

Abundant Living
INFORMATION SERVICES

THE
INTERSTATE
TO
UNDERSTANDING
THE
Alternative Health Movement

COMPARISON WITH MODERN MEDICINE

- in philosophy
- in strengths and limitations
- in comparative risks

CONFLICT WITH THE MEDICAL ESTABLISHMENT: THE

- American Medical Association
- American Hospital Association
- Pharmaceutical industry
 - FDA
- American Dietitians Association, et al.

THE POLITICS OF HEALTHCARE: CHANGING

- Access to Medical Treatment Acts
 - FDA bypassed
- NNFA Model Bill

VITALISM & MECHANISM: TWO APPROACHES TO HEALTH CARE

- Natural Healing
- Dr. Black: body adjustments and natural healing

TAKE THE FAST LANE TO
A MORE ABUNDANT LIFE
THROUGH KNOWLEDGE, AWARENESS & MOTIVATION

Kenneth M. Howard

A Few of the Salient Points

- American medical science procedures are without equal in treating *crisis-type health and accident problems*. The rate of infectious type diseases, like typhoid fever, have been going down for a half century or more due to modern sanitation, antibiotics, safer water, etc.
- Natural, alternative, sometimes called complementary health care is best for *degenerative, chronic type illness or problems* like arthritis, diabetes, cancer, etc. The rate of this type of disease has been going up and up during the 1900s.
- Natural procedures and substances, like vitamins, minerals, herbs, homeopathic remedies and organically grown whole food that is not adulterated with chemical preservatives, stabilizers, artificial colors, etc., are much more conducive to health and vitality.
- Sooner or later someone will have a negative reaction even to a given food or dietary supplement. The yardstick we use and one that is used by medical science is *comparative risk*.
- Comparing the risk between drugs and dietary supplements is like comparing high noon and twilight. In *one seven-year period* measured by the government's Center for Disease Control, there were no deaths from commercially prepared herbs, vitamins, and all minerals except iron, which caused six deaths (by children's gross overdose). In the same period, deaths from adverse reactions to drugs were estimated at between 60,000 and 150,000 *annually*. (cont. on inside back cover)

A Few of the Salient Points, cont.

- Prescription drugs are dangerous and thus should be controlled. Herbs and other type supplements do not need the same safety procedures.
- *The FDA has the power to take unsafe products off the market.*
- Education and information concerning the pros and cons of various types of health care should be encouraged.
- The NNFA and its allies must remain vigilant because, in spite of the gradual changes that have and are occurring, the AMA, AHA, the pharmaceutical industry and the FDA still seek to thwart the natural health care movement. Their approach is now more on a piecemeal state-by-state basis.
- A people who enjoy freedom of choice and individual responsibility are best able to cope with the complexities of life. "*One size does not fit all.*"

Preface

The target audiences for this book are:

- Legislators and other Government Functionaries
- The Media
- The Interested Public

Understanding the conceptual framework, the political-social milieu, the strengths and weaknesses and the modes and practices of natural, holistic health care is a key to:

- intelligent government health policies;
- balanced, insightful media coverage, and
- more abundant living

Recognizing the pressure of time faced especially by legislators and media people, this book is designed to provide a concise overview of the dynamics of a rising alternative health care world and how it complements traditional allopathic medicine.

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A More Abundant Life

Through Knowledge, Awareness and Motivation

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Wellness-Oriented Individuals are Those Who:

- Take personal responsibility for their health.
 - Cultivate a positive mental outlook on life.
- Plan for nutritious foods and ideal body weight.
- Support a healthy heart and circulatory system through good nutrition and physical activity.
 - Study their circumstances and adjust—
enjoy challenges.
 - Cultivate high energy levels.
- Learn to handle stress and challenges well.
 - Balance the stresses of life with adequate
rest and recreation.
- Do not use alcohol, tobacco, or illegal drugs.

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Prologue

This booklet provides a brief, concise understanding of health care changes that have been taking place in America and elsewhere. Changes that led one Harvard Study author to declare that Alternative Health Care has come into mainstream America.

It is important to more abundant living and may be critical to your life to know that alternatives to drugs and surgery exist; to know when to seek orthodox medical help and when to search out alternatives. Each has its strengths and purposes. Each has its underlying philosophy.

This book is intended to help people understand the difference between modern medicine's approach to healing and the so-called natural, alternative, holistic approaches; to understand their underlying philosophies and principles.

We need both approaches; we need to know when to go to the medical doctor and when to seek out an alternative pathway. For sure, more and more people are taking an interest in natural, holistic healing and the various modalities that come under the natural healing umbrella.

It's an adventure. It's an empowering process with a potential reward of greater health and vitality.

Well-being Forever?

Does anyone doubt that to be good at computer programming, the piano or the violin, or at tennis, you have to practice the skill? In contrast, people take good health for granted and ignore the laws involved. They feel that a state of well-being will go on forever and ever.

The Route To More Vibrant Health

The route to better health care rests upon a foundation of:

- understanding our current modern medical healthcare system, its strengths and weaknesses,

- understanding the underlying philosophy, principles, and practices of alternative, complementary, preventive, holistic healthcare,—its strengths and limitations—and
- thirdly, having a panoramic overview and understanding of the various branches of the natural healthcare, natural healing tree.

A More Abundant Life

Through Knowledge, Awareness and Motivation

Dear Reader,

In health care, it is important to have options—and to know what works best under what conditions.

This booklet will help you lay the foundation. It will help you understand the two basic approaches to health care, to appreciate them both and to thoughtfully reflect upon the health care choices available now and in the future.

When we are young, luck is a large part of feeling good. As we get older the role of luck steadily diminishes and the role of planning and informed action increases.

The harder I work, the luckier I get. Part of me likes this message. It puts me in charge; it empowers me. My destiny, my health and life are in my hands.

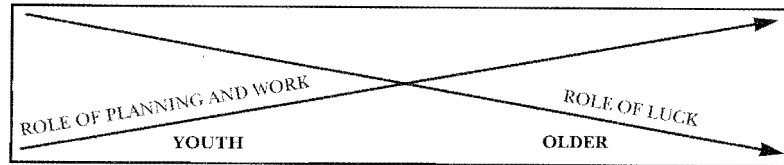
Part of me wants to drift with the current—to stay within the comfortable habits and patterns developed over time. Part of me shies away from the responsibility of change. Part of me is fatalistic and feels that “what will be, will be.”

“There are two ways to slide easily through life: to believe everything or to doubt everything. Both save us from thinking.”

Alfred Korzybski

We at Abundant Living respectfully question and challenge modern medicine's singular road to health care.

FEELING GOOD



Health Care Modes and Systems

I. Various approaches to health down through the ages

- Herbal medicine
- Body rejuvenation through saunas and fasting
- Chinese with their acupuncture, the drawing of opposites into balance—called the Yin-Yang Principle. The nonphysical force called Chi
- India's Ayurveda, Meditation
- The Essene's, a group of ancient Israelites, wrote of giving enemas with hollow reeds
- Homeopathic medicines
- Modern natural, holistic health care
- And modern medical drugs and surgery

II. Next, let's consider the Philosophical Base of modern medicine and natural-holistic type healthcare

- Allopathy or Modern Medicine—its focus is on symptoms not causes; upon sanitation and germ warfare.
- Based on Newtonian physics, it treats the body as a machine made up of separate parts.
- Naturopathy—its focus is on the whole body; upon root causes. It looks at the body/mind as a whole, as a group of interdependent organs and functions.
- The body has a built-in capacity to heal itself and the key is to support and help restore the body's natural, internal defense and balance.
- Each system has its strengths and limitations. Modern medicine's strengths-- critical, emergency type problems. Weakness is in the area of chronic or degenerative type disease; over reliance on quick fixes via drugs. Another way to compare them is: focus on disease vs focus on prevention.

III. An ideal healthcare system would be characterized by the following:

- An integrated, cooperative, open approach; harmony between the various health care practitioners
- Patient's freedom of choice based on their knowledge of options, comparative risk, effectiveness and credentials.

IV. In contrast, the American Healthcare System has been and is still largely characterized by the following:

- Control by the modern medical establishment: the American Medical Association, its allies and the pharmaceutical industry.
- Persecution of alternative healthcare modalities
- This control and persecution is evidenced by the medical establishment's almost automatic political opposition to the licensure of any other healthcare practice.
- Also there are threats of loss of their license to practice made against M.D.'s who use non-mainstream alternatives.
- Another major activity of the AMA and its allies is the expenditure of many millions of dollars to lessen or eliminate the public's support for alternatives by indiscriminately labeling them as *unproven at best and dangerous quackery at worst*.
- To illustrate the persecution and drive to maintain monopolistic-like power: The AMA and its allies, after many years of effort to eliminate chiropractic, were indicted for conspiracy to eliminate chiropractic and then found guilty. U.S. Federal Court judge, Susan Gatzendamer, ruled that indeed, the AMA and its allies were guilty of conspiring to put chiropractic healthcare out of business.
- I have talked with physicians who, after being threatened with loss of their license, stopped using safe, alternative healthcare modalities. For example, the use of homeopathic medicines, so common in Europe, was unacceptable to their state medical boards.

The Need For Natural Comparisons, Facts and Choices In Health Care

In response to the efforts of the Medical Establishment and its allies to control, diminish and in some documented instances to eliminate various holistic, natural health modalities, The Abundant Living Information Service makes the following points:

- Natural, so-called alternative health care supports and helps build up the body's inherent ability to heal itself.
- Natural, alternative type health care looks beyond symptoms to the root causes and seeks to help or treat the person systematically, i.e. treats the body as a whole. Prevention and natural support are key concepts.
- American medical procedures are without equal in treating *crisis-type health and accident problems*. The rates of infectious diseases like typhoid fever have been going down for a half century or more due to modern sanitation, antibiotics, safer water, etc.
- Natural alternative, holistic, sometimes called complementary health care is best for preventing disease and for building up the body's capacity to cope with *degenerative, chronic type illness, i.e. problems* like arthritis, diabetes, cancer, etc. The rates of this type of disease have been going up and up during the 1900's.
- Natural procedures and substances, like vitamins, minerals, herbs, homeopathic remedies and organically grown, whole food that is not adulterated with chemical preservatives, stabilizers, artificial colors, etc. are much more conducive to health and vitality.
- *The Medical Establishment's focus is on the illness itself and its symptoms; its main weapon is the use of drugs to substitute for the body's lacks*, rather than building up the body's organs and tissues so that they can function properly.
- Because drugs are substances foreign to the body, there are side-effects which are often very serious.

- ***Antibiotics reduce the effectiveness of the immune system;*** natural substances build the immune system's capacity to protect the body.
- Sooner or later someone will have a negative reaction even to a given food or dietary supplement. The yardstick that should be used and one that is used by medical science is ***comparative risk***.
- Comparing the risk between drugs and dietary supplements is like comparing high noon and twilight. In one ***seven-year period*** measured by the government's Center for Disease Control, there were no deaths from commercially prepared herbs, vitamins, and all minerals except iron which caused six deaths (by children's gross overdose). In the same time period, deaths from adverse reactions to drugs were estimated at between 60,000 and 150,000 ***annually***.
- The risk of holistic, natural health care is comparable to a marble in a box car. Meanwhile, the medical profession itself has started using the word ***iatrogenic*** to designate those diseases and health problems caused by medical and hospital treatments themselves.
- Prescription drugs are dangerous and thus should be controlled. Herbs and other dietary type supplements do not need the same costly safety procedures, This keeps herbs, etc. consumer-cost-friendly.
- Controlled, double-blind studies/trials are very useful. However, approximately half of the drugs approved through controlled double-blind trials have to have changes made as to usage after a year of actual experience. Some even have to be withdrawn from the market.
- Clinical, observational type experience is also very useful, very necessary, and has been used for many centuries with natural substances.
- Choice of safe products, procedures, beliefs and systems should be left up to the individual and the competition of the marketplace.
- ***The FDA has the power to take unsafe products off of the market.***

- There are very adequate fraud laws on the books; the Federal Trade Commission has the power to punish those who cheat and deceive.
- Education and information concerning the pros and cons of various types of health care should be encouraged.
- People should be accorded the opportunity and the dignity of choosing how they approach their health care needs. Help promote medical freedom of choice.
- ***Belief in diversity and freedom of choice in health care has been opposed by the modern medical establishment*** in the name of "Big Brother" knows best—and they have sought and often obtained government power to curtail any but their brand of health care.
- Historically the use of government power, unless checked, gravitates inexorably toward abuse and toward a stifling of individual creativity and productivity and away from personal development, diversity, responsibility and accountability.
- The means for citizens to challenge bureaucratic excesses must be maintained and encouraged. Individual calls and letters, organizations like Citizens for Health and the National Nutritional Foods Association provide great representation for those wanting more healthcare options.
- Natural health proponents and their allies must remain vigilant because, in spite of the gradual changes that have and are occurring, the AMA, AHA, the pharmaceutical industry and the FDA still seek to thwart the natural health care movement. Their approach is now more on a piecemeal state-by-state basis.
- A people who enjoy freedom of choice and individual responsibility are best able to cope with the complexities of life. ***"One size does not fit all."***

Adolph Hitler said, "We are freeing men from the responsibilities of freedom, which only few men can bear."

In spite of our criticism, we recognize and generously appreciate all of the work done by the medical establishment and the FDA that truly brings benefits to our lives.

Degenerative Disease and Hope

What are degenerative diseases? Cancer, heart disease, arthritis, diabetes, etc. *Why is the incidence of degenerative-type disease going up?* The answer to that is very complex. Among the reasons are the following: lifestyle, poor and unbalanced nutrition, air and water pollution, artificial food flavors and colors, the use of unbalanced commercial fertilizers designed to produce quick growth, and the accumulative toxicity of pesticides and herbicides.

No physical bodies in the history of the world have *had to cope with such an onslaught of foreign elements* as we do today. The *bright side* is that modern sanitation, modern water treatment, and safe food handling technology have greatly helped us. And the variety of the food we have is a plus.

Does the *Food and Drug Administration* require testing for artificial colors and flavors, for pesticides and herbicides, etc.? Yes they do and we are grateful for that. However, *there is a glitch*. They cannot test for all the possible *combinations* of foreign substances in our food, air and water. (As a parallel example, some of you are aware that there are situations where two approved drugs should not be taken together.) Nor do they test for the accumulative effect of these foreign substances over many, many years!

The usual *timetable of degenerative disease* occurs later in life. Children are most susceptible to infectious-type diseases and conversely, adults are the victims of those diseases that are characterized by the body's degeneration or an impairment in the body's ability to regenerate itself. Other ways to say this are—the cells don't adequately reproduce, they develop mutations, and the immune system is weakened or sluggish, etc.

The *bright side of the picture* is that we know more about natural substances that support the immune system than ever before.

We have homeopathic and herbal medicines that are effective and do not produce drug-like side effects, etc. Those trained in natural health care know the health pro-

ducing difference between whole wheat and white bread, as an example. They know:

- *The benefits of organically produced food*
- *The benefits of fasting*
- *How to detoxify or cleanse* the cells of the body
- *How to replenish the good bacteria* in the colon when they have been killed off by antibiotics
- *The herbs and homeopathic medicines* that are safe, effective and available
- *Nutrition—whole, natural nutrition*
- The difference between *harmful trans-fatty acids* and the *essential fatty acids*
- *The importance of appropriate exercise*, that it pumps the lymphatic system and also *provides an increased intake of oxygen*

Natural, Holistic, Alternative, Complimentary health care focuses on *supporting the body's inherent ability to heal itself*. The naturopathic doctor seeks to correct the cause of the problem rather than merely *treat the symptoms*. For an example, an aspirin may alleviate the pain of the symptom—but does *nothing* to address the *cause of the pain!*

Cancer: A Look To The Past

In 1904, only 1 American in 24 had cancer sometime in his life. Today, one American in 3 gets a cancer diagnosis one day, and it's getting close to one in two—every other person. A few honest medical authorities concede we are losing the battle, despite throwing tons of money at cancer.

It is also noteworthy that cancer survival statistics are always quoted for 5 years? It's because the dramatic initial results of chemotherapy only last that long. *After 5 years, most patients die of secondary tumors triggered by radiation and chemotherapy*, or treatment side effects such as heart damage.

Facts For Consideration

More of us are dying today from heart disease, stroke, cancer and other age-related diseases than ever before in history.

Lets take a look at cancer, for instance. In 1971, President Nixon declared "war on cancer" by raising federal funding for cancer research to unprecedented heights. From 1971 to 1996, the government spent more than \$30 billion on cancer research. The results: Deplorable when you consider that percentage wise more Americans died of cancer in 1996 than in 1971.

Why? Because mainstream medicine has focused on the wrong things. Treatment instead of prevention. Toxic drugs instead of natural therapies. Depleting the immune function instead of boosting it. Treating isolated diseases instead of the interrelated pathologies of aging.

The American Preventive Medicine Association

The AMPA is a nonprofit healthcare advocacy organization whose national membership includes physicians, other health practitioners, and the lay public.

Julian Whitaker, M.D., and former president of the APMA states, "The group's mission is to make sure that there exists a health care system in which practitioners can practice in good conscience with the well-being of the patient foremost in their mind without the fear of recrimination." To that end the AMPA promotes public and professional education in alternative medicine. It lobbies for a healthcare system which affords a wide range of therapies.

USDA & Organic Standards

Organically raised food has become popular enough to stir Congress to establish the National Organic Standards Board (NOSB) whose mission is to make recommendations to the U.S. Dept. of Agriculture on standards for organic farming.

At present several states define what can be labeled as "organically raised food." The NOSB studied the existing standards, took testimony from all involved parties and came up with its recommendations. Some feel that the USDA sat on them for an inordinate amount of time, but finally they issued their proposed organic regulations.

A number of the provisions of USDA's proposed organic regulations are contrary to specific recommendations of the NOSB—specifically, provisions for inclusion of genetically-engineered organisms, irradiation and sewage sludge. Also USDA has proposed to allow a number of synthetic substances that were not recommended by the NOSB.

The Organic Trade Association (OTA), whose mission is to promote organic products and protect the integrity of the organic label, reports (spring 1998) that the USDA received an overwhelming number of comments. As a consequence on May 8, the Secretary of Agriculture, Dan Glickman said

“Biotechnology, irradiation, and biosolids...neither fit current organic practices nor meet current consumer expectations about organics, as the comments made clear.”

OTC thanks you who contributed to the record-breaking 250,000 comments and to which the USDA responded. It looks like the stringent standards that have been in use for over a decade within the industry have survived so far. Write the White House and your Representatives and Senators because . . .

A major issue, yet unresolved is whether the USDA is bound by the recommendations of the NOSB in regards to the use of synthetic substances in organic farming.

Note: Based on pertinent provisions of the Federal Organic Foods Production Act (ORFA), the trade organizations involved in maintaining the integrity of organic farming feel that the USDA is bound to follow the standards recommended by the NOSB. At this point, we don't know the final picture.

Calling A Spade, A Spade

In the brevity of this presentation, all that can be said is that one of the largest industries in the U.S., the pharmaceutical industry, has through various ways and means gained a great deal of influence over the AMA, the M.D.'s, the medical schools and the FDA.

In the Food, Drug and Cosmetic Act of 1938, *the FDA's mission was two-fold*. One, ensure the safety and purity of food and two, determine the safety and effectiveness of drugs and medical devices.

The purpose of this legislative act was to create a regulatory agency that would serve the public. However, a better understanding of the healthcare world we live in comes via Dr. Julian Whitaker's belief that the FDA's mission statement should read: “(1) to protect the interests of the drug industry and to promote a drug-oriented view of medical care; (2) to turn a blind eye to the chronic diseases promoted by the modern food industry; and (3) to wage war against the natural food industry, alternative health care providers and oth-

ers who challenge the mainstream conception of the public health.

“This agenda needs to be exposed and amended. The FDA, as with other government agencies and special-interest groups, has recently (reluctantly and belatedly) made some changes. It has come around to acknowledge the validity of the positions that nutrition-oriented doctors have held for decades. A new section of the FDA's agenda could be added: **(4) will, upon adopting the positions of the alternative providers and natural products industry which it once deemed as quackery, show no learning curve, and continue to keep them as outsiders.**”

The FDA is charged with keeping the public safe. To so define public safety by ensuring that dietary supplements do not interfere with the sales of any drug currently on the market or in development is—by understatement, **NOT GOOD.**

The Pharmaceutical Industry and Health Care

The powerful effect that drug companies have on the disease orientation of medicine in the United States was clearly stated in a recent editorial entitled “The Addiction to Drug Companies” in the medical journal *Biological Psychiatry*. The editorial posited an unhealthy relationship between physicians and the drug suppliers.

The overall influence of the [healthcare] industry is to emphasize drug treatment at the expense of other modalities: psychotherapy, social approaches, nutritional, herbal, and natural remedies, rehabilitation, general hygienic measures, non-patentable drugs, or other alternative approaches. It focuses attention on disorders that are treatable by drugs, and may promote over-diagnosis. It reinforces the practice of dealing with disease by treatment of symptoms, and diverts interest from prevention.

Obviously, there is tremendous profit to be made by keeping the emphasis of our medical system away from prevention. Established patterns are hard to change.

Dietitians Attempt To Outlaw Nutritionists

The American Dietitians Association (ADA) and the state affiliates argue that free speech is dangerous when applied to nutrition.

Opposed to the ADA's nefarious attempt to start a nutritional monopoly are the National Health Federation (NHF), Donsbach University School of Nutrition, the National Nutritional Foods Association (NNFA), and the American Association of Nutritional Consultants (AANC) and others.

The ADA's efforts have largely failed. However, every legislative session, the dietitians are trying in various states to establish themselves as the official, government sanctioned voice of nutrition. They have been successful, in varying degrees, in a few states. Nutritional patriots will stubbornly continue to exercise their First Amendment rights.

The American Dietitians Association (ADA) and its state organizations have had to adjust their goals from wanting to control the field of nutritional counseling to merely being the official gatekeepers. As gatekeepers, they would be the government sanctioned authority but others would be allowed to have and teach different principles of nutrition.

This would give the dietitians the prestige and money they feel they deserve. Also part of their stated purposes are having the use of the title, dietitian, restricted to those who have graduated from the universities' dietitian programs.

Those in the alternative, natural health movement, following the principle of clarity for the consumer, agree that the dietitians should have total control or exclusive right to that title.

However, in various states the dietitians have been pushing legislation that would tie up various uses or forms of the term, nutritionists.

There are several schools of nutrition with their designated titles or descriptions and they and other natural, health proponents oppose the dietitians' encroachment.

Dietitians have been taught in their "accredited" colleges to believe that health food stores, multilevel food supplement salespersons, chiropractors, naturopaths, herbalists,

nutrition consultants are "off in left field" or "know nothings" and shouldn't be allowed to give out nutritional advice.

This comes from the "experts" who design hospital menus with the *conventional* "dead food" and, as one M.D. put it, "They are world class jello makers."

Food Disparagement Acts

These have been promoted in several states by those who object to some products being labeled—"free from pesticides," "this milk is from non-rbHT cows" or "organically grown is better."

The so-called disparagement is by inference that rbHT produced milk is not as "good" as that produced without the addition of hormones to the cows. Producers of "the other kind" do not want the comparisons made. *The basic principle is the free flow of information to the consumer.*

NNFA vigorously opposes any attempts to pass Food Disparagement laws and supports the repeal of those currently in existence on the following grounds:

I. They violate First Amendment Rights

- Food Disparagement laws are attempts to stifle and silence food quality critics, most of whom cannot risk the expense and inconvenience of being sued. Therefore freedom of speech is greatly curtailed.

II. They weaken consumer protection

- Disparagement laws have a chilling effect on food-safety debates, on scientific dialogue and on open discussions about human health.
- Knowledge of many diseases and the role of nutrition and chemicals in disease are still limited and evolving. Reputable scientists disagree. Stifling the honest and open exchange of ideas, limiting scientific speculation and for-

bidding the publishing of those ideas—are not in the best interests of the consumer, the producer, or society as a whole.

III. They are unnecessary and ultimately counterproductive in protecting the public's health, safety and welfare

- Safety is tied to accurate and truthful information. To deny accurate and truthful information is counterproductive to protecting the public's health, safety and welfare.
- In instances where false and misleading information is given, there are adequate fraud laws already in place in order to protect the public.

The FDA: Structure/Function vis-à-vis Disease Claims

The FDA's basic desire and policy has been to leave all statements, ads, etc. wherein a product claims to help with a disease to the traditional medical establishment with their approved drugs and procedures. However, structure/function product claims have, since DSHEA (1994), been permissible by dietary supplements with scientific documentation.

The Dietary Supplement Health and Education Act (DSHEA) of 1994 separated sales related health claims into two categories. One was those that pertained to **strengthening the structure and/or functioning** of the body and two, those which related to disease.

A label or advertisement saying that such and such strengthens the immune or digestive system could be part of the product label but no claim could be made that a dietary supplement would help with a disease condition.

In 1998, the FDA proposed regulations, that would enlarge the definition of disease claims. This, of course, means that if adopted, the consumer of dietary supplements would have less information available with which to make an informed decision.

The FDA regulations stemming from the Nutritional Labeling and Education Act (NLEA) defined a disease or health related condition, "damage to an organ, part, structure or system of the body such that it does not function properly, or a state of health leading to such dysfunctioning."

If the head aches or there is back pain, isn't this a dysfunction of structure or system? The follow-up question is, in these instances, would a statement of nutritional support be permissible in the FDA's definition of disease?

Suppose the liver has been damaged from alcohol consumption; can the pertinent dietary supplements be labeled as support for the liver? How about stress as "a state of health leading to such dysfunctioning." Is stress a disease?

In the FDA's latest structure/function claim proposal, the agency **recognizes that it has effectively narrowed the range**

of allowable structure/function claims. A disease is now not merely “damage” to a body part such that it “does not function properly,” but encompasses any deviation, impairment or interruption in the normal structure or function of the body.

FDA explained that its first definition of disease was limiting in that it was oftentimes understood to cover only serious or long-term conditions, and not things which are “medically understood to be diseases, such as headaches.”

It is expected that *the breadth of this new “disease” definition* will be challenged, from both a legal and factual perspective. Not only did Congress not direct FDA to define “disease,” but Congress was aware of and most likely relying on the existing NLEA definition when it provided that section 403(r)(6) claims may not “claim to diagnose, mitigate, treat, cure, or prevent a specific disease or class of diseases.” The examples FDA provides are indicative of the arguably *unreasonable breadth of the definition*—while a migraine may be a “disease,” a less severe headache may be the result of many factors.

The FDA’s proposed rulemaking, as mandated by Congress, still provides that a structure/function claim can be made on dietary supplement labels, packaging, package inserts and promotional materials, provided however, that it does not constitute a “disease claim.” However, the scope depends upon what is called a disease claim.

FDA’s proposal offers the following list of criteria for determining whether a statement constitutes a disease claim.

A prohibited disease claim is one that states that the product has *an effect on a specific disease* or class of disease. OK. However, note the examples of *prohibited disease claims* given by FDA: “protective against the development of cancer,” “reduces the pain and stiffness associated with arthritis;” “decreases the effects of alcohol intoxication;” “alleviates constipation.” Why shouldn’t some dietary supplement known to improve the immune system or to fight free radicals be able to say “helps prevent the development of disease?”

Examples that would not be disease claims according to FDA: “helps promote urinary tract health;” “helps maintain cardiovascular function and a healthy circulatory system;” “helps maintain intestinal flora;” “promotes relaxation.”

A prohibited disease claim would be one that states that the product has an effect on one or more *signs or symptoms* that are recognizable to healthcare professionals or consumers as being characteristic of a specific disease or of a number of specific diseases.

Examples of prohibited disease claims given by FDA: “improves urine flow in men over 50 years old” (characteristic symptoms of benign prostatic hypertrophy); “lowers cholesterol” (characteristic sign of hypercholesterolemia); “reduces joint pain” (characteristic symptom of arthritis); “relieves headache” (characteristic symptom of migraine or tension headache).

Examples which would not be disease claims according to FDA: “reduces stress and frustration;” “inhibits platelet aggregation;” “improves absentmindedness;” “helps maintain a healthy cholesterol level;” “helps maintain regularity.”

So, to say something lowers cholesterol would be a disease claim! What of all the statements about diet lowering cholesterol or heart disease!

A prohibited disease claim would be one that states that the product has an effect on a consequence of a natural state that presents a characteristic set of signs or symptoms recognizable to healthcare professionals or consumers as constituting an abnormality of the body.

Examples of prohibited disease claims given by FDA: “toxemia during pregnancy;” “premenstrual syndrome;” “abnormalities associated with aging such as presbyopia;” “decreased sexual function;” and “hot flashes.”

Notes: If documented studies have been made showing help for premenstrual distress by food and/or herbal substances, why not be able to state it?

Examples which would not be disease claims according to FDA: “for men over 50 years old;” “to meet nutritional needs during pregnancy” (because they do not refer to rec-

ognizable abnormalities resulting from a natural state, or its signs or symptoms).

The conflict is focused on how much information via sales material ought to be made available to the public. Where is the line between helpful health promoting information and that which is deceptive or fraudulent? Also, *how many people suffer because of a lack of information on the health-giving benefits of dietary supplements?*

Vitalism & Mechanism: Two Approaches To Health Care

As far as I know, Dr. Dean Black, who holds a Ph.D. in gerontology, was the first scholar to compare scientifically the philosophical bases of the two major healing systems of the world. See his *Health at The Crossroads*.

Dr. Black writes, *"The healing philosophy that became modern medicine began nearly 400 years ago. That's when humanity's leading thinkers began to reject an ancient idea called 'vitalism'."* One science historian wrote that *Francis Bacon "bridges the passing of vitalism into mechanism."* Mechanism or determinism is the philosophy behind modern medicine.

Medical scientists have relied upon the explanations taken from Newton and others which postulate a mechanical, natural law world that relies on chemistry as a base for forming medical theories and protocols.

The great German physiologist, Claude Bernard, in spite of some discoveries that seemed contrary, proclaimed that biology was deterministic—that is, it is completely founded on physical and chemical laws. No "vital force" lies beneath the purely physical phenomenon we call life.

After explaining various scientific theories of today, Dr. Black writes, *"We seem to have come full circle. We have returned to the vitalistic principle."* There are scientifically demonstrated phenomena that modern medicine's philosophy can't explain. There are forces and elements in the human body that are also based upon science, but it is not the science of chemistry and not discernible by the microscope.

Dr. Black continues, *"It is nature's laws that declare, 'No Long-term Meddling Allowed!' The simple truth is this: two equally valid health principles exist; medicine for acute conditions and natural healing for chronic conditions. When used for chronic conditions, medicine can only worsen the very illnesses doctors hope to cure, for the body's fundamental principle is not reflex action, but resistance."*

More and more, inquiring people are beginning to integrate into their healthcare the best of both approaches to

healthcare. They want to strengthen their body's natural capacity to resist disturbance and disease, which medicine doesn't do.

Natural Healing: Looking For Signs Of Imbalance

The natural, holistic approach to healing begins by looking for signs of imbalance, indications that the body's own maintenance system is out of whack.

Various body discomfort signs are indications that the body's functions are not in balance; another way to put it is—necessary communication signals from the body's various control centers are incomplete or fuzzy.

The long time harmonizing of the simple and basic things that make up everyday life need to be adjusted and balanced from situation to situation. *The way we think, act and eat* are the main elements of maintaining body balance and harmony or causing imbalances and disharmony or dis-ease.

There are times when outside help is needed. In these cases the Chinese look to acupuncture and medicinal herbs. Like drugs, medicinal herbs stimulate or inhibit; however, unwanted side effects from herbs are mostly nonexistent or negligible because they have energy fields that directly feed that particular part of the body needing assistance and thus the organ or function is supported in its natural functioning rather than being replaced by a laboratory substance.

Drugs substitute for but do not nourish and promote the body's systems and functioning.

Dr. Black: Body Adjustments and Natural Healing

Dr. Dean Black uses the illustration of a tightrope walker who, when a gust of wind hits him, adjusts his balance by leaning into it. The body does likewise meaning that it compensates for whatever throws it off balance.

For example, suppose you head for north Alaska to help rescue some trapped whales. From the moment you arrive,

you start changing inside to compensate for the cold. The energy-producing parts of your cells—the mitochondria—increase in size and number. Some of your fatty tissue changes from the kind that burns when you exercise to the kind that burns to produce heat. Your nerve fibers get bigger, and so on.

Paradoxically, you change at one level so that you *won't* change at another. Your body's been keeping your temperature at 98.6 degrees when challenged only by the mild climate of your home town. Those frigid Alaskan temperatures now threaten your body because if they lower your inside temperature, you'll die. So your body adjusts itself to keep your inside temperature where it's supposed to be. Your temperature doesn't shift, but the processes that maintain it do.

This steadying principle is called "homeostasis." Outside energy disturbs the body's oscillators; inside energy—the energy of the oscillators themselves—re-entrains them, or locks them into harmony again, although their levels may be different now because the circumstances they interact with are different.

Homeostasis refers to the body's ability to steady itself after receiving a challenge or some kind of stress. Stressed cells, after a short-term challenge, adjust and reestablish their oscillating harmony.

Oscillators are reset in response to any chronic, ongoing challenge like your body has to do when you go from sea-level to La Paz, Bolivia at 12,000 feet high. Likewise exercise puts demands upon the body to meet the challenge.

Natural healing means applying principles and practices that strengthen the adaptive powers of the body. Dr. Black writes, *"We eat wholesome foods. We think optimistic, harmonious thoughts. We act wisely. We challenge our body with exercise."*

Poor Gasoline Causes Motor Sputter

The ways and means of maintaining and building good health are based in supporting the body's natural energizing and healing capacity: nourishment, rest and exercise.

- **Proper Nutrition:** Whole, organic, balanced, chemical-free foods and dietary supplements. No one dietary regimen is the best for everyone. Study yourself. It is not only what you eat, but what you assimilate.
- **Rest:** What do you need for a deep, restful sleep? What herbs and homeopathic preparations are helpful?
- **Exercise:** Wise exercise makes the body and mind work better. More oxygen to the cells; more lymphatic system drainage.

Due to a variety of reasons, toxic waste material builds up in the body. The effect is like sludge in a motor, sand in a wheel bearing, or poor gasoline and motor sputter.

Learn the modes and techniques for detoxifying the body—the role of herbs, colon therapy, juice fasting, fruit, fiber and diet—all which relate to good digestion and assimilation.

Learn how to support your immune system through provident living; also more and more studies are indicating the effectiveness of specific nutritional elements for the immune system. Every food has its chemical and electrical energy patterns which, in turn, have a fit or affinity for certain parts of the body.

The Body/Mind Connections are becoming more and more understood. Healthy/emotional practices can be learned and cultivated. Stress: what stresses one person heavily rests lightly upon another, due to a variety of reasons. All activity and progress results in stress. However, much of our illness and blahs are the result of too much stress, i.e. distress.

Natural food stores have many books that can help you in your quest for vibrant well-being; books that explain the role of various natural health care practices, techniques and dietary supplements including herbs.

Six Categories of Alternative Healthcare

An advisory panel to the National Institutes of Health's Office of Alternative Medicine grouped the various forms of complimentary medicine/healthcare into six categories.

Here are some examples in each of the six categories:

DIET, NUTRITION AND LIFESTYLE

- Macrobiotics
- Diets/Nutritional Supplements
- Lifestyle Changes

TRADITIONAL AND ETHNOMEDICINE

- Acupuncture
- Homeopathy
- Traditional Chinese Medicine
- Native American Medicine

BIOELECTROMAGNETIC APPLICATIONS

- Electromagnetic Fields
- Magneto-resonance Spectroscopy
- Neuromagnetic Stimulation

MIND-BODY CONTROL

- Art Therapy and Relaxation
- Sound-Music Therapy
- Yoga and Meditation
- Humor Therapy
- Counseling and Prayer

STRUCTURAL AND ENERGETIC THERAPIES

- Acupressure
- Chiropractic
- Massage Therapy
- Reflexology
- Aromatherapy

PHARMACOLOGICAL / BIOLOGICAL TREATMENTS

- Anti-oxidizing Agents
- Naturopathy
- Chelation Therapy
- Herbs

EPILOGUE

Healing: Whatever Works

The Salt Lake Tribune, Nov. 23, 1998, carried the following article.

The latest edition of the Journal of the American Medical Association (JAMA) is dedicated to alternative medicine. "It is the beginning of the beginning of the acceptance of some forms of alternative medicine into mainstream medicine in the United States," said George Lundberg, the editor of JAMA. "Acceptance the good, old fashioned way—by merit."

Historians will note that alternative medicine became alternative when the medical doctors got the clout to dub the modalities so, Hmmm. Could it be that the American Association has been impressed by the fact that 83 million Americans are reaching out to some practitioners other than medical doctors for help with aching backs, headaches, breech babies and weight loss among other complaints? Could it be the AMA has been influenced by the 47 percent increase in visits to practitioners offering alternatives since 1990?

A team of doctors from Harvard found that Americans are going in droves to offices that provide herbal medicine and "energy healing," relaxation techniques, massage therapy, chiropractic, spiritual healing, megavitamins, self-help, imagery, homeopathy, hypnosis, biofeedback, acupuncture, folk remedies and various diets.

The researchers estimated that Americans spent \$27 billion, most of it not reimbursed by insurance companies, on alternative treatments last year. Last month, President Clinton signed a law that upgraded the office [sic] to the National Center for Complementary and Alternative Medicine and increased its annual budget from \$20 million to \$50 million.

Perhaps acceptance has come in an equally old-fashioned way—by demand and financial clout. It would be unfortunate if that is the case.

The practice of medicine—whether mainstream or alternative—benefits from different perspectives.

More importantly, the patients have spoken and the mainstream medical community will have to get used to the fact alternative medicine is here to stay.

The Work Goes On

The New Jersey Board of Medical Examiners drafted a regulation which would incorporate the phrase "vitamins and food supplements" within the definition of "drugs", for the purpose of restricting direct sales of these products by physicians to patients. Because of the negative implication of such a definition, NNFA prepared a Petition for Rulemaking requesting that the Board take out "vitamins and food supplements" from the definition of drugs.

NNFA informed the Board about DSHEA and other pertinent federal definitions, and explained the importance of maintaining distinct categories of defined products. The Board tabled all further discussion after oral comments were made by NNFA counsel Diane McEnroe and others. What they will do in the future remains to be seen.

NNFA: Taking The Lead

The National Nutritional Foods Association (NNFA) was the lead organization in generating the support necessary for the passage of the 1994 Dietary Supplement Health & Education Act and in June, 1998 it issued a policy supporting labeling of weight management products "in accordance with the provisions of DSHEA and other federal law, including the right to make health-related claims about the benefits of dietary supplements, and natural foods, as they relate to the structure and/or function of the body.

"NNFA supports standardized labeling of weight management products, including identification of principal ingredients in a format that is recognizable to health care professionals.

"NNFA recommends that weight management products be used in conjunction with a weight management program."

The NNFA also states that as an industry, they support strict adherence to the regulations governing DSHEA and promote safe and responsible products via their In-Label and Compli task forces.

Two Notes: Endowments and Gratitude

We have inherited a political and cultural legacy that needs eternal vigilance to maintain. A people who enjoy freedom of choice and individual responsibility are best able to cope with the complexities of life. "One size does not fit all."

We have the growing opportunity to draw from the best of both health care systems. As we do so, we can and should be grateful for the diligence and integrity of so many pioneers and practitioners in Modern Medicine and in Natural, Holistic Health Care.

Notes

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A Few of the Salient Points, cont.

- Prescription drugs are dangerous and thus should be controlled. Herbs and other type supplements do not need the same safety procedures.
- ***The FDA has the power to take unsafe products off the market.***
- Education and information concerning the pros and cons of various types of health care should be encouraged.
- The NNFA and its allies must remain vigilant because, in spite of the gradual changes that have and are occurring, the AMA, AHA, the pharmaceutical industry and the FDA still seek to thwart the natural health care movement. Their approach is now more on a piecemeal state-by-state basis.
- A people who enjoy freedom of choice and individual responsibility are best able to cope with the complexities of life. "***One size does not fit all.***"