal aspects of community and school water fluoridation. AOHI will also provide consumers with accurate information regarding some of the nostrums, devices and procedures being promoted by certain irresponsible members of the dental community. NCAHF accepted AOHI as an affiliate at the October Board of Directors Meeting and want to make its existence known to people interested in promoting sound, scientifically supported public health issues. Membership categories are: Student \$10, General \$25, Contributing \$100, Founding \$200, Corporate \$200, Nonprofit \$200. Contact: Raymond A. Kuthy, DDS, MPH, P.O. Box 151528, Columbus, OH 43215-8528.

## **NEW YORK MD MUST PAY \$500,000 MALPRACTICE JUDGEMENT IN CANCER CASE**

Manhattan physician Emmanuel Revici's medical license was suspended for 60 days in 1983 on the grounds that the 87-year-old physician had fraudulently promised to cure cancer and that his medically unapproved treatments posed an immediate danger to his patients (**NY TIMES**, Dec. 29, 1983). In late November of this year Revici was sued for malpractice by a woman whose breast cancer went from a time when it could have been treated with a simple lumpectomy to the point that bilateral radical mastectomy was required. The jury award the plaintiff \$1 million but the judge halved the amount on the basis that the plaintiff had been advised by other physicians to have the simpler operation but had chosen to ignore their advice and place herself in Revici's care.

## **RETINOIC ACID EMBRYOPATHY**

Retinoic acids are analogues of vitamin A which cannot replace the visual or reproductive functions of vitamin A but can assume its roles in stimulating bone growth and epithelial differentiation. Although less toxic than vitamin A, retinoic acids are known to produce birth defects in animals and has been implicated in a few clinical case reports involving humans. A study of the possible relationship between retinoic acid and birth defects in 154 people taking isotretinoin, a retinoid prescribed for severe acne, identified a characteristic pattern of malformation. These findings have important implications for those who idolize nutrition-related substances in preference to other types of "drugs." See Lammer, et al, "Retinoic acid embryopathy," **NEW ENGLAND JOURNAL OF MEDICINE**, 313:837-841, 10/3/85.

**WHY NCAHF OPPOSES HR 2583—  
THE "FOODS ARE NOT DRUGS  
ACT OF 1985"**

Using the flap caused by Kellogg's bran advertisements which were endorsed by the National Cancer Institute as a battering ram, the National Health Federation has been pushing hard for endorsements by congressmen for HR 2583 which would liberalize the law on making health claims for food products.

This legislation has been defused by the FDA's decision to permit a limited amount of such claims as long as they are well supported.

HR 2583 was introduced by California Rep. William Dannemeyer who has strong connections to the health food industry. NCAHF believes that HR 2583 is an attempt to strengthen the common ploy of passing diets and foods off as

medicine or herbal drugs, laetrile, and other specious items off as foods.

NHF has pledged itself to the passage of this legislation no matter how long it takes equating it with the 1976 Proxmire bill which prevented FDA regulation of high potency vitamins (a bill referred to as "a charlatan's dream" by then FDA Commissioner Alexander Schmidt).

NCAHF supports the use of advertising to disseminate valid health information, however, we are not naive enough to open the door to quacks who somehow manage to distort and exploit practically every effort of legitimate health promotion to their profit and the public's loss. NCAHF believes that the current laws and FDA policy are sufficient and should not be altered. Congressmen who have co-sponsored this bill should hear from constituents who oppose it. They

are: Howard C. Neilson of Utah, Larry E. Craig of Idaho, Marcy Kaptur of Ohio, Jim Lightfoot of Iowa, Joseph P. Kilter of Pennsylvania, Eugene Chappie of California, Don Ritter of Pennsylvania, Charles W. Stenholm of Texas, E. Clay Shaw, Jr of Florida, and Glen M. Anderson of California.

**READERS: IF YOU HAVE DIFFICULTY LOCATING SOME OF THE ARTICLES MENTIONED IN THE NEWSLETTER, THE NCAHF RESOURCE CENTER CAN SUPPLY THEM. USUAL CHARGES ARE 10 CENTS PER PAGE PLUS POSTAGE AND PACKAGING. YOUR STAMPED, SELF-ADDRESSED ENVELOPE WILL HELP.**

**THE NATIONAL COUNCIL AGAINST HEALTH FRAUD, INC.  
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[Chapters are governed by the by-laws of The National Council Against Health Fraud, Inc.; Affiliates share NCAHF's beliefs in science and consumer protection. Consumers may contact any of these organizations for aid.]

The National Council Against Health Fraud, Inc.

**NEWSLETTER**

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DECEMBER, 1985

TASK FORCE ON CONSUMER ACTIVISM TO FORM

As local chapters and divisions of NCAHF are organized, it becomes more and more necessary that some guidance be provided for how to combat health fraud, misinformation and quackery on the local level. At the October, 1985 Board of Directors meeting, it was voted that a Task Force on Consumer Activism be formed that would develop a "how to" manual for use by local chapters and divisions listing and describing specific activities for use in combatting health fraud, misinformation and quackery. Wallace I. Sampson, MD, 515 South Drive, Suite 10, Mt. View, CA 94040 was named as the task force coordinator. Anyone interested in serving on this task force should send a resume to Dr. Sampson. He will select task force members, assign tasks, compile and distribute results, and serve as spokesperson for the group. If you have some specific contribution to make or special expertise related to such an effort, please make it known to Dr. Sampson.

Members will no doubt be pleased to know that Dr. Sampson is not starting from scratch on this important project. He has been very effective in local anti-health fraud activities in his area and is a key person in the California Medical Association's Division of Scientific & Educational Activities.

ANNOUNCEMENT: ANNUAL MEETING DATE CHANGE

According to the NCAHF bylaws, the Annual Meeting is to be automatically held on the second Thursday of February each year unless announced otherwise at least 30 days prior to the meeting. In 1986, the date for the Annual Meeting of NCAHF is changed to Friday, February 14.

AFDO PALNS HEALTH FRAUD ACTION TEAMS

The Association of Food and Drug Officials (AFDO) is an organization made up of state and federal leaders in food and drug. AFDO has outlined a plan for establishing "Health Fraud Surveillance and Action Teams" (HFSAT), inviting all consumer protection organizations to implement and actively participate in the recommended program. Under the plan, HFSATs would review information on suspected health fraud products collected by participating agencies and non-government units to determine which were obvious fraud, probable, questionable and not actionable. Degree of risk to consumers would also be a factor in which items would command a comprehensive remedial program. (From a report in FOOD CHEMICAL NEWS, 12/2/1985, p.35).

WHAT DOES NCAHF MEMBERSHIP PERMIT?

Recently, at the trial of a cancer quack, a member of NCAHF testified in favor of the defendant claiming, to be an expert on health fraud based upon his membership in NCAHF. His testimony was quickly refuted by a NCAHF Director who was also testifying in the case--against the defendant. This incident raises two important points.

First, some people join NCAHF who, despite their signing that they support its beliefs and purposes, are antagonistic toward consumer protection and scientific discipline. The membership committee cannot possibly screen out such people until they have exposed themselves.

Second, due to the sensitive nature of combatting health fraud, it is important that not just anyone speak as representatives of the Council. It is stated in the bylaws in Article V, Section 8: "The only persons who may speak for the Council are the Chairman of the Board of Directors, President and others specifically designated by action of the Board of Directors."

For these reasons, a qualifying statement will appear on future applications stating: "Membership does not qualify a person to advertise themselves as a representative of NCAHF or claim special expertise." Hopefully, this will be sufficient to discourage abuse. If not, a stronger statement may be needed. We realize that those with ill-will are impossible to control, but this statement does provide a basis for challenging misuse.

SEND THE NEWSLETTER TO LEGISLATORS

One way to make your state and national legislators more aware of health fraud is to send them the NCAHF NEWSLETTER. You may either order a gift membership for them, send a donation to cover the cost (use a regular \$15 membership fee as a guide), or plead for NCAHF to send the newsletter free--we have a limited number of complimentary recipients but must feel that such charity is justified--since it would be impossible for NCAHF to send the newsletter to all legislators. You may wish to at least send the newsletter to members of the health committees of your legislatures.

#### ABOUT THOSE DOCTORS ENDORSING HERBALIFE

You may have seen Herbalife ads featuring testimonials by physicians extolling Herbalife products. Needless to say, NCAHF looks unfavorably upon health professionals who use their credentials to promote products--especially when it is nearly a certainty that they are part of a multi-level marketing scheme. NCAHF President Jarvis has dubbed such individuals "Office Entrepreneurs" and questions the propriety of using the unequal influence inherent in the doctor/patient relationship in this way.

What's more in the case of the Herbalife ads is that at least one of the doctors quoted is well known to NCAHF as a bad actor. We wonder about the others as well and would like NCAHF members to inform us if any others are of questionable reputation as well.

#### THEY ARE:

Richard Basford, MD, Beverly Hill, CA  
William Bernard, MD, Lafayette, LA  
Irving M. Blatt, MD, Metairie, LA  
James F. Bradley, Jr, MD, Jonesboro, AR  
John E. Campbell, MD, PA, Opelika, AL  
James W. DeRuitter, MD, Panama City, FL  
Ivan Frye, MD, Roseburg, OR  
Severo K. Guerrero, Jr, MD, Glendale Heights, IL  
Helmut K Harnish, MD, Middleton, TN  
Charles L. Harewood, MD, Brooklyn, NY  
Richard A. Joseph, MD Naperville, IL  
Edmund J. King, MD, Wethersfield, CT  
Roy Kupsinel, MD, Oviedo, FL  
Donald Long, MD, Nederland, TX

To be fair, NCAHF would also be interested in positive comments anyone can offer about any of these doctors.

#### FDA CLARIFIES POSITION ON HERBALIFE DEATHS

In a TALK PAPER dated October 16, 1985, the FDA has stated that there is no evidence to connect Herbalife directly to fatalities previously reported to have been connected to Herbalife products. As for complaints about minor adverse reactions, FDA states that these could be due to a number of factors including diet change or the pharmacological reaction of herbs in the products, however, the concentrations of these herbs at recommended dosage levels would not be anticipated to produce such reactions. All press inquiries should be directed to Jack Martin at the FDA Press Office (301)443-4177.

#### INFORMATION SOUGHT ON INTIMIDATION LAWSUITS

Professor George W. Pring, of the University of Denver College of Law, is concerned about the potential chilling effect of "intimidation lawsuits" brought against citizen action groups and individuals as a means of preventing citizen participation in governmental decision-making processes. According to an article in the July 22, 1985 NATIONAL LAW JOURNAL, (p.16). Prof. Pring wishes to document cases where people have been sued because of their involvement in government proceedings on zoning, civil rights, civic improvement, environmental protection, public works, consumer fraud or official misconduct. Address: College of Law, University of Denver, 1900 Olive Street, Denver, CO 80220.

#### LOCATION OF MENDELSONH NEWSPAPER COLUMNS SOUGHT

Robert Mendelsohn, MD writes a syndicated newspaper column on health which NCAHF finds appalling. In order to carry out a research project on possible serious negative effects associated with the column, NCAHF seeks to identify areas which are covered by the column. If you know of such, please notify NCAHF of the area, name & address of the newspaper and begin collecting each issue (with the dates they run). Send this information to "Mendelsohn Project," Box 1276, Loma Linda, CA 92354.

#### ANTIQUACKERY PAMPHLETS AVAILABLE

Two new anti-quackery pamphlets are now available. One is called TIPS ON MEDICAL QUACKERY (Stock No.24-194) and is published by Council on Better Business Bureaus, Inc., 1515 Wilson Blvd, Arlington, VA 22209. The second is called QUACKERY...THE BILLION DOLLAR MIRACLE BUSINESS and is a joint publication of the FTC, FDA, PO and The Pharmaceutical Advertising Council. Order from U.S. Dept. of Health and Human Services, Public Health Service, Food & Drug Administration HFI-40, HHS Publication No.85-4200.

Coming in the next issue of the Newsletter will be the report on yellow pages nutritionists based upon the ads members sent in from their local telephone directories.

THE BULLETIN BOARD IS A SUPPLEMENT TO THE COUNCIL NEWSLETTER. ITS PURPOSE IS FOR COMMUNICATION WITHIN THE COUNCIL'S MEMBERSHIP. MEMBERS ARE INVITED TO SUBMIT IDEAS AND ITEMS FOR THE BULLETIN BOARD. IT IS OUR HOPE THAT THE BULLETIN BOARD WILL HELP MEMBERS IN THEIR LOCAL EFFORTS AGAINST HEALTH MISINFORMATION, FRAUD AND QUACKERY. SEND QUESTIONS AND COMMENTS TO LYNN CALDWELL, P.O. BOX 1276, LOMA LINDA, CA 92354.