

HEALTH FREEDOM

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Canadian Edition

Bill C-420 Paves the Way for Health Freedom

A Private Members' Bill to amend the Food and Drugs Act and ensure easier access to natural health products (NHP) passed second reading by the federal government on October 22, 2003.

The Friends of Freedom, Freedom of Choice in Health Care and The Canadian Coalition for Health Freedom assisted Dr. James Lunney in drafting bill C-420 which was introduced in March 2003 by Dr. James Lunney, Member of Parliament. Bill C-420 will remove dietary supplements, herbs and other NHPs from their sub-classification as a drug, place them under the authority of a food directorate, and allow manufacturers to advertise the health benefits of their products.

Dr. Lunney states, 'In Canada, natural health products have historically been regulated as either

food or drug. Health Canada determines how these products are classified, and has the power to take products off the market. Unfortunately, Health Canada has treated every natural health product, no matter how benign or beneficial, as a drug as soon as a health claim is made'.

Controversy over access to NHPs began in 1997 when former Minister of Health David Dingwall proposed new rules be established in dealing with them. Also included in his proposal were increased fees for manufacturers and retailers, and the requirement for products to carry a drug identification number.

After facing intense opposition from the public, who claimed the new rules were inappropriate for products with a proven safety record, the newly appointed

Minister of Health, Alan Rock, placed a moratorium on the regulations and sanctioned a study on NHPs. One year later, a report, entitled "Natural Health Products: A New Vision" was produced by the Standing Committee on Health. In it, 53 recommendations were made, including that NHPs be adequately defined, that they be allowed to make health claims and that Sections 3(1), 3(2) and Schedule A (a list of diseases and disorders) of the Food and Drugs Act be reviewed to determine if they were still relevant. The recommendations were accepted by the government, who then in turn created the Office of Natural Health Products. A Transition Team, made up of 17 medical experts, was tasked to further expand on the findings of the Standing Committee. It appeared that the government was finally listening to a public who wanted

barrier free access to alternative medicine. Unfortunately, it was short-lived.

According to Dr. Lunney the government failed to take the advice given by the committee and the Transitional Team. Instead of creating a third category that would allow for supervised manufacturing practices without the high costs of patentable drugs, NHPs were placed in their current category, a sub-class of drugs.

Because of the severe restrictions imposed by this classification, natural therapies making health claims continued to be pulled off the shelves. During a Parliamentary debate in June, Dr. Lunney provided an example of how Canadians are being cheated out of effective remedies, specifically those that cure, symptoms of Bipolar Disease, a mental illness that results in manic-depressive mood swings.

"Recently, a natural health product was developed in Alberta that has brought hope to thousands of sufferers. Researchers at the University of Calgary, led by Dr. Bonnie Kaplan, have documented the phenomenal results...

Unbelievably, Health Canada has ordered the study stopped and is withholding product at the border because of an antiquated clause in the Food and Drugs Act that prevents claims about natural health products," stated Dr. Lunney during the session.



Dr. James Lunney,
MP Nanaimo-Alberni, BC

As Dr. Lunney noted in his introduction to the C-420 in March, "It is a short bill but a very important bill if Canadians are to lead the world in health care outcomes."

C-420 will be referred to the Standing Committee on Health. The Committee is expected to examine the bill, hear from witnesses, and consider amendments before it returns to the House.

See www.friendsoffreedom.org for updates on the three current legal actions and Health Canada's Gazette II regulatory changes.

As a concerned consumer please help to stop all our 60,000 medicinally functional foods from becoming drugs in Canada by joining the Friends of Freedom - see online donations and memberships on www.friendsoffreedom.org or call our grassroots toll-free number at 1-888-872-7035 today for your membership application and please donate to the Freedom of Choice in Health Care Legal Fund.

Laurie Foley

Look and feel young again!

After the age of twenty-one, your body slowly stops releasing an important hormone known as hgH. Scientists have now discovered a relationship between this decline of hgH in the body and aging. In fact, it is directly responsible for many of the most common signs of growing old, such as wrinkling of the skin, gray hair, decreased energy, and diminished sexual function, increasing body fat, cardiovascular disease and osteoporosis. By the time you reach the age of 60, you may only secrete 25% as much as the average 20 year old. This greatly contributes to the acceleration of the aging process.

Fortunately, clinical evidence proves that by elevating human growth hormone we can significantly stop - and even reverse these symptoms of aging and achieve the following: increased muscle strength and size, improved sleep and emotional stability, increased bone density, wrinkle disappearance, increased skin thickness and texture, new hair growth and colour restored, increased energy and exercise endurance, loss in body fat, improved memory and mental alertness, increased sexual potency and frequency, resistance to common illness, strengthened heart muscle, controlled cholesterol, controlled mood swings and lower blood pressure.

Until now, hgH therapy was a costly and even dangerous treatment, available only to celebrities and the very wealthy. With the introduction of GHR15, it is now affordable and free of any reported side-effects. For less than a fraction of the cost, GHR 15 naturally increases hgH levels in your body.

Here are just a few of the testimonials received by satisfied customers:

"I have just recently ordered and began your program. I must admit that I was just a bit unbelieving and did not expect the results that I have already experienced. In just three weeks, my sleep patterns have changed and my skin has really made a noticeable improvement. I had the skin of a 90 year old man. By that, I mean that my skin was easy to break. I would bleed easily. I could not change the spark plugs in my car, without shedding blood. I did not do this, 10 years ago. I'm 55 and your product has done all that is has claimed to do. I'm impressed. I work in a medical environment and I will spread the word.

William E. Houghland
55 years old, on GHR15
for 3 weeks

I feel I have been blessed to have tried 3 months of GHR-15. It makes me feel life is worth living again. I really do not want this last hope of a natural nutritional supplement to



be taken away from me. I truly believe this is the road to better health for me and a long life to be enjoyed instead of being taken care of by other means and at a great cost to government and family. With GHR-15 I truly feel I am on the road to a better life for years to come.

Elsie Simms
Wallacetown, Ont.

I have been taking GHR-15 for a year now. My eyes have lost their cataracts and I have no more tartar on my teeth and everyone tells me how young I look. I'm 79 years old and walk three miles a day now. Thank you GHR-15.

Lavina Barron
Parry Sound, Ont.

For more information check out their website at www.BIEHealth.com or call 1-877-849-4777.

Margarite Black

Death by Medicine

A definitive review and close reading of medical peer-review journals, and government health statistics shows that American medicine frequently causes more harm than good. The number of people having in-hospital, adverse drug reactions (ADR) to prescribed medicine is 2.2 million. Dr. Richard Besser, of the CDC, in 1995, said the number of unnecessary antibiotics prescribed annually for viral infections was 20 million. Dr. Besser, in 2003, now refers to tens of millions of unnecessary antibiotics. The number of unnecessary medical and surgical procedures performed annually is 7.5 million. The number of people exposed to unnecessary hospitalization annually is 8.9 million. The total number of iatrogenic (caused as a result of being in a hospital or under medical care) deaths is 783,936.

It is evident that the American medical system is the leading cause of death and injury in the United States. The 2001 heart disease annual death rate is 699,697; the annual cancer death rate, 553,251. (5)

We could have an even higher death rate by using Dr. Lucien Leape's 1997 medical and drug error rate of 3 million. Multiplied by the fatality rate of 14% (that Leape used in 1994) we arrive at an annual death rate of 420,000 for drug errors and medical errors combined. If we put this number in place of Lazorou's 106,000 drug errors and the Institute of Medicine's (IOM) 98,000 medical errors, we could add another 216,000 deaths making a total of 999,936 deaths annually.

Continued on page 3

Why are your natural health products under attack?

Expensive prescription only or expensive over the counter drugs with lower potency will replace the present inexpensive, free availability of herbs, botanicals, vitamins and minerals. The new guidelines are supported by the international drug giants.

I NATURAL PRODUCTS REGULATIONS WORLDWIDE *via Codex Alimentarius*

The Codex Alimentarius Commission, formally established in 1962, is a subsidiary of a joint program of the Food and Agriculture Organization of the United Nations and the World Health Organization's Food Standards Program. The Commission, composed of member governments including Canada, is mandated to set international reference standards for trade in all kinds of food products. On November 4-8, 2002, the Codex committee on Nutrition and Foods for Special Dietary Uses (NFSDU) met in Germany to develop guidelines which will result in binding new global trade rules for health supplements. Food and drug laws of all member countries will be "harmonized" to emerging international standards.

Vitamin and mineral supplements will be defined as drugs, not as food. Although the Codex guidelines are not immediately applicable as laws, they are nevertheless used by many countries including the Third World for creating their own legislation. So the Codex is used as a tool by the globalizing forces on this planet (the Pharmacartel & Co.) to maintain their financial dominion.

Codex Guidelines for Dietary Supplements mean that no dietary supplement sold under the food category can be sold for preventive (prophylactic) or therapeutic use (no health claims can be made) and that no dietary supplement sold as a food can exceed potency (dosage) levels set by the commission. Dietary supplements of higher potency will be sold as drugs and sold by the pharmaceutical or phytopharmaceutical companies.

This allows them to monopolize unpatentable botanicals. Expensive prescription only or expensive over the counter drugs will replace the present inexpensive, free availability of herbs, botanicals, vitamins and minerals. The new guidelines are supported by the drug giants Hoechst, Bayer and BASF.

NEW GLOBAL RULES FOR HEALTH

We are affected not only by what happens in Canada, but also by what happens at the Codex meetings. ***They want to limit internationally and nationally, access to vitamins and minerals and all kinds of dietary supplements. They want to limit potencies and combinations. In the case of potencies, they want to limit

them to useless levels, reserving the right to sell and produce the higher potency products to the drug companies and the big phytopharmaceutical companies, principally of Germany and France (which are also connected to the big drug companies).

The Codex proposals already exist as law in most countries around the world with the exclusion of Canada, the U.S. and New Zealand. The entire health food industry has literally been taken over by the drug companies. In these countries, vitamin C above 200 mg is illegal as is vitamin E above 45 IU, vitamin B1 over 2.4 mg and so on.

The regulation of supplements is at different stages in countries across the globe. The European Union already passed its Food Supplements Directive in July of 2002, framing it on the principle that supplements should be proven safe and effective in the same manner as pharmaceuticals. The UK is in the process of implementing this directive. Australia, Canada, New Zealand and a host of other nations are involved in their own battles, and in the U.S., Senator Dick Durbin's proposed "Dietary Supplement Safety Act of 2003" is one of the first shots in what will undoubtedly become a mounting campaign.

CODEX AIMS TO PROFIT THE MULTI-NATIONAL PHARMACEUTICAL COMPANIES

Profit margins are believed to be highest when you take things like vitamins and minerals in high potencies, and herbs and botanicals, and turn them into over the counter drugs because in that class you can limit competition by setting the standards high enough that the small companies can't compete, and you can charge a great deal more money for your product. At the same time you can also make therapeutic claims for your product. So the bigger companies, especially the ones with the German and French connections, all see this as a golden opportunity to make more money by turning these products into over the counter drugs. From the consumer point of view this approach is disastrous because it means low potency product at high price. All of the pharmaceutical companies have already begun a massive buyout of the German phytopharmaceutical companies, so a herbal company in Germany is likely to be owned by Monsanto etc.

SUPPLEMENT COMPANIES WHICH SUPPORT CODEX

There are some health companies out there who are selling vitamins, minerals, herbs etc. who are supporting Codex. There is an entity called the European-American Phytochemistry Coalition which is at work on both sides of the U.S. Canadian border. It is comprised of American and Canadian herb

companies like Quest, Nature's Way, NuLife and others which have formed alliances with German phytopharmaceutical companies. Over the last decade or so, the multinational pharmaceutical companies have been buying up smaller phytochemistry and supplement companies (see Gen Eng News, Apr 15/97, Vol.17, No.8). It is in their best interest to sweep their smaller competition off a cliff. We know who these groups are through their stands on these issues. It is to their advantage to present a lot of bad information which they have been doing. They really want supplements categorized as drugs.

II NATURAL HEALTH PRODUCTS REGULATIONS IN CANADA

The new Natural Health Products Regulations are scheduled to come into force in early 2004. Under the new regulations, all natural health products will be considered a subclass of drugs. (see article by Dr. James Lunney, MP). Antiquated clauses in the Food and Drugs Act make it illegal to make health claims for natural health products when they are classified as food. As soon as a health claim is made (see Section 3(1) and 3(2) and Schedule A of the Food and Drugs Act), Health Canada declares the product a drug.

The global pharmaceutical cartel with the collusion of compliant governments is moving to eliminate its competition from natural health products and services all over the world. Over 167 natural health products have already been surreptitiously restricted or eliminated from the marketplace by Health Canada. Among these are Kava Kava, natural progesterone cream, tryptophan, lysine, DHEA, and melatonin.

In addition, Health Canada effective January 1st, 2004 is classifying as "DRUGS" all 60,000 natural health products that exist in Canada. This will reduce your choices by at least 20,000 products, and increase the prices of those remaining by at least 15%! Health Canada is also conspiring to reduce the available potencies, and is now charging GST on all of our natural Health products. This has given the federal government over 200 million dollars of new revenue.

Health Canada has recently attacked a number of small manufacturing companies:

1. Health Canada and has shut down a large double blind study on Empowerplus which was showing early signs of phenomenal success. Preliminary results have been published in at least four peer-reviewed psychiatric journals. Health Canada interpreted news of such success as a health claim, shut down the study, raided the company, is seizing their

orders at the border and has threatened to remove Empowerplus from the market. Empowerplus, marketed by Truehope, is a vitamin and mineral supplement composed of widely available over the counter ingredients. Empowerplus is effective in the treatment of bipolar disorder (manic depression). In May, 2003, a mental health support group filed suit in the Federal Courts aimed at the Federal Minister of Health, Anne McLellan, and Health Canada alleging in the suit that Health Canada and the Minister have acted outside their statutory authority and jurisdiction, committed errors of law, and abused their discretion by seizing shipments of the nutritional supplement.

2. Health Canada has charged the Strauss Herb Company, the maker of Strauss Heartdrops®, three times and then dropped the charges. The latest charges were filed January, 2003, then dropped in May by Health Canada when the charges were challenged as unconstitutional. Jim Strauss wants a chance to be heard and is suing Health Canada for malicious prosecution.
3. Health Canada has attacked MSM, the key ingredient in Biomedica's successful product called Recovery, but they recently backed off and didn't follow up on this.

WHAT IS BEING DONE?

On March 20, 2003, Dr. James Lunney, MP, introduced Private Members' Bill C-420, an act to amend the Food and Drugs Act in the House of Commons.

This bill would put natural health products under an appropriate food-style directorate. Good manufacturing practices and supervision would still be imposed.

WHAT CAN YOU DO?

1. Support lawsuits currently underway challenging the constitutionally illegal regulations and enforcement by Health Canada (contact Trueman Tuck at myrights@friendsoffreedom.org)
2. Contact your MP and urge him/her to support Bill C-420 which would see all natural health products regulated as foods, not drugs.
3. If you are a practitioner or consumer Contact and support Friends of Freedom and Freedom of Choice in Health Care at 613-968-2613.
4. If you are a retailer support the Canadian Alliance of Health Retailers inc., President, Croft Woodruff. For membership application forms phone 613-968-2613. See www.canadianallianceofhealthretailers.ca

www.canadianallianceofhealthretailers.ca. **Please note that the Canadian Health Food Association and the Canadian Naturapathic Association are currently fully supportive to the government's steps to regulate supplements under the drug category.**

Canadian Health Food Association
Toll Free: 1-800-661-4510
Fax: 1-888-292-2947
admin@chfa.ca

Canadian Naturapathic Association
tel: 416 496-8633
fax: 416 496-8634
info@naturopathicassoc.ca

5. If you are a manufacturer support the Alliance of Natural Health Suppliers Inc., President Trueman Tuck. For membership application forms call 613-968-2613 or www.canadiancoalitionforhealthfreedom.ca

THE TOP BANNED NATURAL FOOD SUPPLEMENTS

Over the past decade, the HPB has restricted or banned the following natural supplements from Canadian health food stores. Some are available with a doctor's prescription.

Arginine, Boron, Carnitine, Chaparral, Chromium picolinate, Comfrey, Cramp bark, DHEA, Germanium, Goldenseal, Gotu kola, Horsetail, Kava Kava, Lysine, Picolinates, Melatonin, Ornithine, Phenylalanine, Pregnenolone, Progesterone creme, Proline, Selenomethionine, Sodium oxide dismutase (SOD), Stevia, Tahebo (Pau d'Arco), Tryptophan, Tyrosine, Vitamin K, Zinc & magnesium picolinate

Stay informed! Stay active! Participate with the three-group coalition to defend our rights of choice:

Friends of Freedom, Freedom of Choice in Health Care Canadian and Coalition for Health Freedom.

Ste. 104, 199 Front St., PO Box 22099, Belleville, Ontario Canada K8N 5V7 phone 613-968-2613.

www.friendsoffreedom.org
www.freedomofchoicecanada.org
www.canadiancoalitionforhealthfreedom.ca
myrights@friendsoffreedom.org

Helen McLellan



*Editors note...
Individuals are permitted to import banned or restricted natural supplements for their personal use. Such products can be ordered from.
www.tucksdiscountvitaminsusa.com*

Death by Medicine

Continued from page 1

TEN-YEAR STATISTICS FOR UNNECESSARY INTERVENTION

Unnecessary Events	10-year Number	Iatrogenic Events
Hospitalization	89 million (4)	17 million
Procedures	75 million (3)	15 million
TOTAL	164 million	

These projected figures show that a total of 164 million people, approximately 56% of the population of the United States, have been treated unnecessarily by the medical industry in other words, about half a million people per day.

The enumerating of unnecessary medical events is very important in our analysis. Any medical procedure that is invasive and not necessary must be considered as part of the larger iatrogenic picture. Unfortunately, cause and effect go unmonitored. The figures on unnecessary events represent people ("patients") who are thrust into a dangerous healthcare system. They are helpless victims. Each one of these 16.4 million lives is being affected in a way that could have a fatal consequence. Simply entering a hospital could result in the following:

In 16.4 million people, 1% chance of a serious adverse drug reaction,

In 16.4 million people, 5-6% chance of acquiring a nosocomial infection (originating in a hospital), (9) (489,500)

In 16.4 million people, 4-36% chance of having an iatrogenic injury in hospital (medical error and adverse drug reactions).

In 16.4 million people, 17% chance of a procedure error.

All the statistics above represent a one-year time span. Imagine the numbers over a ten-year period. Our projected statistic of 7.8 million iatrogenic deaths is more than all the casualties from wars that America has fought in its entire history.

Our projected figures for unnecessary medical events occurring over a 10-year period are also dramatic.

**Gary Null PhD,
Carolyn Dean MD ND,
Martin Feldman MD,
Debora Rasio MD,
Dorothy Smith PhD.**



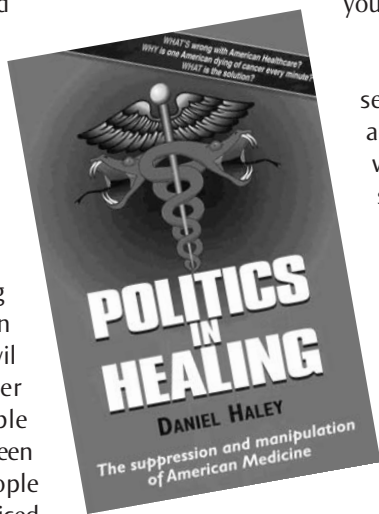
Politics in Healing by Daniel Haley

The suppression and Manipulation of American Medicine

by Julian Whitaker, M.D. Whitaker Wellness Institute, Newport Beach, California

Daniel Haley has written a very important book about the medical profession, detailing the struggles between good and evil as no one has ever done before.

For those who want stories to have a happy ending this book is not an easy read, for evil often wins over good. Valuable therapies have been buried, sick people have been sacrificed, and the lives of innovative scientists and physicians have been shattered. However, this book does much more than tell tales that need to be told. First, it can put you on guard as to what the face of evil actually looks like. It identifies individuals and organizations such as the American Cancer Society that are not worthy of our trust and certainly not our money.



It can also be used as a blueprint for researching your options and protecting yourself should you become ill.

Finally, this book can serve as a call for action. It makes you want to go out and start a crusade to change things and Haley, a one-time legislator spells out specifically what needs to be changed.

I am convinced that the best protection against the evil that lurks among us is information. Daniel Haley's contribution is as good a start as you're likely to find.



Potential Cures and Treatments

Heart Disease

Strauss Heartdrops are taken by over 100,000 people in North America with a heart condition and are living a better life because of it. Since its inception 23 years ago, over one million bottles have been sold. Proprietary and now world famous herbal blend crafted from carefully selected herbs that, through generations of experience and hundreds of years or historical herbal usage, have been considered beneficial for the circulatory system and overall vitality.



For more information visit www.strausherbco.com or call 1-866-478-2873.

Bipolar Disorder

Truehope has developed a successful herbalistic treatment called Empowerplus, for bipolar disorder and depression. Our innovative research brings new hope and an alternative to psychiatric medication for those suffering from mental illness.



Since 1996, we have been using carefully designed vitamin-mineral supplements to address nutritional deficiencies in people who suffer with bipolar disorder (manic depression) and various other mental illnesses. The supplements have evolved into what is now known as Empowerplus. For more information log onto www.truehope.com or call 1-888-878-3467.

Arthritis

Biomedica's flagship product, Recovery™, is already recognized throughout North America for its quality and efficacy in halting inflammation and pain associated with arthritis and other degenerative conditions. All Biomedica's products contain Nutricol - a powerful blend of bioflavonoids that help to quell the inflammation that contributes towards cellular malfunction and tissue damage. For more information see the website: www.biomedicalabs.com or call 1-866-334-2463.



For more information on these products, check out www.friendsoffreedom.org for our Summer 2003 edition.

Modern Medicine is not a science

by Dr. Vernon Coleman

Doctors, medical researchers and drug companies like to persuade all present and potential consumers of health care that medicine is a science and has advanced far beyond the mystical incantations and witch doctor remedies of the past. But modern medicine is not a science and modern clinicians and medical researchers are not scientists. Modern clinicians may use scientific techniques but in the way that they treat their patients they are still quacks.

Most patients probably assume that when a doctor proposes to use an established treatment to conquer a disease he will be using a treatment, which has been tested, examined and proven. But this is not the case. The savage truth is that most medical research is organized, paid for, commissioned or subsidized by the drug industry (and the food, tobacco and alcohol industries). This type of research is designed, quite simply, to find evidence showing a new product is of commercial value.

Even within individual hospitals one sees enormous variations between the beliefs of different consultants. Some ear, nose and throat consultants still believe that tonsils and adenoids should be removed at the earliest possible opportunity while others believe that the operations is useless or harmful and should hardly ever be done. Some surgeons remove gall bladders through tiny incisions, others prefer massive incisions. Some doctors still recommend that ulcer patients follow a milky diet while others claim that such dietary advice should have been abandoned as a piece of pre-history. Despite all these variations in the type of treatment offered, most doc-

tors in practice seem to be convinced that their treatment methods are beyond question.

What has happened? Why has medicine failed to become an authentic science? The answer is a simple one. In the last century the practice of medicine has become no more than an adjunct to the pharmaceutical industry and the other aspects of the huge, powerful and immensely profitable health care industry. Medicine is no longer independent profession. Doctors have become nothing more than a link connecting the pharmaceutical industry to the consumer.

Now, if doctors were aware that medicine was not a science and that they were pulling what is undoubtedly the largest and most successful confidence trick ever tried the damage would be fairly minimal. But the problem is compounded by the fact that the vast majority of doctors believe the lie that they are taught; they believe that they are scientists, practicing an applied science.

One result of this false faith is that doctors use the technology that is available to them with little or no thought for their patients: they have been taught to ally medieval authority and a godlike sense of superiority with 20th century gadgetry. The result is therapeutic chaos. Patients are wildly and dangerously over-investigated and treatment programs, which vary from one doctor to another, are planned and defined by guesswork rather than a scientific analysis of possibilities and consequences. In order to protect themselves from the anxieties, which would otherwise accompany their ignorance and their lack of knowledge, doc-

tors seek assurance and comfort by immersing themselves in technology. Doctors are taught that investigation is an end in itself rather than merely a signpost towards a therapeutic end. The needs of the patient are forgotten as doctors glory in their knowledge. Too many doctors obtain satisfaction not by making patients better or relieving their discomfort but by playing a series of intellectual games in which the collecting and analysis of test results is regarded as far more important than the support and comfort of a patient. Too often patients are over-investigated, over diagnosed, over treated and under cared for. 'Curing' not 'caring' has become the sole criterion and success is too often measured in the laboratory rather than the sick-room.

The foundation of modern, 20th century medical thinking is the Cartesian principle that although the mind and the body are linked they are essentially separate entities. Accordingly, doctors treat the lesion or the organ that they believe to be failing to function properly rather than the patient, his or her fears, and symptoms. They organize laboratory tests and then believe that by treating abnormalities they are acting scientifically.

Superstition and suspicion are the principal foundations of 20th century medical science. Error is built upon error and unproven theories are used as building blocks for new ideas. Assumptions, prejudices and hearsay compete with subjective observations and personal interpretations of symptoms and signs for the doctor's attention and allegiance.



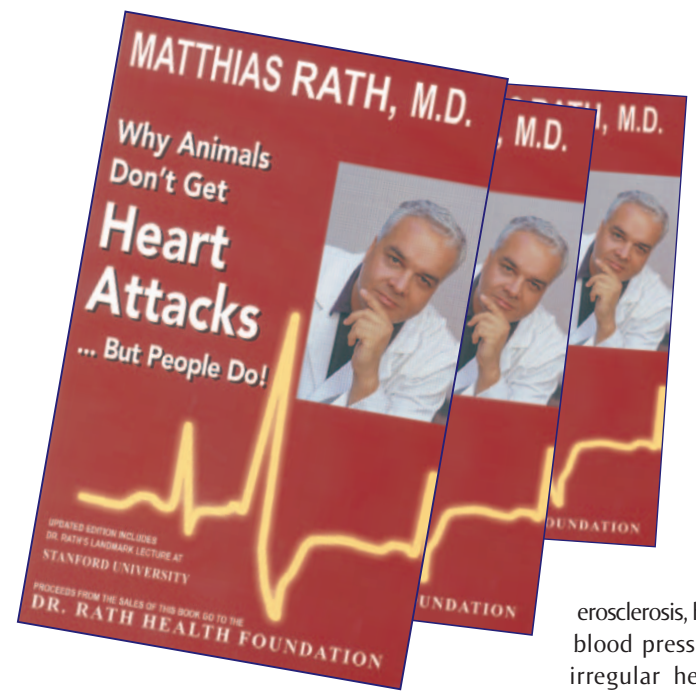
The One Book That Can Save Lives and the Natural Products Industry

Readers of the New York Times and USA Today will most likely recall the recent full-page announcements that appeared in these respected newspapers regarding the availability of Why Animals Don't Get Heart Attacks...But People Do, Dr. Matthias Rath's best-selling book, which educates and empowers readers with the knowledge they need to take control of their health. The publication of this newly revised fourth edition has profound implications, not just for individual natural health retailers, but also for the entire industry. The medical discovery documented on the pages of Why Animals establishes, for the first time in the history of medicine, the clinical basis for the natural eradica-

tion of cardiovascular disease. This book also provides natural health retailers with a sound scientific argument for the therapeutic value of vitamins and other essential nutrients in treating and preventing a host of chronic diseases. Dr. Rath's book has caused the pharmaceutical industry, desperate to protect its multi-billion dollar market of patented cardiovascular drugs, to launch a fierce attack against vitamins and other natural therapies.

In Why Animals, Dr. Rath correctly identifies the root cause of heart disease as the instability of the blood vessel wall due to long-term vitamin deficiencies. Animals don't get heart attacks despite having very high cholesterol

levels because, unlike humans, they produce their own vitamin C. This nutrient is key in the production of collagen, which stabilizes the artery wall and protects it from the accumulation of plaque deposits. Dr. Rath's simple yet remarkable discovery allows people to completely redefine how they go about achieving cardiovascular health. He answers many fundamental questions in cardiology that the cholesterol theory does not, including why all key risk factors for coronary heart disease are closely connected to vitamin C deficiency. Dr. Rath presented his groundbreaking cardiovascular discovery to some of the country's most preeminent cardiologists at a conference held at Stanford University



in May 2002, during which he shook the "house of cards" upon which pharmacology-based cardiology is built to its very foundations.

The response to Dr. Rath's book by the pharmaceutical industry has been to have its political allies step up their efforts to undermine the law that guarantees Americans free access to natural health therapies, the Dietary Supplement Health and Education Act (DSHEA) of 1994. Under the guise of protecting consumer health, Bill S. 722, the Dietary Supplement Safety Act, and more recently, Bill H.R. 3377, the Dietary Supplement Access and Awareness Act, have been introduced in Congress. If these two bills are passed, consumer access to dietary supplements will be severely limited and this will seriously threaten the viability of health food stores and the entire natural health industry. And the pharmaceutical industry's political influence doesn't end in Washington. An international effort being spearheaded by the United Nations' "Codex Alimentarius" (Food Standards) Commission could lead to a ban on natural health therapies worldwide. In the face of the intense anti-vitamin sentiment being expressed by U.S. and world governments, the natural health industry needs an unsinkable ally more than ever in the fight to protect vitamin freedom.

The industry need look no further than Dr. Rath, who has shown himself to be vigilant in working to ensure that the natural health rights of citizens of America and elsewhere continue to be extended and protected. Dr. Rath has courageously stood up and exposed the profit motives of the pharmaceutical industry – the most powerful and lucrative investment industry in the world. In light of the increased fire that DSHEA had come under, Dr. Rath revised Why Animals and added new clinical studies and data that irrefutably point to the safety and effectiveness of essential nutrients in preventing and controlling ath-

erosclerosis, high blood pressure, irregular heartbeat, heart failure and other cardiovascular conditions. He clearly explains why natural health – which is based on root cause treatment of diseases with natural nutrients – is incompatible with the symptom-oriented pharmaceutical approach to health that relies on patented synthetic drugs. Why Animals encourages natural health retailers to follow Dr. Rath's lead by taking a proactive and offensive stance against the pharmaceutical industry's attack on natural health. Ultimately, Dr. Rath's book will play an important role in helping the natural health industry to survive and thrive.

At a time when it is most needed, Why Animals offers a blueprint for an effective, safe and affordable healthcare system based on natural therapies. It offers cure-oriented solutions that bring healthcare back to where it belongs – focused on the eradication of diseases, not their continuation. The implementation of Dr. Rath's discoveries into national health policies would radically reduce the incidence of cardiovascular conditions and deaths related to the side effects of prescription drugs. In this way, millions of lives and trillions of dollars in healthcare costs will be saved. Dr. Rath has taken a leadership role in the battle for natural health freedom. He has called on natural health retailers to join him in helping to eradicate heart disease by reading and sharing the lifesaving information found in Why Animals Don't Get Heart Attacks...But People Do! with their customers, family members and friends. Many natural health retailers around the country have responded by ordering cases of Dr. Rath's book. He has proven by his actions that he wholly supports the natural health industry. Now the time has come for the natural health industry to show its support of Dr. Rath – for the saving of lives and for the saving of your store.

Meet a Health PROFESSIONAL



DR. MATTHAIS RATH

Dr. Rath was born in Stuttgart, Germany. After graduating from medical school, he worked as a physician and researcher at the

University Clinic of Hamburg, Germany and the German Heart Center in Berlin. His research focused on the causes of arteriosclerosis and cardiovascular disease.

Today Dr. Rath heads a research and development institute in nutritional and Cellular Medicine. His institute is conducting research and clinical studies to scientifically document the health benefits of micronutrients in fighting many diseases. Dr. Rath is the founder of the scientific concept of Cellular Medicine, the systematic introduction into clinical medicine of the biochemical knowledge of the role of micronutrients as biocatalysts in a multitude of metabolic reactions at the cellular level.

In recognition of his civil courage against the pharmaceutical interests and his efforts on behalf of the people of the world, he received the prestigious "Bulwark of Liberty Award" from the American Preventive Medical Association in 2001.

His commitment to world peace and social justice culminated in the launch of the Dr. Rath Health Foundation in 2002. This non-profit organization supports a broad spectrum of activities in the field of human health, social justice and the preservation of peace.

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