



HEALTH  
SEDUCTION



# HEALTH SOUND CUTION

**BY MIKE ADAMS**  
The Health Ranger



Copyright © 2005 by Truth Publishing International, Ltd.

All rights reserved,

including the right of reproduction

in whole or in part in any form.

CAT 212682

For information regarding this and other Truth Publishing books,

please contact Truth Publishing International, Ltd:

1-520-232-9300 or [support@truthpublishing.com](mailto:support@truthpublishing.com).

DISCLAIMER: THIS BOOK IS OFFERED FOR INFORMATIONAL PURPOSES ONLY AND IS PROTECTED UNDER FREEDOM OF SPEECH. IT IS NOT MEDICAL ADVICE NOR SHOULD IT BE CONSTRUED AS SUCH. NOTHING IN THIS BOOK IS INTENDED TO DIAGNOSE OR TREAT ANY DISEASE. ALWAYS WORK WITH A QUALIFIED HEALTH PROFESSIONAL BEFORE MAKING ANY CHANGES TO YOUR DIET, PRESCRIPTION DRUG USE, LIFESTYLE OR EXERCISE ACTIVITIES. THIS INFORMATION IS PROVIDED AS-IS, AND THE READER ASSUMES ALL RISKS FROM THE USE, NON-USE OR MISUSE OF THIS INFORMATION. THE INFORMATION IN THIS BOOK IS NOT SUPPORTED BY CONVENTIONAL MEDICINE OR MOST PHYSICIANS. IT IS, HOWEVER, THE TRUTH.

# Table of Contents

## Introduction

How companies seduce us .....	1
If these products are so good, why are we so diseased? .....	1
These "health" products actually cause disease .....	2
Seduction is designed to strip away your power .....	2
The information Big Business hopes you never learn .....	4
You're about to save yourself a small fortune .....	4
Transform yourself into a sharp consumer .....	4

## Health Seduction Tactic One: "Disempowerment"

The mythology of weight loss drugs .....	5
Genetic discoveries and junk science .....	6
Most modern diseases almost didn't exist 100 years ago .....	6
Modern foods launched the epidemics of modern disease .....	6
If you fall for it, you're trapped .....	7
Many physicians disempower their patients .....	7
The diet pills scam .....	7
The surgery scam .....	8

## Health Seduction

### Health Seduction Tactic Two: "Biohacking"

Biohacking overrides normal healthy biochemistry .....	9
Biohacking always creates negative side effects .....	10
Surgical procedures are often body hacks .....	11
Biohacking with nanotechnology .....	11

### Health Seduction Tactic Three: "Misdirection"

Some diabetic products promote diabetes .....	13
Extra sugar, with calcium, too! .....	13
Don't trust your eyes when buying packaged meats .....	13
Artificial colors make dead foods look vibrant .....	14
Product names are designed to deceive .....	14
Beware of "natural" grocery products .....	14
The great fat-free food marketing con .....	15
The dangers of diet cola .....	15
Breakfast cereal nutritional claims often mislead .....	16
Truly healthy foods have no health claims .....	16
Using emotions to distract consumers from reality .....	16
Hospitals promote disease, not health .....	17
The big health care lie .....	18

The "featured ingredient" tactic in cosmetic products ..... 18

Please ignore the following list of side effects ..... 18

Misdirection creates a multi billion-dollar industry ..... 19

**Health Seduction Tactic Four: "False Authority, Counterfeit Credibility"**

The FDA pressures its own scientists to approve dangerous drugs ..... 20

The public automatically believes authority figures ..... 21

Medical doctors are not qualified to treat health ..... 21

Healthcare professionals simply aren't healthy ..... 22

Where are all the stunning health results? ..... 22

"Doctor recommended" disease promoting foods ..... 23

Big Pharma = Big Tobacco ..... 23

Credibility for sale at the American Heart Association? ..... 24

Classic corruption of those in power ..... 25

Drug companies are protecting their turf, too ..... 25

Fear-based protectionism, courtesy of the FDA ..... 26

Fatal mistakes by pharmacists ..... 26

Even the right drug can be deadly ..... 26

**Health Seduction Tactic Five: "Transpersonation"**

Drink our obesity-promoting products, and you'll be gorgeous! ..... 28

## Health Seduction

Scalpel-powered shortcuts .....	28
The great cosmetics hype .....	28
False promises of healthy biochemistry .....	29

### Health Seduction Tactic Six: "False Flattery"

The real story on shopper loyalty discount cards .....	30
Big discounts on worthless foods .....	31
The grocery coupon con .....	31
The cancer screening scam .....	32
Bad science generates good profits .....	32
The mammogram scam .....	32
Cancerous conflicts of interest .....	33
You're a smart parent for keeping your child drugged .....	33
Smart-sounding food products for gullible consumers .....	34
The natural products scam, part II .....	35

### Health Seduction Tactic Seven: "Illusion of Choice"

The second opinion sham .....	36
Prescription drugs vs. over-the-counter drugs .....	36
Brand-name vs. generic drugs .....	36
Illusion of choice in surgical procedures .....	37



The drug discount card scam ..... 37

**Health Seduction Tactic Eight: "Logic Reversals"**

Logic reversals are almost never questioned by patients ..... 38

The brain chemistry con ..... 39

The false cure: Halting symptoms with drugs ..... 39

Logic reversals distract people from the true causes of disease ..... 40

Inventing drug safety ..... 40

Fictitious diseases don't kill anybody ..... 41

The language of infectious disease ..... 41

No mention of personal choice ..... 42

The germ theory does not apply to metabolic disorders ..... 42

The cancer cure con ..... 42

The heavy breathing disease ..... 44

The use of language to deceive, not inform ..... 44

**Health Seduction Tactic Nine: "The Appeal to Arrogance"**

Egotistical doctors think they've conquered nature ..... 45

Drug companies steal from nature, then discredit plants ..... 46

Insatiable egos lead to bad medicine ..... 47

Nature offers superior solutions to health ..... 47

## **Health Seduction**

The cure for prostate cancer is free ..... 47

### **Health Seduction Tactic Ten: "Appearance is Everything"**

The false promise of cosmetic surgery ..... 49

Botox blunders ..... 49

Cosmetics ..... 50

The great skin cream con ..... 50

Cosmetics mask the appearance of disease and poor health ..... 50

### **Seduction strategies and their impact on society**

The victim mentality ..... 51

People are easily trapped in the system of seduction ..... 52

Medical bankruptcy ..... 52

Your bankruptcy means a windfall for drug companies ..... 53

The power shift away from individuals to Big Business ..... 53

They want you to stay uninformed ..... 54

Keep the population stupid ..... 54

The untold truth about our dwindling lifespan ..... 55

Quality of life has plummeted ..... 55

The decline of cognitive clarity ..... 56

The decline of a Democracy ..... 56

**Why seduction works**

The role of advertising in seduction ..... 58

The channel of choice: Subliminal communication ..... 59

You're worth it, aren't you? ..... 59

Join the herd ..... 59

Mass media propagates the system of seduction ..... 60

The dot-com bust had media companies starving ..... 60

Mass media: All the pro-drug propaganda that's fit to print ..... 61

It's all based on distorted science ..... 61

TV shows teach seductions ..... 62

The big money goes to marketing, publicity and propaganda ..... 63

**The politics of health seduction**

Big Sugar controls national nutritional guidelines ..... 64

Turning health claims into crimes ..... 64

A campaign to discredit alternative medicine ..... 65

Gatekeepers of scientific "truth" ..... 65

Why you never hear about free resources for healing ..... 65

Widespread vitamin D deficiencies ..... 66

## **Health Seduction**

### **How authority makes health seduction work**

How dare you try to inform yourself! .....	67
The criminals at the FDA .....	68
Most people automatically believe authority figures .....	69
Organized medicine is the #1 cause of death .....	69
Find yourself a good doctor .....	70

### **Defending against the tactics of seduction**

Defense against disempowerment .....	70
Defense against biohacking .....	70
Defense against misdirection .....	71
Defense against false authority .....	72
Defense against transpersonation .....	72
Defense against false flattery .....	72
Defense against the illusion of choice .....	73
Defense against logic reversals .....	73
Defense against the appeal to arrogance .....	74
Defense against appearance is everything .....	74

### **How to protect our population from seduction tactics**

Gimmick phrases .....	75
-----------------------	----

Imagery and association ..... 76

Ads that use the ten seductions ..... 76

Turn off the TV... for good ..... 76

Question the FDA ..... 77

Far more dangerous than terrorists ..... 78

Fire your doctor ..... 78

Trust in nature ..... 79

Make yourself a lifelong student of health ..... 79

The fundamentals of health are rarely taught ..... 80

Listening to doctors may kill you ..... 80

Watch out for rigged government panels ..... 81

Redefining disease to sell more drugs ..... 81

Be a difficult patient ..... 82

Enhance your cognitive function ..... 83

Do the opposite of the herd ..... 83

The sheeple are engaged in slow suicide ..... 84



# Introduction

## How companies seduce us

As consumers, we are frequently seduced by the marketing tactics and seduction methods of food manufacturers, cosmetic manufacturers, soft drink companies, drug companies and even medical personnel touting surgical procedures.

All of these are heavily marketed; literally billions of dollars are spent each year convincing people to spend their money on these products and services in exchange for achieving a result.

Each one of these products or services has a big promise: It promises to make us thinner, more attractive, eliminate our pain or increase our lifespan. It promises to make us more popular, excuse us from the responsibility of our own actions or allow us to continue to pursue unhealthy lifestyles rather than having to make the tough choices involved in lifestyle changes.

The products covered here represent tens of billions of dollars in sales each year in the United States alone. They account for a significant portion of the gross domestic product, and they employ literally tens of millions of people.

Yet, they all have one thing in common: **They are marketed to you and other people around the world through tactics of seduction.** This seduction is powerful and mysterious; it is what causes us to spend money on products that promise to transform our health or enhance our appearance, and yet manage to deliver precisely the opposite. Whether it's prescription drugs that kill us through heart attacks and strokes, soft drinks that make us obese and diabetic rather than sexy and popular, or food products that claim to be good for us while delivering ingredients like sugar and disease-promoting hydrogenated oils, all of these products and services are, in effect, misrepresented to American consumers.

## If these products are so good, why are we so diseased?

That is the subject of this book. Because even though we are flooded with offers and advertisements from food companies, drug companies, surgeons, cosmetic companies, soft drink companies, and the like, we are a nation of people who have attained the notable milestone of being the most obese and chronically diseased population ever recorded in the history of civilization.

It stands to reason that if these products, services, and gimmicks actually delivered on what they promised, we would be a nation of healthy, happy people. We wouldn't have chronic depression, we wouldn't have one-third of the population obese and two-thirds overweight and we wouldn't have skyrocketing rates of

## Health Seduction

cancer, diabetes and heart disease... all diseases conventional medicine seems clueless to prevent or even effectively treat.

Yet, that's exactly what we have today. We have a nation of disease epidemics. We have more chronic disease in this country than we've ever seen in the history of mankind, and the trend does not seem to be reversing.

### These "health" products actually cause disease

Most remarkably, it is precisely these products — the products that claim to be making us healthier — that are contributing to our obesity, mental depression, osteoporosis, arthritis, Alzheimer's disease, irritable bowel syndrome and many other diseases and disorders, including Attention Deficit Hyperactivity Disorder (ADHD).

So, how does Big Business manage to convince us to keep shelling out dollars for the very products that are making us sick and diseased? How do they manage to convince us to part with our hard-earned cash and invest time and hope in products that ultimately deliver either nothing or, in many cases, precisely the opposite of what they promise?

That, too, is the subject of this book. In *Health Seduction*, we're going to cover the 10 tactics used by food companies, drug companies, cosmetic companies, and other manufacturing and advertising firms to convince hundreds of millions of people in the United States, and around the world, to part with their dollars and purchase products or services that really have no purpose other than to enrich their manufacturers.

These 10 tactics are the ones used on you every day, right now, by these marketing companies. They are the tactics hidden inside television advertising, magazine ads, word-of-mouth campaigns, and even authoritative advice from your doctor. It is these 10 tactics that allow the companies to mislead the public and motivate unsuspecting consumers to continue spending money on products and services that simply do not work.

### Seduction is designed to strip away your power

Here you're going to learn about disempowerment, and how these companies strip away your power and your responsibility, making you believe only they and their products can offer you solutions. We'll talk about biohacking, and how these products attempt to override your body's natural functions in a way that may seem beneficial at first, but actually impairs your ability to achieve lasting health. We will discuss misdirection, and how the industry uses tricks of the trade in order to distract you with one thing while they slip you something else. You'll also learn how products that claim to be healthy — products on the shelves of grocery stores — actually directly promote diabetes, cancer, heart disease and many other disorders.

You'll learn how these companies invoke authority and twist credibility to get people to follow their ill-conceived advice, simply because it comes from a figure of authority; not because the advice has any credibility or scientific merit whatsoever. Yet, by confusing authority and credibility, these organizations can



get people to go along with practically anything, and that usually means buying their products or services on a repeated basis.

We'll talk about transpersonation, and how these products promise to imbue us with qualities we do not possess. For example, soft drink ads promise to make us sexy, popular, or well-liked by social groups. We'll also talk about how prescription drugs and surgical procedures exploit the seduction of transpersonation to get you to pay for products and procedures that really do you no good.

We'll talk about false flattery, and how these companies design campaigns to make you think you're a smart consumer for buying their product, or to make you believe you're in charge when, in fact, the game is rigged. You're not saving money, you're not in control and you're actually following a path of action and product purchases laid out by manufacturers and marketing firms, yet you think you are acting like a smart consumer.

Following that, we'll talk about the illusion of choice, and how these companies control your actions, even while making you think you're the one choosing which products or services to use, yet no matter what choice you make, they are still in control and still profit from your choice.

Later in this book, we will cover a fascinating topic called Logic Reversals, where we discuss how the industry uses blatant reversals of cause-and-effect logic to make consumers believe in fictitious diseases and utterly false principles of biochemistry that just happen to support the sales of pharmaceuticals and prescription drugs.

After that, we'll discuss the appeal to arrogance, and how these companies get you to part with your money by appealing to your own pride or sense that you, and mankind in general, are smarter than nature, and have overcome it through the miracles of technology and medical science.

Finally, the last seduction tactic is that appearance is everything. We will talk about how these companies get you to believe in this myth, and in fact get you to act on it by publicizing an impossible standard of physical beauty through television shows, magazine ads, and word-of-mouth advertising. This makes you feel enormous pressure to achieve that standard and conclude that the only way to do that is through cosmetic surgery, liposuction, botox injections, the use of grossly overpriced cosmetics and/or the use of prescription drugs.

After we cover these 10 tactics of seduction, we will then talk about who's promoting it; how advertising companies continue to propagate these tactics and prey upon the victim mentality to exploit people for financial gain. We'll talk about how the media disseminates this information, and why it serves its interests to do so. We'll also discuss political influence and how people in positions of authority — most notably doctors, medical schools, medical journals and the Food and Drug Administration — also use these same strategies in order to seduce consumers into supporting their work and their schools of thought.

Finally, we will cover how to defend yourself against these tactics. For each strategy, there is an active defense you can invoke in order to immunize yourself against these messages and unscrupulous tactics. I'll also show you how to recognize seductive marketing, so you're no longer under the influence of these messages and you can, perhaps for the first time, be an independent-minded, critical consumer who remains

## **Health Seduction**

100 percent in control of your health decisions and your health outcome, rather than following a path laid out for you by consumer product companies, drug companies, cosmetic companies and the like.

So, that's what we have in store for you in this book. By the time you've finished reading it, you will be one of the most well informed consumers on the planet.

### **The information Big Business hopes you never learn**

In fact, these companies hope you never get your hands on this information. Companies selling you food products at your grocery store, drug companies advertising prescription drugs on your television, cosmetics companies selling you overpriced products at department stores, and probably even your conventional medical doctor all hope that you do not continue reading this book.

To them, this information is dangerous because it pulls you out of the quagmire of seduction, and for the first time gives you the information and tools you need to be an independent thinker and informed consumer. This is the book smart consumers read, whereas people who only think they're smart watch television ads and suffer the illusion of choice, misdirection, disempowerment, and all the other tactics presented here.

This book rises above all of those. After reading this book, you will have the perspective of being on a mountaintop, able to look down upon all of these tactics as if from an aerial view of a large map. You will see exactly how they all fit together and how, until now, even you (yes, you) have been influenced by these seductive tactics, and it has probably cost you tens of thousands of dollars, if not much more, over your lifetime.

### **You're about to save yourself a small fortune**

One more benefit of reading this is that this knowledge will save you a tremendous amount of frustration and hard-earned cash. It will save you frustration because you will no longer fall for the endless tactics of seduction that keep you running like a hamster on a wheel; always hoping for the next weight loss pill, the next cosmetic surgical procedure, or healthy-sounding food product that can transform your life as long as you're willing to keep parting with your money.

Instead, after reading this book and learning this information, you will know the true pathway to health transformation, and you will realize it does not involve products that are heavily marketed using the tactics of seduction. This book will save you money because once you've become immune to these seductive advertising messages, you will no longer waste your money pursuing them.

You will instead be able to spend your money wisely on products, services, education, and investments in yourself that promote your long-term goals and empower you to make those changes yourself, without giving away your power and relying on those around you to solve your problems for you.

### **Transform yourself into a sharp consumer**

If you wanted, you could call this "How to be a Consumer 101." This is the book that every American consumer should read, but that most people will never get their hands on, because, of course, this will never be widely promoted. Media companies don't want to talk about this book, because it reduces the effectiveness of the advertising campaigns on which they thrive. Food manufacturing companies sure don't

want you to read this, because then you'd stop buying all those high-profit, low-health foods that make them the most money. Cosmetics companies don't want you to read this, because it exposes the deception and marketing tactics of the cosmetics industry. The drug companies certainly don't want you to read this, because this book gives you back the power you need to transform your own health, without relying on prescription drugs that are increasingly dangerous and expensive.

The only person, in fact, who benefits from you reading this book, is you. I should add that I benefit a little bit if you paid for this book. I earn a royalty on it, so thank you for supporting my ongoing work with a few dollars out of your pocket, but let me reassure you that those dollars will be returned to you thousands of times over as you absorb this information, integrate it, and use it to guide your purchasing decisions.

This is indeed one of the best investments you'll ever make, and it's one that will continue to pay off for the rest of your life. Also, I'm willing to bet you paid less for this than a decent dinner for two. So, for the price of one meal, plus the investment of your time in reading this, you can transform your health outcome, your mental acuity and literally make yourself immune to these 10 tactics of seduction from this day forward.

So, welcome to *Health Seduction*. Let's get started with the first tactic.

## Health Seduction Tactic One: "Disempowerment"

This tactic is engaged any time a product or service promises to excuse us from the consequences of our actions, or claims we cannot control our outcome. The hidden message is, "I'll take care of your life for you," or, "It's not your fault that you are this way."

This is not only the most insidious tactic of seduction, it is also one of the most effective. That's because many people love to play the role of the victim, and the disempowerment tactic complements the victim role perfectly.

Let's look at some specific examples of how companies use disempowerment to seduce consumers into buying their products or services.

### The mythology of weight loss drugs

One of the best examples of this is a popular weight-loss drug called Acomplia. As of this writing, Acomplia is not even approved as a drug yet, and it is already exploding in popularity. People are asking about it at weight loss centers all over the country; they can't wait to get their hands on it.

Why? Because the drug promises to turn off your appetite and make you shed pounds without effort. In other words, it promises to excuse you from the consequences of overeating, avoiding regular exercise and making poor food choices over the last several decades of your life. It promises to take this over for you, and essentially release you from the natural outcome of those decisions.

It may seem like a gift or a favor, but in fact it steals your power. Prescription drug companies frequently use the disempowerment tactic to seduce consumers, but they're not the only ones who use it. Conventional

## Health Seduction

medical science uses this tactic as well, in order to shift people to its school of thought. One of the ways it does this is by making announcements that genes have been discovered for specific diseases.

### Genetic discoveries and junk science

You've probably seen the headlines yourself. Something like, "Gene for cancer now discovered," or "Scientists find gene for heart disease." In reality, there's no such thing as a gene for cancer, heart disease, clinical depression, or any other disease or disorder now being observed at epidemic rates in the U.S. population.

There are very small genetic influence factors, yes. However, what activates these genes is people's insistence on eating unhealthy foods, consuming the standard American food supply and avoiding healthy lifestyle choices such as engaging in regular physical exercise and supplementing with whole-food supplements that provide superior nutrition.

The press loves to announce these headlines; it's a great story. Unfortunately, it's also an oversimplified story. Even the researchers themselves don't describe it in such terms. If you look at the published abstract of any clinical study citing genetic influences on chronic disease, you will find they describe genes as playing only a minor role in those diseases. It only makes sense. If you understand human evolution, you quickly realize the human race would not build in a gene design that promoted chronic disease. Any such genes would have been eliminated from the gene pool long ago, thus the idea that a gene that actually causes cancer or heart disease would remain in the population until the present day is absurd.

### Most modern diseases almost didn't exist 100 years ago

Besides, an honest look at the brief history of modern civilization shows you that such diseases were almost unheard of merely 100 years ago. Doctors had to travel far and wide to even find a patient with heart disease in the 1800s. Cancer almost didn't exist. Osteoporosis was unheard of. Clinical depression wasn't even on the radar.

So, did the gene pool of the human race suddenly and magically change over the last 100 years, even though evolution normally takes place on a scale of hundreds of thousands of years? Well of course not. **The gene pool didn't change; what changed were our foods and our lifestyles.**

### Modern foods launched the epidemics of modern disease

Starting in the 40s and 50s, we moved to processed foods and started stripping away essential nutrition. People moved away from healthy fruits and vegetables, and stopped growing their own live foods in their

gardens. Now, more and more people are avoiding exercise, avoiding natural sunlight and avoiding drinking clean water; instead opting for seductive products like soft drinks.

This is what has changed, not our genetic makeup. Thus, the message that your genes are responsible for your disease serves primarily to strip away your power and make you believe you are not responsible for your current health outcome.

### **If you fall for it, you're trapped**

At first it sounds like a good deal; you might be thinking, "Great! That's good news. I know I'm not responsible now." At the same time, it makes it impossible for you to do something about it. Because if you don't believe you're responsible for your current situation, you have absolutely no power to change it. Thus, the so-called "medical science community" furthers the myth of a genetic basis for chronic diseases, primarily **because it serves the interests of medical researchers and drug companies**, while stripping away responsibility from patients.

### **Many physicians disempower their patients**

Another example of where we find disempowerment is in the physician-patient relationship. Many physicians, mostly the old-school doctors or the more conventional doctors, do not believe the patient is responsible for their own healing; they believe that they, the physician, are in control of the healing, and only they can influence the outcome.

This is a flawed model of health care and healing, yet it is one that has been taught by medical schools in the United States for many decades. It is a disempowering message because, once again, it causes patients to believe they cannot control their outcome, that it's up to their doctor, therefore they must listen to their doctor's advice rather than trying to educate themselves about what might make a difference in their health.

Another great example of disempowerment is knee-replacement surgery for obese, diabetic women. This is one of the most common procedures performed by orthopedic surgeons. What it says to the patient is: After decades of following an unhealthy lifestyle and packing on the pounds to the point where you are clinically obese, after avoiding physical exercise and consuming soft drinks, sugars, fried foods and other such items, we, the medical community, are going to excuse you from the consequences of your actions by removing your biological knee and replacing it with, essentially, metal parts.

This procedure, while potentially justifiable from a short-term medical point of view, **does nothing to teach the patient about responsibility**. It strips away that patient's power, and often puts her in a situation where she might be thinking, "Gee, why should I change my diet and actually lose weight when medical science can just replace all of my body parts as they fail?" Doctors and surgeons, generally, are more than happy to go along with it, because, of course, such procedures generate tremendous revenues for surgeons, hospitals, and drug companies.

### **The diet pills scam**

However, it's not just conventional medicine, physicians and surgeons who are using the disempowerment seduction. This is also a popular tactic in the nutritional supplements industry, or in the more recent examples

## Health Seduction

from the weight loss industry, where con artists are hawking pills that tell people they can lose weight without dieting, without exercising, and without changing anything else in their life.

These miracle diet pills, or 48-hour weight-loss schemes, promise to produce miraculous results without requiring effort on the part of consumers. You'll see some of these advertised on television, especially on late-night infomercials. These products also use the disempowerment seduction. They take away power and responsibility from the customer and instead shift it to the pill. Thus, when customers purchase such products, they are not only wasting their money on products that are typically useless, they are also giving away their power by psychologically and energetically admitting that only something outside themselves can solve this problem for them.

In other words, they are admitting the answers cannot be found within themselves. That is perhaps the single most dangerous attitude a human being can take if they're attempting to transform their health and lose body fat.

## The surgery scam

Back in the world of conventional surgery, we also see this with heart bypass procedures. There are perhaps tens of thousands of such surgical procedures performed each year that are entirely unnecessary. All that's needed for those patients is a fundamental transformation of their lifestyle (diet, exercise, avoidance of certain toxic food ingredients, and so on).

Many of these patients could completely eliminate the symptoms that lead surgeons to recommend heart bypass surgery if they would stop eating hydrogenated oils, avoid trans fatty acids, begin supplementing with heart-healthy oils and superfoods containing potent antioxidants as well as taking up a regular program of physical exercise such as jogging, walking, yoga, Tai Chi or other form of physical movement.

By undergoing heart bypass surgery, the patient shifts the responsibility for their health outcome to the surgeon; quite literally, they're putting their life in the hands of that surgeon. Even if they survive the surgery, part of their soul has been lost as they gave up their own power during the decision process. Simply making the decision to undergo heart bypass surgery is, itself, damaging to a person's energetic health.

Now, this doesn't mean heart bypass surgery can't be part of a transformation in a person. Some people use that event as a milestone for transforming their lives. Some people are only motivated by fear and crisis, and heart bypass surgery can serve as that crisis for people in a way that motivates them to make lasting changes. However, those people would be far better off if they were able to find a way to make such changes before giving away their power, and before having their sternum cracked open by surgeons.

So, whether we're talking about foods, drugs, cosmetics or medical procedures, disempowerment is one of the most effective seduction strategies used by the manufacturers and marketers of those products and services.

It is effective because people want to believe they are not responsible for their current situation. They often want to hand over control to something outside themselves. It takes a lot of courage to admit you yourself

are responsible for where you are today, thus you are the only person who can make a difference by making a change starting tomorrow.

That takes courage, and not everybody is willing to put forth that courage at this time in their lives. Perhaps they will find it later, but at the moment they remain victims of the disempowerment seduction strategy.

## Health Seduction Tactic Two: "Biohacking"

Biohacking is when a product, usually a food or drug, promises to override (rather than complement) the natural healing ability of the human body and mind. The implied statement is, "We'll run your body for you."

We see biohacking in virtually all of the popular prescription drugs today, most notably Viagra. Viagra, of course, attempts to recreate a normal human physiological function that should be present in healthy individuals, but is no longer present because of the abuse people are putting their bodies through with poor nutritional habits, lack of exercise, and the ingestion of toxic ingredients.

Biohacking is seductive. The very idea that a magic pill can take over for you and give your body some function it is unable to produce on its own is quite tempting. This is how drug companies seduce the public into purchasing their products.

Viagra is, of course, just the tip of the iceberg here; one of the better known classes of drugs that also engage in biohacking are SSRIs; more commonly called antidepressant drugs.

Antidepressant drugs promise to hack your brain chemistry, thereby giving you a feeling of being uplifted, even though there is nothing in your body or mind that would justify such a feeling. In other words, you didn't produce it yourself; you took a chemical that used biohacking to alter your moods.

Of course, consumers take all sorts of chemicals to alter their moods. People self-medicate with nicotine, alcohol and even with refined sugars by eating, for example, chocolate candy bars. This is a form of self-medication; a trained behavior that modifies moods and brain chemistry through the ingestion of psychoactive ingredients. The popular habit of consuming coffee in the morning is another example of biohacking, and it's something that millions of Americans do each and every day.

### **Biohacking overrides normal healthy biochemistry**

Any time you attempt to override the natural maintenance and functions of your body and mind with over-the-counter drugs, prescription drugs, foods or beverages, you are engaging in biohacking. Some other great examples include weight loss pills that use stimulants to boost your metabolism; that's something that should be boosted normally through physical exercise and breathing therapy, not through ingested chemicals. Sleeping pills are another example. When people don't have good nutrition, don't engage in physical exercise or suffer from hormonal imbalances, they have difficulties sleeping, so they use chemicals

## Health Seduction

to override and take control of their hormonal balance, rather than finding ways to resolve the fundamental cause of such imbalances.

One of the most outlandish examples of biohacking is chemotherapy. This is where a patient who is suffering from systemic immune-system failure, and who has been diagnosed with cancer, is dosed with extremely toxic chemicals that attempt to override and overpower the body's own immune system and directly kill cancer cells and tumors using chemicals rather than innate defenses.

Statin drugs are another alarming example of biohacking; rather than addressing the fundamental dietary problems that lead to high cholesterol, doctors prescribe statin drugs that interfere with the liver's ability to produce cholesterol. Of course this does lower LDL cholesterol, but at the same time it has many other dangerous side effects, including muscle-wasting disease, mental confusion, lack of sex drive and literally dozens of other problems that are now known to be caused by statin drugs.

### Biohacking always creates negative side effects

In fact, as we saw with Vioxx and the scandal surrounding COX-2 inhibitors, any time we attempt to hack our body's normal physiology, we're asking for trouble. The body knows how to balance itself, and if we attempt to override its natural functions, we're going to eventually encounter unwanted side effects. That's why people who are on multiple prescription drugs almost always deteriorate in health rather than improve their health; the more drugs a person is on, the worse they get. Obviously, if drugs were actually good for people, they would be getting better and would eventually be able to get off those drugs. However, that is virtually never the case.

You may ask, "If this is all true, what about nutritional supplements, vitamins, minerals, superfoods, and other things that nutritionists recommend, aren't those also biohacking?" Absolutely not. **Nutritional supplements complement the body**; they don't interfere with it or attempt to override it. When you consume nutritional supplements made from whole foods and whole food concentrates, you are complementing the natural ability of your body to fight off disease, heal injury, and achieve a healthy mental state on its own, using its own blueprint for healing and health.

So, for example, a person who is showing symptoms of asthma could treat that asthma in a couple of different ways. In the conventional medical way, they would use biohacking by inhaling antihistamines, which would force the capillaries of the lungs to relax and open, allowing easier breathing. A non-biohacking way would be to simply drink more water, thereby ending the state of chronic dehydration that forced the



body to produce histamines. The production of histamines is one way the body manages a drought by reducing the elimination of water vapor, thereby saving the brain from dehydration.

Conventional medicine only sees histamine production as a symptom, then gives that symptom a name like asthma and produces a drug that counteracts the most obvious and blatant symptoms associated with that label. That is a classic case of biohacking.

Bodybuilders sometimes give in to the seduction of biohacking as well. That's when they consume anabolic steroids, or engage in the consumption or injection of illegal substances to enhance their muscle mass in unnatural ways that are extremely dangerous to their long-term health.

### **Surgical procedures are often body hacks**

Surgeries are often biohacking as well. One of the most popular surgical procedures today is gastric-bypass surgery. Last year more than 40,000 patients in the United States underwent this procedure in a desperate effort to lose weight.

What many of them find is that after the surgery, they have to modify their lifestyle and stop eating ice cream, fried foods, sugary foods and other foods that cause diabetes and obesity. Why aren't they able to stop eating those foods before the surgery? Because if they did, they would very likely not need the surgery in the first place. The surgery is a form of biohacking. It stands in for self-discipline from the patient. In that way it also uses seduction tactic number one, disempowerment, by excusing the person from the consequences of their own actions, and making them believe they have no control over their outcome.

### **Biohacking with nanotechnology**

One of the most alarming discussions of potential biohacking is talk of using nanotechnology to unleash an army of anti-cancer robots in the bloodstream of human patients, find cancer cells and eliminate them from the body. This is classic biohacking mentality, and it ignores the very real fact that the human body already has such a system in place.

It's called your immune system, and it is more advanced than any nanotechnology that has ever been developed, or ever will be developed, by human scientists. The body already has an army to seek out and destroy cancer cells and eliminate them. In fact, if you're reading this right now, you should feel quite privileged because you are living, breathing proof of the cure for cancer. Your body has already cured cancer perhaps thousands of times by seeking out cancer cells in your body and eliminating them before they were able to multiply and spread.

Every person alive today has cured cancer already, and we don't need an army of mechanical robots roaming around our bloodstreams trying to find these cancer cells when we already have an army of white blood cells, NK cells, antibodies and other defenders in our immune system doing that job for us. Instead, what we need to do is support our body's anti-cancer blueprint. We need to support its own built-in healing

## Health Seduction

abilities by supporting immune system function, not destroying it through barbaric procedures like radiation therapy and chemotherapy.

You'll also find biohacking seduction in drugs like blood pressure lowering medications, anti-diabetes medications and of course all the classic medications like Ritalin that supposedly treat ADHD.

All these medications attempt to override natural human physiological functions, and while they promise improved health, all they deliver are very narrowly defined improvements in one or two measurable biochemical statistics. Simultaneously, they cause destructive side effects throughout the body and the mind, which is why prescription drugs are now increasingly seen as toxic to the body and debilitating to the mind.

People who wish to be healthy don't give in to the seduction of biohacking. Instead, they recognize their own body's innate healing ability, and they work to support it rather than override it.

## Health Seduction Tactic Three: "Misdirection"

Misdirection describes a seduction tactic whereby product manufacturers get you to pay attention to one thing so you don't notice something else that's detrimental to your health. Product manufacturers, drug companies and food makers use misdirection to distract us from the true nature of their products or services. The implication is, "You'll see what we want you to see."

In the health supplements industry, the classic example of this is a product called Slim Fast. Slim Fast is touted as a weight loss product, yet if you look at the powdered form of the product, such as the Slim Fast Meal Options strawberry flavored product, its number one ingredient is sugar.

Now, there's no question whatsoever that sugar is an ingredient that promotes diabetes and obesity when consumed in sufficient quantities. No nutritionist or doctor in his or her right mind would recommend that people consume sugar as a way to lose weight, especially refined white sugar like you find in Slim Fast. Yet, Slim Fast is clearly positioned as a product that helps people lose weight, an idea that is utterly ridiculous.

Interestingly, Slim Fast doesn't make any claims that it promotes weight loss. In fact, if you contact the makers of Slim Fast and ask them if this product is a weight-loss product, they will tell you it isn't. The company uses misdirection marketing to mischaracterize the true nature of the product and make people believe that it will help them lose weight. Up until the success of the Atkins Diet and low-carb dieting in general, Slim Fast was an extremely successful product purchased by tens of millions of Americans who,

quite obviously, are nutritionally illiterate and never read ingredients labels, or don't realize sugar is one of the last things you should put in your body if you are attempting to lose weight.

The liquid forms of Slim Fast, by the way, are of a similar nature; the primary ingredient being water and the second ingredient being sugar. Those products are offering you primarily sugar water, which is much the same as soft drinks.

### **Some diabetic products promote diabetes**

A similar line of products -- a similar use or exploitation of the misdirection strategy -- is found in a product called Ensure. This is a product much like Slim Fast, except it is positioned as a drink for diabetics. Now consider this: People who have diabetes need to control their blood sugar. That means they need to consume products that are very low on the glycemic index. Otherwise they run the risk of pushing their blood sugar out of control and worsening their diabetic state.

Ensure is a product that says right on its label that it's "Number One Doctor Recommended" and claims to offer "complete, balanced nutrition." Yet, the first three ingredients of Ensure are water, sugar and corn syrup. Two out of those three are, of course, simple sugars that are anything but complete, balanced nutrition. In fact, many doctors would argue that consuming sugar and corn syrup leads to nutritional deficiencies, or imbalanced nutrition. So, Ensure is another product that uses misdirection to distract consumers from its true nature.

### **Extra sugar, with calcium, too!**

Another example is a product called Nestle Quik strawberry milk. You can also find it in chocolate flavor. Nestle Quik strawberry milk is primarily sugar, just like Slim Fast and Ensure. Nestle Quik products go to the trouble of claiming on the label that they are an outstanding source of calcium. That's because they have been enriched with calcium to provide a full day's supply of this mineral, according to RDA numbers. However, this distracts people from the true nature of the product, which is, again, primarily strawberry-flavored sugar.

Certainly, when you mix it with milk, it does provide some calcium. Yet, sugar is one of those ingredients that strip away nutrients from the body, including calcium and other minerals necessary for strong, healthy bones. As explained by Dr. Elson Haas in the book *Staying Healthy with Nutrition*, when people consume highly acidic foods and food ingredients, such as refined, white sugar, their bodies must compensate for that acidity by balancing it with alkaline minerals from the skeletal system, which includes calcium. Thus, consuming a lot of sugar results in the depletion of calcium from your bones, meaning the very claim of Nestle Quik strawberry milk contradicts its true nature. There may be calcium in the product, but the nature of the product is that one of its primary ingredients, sugar, actually depletes calcium from the body.

### **Don't trust your eyes when buying packaged meats**

Misdirection is also a favorite tactic of meat producers. They produce bacon, pepperoni, ham, sandwich meat, breakfast sausage and other products that use an ingredient called sodium nitrite in order to turn those foods an appealing shade of red. This is also misdirection because it makes the foods look red so that you believe they are fresh and healthy; in fact, sodium nitrite, when consumed by the human body,

## Health Seduction

forms some of the most highly carcinogenic chemical compounds ever recorded in the world of foods and nutrition.

They're called nitrosamines, and these nitrosamines directly promote cancers throughout the body, most notably colorectal cancer. Similarly, a recent study conducted at the University of Hawaii shows that even moderate consumption of processed meats causes **a 6,700% increase in pancreatic cancer** (that's a 67-fold increase in cancer risk!). Thus, consuming these foods causes cancer. Yet, these packaged meat products appear to be perfectly healthy, thereby distracting you from their true nature, which is that of chronic disease.

### Artificial colors make dead foods look vibrant

The same is also true with the use of artificial colors in food and beverage products. Any time there's an artificial color used, it is misdirection. It is an attempt to appeal to the desire of consumers to purchase cosmetically appealing groceries. More often than not, these artificial colors mask the true nature of the foods, which is that they are dead foods made with unhealthy chemical additives.

You see, artificial colors can make foods look alive, vibrant, and fresh. Oranges from the state of Florida are even dipped in a highly toxic red dye to make them appear more orange so you will choose them over more natural oranges that haven't been dipped in the dye. This dye has been banned for use in foods because it is known to cause cancer, thus it is illegal to put it into foods. However, it is perfectly legal to dip oranges into a solution containing this dye in order to alter the visual characteristics of the fruit in an effort to make them more appealing to customers.

This, again, is a blatant use of the misdirection strategy to seduce consumers into buying products that look healthy and look fresh, but are in fact promoters of chronic disease, most notably cancer.

### Product names are designed to deceive

Misdirection can also be accomplished by naming products. In the cosmetics and personal care industry, there's a shampoo called Herbal Essences shampoo. Now, the name makes it sound like it's loaded with herbs, in fact, this shampoo has almost no herbs in it whatsoever; only tiny amounts of herbal extracts are used. What's even worse is the shampoo is made with an ingredient called M.I.T. (methylisothiazoline), which researchers at the National Institutes of Health have found promotes nervous system disorders such as Alzheimer's disease. Thus, the name Herbal Essences distracts consumers from the true nature of the shampoo, which is really that of a more typical mainstream shampoo product with nothing special about it at all.

### Beware of "natural" grocery products

Speaking of names, many snack foods and other grocery products are labeled with the word "natural," hoping to jump on the bandwagon of demand for healthier foods. Often, they will take the same recipe of

an existing product line, slap the word "natural" on it and continue to load those foods up with dangerous ingredients such as monosodium glutamate, artificial colors, or even hydrogenated oils.

The word "natural" has no meaning whatsoever in the world of food. Food manufacturers can claim practically anything is natural, as long as it came from planet Earth, and there isn't anything in the food supply that didn't come from the Earth originally, even though it may have been chemically modified.

For example, soft drink companies claim that high-fructose corn syrup is natural, even though it's a refined product; a simple sugar product that promotes diabetes and obesity. They claim it's natural because it comes from corn, and that's absolutely true; it does come from corn, but you don't see buckets of corn syrup growing on corn stalks. In nature, you see the whole corn, and that's what nature intended human beings to eat, because in whole corn the corn syrup content is very small. You have to process and refine a whole lot of corn to extract these simple sugars that can be added to foods as sweeteners.

Hydrogenated oils are much the same story. Food manufactures can take oils from nature, like soybean oil, and then artificially modify those oils to be hydrogenated. That puts them in a form that is extremely toxic to the human body, because it introduces trans fatty acids and even promotes nervous system diseases. Yet, food manufacturers can claim their products are 100 percent natural, because they are essentially made from oils that come from plants. What they don't tell you is that those oils have been modified in a way that makes them entirely unnatural.

### **The great fat-free food marketing con**

Food marketers love to play the game of misdirection. Back in the 1980s, the trend about fat-free foods was all about misdirection. Food manufacturers were riding the bandwagon of anti-fat dietary hysteria that was popular at the time. They did that by introducing a whole line of new products made with no fat whatsoever. Instead of containing fat, they were loaded with sugars like corn syrup, sucrose and other refined sugars. As a result, when people consumed these products, their bodies converted those sugars into body fat. Thus, the very products that claimed to be fat-free were promoting the creation and storage of body fat in the bodies of people who ate them. That's classic misdirection.

Today, we see a lot of products that claim to be sugar-free foods. This is also misdirection, because many of them instead contain artificial chemical sweeteners which many doctors and nutritionists believe are, in fact, worse for you than the natural, simple sugars.

So, you can find sugar-free soft drinks, but they're made with aspartame and sucralose; and while sucralose seems to be the safer of the two, there are a great many complaints registered each year with the FDA about the neurological side effects of aspartame.

### **The dangers of diet cola**

Aspartame is an ingredient that has been clearly associated with retinal damage, blindness, seizures, migraine headaches, and chronic nervous system damage. So, by saying this is a sugar-free cola product,

## **Health Seduction**

the soft drink company is implying that it's actually good for you, but the real story is it's damaging your system in many ways that are not at all obvious.

Back in the food world, we have products like guacamole dip made by Kraft Foods, which actually contains virtually no avocado. Now, how do you make guacamole dip without avocado? You do that by using hydrogenated oils combined with artificial colors to make it appear green and have the fat texture of avocado, without actually using much avocado. This is a product that the Center for Science and the Public Interest (CSPI) describes as "avocado-free guacamole," and is yet another strong example of misdirection by food manufacturers and marketers.

## **Breakfast cereal nutritional claims often mislead**

Breakfast cereals are famous for using label claims that are classic misdirection. Some cereals claim to offer a full 100 percent supply of eight or nine vitamins and minerals, but what they don't tell you is that their very nature is to deplete such vitamins and minerals from your body. They're made primarily with refined white flour and simple sugars, and that is a combination that results in nutritional deficiencies, not superior nutrition. Thus, breakfast cereals commonly use this tactic to make people think their products promote health.

Any time the FDA approves a new claim for oats or fiber, breakfast cereal companies jump on the bandwagon. You can even find products out there right now, made with oats, that claim to be good for your heart, even though they contain no healthy heart oils and are loaded with simple sugars that are strongly associated with the development of cardiovascular disease.

## **Truly healthy foods have no health claims**

In fact, more often than not, any time a food in the grocery store makes a claim on the front of its box (or jar, or container), the true nature of the product contradicts that very health claim. On the other hand, the products that are truly good for you — the whole grains, fruits, vegetables, healthy oils, fresh fish and so on — have no health claims whatsoever, because they aren't sold in pretty packaging or marketed with coupons and television advertising.

## **Using emotions to distract consumers from reality**

Speaking of advertising, food marketers and advertisers love to use misdirection to get you to believe one thing about their product line while, in fact, the true nature is something altogether different. One of the world's most famous fast-food restaurants uses commercials that don't even advertise its specific food products. Rather, the commercials show happy people -- families, children, teenagers -- all standing around acting incredibly happy because they're chewing on hamburgers and fries.

The message is that if you eat these products, you will be happy and healthy, because all the people who are shown in those ads look energetic and healthy. But the reality is that people who consume these products are going to be chronically diseased, obese, and diabetic; and they probably suffer from lack of

mental clarity as well as cognitive decline. That's the true nature of these foods, yet that nature is not at all obvious from seeing the foods promoted in advertising.

If you don't believe me on this, rent the documentary "Supersize Me" by Morgan Spurlock, in which he took a 30-day test -- an experiment to eat nothing but McDonald's foods for 30 days straight. He consumed an average of 5,000 calories a day, and in just 30 days his liver function deteriorated to the point where his doctor warned him that he could die if he didn't stop consuming McDonald's foods. Mr. Spurlock is lucky he didn't end up in the hospital.

### **Hospitals promote disease, not health**

Speaking of hospitals, that's another classic example of misdirection as well. Hospitals are portrayed as places where people get healthy and well, but in fact most hospitals are institutions that actually promote disease. Many hospitals, for example, contain fast-food restaurants, and they serve patients junk foods and foods containing disease-promoting ingredients like hydrogenated oils and simple sugars.

I was recently in a hospital elevator when a worker pushing a cart of food wheeled in beside me. I glanced at the cart and could clearly make out three things: ice cream (loaded with sugars and saturated milk fats), orange juice drink (highly acidic, refined, and high on the glycemic index) and cartons of 2% milk (causes stagnation, asthma, constipation, allergies and more). When I asked the worker who the food was for, she said, "It's for the patients!"

Not surprisingly, most of the people who work in hospitals — nurses, doctors, and technicians — are unhealthy themselves. They drink soft drinks, eat fast food, smoke, avoid physical exercise, and they tend to die earlier than everyone else in the population. That should tell you something.

Hospitals breed antibiotic-resistant superbugs that pose a real danger to patients and the public alike. Hospitals are places where medical errors are rampant; people are given the wrong drugs at the wrong doses, or undergo the wrong medical procedures with horrifying frequency. Sometimes people even have the wrong limbs operated on or amputated, waking up wondering, "Where is my good arm?" There are literally hundreds of thousands of medical mistakes that injure, and even kill, patients in America each and every year. To top it all off, hospitals have terrible air circulation and very rarely allow sunlight into the rooms.

At the same time, these patients are almost never given nutritional advice. Patients are rarely given supplements containing zinc, which is an essential nutrient for recovering from surgical procedures and boosting immune system function.

Clearly, hospitals are places of death and disease, not healing, as they are so often represented. I do know there are exceptions to this, and there are many hospitals trying to do things right and making outstanding progress in that direction; there's one hospital on the big island in Hawaii that is combining complementary

## Health Seduction

medicine with conventional medicine. But what I'm talking about here are more mainstream hospitals; the run-of-the-mill centers of disease that pretend like they're places of healing.

### The big health care lie

In fact, the very name "health care system" is using the strategy of misdirection. It's called a health care system, but if you look closely at it, it is really just a disease-maintenance system. It is neither healthy nor caring.

All our system does is maintain chronic diseases by managing their symptoms with prescription drugs and surgical procedures. Patients rarely, if ever, get better once they venture down the path of chronic disease, and try to resolve it through the use of conventional doctors, hospitals, and prescription drugs. Patients almost never turn around; they typically just get worse.

That's why we have skyrocketing rates of chronic disease in this country. The American population is the single most diseased and obese population ever witnessed in the history of humanity. Yet, somehow, our so-called health care system claims to be the best health care in the world. That claim is, once again, classic misdirection to distract us from the true nature of our health care system, which is designed primarily to generate profits for drug companies.

### The "featured ingredient" tactic in cosmetic products

Cosmetics companies love to use misdirection as well. They typically use it by highlighting one beneficial ingredient hidden in the cosmetic product while not mentioning all the other ingredients that are actually bad for you (and are typically made from petroleum byproducts).

There are a lot of skin care products on the market these days made with alpha hydroxy acid, and they highlight that in their marketing materials and on product labels. What they don't tell you is the rest of the ingredients in that product are made from petroleum products. These petroleum products are terrible for your skin, and if you continue to rub them on your skin, you will actually seal up your pores and prevent your skin from breathing.

Beyond the product ingredients, the biggest misdirection of all in the cosmetics industry is that beauty can be achieved by applying creams on the outside of your skin. **True skin health and beauty only comes from nutrition.** That means you have to feed your body right, take nutritional supplements and drink plenty of water in order to have healthy-looking skin.

### Please ignore the following list of side effects

Pharmaceutical companies are classic exploiters of misdirection. They do it by highlighting one effect of their drugs while neglecting to tell you all the other dangerous side effects that you will experience if you consume their products.

One of the classic cases of this involves statin drugs. Drug companies tell you that statin drugs will lower your LDL cholesterol, and that's absolutely true. If that's all you care about — lowering LDL cholesterol



— then you can take a statin drug and accomplish that. However, your overall health declines when you take statin drugs, because these drugs interfere with your body's ability to manufacture cholesterol.

Cholesterol is actually not the enemy. It is an important nutrient required for the proper functioning of many systems in your body, most notably your reproductive system and nervous system. If you take statin drugs, you will typically experience a lack of sex drive. That's because you can't create the sex hormones any more. The statin drugs have suppressed your body's ability to do that.

Antidepressant drug companies also engage in misdirection. They tell you these drugs will make you feel better. What they don't tell you is that they will also make you want to commit suicide or engage in aggressive, violent acts against the people around you.

This is the truth that's now coming out about these SSRI antidepressant drugs. It turns out that the drug companies knew this for years and years, but covered it up in order to continue boosting sales of these products. Most of these products have now been banned for use in children in the UK and throughout the rest of Europe, but they remain legal in America because the FDA is doing its best to protect the profits of drug companies for as long as possible.

### **Misdirection creates a multi billion-dollar industry**

Nearly all prescription drugs use misdirection to get you to focus on one biochemical benefit while ignoring all of the dangerous toxic side effects of those drugs. Whether you're taking beta blockers, blood-pressure-lowering drugs, statin drugs, antidepressant drugs, anti-diabetes drugs, or any other kind of chronic disease management drug, you are doing your body far more harm than good in the long run. The side effects of these drugs are not being described to you, and, in fact, may not even be known at the moment. They will only come out years later after potentially tens of millions of people have been either injured or killed by those drugs and another scandal appears on the horizon.

Drug companies love to use misdirection, because if they can get you — and the doctors and the FDA — to focus on one tiny benefit of one measurable area of biochemistry, then they can convince an entire population to start taking these drugs; preferably for a lifetime. Meanwhile, there's no mention whatsoever of the negative side effects. Most patients aren't even aware of them.

So, whether it's food companies, drug companies, cosmetics companies, or hospitals, misdirection is a highly effective and frequently-used tactic to seduce you into purchasing their products or services, even at the cost of your own long-term health.

It works to distract you from the true nature of these products or services and makes you focus on the things they want you to focus on. It's really just a shell game, like the game of a con man on a street corner, conning people out of their money by using misdirection and sleight of hand. It's very easy to do if you have

## Health Seduction

the proper skills, and it's very easy for Big Business to accomplish as well, especially when they can claim they have so-called "rational science" on their side.

In reality, however, it is neither rational nor scientific. But it is very, very profitable.

## Health Seduction Tactic Four: "False Authority, Counterfeit Credibility"

The next tactic used in health seduction is the use of false authority and counterfeit credibility. This promotes a situation that automatically limits your choices, because you assume those who have authority should be trusted and are credible, although this is often not the case. The implied statement an authority figure makes is, "Only we are qualified solve your problem."

Perhaps the top "authority" on health foods and prescription drugs is the U.S. Food and Drug Administration (FDA), also known as the Fraud and Drug Administration, due to new revelations showing the agency to be colluding with drug companies to generate profits rather than protect the public.

The FDA's reputation is all but destroyed now, since it has come to light that the agency censored its own drug safety scientists, most notably Dr. David Graham, who was attempting to alert consumers about the problems with Vioxx several years ago. The FDA shut him down and prevented him from speaking publicly until 2004, when they could no longer silence the scientist, and he was finally able to testify in front of Congress and tell the truth about what's happening inside the FDA.

The agency, it turns out, works with drug companies to minimize negative news about prescription drugs and keep dangerous drugs on the market as long as possible, even though those same drugs have been pulled from the shelves in Europe and other countries. The agency also pressures its own scientists to approve dangerous drugs.

### **The FDA pressures its own scientists to approve dangerous drugs**

This revelation came to light thanks to a Freedom of Information Act request that turned up in a 2002 Human and Health Services study showing that nearly 20 percent of FDA scientists say they have been pressured to approve drugs they thought were dangerous. An astounding two-thirds of FDA scientists say they don't have confidence in the FDA's ability to do its job and protect the public.

Clearly there is a rift at the FDA. Drug safety scientists are at odds with drug-approval zealots who will do anything to get drugs approved, probably because they financially benefit from arrangements with drug companies via investments, consulting fees, speaking fees and other such arrangements.

This is just a glimpse at what's wrong with the FDA. Clearly the credibility here is less than ideal, yet the FDA plays the role of authority simply because of its name. A critical examination reveals that the FDA

probably does not deserve this authority and has not earned this credibility. The agency has abused and exploited its position of power and continues to do so.

### **The public automatically believes authority figures**

This is a big part of health seduction, because people in the United States tend to believe figures of authority, whether or not they have actually earned the credibility that goes with the position. So, when the FDA says something, most people listen, even though intelligent, well-informed people know better than to listen to an agency as corrupt and dishonest as the FDA.

The next most obvious belief in authority without credibility occurs with medical doctors trained in conventional medical schools. I'd like to preface these comments with the explanation that not all MDs fit the description I am about to offer. There are many MDs who go beyond conventional medical school training and attempt to truly understand the causes of disease and the precursors to health. There are MDs who understand nutrition, who use alternative healing modalities, and who distrust the drug companies and the FDA. However, those MDs are the exception, not the rule.

### **Medical doctors are not qualified to treat health**

The vast majority of MDs don't deserve the credibility their authority affords them, especially regarding disease prevention and the promotion of health. That's because they graduated from a system of medical schools that simply does not teach health. Medical schools don't teach nutrition, they don't teach disease prevention and are really little more than glorified drug schools where doctors learn the anatomy and physiology of the human body, then how to "manage illness" by using synthetic chemicals (known as prescription drugs).

From a rational point of view, no person in their right mind would go to a conventionally trained MD and ask how they can prevent disease or pursue a program of good nutrition. Doctors simply don't know this information. They haven't been taught it, and unless they go out of their way to learn it, there is no mechanism by which the medical industry will teach them this information. Thus, the fact that approximately one-third of Americans actually listen to the health advice of their doctors is quite alarming.

However, it is comforting to realize that more than 40 percent of Americans attempt to treat themselves first, through nutrition, lifestyle changes and self-education, before visiting doctors for health concerns. Doctors, as it turns out, offer shockingly bad advice to patients. They tell patients to get on prescription drugs, they propagate myths — such as the myth that you can get all the nutrition you need by eating three balanced meals a day — and they even discredit vitamins, herbs, and nutritional supplements. They even go out of their way to ridicule alternative modalities such as acupuncture or magnetic bracelets, even though these treatments have been proven effective in randomized, double-blind placebo controlled studies.

In fact, one recent study that just came out the week of this writing showed wearing a magnetic bracelet on your wrist actually reduces the pain of osteoarthritis on the knees and hips. No, I don't know how it works, but if you look at the structure of the double-blind placebo controlled studies, you have to conclude that either the magnetic bracelets work, or the very foundation of scientific clinical studies no longer applies.

The same is true of homeopathy. Doctors tend to discredit homeopathy, not because it hasn't been proven to work (in fact, it has), but because **they don't understand the mechanism by which it could possibly**

## Health Seduction

**work.** As a consequence, doctors continue to give people bad information about health. That's why doctors typically are a terrible source for information about health; they have authority, but no credibility.

### Healthcare professionals simply aren't healthy

To further back this up, simply take a look at the health of most people in the conventional medical industry. Doctors are typically quite unhealthy. Nurses and nurses' aides are typically in even worse shape than doctors. Again, I realize there are many exceptions to this, but by and large, doctors and medical staff often suffer from chronic depression, stress-related disorders, heart disease, and obesity. They are generally a terrible example of health, and in my view, you're not credible about health if you haven't achieved it yourself, because health is not something you just learn from a book.

Health is something that must be experienced. It is a personal journey. It is something that can only be acquired through action and wisdom, and just because a person has a degree from a medical school doesn't mean they know anything at all about achieving optimum human health; nor do they necessarily have the ability to pass that knowledge on to their patients.

It only makes sense that if medical doctors and people in the conventional medical industry understood health, they would be healthy. Yet this is not the case, and it strains any definition of credibility to propose that these people can somehow teach patients how to be healthy when they themselves have not been able to achieve those results.

### Where are all the stunning health results?

Another realization in all of this is that if doctors made people healthy, then we as a nation should be seeing declines in high blood pressure, high cholesterol, cardiovascular disease, mental disorders, obesity, cancer, and so on. Yet we're continuing to see disease rates rise in the United States, as an ever-expanding percentage of the population now finds itself in dire health circumstances.

How do they get there? Well, many of them got there by listening to the advice of their doctors. Perhaps they were paying attention to the American Heart Association (AHA), which is another association of authority that has little or no credibility when it comes to actually preventing heart disease. By and large, these mainstream disease organizations, like the AHA, seem far more interested in protecting the current definition of medicine and in protecting the prescription drug industry than actually helping patients. They don't believe in vitamins or nutritional supplements, they don't take the time to educate patients about lifestyle changes and they certainly don't want to give up their positions of power. Because, again, they have authority even though they have not earned credibility.

The American Heart Association, for example, has actually defended the consumption of hydrogenated oils -- one of the most heart-deadly food ingredients of all. As described in *Know Your Fats* by Mary Enig:

*In 1965 the American Heart Association (AHA) changed its Diet/Heart statement by (i) deleting the recommendation to decrease the intake of hydrogenated fats and by (ii) removing a negative reference to the trans fatty acids. The revised statement encouraged the consumption of partially hydrogenated fats (Committee Print, Dietary Goals for the United States, 2nd Edition, U.S. Government Printing Office, Washington DC 1977). In the 1970s and the 1980s, the AHA continued*

*to promote the partially hydrogenated fats as long as they contained twice as much polyunsaturates as saturates.*

## **"Doctor recommended" disease promoting foods**

As far as doctors go, just look at how easily authority is sold. You can go to the grocery store and find disease-promoting foods and grocery products made with ingredients known to promote diabetes, obesity, heart disease, and other such disorders. And yet there are statements on the front of these packages claiming they are "doctor recommended." Well, if they're doctor recommended, why are they made with ingredients that cause neurological disorders, cardiovascular disease, obesity, and diabetes? The answer is that **many doctors will put their name on anything as long as they make a buck doing it.**

You see, their authority is for sale, which means their credibility is worthless. One such product, Ensure (the aforementioned meal-replacement drink with three main ingredients: water, sugar, and corn syrup), is described as complete, balanced nutrition. The label claims that it is "number one doctor recommended." It's almost as ridiculous as getting doctors to recommend soft drinks.

The history of doctor recommendations is full of interesting examples like this. For example: It wasn't too long ago that doctors were paid to recommend cigarettes. That's right; if you look at advertisements from the 1940s and 50s, you'll find lots of doctors saying cigarettes are good for you, that they increase your mental focus and concentration and, believe it or not, that they actually improve your smile. These are the kinds of statements doctors were more than happy to make, as long as they were getting paid by the cigarette companies.

## **Big Pharma = Big Tobacco**

Of course, today no doctor in his or her right mind would back cigarette companies, but they are backing something far more dangerous to the American public: Drug companies. Drug companies' products, just like "Big Tobacco" products, will kill you if used as directed. In fact, prescription drugs kill at least 100,000 Americans each year, according to the American Medical Association, or as many as three-quarters-of-a-million people, according to research conducted by Dr. Gary Null (see *Death By Medicine*). Over-the-counter drugs kill at least another 16,500 Americans each year, due to gastrointestinal bleeding caused by non-steroidal anti-inflammatory drugs (NSAIDs).

Thus, prescription drugs are killing at least as many Americans as cigarettes did, and today we have doctors not only promoting prescription drugs (and sometimes being paid to prescribe them to patients), but even discrediting alternatives that are completely safe, such as nutrition, superfoods, whole-food concentrates, vitamins, minerals, and other supplements that prevent chronic disease.

The medical industry has been bought by financial interests. Medical schools are primarily drug schools. Conventional doctors who toe the line are primarily drug dealers, and the vast majority of the disease

## Health Seduction

organizations, like the AHA and the American Diabetes Association, are funded primarily by drug companies and food manufacturers.

### **Credibility for sale at the American Heart Association?**

The American Heart Association, for example, earns money by licensing its logo to companies that manufacture "heart-healthy" foods. What the AHA doesn't tell you, however, is that its logo appears next to or on the packaging of foods that contain cancer-causing additives, refined white flour, refined sugars, artificial colors, chemical taste enhancers and many other chemicals that are hardly heart healthy. The AHA logo, it seems, is for sale for the right price.

And yet the American Heart Association's own policies dictate that the organization can never "endorse" a specific commercial product. As stated:

*AHA Policies Article VIII. A. prohibits any agreement or action that endorses a specific commercial product, process, service or enterprise other than as permitted by the AHA Board of Directors.*

Apparently, the Subway fast food chain's use of the AHA logo has been permitted by the AHA Board of Directors. Subway has already given at least \$4 million to the AHA, and has pledge another \$6 million. Coincidentally, it was granted a license to use the AHA logo in its advertising. Apparently the AHA considers Subway's highly processed, high-sodium sandwich meats to be good for your heart.

The group Public Interest Watch saw right through this obvious commercial ploy and challenged it with an October 25, 2004 letter to the IRS: (edited down for clarity)

*This letter is to formally request that the Internal Revenue Service investigate whether the apparent marketing agreement between the American Heart Association ("AHA") and the fast-food sandwich chain Subway ("Subway") violates IRS guidelines for non-profit organizations and/or constitutes an inappropriate use of taxpayer funds.*

*Subway's current advertising campaign seeks to gain a marketplace advantage over its competitor, McDonalds, by claiming that its sandwich is healthier than a McDonalds' Big Mac. The AHA logo is displayed next to the Subway sandwich, creating the impression that the AHA has endorsed this particular sandwich and is discouraging consumers from purchasing the Big Mac.*

*The AHA states in its 2002 IRS Form 990 that its primary purpose is "Fighting Heart Disease and Stroke." Licensing the use of its name for commercial product endorsements hardly fulfills this purpose, especially when the particular endorsement arguably contradicts the AHA mission.*

*The advertisement in question implies that that this particular Subway sandwich should be purchased instead of a McDonalds' Big Mac because it has fewer grams of fat and is, therefore, healthier. However, the commercial does not disclose the calorie or sodium content of the sandwich, which*

*some nutritionists would argue is dangerously high. The fact is, the sandwich the AHA apparently was paid to endorse, is not as healthy as consumers are led to believe by the commercial.*

*Public Interest Watch requests that the Internal Revenue Service investigate not only the AHA's decision to "sell" the use of its logo for commercial endorsements but also Subway's possible inappropriate use of tax deductions to fund its commercial activities.*

## **Classic corruption of those in power**

Food companies also pay doctors to recommend products that directly promote chronic disease. Then, across the board, the FDA pushes all of this down the throats of Americans by hiding the dangers of pharmaceuticals and neglecting to pull dangerous drugs off the market.

It's not some grand conspiracy; it's just a lot of people in a lot of positions of power who want to keep padding their own pockets and protecting their jobs. Part of it is the free market at work; drug companies want to keep selling drugs and making money. That's the way capitalism works. Doctors want to make money too, and many of them promote drugs that result in extra kickbacks.

Many doctors, by the way, are outright bribed by drug companies who send them checks for \$10,000 or more if they will just put their name on a study the drug company has authored. Once the doctor takes the money and agrees to put his name on that study, it will be pitched to medical journals, which are, by the way, funded by drug company advertisements.

When this article pitch comes from the right person, it will be accepted by the medical journal for publication. Then it gets published and called "good science," even though the whole thing has been nothing more than collusion between pharmaceutical companies, money-hungry doctors and medical journal publishers who seem to have forgotten what scientific truth is all about. Meanwhile, honest studies about nutrition and the healing effects of foods are often rejected by those same medical journals because they "hold no interest to the readers" (the standard rejection explanation from science journals).

## **Drug companies are protecting their turf, too**

Then there are the pharmacists. The issue surrounds the importing of drugs from Canada. As you may know, many Americans are tired of paying outrageous prices for prescription drugs in the United States, and they are seeking more affordable alternatives. This is especially true among American seniors.

By purchasing drugs from Canada, they can often save as much as 50 percent over U.S. retail prices, and as more and more people have begun purchasing drugs from Canada, the U.S. drug industry realized they were losing profits. In order to control the market and restrict free trade, they urged the FDA to start issuing warnings about the safety of drugs from Canada. Thus, the FDA invented a totally fictitious campaign warning Americans about dangerous drugs from Canada.

Of course, they couldn't produce a single person actually harmed by Canadian drugs, nor were there a bunch of dead Canadians to be found (which would have shown that these drugs were dangerous). Rather, the FDA just started inventing different excuses as to why these drugs might be dangerous. At one point,

## Health Seduction

they even came up with the ridiculous suggestion that terrorists were going to use drugs from Canada to kill Americans by somehow tainting those drugs with toxic chemicals.

My response to that ploy by the FDA was just as hilarious. I said, "If people start dying by taking prescription drugs from Canada that were laced with chemicals placed there by terrorists, how would we know the difference?" Prescription drugs are killing people anyway, and drugs are already toxic chemicals. In fact, it would be hard to do a more effective job at terrorizing the American population than what the FDA is doing today by making sure dangerous drugs stay legal.

## Fear-based protectionism, courtesy of the FDA

Getting back to Canada, the fear, uncertainty, and doubt (FUD) campaign by the FDA was clearly nothing more than a ploy to protect its customers: the pharmaceutical companies in the United States. This all became rather apparent in the fall of 2004, when the flu vaccine shortage hit the United States. In order to acquire more flu vaccines, the U.S. turned to (where else?) Canada. Suddenly, we were importing millions of doses of flu vaccines from Canada, which was perfectly okay with the FDA and U.S. government authorities.

Why was it okay? Because, they didn't want to take the heat for messing up the flu vaccine supply, so, all of a sudden, drugs from Canada were perfectly acceptable and deemed safe. Yet, when individuals try to buy drugs from Canada, those very same drugs are called dangerous.

## Fatal mistakes by pharmacists

The other flaw in all of this involves pharmacists. The whole argument about drugs from Canada being dangerous ignores the truth that **drugs bought in the United States are just as dangerous**. In fact, Canadian pharmacies adhere to the same safety standards as U.S. pharmacies, and neither one has a perfect track record.

You can go to a U.S. pharmacy and be given a fatal dose of a prescription drug due to the pharmacist's inability to properly read the handwriting of your doctor. They may give you the wrong drug, or a dose that's 10 times what you're supposed to be taking, and not even notice it. Many pharmacists are simply working too many hours, leading to too much stress (which causes mistakes).

Just as alarmingly, pharmacists will frequently give patients prescriptions for two different drugs that produce toxic interactions. Some of these drugs, in combination, can even kill you. Yet you can go to a pharmacy right here in the United States and get a prescription for these two fatal drugs, right on the same receipt, without any questions asked. A good pharmacist, of course, will notice this and will not only refuse to sell you those drugs, but will bring up the issue with your doctor. However, many pharmacists are too busy, and after all, they are human and prone to error like we all are, and thus still susceptible to mistakes that can have life-or-death consequences for you.

## Even the right drug can be deadly

All of this assumes that, even if you get the right drugs, those are going to be safe. In fact, even the right drug at the right dose can be fatal, as we've all learned recently in the United States. Vioxx alone, according



to FDA drug safety scientist Dr. David Graham, may be responsible for more than 56,000 heart attacks in the United States, many of which were fatal.

So, again, you have all of these players in the industry — the pharmacists, the doctors, the drug companies, and the FDA — claiming to have authority. In fact, based on many laws, they do have authority. They have been given authority over food, drugs, and medical care. Yet, do they really have credibility? The answer is, increasingly, no. Their credibility has all but disappeared. It has been sold to the highest bidder. It has been destroyed by conflicts of interest, dishonesty, and pursuit of personal gain at the expense of public health.

Credibility is not something that can be granted by a government institution. Credibility is something that has to be earned, and as I see it, almost nobody in the conventional medical industry has actually earned any credibility. Credibility can only be earned through personal action, by adhering to principles, by understanding and practicing ethics, by having compassion for fellow human beings and by being informed enough to know what you're talking about.

Also, credibility can only be proven by following that path yourself; by being a healthy, caring human being who eats healthy foods, engages in physical exercise, gives back to the community, and who can think with mental clarity and communicate important subjects to others. That's the true definition of credibility when it comes to health and healing.

Yet, there is no medical school, no degree and no certificate that stands for credibility. Some people ask me, "Mike, why don't you go get a medical degree so you have some credibility?" From what I have said, you probably understand why my answer is something along the lines of, "Because I wouldn't want to discredit myself with such a degree."

No university can grant you credibility; no medical school can declare that you know what you're talking about. Understanding health, medicine and disease prevention is a personal journey, one of knowledge combined with experience, and one that very few conventionally trained medical doctors have even come close to today.

In my opinion, the designation of M.D. is a badge of great dishonor, corruption and ignorance.

## Health Seduction Tactic Five: "Transpersonation"

The fifth quality of health seduction is called transpersonation. This is when products promise to imbue us with qualities we do not possess, or have not earned. The hidden statement here is, "Our products will make you sexy."

Lots of products and services promise to turn us into someone we are not. The obvious product here is Viagra, which promises to transform its users into younger, more virile males with high sexual energy. This

## Health Seduction

is why Viagra ads target middle-aged and older men, because the underlying promise is that, by taking this drug, they will be transformed into the younger men they used to be.

Of course, what they neglected to tell people is that older men have plenty of sexual energy, as long as they are healthy. It is not age that makes these people unable to perform, it is terrible nutrition and the pursuit of extremely unhealthy lifestyles.

Another product that promises to transform people into something they're not is alcohol. This is often advertised to the college crowd; kids think they are sexy as long as they have a drink in hand. The beer ad says, "We can transform you into someone who is socially acceptable. All you have to do is drink our product and you will be with the 'in' crowd." This is reinforced by lots of advertising showing happy groups of young, healthy people frolicking around while chugging alcohol.

### **Drink our obesity-promoting products, and you'll be gorgeous!**

Much the same tactic is used by soft drink companies, which also use hypnotic-like association in advertisements to imply that if you drink their products you will be socially accepted. Notice that soft drink ads never show overweight, obese or mentally depressed people suffering from nutritional deficiencies, which would technically be more accurate, since that's what you get when you consume these products in large quantities. Instead, they show young, happy, apparently healthy people who are with the "in" crowd. These people are popular, and they always have someone beautiful of the opposite sex near them. The message? If you drink their sodas, members of the opposite sex will be attracted to you.

### **Scalpel-powered shortcuts**

However, it's not just products that promise this. Liposuction is a procedure that promises to turn you into something you are not. Liposuction and other forms of cosmetic surgery say, "We will turn you into a thin person, even though you are not a thin person. We will make you look fit, even though you are not fit," or "We will give you that athletic look, even though you are not athletic."

The seduction lies in the belief that we can be transformed into other people — sexy, socially acceptable, thin and athletic people — without actually going through the process of earning those qualities. Being athletic takes work. Achieving an athletic body takes hours and hours of training and discipline in diet and physical exercise. Being socially acceptable is not something that can be given to you by something in a can; it is a quality that must be earned.

### **The great cosmetics hype**

In the cosmetics world, there are lots of products that play on this transpersonation seduction strategy. In fact, virtually the whole industry is built on the promise of youth. Because, for women, the appearance of youth — lack of wrinkles, coloration of the face, redness of the lips and smooth skin — is an indication of health and fertility to which men respond. Of course, most women don't think of it this way, they just think of it as beauty. Yet, beauty has its roots in assessments of fertility, according to human anthropology.

What these cosmetic products are doing, in a sense, is selling an unstated promise, but failing to deliver on that promise. They are saying to customers, "If you use these products, you will appear young and fertile and attractive to the opposite sex." When, in fact, all these products do is change a person's temporary

external appearance. A woman who has a malfunctioning liver, and therefore suffers from poor skin health, can certainly put on cosmetics to cover up her skin, but it doesn't make her liver any healthier. A woman who has poor blood circulation, and thus doesn't have rosy cheeks or red lips, can certainly put on lipstick and blush, but none of those products actually increase her circulation.

The cosmetics industry is fundamentally founded on deceit. The deceit goes down through several layers, because it is not only designed to deceive members of the opposite sex, but the very products themselves are deceitful in their marketing, their claims and certainly in their ingredients. Many of these ingredients are actually harmful to the skin and toxic to the liver, meaning they worsen the very conditions they promise to mask.

This is why, personally, I find women who wear a lot of makeup extremely unattractive. Because, in my mind, I know if someone has to go to that much trouble to paint their face and cover up everything, they probably don't have very good health to begin with, and they think they can take shortcuts to appear healthy.

Now, you may say, "Well, gee, how am I supposed to look better for a job interview, a social occasion or to attract a mate?" I understand. For a job interview it's perfectly acceptable, because most bosses out there don't think the way I do. Yes, they are going to be impressed with someone who wears cosmetics that make them appear to be healthy, and that's all fine, but the bottom line is: If you wear a lot of makeup, you are only going to make a positive impression on people who don't know any better.

### **False promises of healthy biochemistry**

Moving on, there are lots of drugs that promise to transform us into people we are not. I already mentioned Viagra, but another class of drugs is, of course, statin drugs, which promise to turn us into people with healthy cardiovascular systems, even though we haven't earned it. We might be following a lifestyle that includes little or no exercise. We might be eating a lot of fried foods, or foods containing hydrogenated oils. These statin drugs promise to transform us into a person who never ate those things, and who never sat on the couch, avoiding exercise for decades at a time. The statin drugs say, "Hey, we'll lower your cholesterol for you, and turn you into a person with a healthy cardiovascular system." Similarly, social anxiety drugs seduce people by promising to transform them into people who are comfortable speaking in public or in social situations.

This is all quackery. It's ironic that the conventional medical industry designates alternative medicine as quackery when, in fact, it is these drugs, doctors and medical procedures that are all based on the quackery of transpersonation. And it's all gone beyond sanity. Today, we have hundreds of rapists and sex offenders being given free prescriptions for Viagra, paid for by taxpayer dollars. It's all part of the great pharmaceutical con, where drug companies will apparently sell anything to anybody, as long as it makes them a buck.

So, these are just a few examples of the products, services, cosmetics and drugs that use the transpersonation seduction strategy to get people to part with their money. The big lesson underneath all of this is that **none of these products change who we really are**, and if we want long-term transformation, it has to come from within. It cannot come from an outside product, service or drug. The only changes that really matter,

## Health Seduction

the only ones that really last, are the ones that come from within: from changes in our belief systems, our patterns of thinking, and our day-to-day behaviors.

That's real change. Everything else is just FDA-approved medical quackery.

## Health Seduction Tactic Six: "False Flattery"

The false flattery tactic makes us believe we are getting a bargain or that we are in control when, in fact, we're not. It tries to compliment us while stealing our wallet. The implied statement is, "Gee, you must be a really smart consumer."

The way this works is that food manufacturers, grocery stores, and authoritative organizations in the health industries make us jump through hoops to get us to take certain actions, and at the same time, they attempt to make us believe that by jumping through these hoops, we are saving money and/or saving our lives.

A perfect example of this is the popular grocery discount store program. In these programs, often called shopper-loyalty programs, consumers are given sale prices on foods as long as they sign up as members of the grocery store and use their "discount cards." You've probably seen these at your local grocery store, where you only get the sale price if you join the discount card program; otherwise you end up paying retail price.

The idea is it makes you think, "Hey, I'm a smart consumer by joining this program, because I'm getting a discount on these items." Even people who are smart shoppers think they know how this works, but they are often mistaken. They think, "I'm getting a discount because the grocery store is selling my name and my shopping profile to marketing companies."

This is absolutely true. The grocery store is tracking the types of foods and products you buy, and then arriving at conclusions about your age, whether or not you have children, your shopping preferences, whether or not you purchase health food products and so on; then they are selling that information to marketing companies, which then send you various pieces of junk mail.

### The real story on shopper loyalty discount cards

However, that's not the real story of what's happening here. The real story, the one that the grocery stores never tell you, is that **the only products discounted on such grocery card loyalty shopping programs are products that are bad for your health**; that is, products that have a very high markup, are heavily promoted and are usually manufactured by brand-name food producers.

Let me give you an example. I have a rather unique grocery shopping pattern. I don't buy any brand name, processed foods products whatsoever, and thus, even when I join a grocery discount shopping program, I could spend \$100 dollars on groceries and my total savings might be 15 cents. The person behind me, at the same time, might spend \$100 and save \$20. Now, that person might think they're saving more money

than I am, but in reality, they're getting ripped off more than I am, because they have purchased \$100 worth of nutritionally depleted products that had much a higher markup to begin with.

Meanwhile, I purchased \$100 worth of good value foods, such as whole fruits, vegetables, grains, nuts and so on. So, I spent \$100 and saved 15 cents, while they spent \$100 and saved \$20, but who got the better deal? I did, because I bought real food and real nutrition. The person behind me, on the other hand, paid for color printing on cardboard boxes and plastic packaging containing worthless food items that actually promote chronic disease.

So this guy thinks he's smart, because he saved \$20, but in reality, he just played right into the hands of the big food manufacturers. That's False Flattery.

### **Big discounts on worthless foods**

You can verify this yourself. Just check around any grocery store and look at which items are discounted on shopper-loyalty programs. By and large, these are the least healthy products you can find in the grocery store. You'll never find fresh broccoli discounted on loyalty programs, for example. Remember, the loyalty programs are trying to make you think you're a smart shopper. They want to make you think you're saving all kinds of money, but in fact, you're wasting money and compromising your health at the same time. People who shop for healthy foods don't benefit much from discount card programs.

### **The grocery coupon con**

Moving on, there's a similar economic equation in play with grocery store coupons. People who clip coupons out of newspapers and bring them to grocery stores mistakenly think that they are smart consumers. They think they're saving money on products. In fact, **any product that has a coupon available for it is probably overpriced to begin with**, and if it's overpriced, that means it doesn't have wholesome ingredients. It's probably a product made with refined grains instead of whole grains and it probably depletes nutrition in your body rather than enhancing it.

Just look at what kind of products the coupons are available for; these are all high-markup products, typically made with worthless ingredients. Whether it's personal care products, cleaning products or food products, these are products that healthy people wouldn't want to consume in the first place.

A person who thinks they're smart by using coupons is actually being fooled or seduced by food and product marketing companies. They're being seduced into thinking they're saving money, when in fact they are spending far more money than they need to.

My observation, by the way — and this is not a judgment, if you happen to be a person who uses a lot of coupons — is that people who have higher incomes and higher education don't use coupons. Not because they don't care about saving 50 cents (a lot of wealthy people actually do pinch pennies), but because they don't purchase those types of foods in the first place. The foods they tend to purchase don't have coupons available, and that's because they aren't high-markup, heavily advertised, commercialized, brand name products.

The people who are seduced by coupons are typically lower-income, less educated consumers, who also tend to be the very same people, by the way, who suffer from obesity, diabetes, and other chronic diseases.

## Health Seduction

Although there hasn't been a study conducted on this to my knowledge, I wouldn't be surprised at all if there were a strong correlation found between a family's use of grocery store coupons and their incidence of chronic disease, most notably diabetes and obesity.

### The cancer screening scam

Moving on to the world of conventional medicine, let's talk about how various disease-screening tests seduce people into generating money for drug companies, hospitals and the conventional medicine industry.

Many of these so-called screening tests are marketed as preventive medicine, but are, in fact, seductions that have little or no scientific basis whatsoever. They are merely designed to scare people into getting surgeries or taking on prescription drug regimens that generate profits for drug companies.

There are two disease screenings in particular that deserve mention. The first is the Prostate-Specific Antigen (PSA) test for prostate cancer, the second is mammograms for early detection of breast cancer.

The PSA test has been used for well over a decade as an early-detection screening tool for prostate cancer. If the test came back as positive, you were told by your doctor that you had prostate cancer, and surgery was often recommended. In the summer of 2004, the father of this test, the very person who invented this test, went public with an explanation that the PSA test is completely worthless. He explained that new studies he has been conducting over the last several years indicate that there is absolutely no correlation between the PSA test and a man's risk of prostate cancer. Thus, the test is medically useless and scientifically invalid. (Remember, this statement comes from the very person who invented the test. You can find articles about this on [www.NewsTarget.com](http://www.NewsTarget.com); just search for "PSA test.")

In response, the medical community said, "No, we don't believe you. We want to keep using this test." That's an interesting response, given that this is the person who invented the test, but the medical community doesn't really care about the scientific validity of the PSA test. **They found it's a great recruiting tool.** They are able to use this test to produce a positive result even when prostate cancer does not exist, and thereby recruit men into a regimen of drugs and surgery that are, quite factually, medically unnecessary. It's a great scare tactic, and it generates billions of dollars in profits for organized medicine.

### Bad science generates good profits

This is a form of seduction. Men think they are smart to go in and get screened for prostate cancer, but actually they are being used; exploited by the conventional medical industry that is using a flawed test to scare men into becoming patients and customers. All along, men are never told the real cure and prevention strategy for prostate cancer, which I have covered in great detail in my book, "How to prevent and reverse prostate cancer" available at [www.TruthPublishing.com](http://www.TruthPublishing.com).

### The mammogram scam

Moving on, the next test that is scientifically invalid is the mammogram. Mammography is a screening test that doses a woman's tissues with radiation. In other words, **mammograms actually cause cancer.** This is admitted by many in the medical industry, yet the whole point of mammograms is to try and detect

breast cancer. The reality is, even if it doesn't find breast cancer, if you get enough mammograms, you will probably end up with cancer from the mammograms alone!

Worse yet, mammograms are scientifically invalid, because all they can do is visually search for tumors. A tumor is not cancer, a tumor is a side effect of cancer. Cancer is systemic, and if it has been in your body, or your breast tissues, long enough for a tumor to grow to a size noticeable on a mammogram, then you have already had cancer for at least a decade; you are in the late stages of cancer, and it is a systemic problem that cannot be reversed by surgery alone.

Thus, mammograms mislead people into thinking that a tumor is, itself, cancer, and therefore the solution is to physically remove the tumor through surgery, and that is grossly misleading. Cancer must be addressed systemically, by enhancing the immune system of the patient and engaging in radical lifestyle changes that avoid the poisoning of the body, and that avoid the continued suppression of the immune system through poor environment, chemicals, dangerous food ingredients, cancer-causing foods and so on.

Yet, the mammogram primarily serves to reinforce the illusion that cancer is a tumor that can be physically removed. Thus, countless thousands of patients are maimed each year by surgeons who remove their breasts in a useless effort to cure them of cancer. What these people need is internal healing and immune-system support. They need nutrition, herbs and avoidance of cancer-causing foods, ingredients and chemicals. They don't need scalpels slicing away tissues that aren't the root cause of cancer in the first place.

### **Cancerous conflicts of interest**

Remember, the American Cancer Society is predominantly populated by radiologists and oncologists: people who make money by radiating patients and / or dosing them with chemotherapy. These are also the same people running the mammograms. Thus, it is in their financial interests to "find" some tumors and treat them with expensive regimens of drugs, surgery and radiation. Thus, mammograms are a giant patient recruiting tool that do nothing to actually prevent breast cancer, but do everything to enrich radiologists and oncologists.

The mammogram is a seductive marketing tool, and that's really what it is: A marketing tool. It scares women into becoming patients of drug companies and surgeons, and that's how it mirrors the PSA test for men. You see, there are scare tactic marketing tools for both women and men in this category of health seduction, and yet women and men both think, "Hey, I'm a smart consumer. I'm doing the right thing. I'm preventing disease by getting this mammogram or this PSA test." That's what they've been told to believe, that's what they've been told to think, and, sadly, many Americans fall for it and think they are actually doing themselves good by getting these tests. Some celebrities are even out there pushing for mammograms, much to the gratification of the American Cancer Society, no doubt.

### **You're a smart parent for keeping your child drugged**

False flattery is a very powerful tactic of health seduction. A similar phenomenon takes place when parents are told to dose their children with Ritalin because their children have been diagnosed with attention deficit hyperactivity disorder (ADHD). ADHD is a fictitious disease. It has no verifiable physiological symptoms

## Health Seduction

whatsoever. It has been invented by psychiatrists and drug companies to market drugs to children, drugs that are as powerful (and potentially as dangerous) as narcotics.

Parents think they're actually smart when they put their kids on these drugs, because they are told it will increase their children's learning ability, but what we're finding is that when children are dosed with Ritalin, their learning ability is actually impaired. Also, when they grow into adults, they have a greatly enhanced risk of experiencing mental disorders such as schizophrenia and depression, a startling side effect that was reported in late 2004.

What these children need is radical changes in their diet to avoid all processed grains, all refined sugars and all artificial food coloring. You take children off of those substances, and 80 percent of them are cured of ADHD within a matter of weeks. Yet, parents are told, "You're a smart consumer by putting your children on Ritalin." Once again, it's false flattery.

It's a seductive message. Parents want to be told they are doing the right thing. It is so seductive for a parent who might feel guilty about not spending enough time with their child, and they might feel guilty for the fact that their child has been diagnosed with ADHD, and thus a psychiatrist or schoolteacher or an administrator says, "You are a good parent by dosing your child with this narcotic drug." They think, "Great, I can be a good parent, I can do the thing that's socially acceptable and it's not going to take me any time." Thus, parents fall for this without hesitation, and that's why we have hundreds of thousands of children in our public schools right now who are doped up on drugs that impair learning, and, in fact, cause irreparable harm to their nervous systems.

## Smart-sounding food products for gullible consumers

There's one more way in which false flattery is used in the food marketing industry, and that has to do with product labeling. Many products will try to flatter you and convince you that buying their product makes you a smart consumer by placing one healthful ingredient, or certain claims, on the label, even though the nature of the product itself is entirely unhealthy.

One example of this is vitamin water products, or herbal water products. These are products that are mostly bottled water, but they have a minute amount of vitamins or herbs added to them. Then they're marketed as functional foods. Yet, the amount of active ingredient in these waters is almost zero. There's not enough in there to have an effect, unless we were talking about a homeopathic effect, and that's not what these product manufacturers are claiming. They're saying these waters have vitamins, minerals, and herbs in them.

Well, if they had sufficient quantities of the herbs to be useful, they couldn't be clear waters; they would be murky, or dark. You wouldn't be able to see through them, because that's what an herbal decoction looks



like. Yet these waters are perfectly clear. Somehow they've managed to use such a small amount of these herbal ingredients that you can't even see them. Just as interestingly, you can't even taste them.

It's all nothing but a marketing gimmick. It's a seduction that says you're a smart consumer by buying this water and drinking this water, even though it really doesn't have enough active ingredients to do anything in your body.

### The natural products scam, part II

Similarly, product manufacturers try to get you to buy their products by claiming they are natural products. You can find natural potato chips, natural granola bars and all sorts of other natural-sounding products that really aren't natural at all. The word natural means nothing in the food industry. There is no regulation about using the word natural, and there is no rigid definition. Anybody can claim their product is natural. Thus, there are granola bars, made with refined grains and added sugars, that are called natural granola bars. There are potato chips, deep-fried in oils containing trans-fatty acids and acrylamides that are called natural potato chips.

The food companies hope you will believe you're a smart consumer by buying these natural products. In fact, **you've been manipulated yet again**; exploited by a marketing gimmick that means absolutely nothing in the real world. The only products that are natural are products that don't even have a label that could carry the word "natural." Broccoli is natural. Apples are natural. You're not going to see the word "natural" slapped on an apple, a carrot, or a red pepper. These are natural products, but they make no such claims.

Meanwhile, the manufactured, processed products sold in pretty boxes, bags and packaging claim to be natural, but are not. Sadly, many consumers remain fooled by this unscrupulous tactic, thinking they are smart consumers because they are buying so-called natural products.

That's false flattery; it's just one of the many seduction tactics used by food companies and medical authorities to get you to change your behavior in a way that generates profits for them.

## Health Seduction Tactic Seven: "Illusion of Choice"

The next health seduction strategy is the illusion of choice, where manufacturers and marketers make us think we are in control, when, in fact, we're not in control, because most choices lead us in a direction where we part with our money to their financial benefit. However, as long as these companies can get people to think they're in control of themselves, the companies actually maintain control. Therefore, this is a powerful strategy. The implied statement for this tactic is, "You can choose any product you want, as long as we make it."

One of the best examples of this is the safety debate on anti-inflammatory drugs. When the Vioxx scandal went public in late 2004, literally millions of people in the United States, and around the world, panicked about which drug they should choose to treat arthritis pain. The debate in the popular press then became, "Which drug is the next best choice? Should it be Celebrex? Should people use over-the-counter ibuprofen?"

## Health Seduction

The advice from the health authorities was to talk to your doctor about what options were available, and it implied that those options were only other drugs.

The question was really about which drug to switch to. However, this eliminated the option of non-drug therapies for eliminating arthritis pain, such as using cherry extract, which reduces arthritis pain much better than prescription drugs, but without the dangerous side effects. It also eliminated the option of herbal remedies, nutritional therapies, massage therapy or even Tai Chi. The entire debate about the safety of these drugs was framed within the limited view that only drugs can treat arthritis pain.

## The second opinion sham

Another way this illusion of choice appears in conventional medicine is the second-opinion choice. If you go visit one doctor and get diagnosed with cancer, diabetes or heart disease, they might encourage you to go visit a second doctor. This gives you the illusion of choice, but what they don't tell you is that if both doctors are MDs, **they have both been trained in a medical system that actually makes it illegal for these doctors to treat you with anything other than prescription drugs and surgical procedures.** Thus, you're basically getting the same advice from two individuals whose minds are trapped in the limited mindset of conventional medicine.

They are both part of the same system; a system where they were trained by medical schools dominated by pharmaceutical interests, where they have been inundated with information from medical journals that are almost entirely funded by drug companies and where all the information they receive about drugs comes from drug companies themselves. Thus, the choice of one doctor versus another doctor is also an illusion. Both doctors may give you different opinions, but both opinions come from the same realm of drugs and surgery.

## Prescription drugs vs. over-the-counter drugs

Here's another brilliant deployment of this seduction strategy: The prescription drugs versus over-the-counter drugs argument. Many pharmacists will limit customers to this dialogue. "Well, you can choose these prescription painkillers, or you can go with these over-the-counter drugs and just up the dosage. It's your choice."

Sometimes doctors will tell you the same thing. It's just over-the-counter drugs versus prescription drugs, because let's face it, many of the drugs are the same, they're just in different doses when they are at prescription level. So, you can essentially write your own prescription by doubling or tripling the over-the-counter dosage of common drugs.

## Brand-name vs. generic drugs

A similar illusion of choice is found in brand name drugs versus generic drugs. Consumer's Union, the publishers of *Consumer Reports*, falls for this tactic. They have a website where they analyze the safety and effectiveness of brand name drugs, and then recommend people use less expensive, generic drugs that often have the same medicinal effects. What they don't reveal is that there are other options -- like nutrition, healing foods, herbal remedies and lifestyle changes -- that achieve effects far beyond the limited effects

of these drugs, yet accomplish it without the negative side effects and the risk of heart attacks, strokes and sudden death caused by many prescription drugs.

In the cancer industry, the same illusion of choice is present in the chemotherapy versus radiation therapy argument. Doctors might say, "Well, either one could be effective for your cancer, so which one would you prefer to go through?" Again, that eliminates all sorts of other options, such as treating cancer with anti-cancer herbs, using anti-cancer foods, making dramatic lifestyle changes and so on.

### **Illusion of choice in surgical procedures**

You see this same illusion of choice on display at surgeons' offices where they discuss knee-replacement surgery (typically) with overweight, diabetic women. The argument is, "You can either have knee-replacement surgery now, or you can have it later." This eliminates the option of losing weight, engaging in physical exercise and rehabilitating the function of the knee. Thus, it is really a fool's choice.

### **The drug discount card scam**

Here in the United States, the same illusion of choice is present in sources for prescription drugs. The public is told they can either buy drugs at retail or they can sign up for the Medicare drug discount card. This, again, gives them the illusion of choice, because in all cases they end up with the same dangerous drugs, and they are not told about the option of using lifestyle changes, healing foods, herbal remedies, water, sunlight, breathing therapy and other modalities that not only prevent chronic disease, but often reverse chronic disease.

You see, in all these examples, drug companies, surgeons, doctor's offices and even government agencies want you to think that you have a choice. They want you to think you're in control, but once again, no matter what choice you make, you end up right back in their hands; parting with your money to support their power or their profits.

In the beverage industry — we see this is in the Coke versus Pepsi argument — some people say, "Oh, I'm a Coke person." Other people say they're Pepsi people. Some people say, "Well, gee, I want to be healthy, so I'll drink Sprite, because it's clear and has no caffeine." You see, these are all illusions of choice, because none of them mention the option of **not drinking soft drinks at all**. No advertisements mention the possibility of drinking nothing but pure water and living the rest of your life without consuming soft drinks.

So, as you can see, this strategy of seduction is quite deceptive, because it attempts to prevent you from learning information that would give you new alternatives and put the responsibility of choice back into your hands. Instead, it gives you illusion of free will while dictating that all choices you make lead right back to the profit centers of organized medicine.

## **Health Seduction Tactic Eight: "Logic Reversals"**

One of the most insidious strategies of health seduction is called "Logic Reversals." This is where promoters of conventional medicine attempt to confuse cause and effect, making people believe that effects are

## Health Seduction

causes. This strategy is perhaps the most covert strategy of all. It is virtually undetectable because it is a linguistic trick that has become so widespread, most people never suspect logic reversals exist at all. The implied statement is, "Things work the way we say they work, because we say they do."

People blindly accept these linguistic tricks as being useful communication about health and medical topics. Let me give you a concrete example so you know exactly what I'm talking about.

If you look at conventional medical websites or literature from drug companies, you will find statements that say things like, "Osteoporosis is a disease that causes brittle bones." Now, at first this seems to make perfect sense. Consider the logic: osteoporosis is a disease, and if you have osteoporosis you get brittle bones. Therefore, osteoporosis is a disease that causes brittle bones.

In fact, this reasoning is blatantly false. It employs the seduction of logic reversals to get you to believe things that aren't true. How's that? Because, osteoporosis isn't a disease that causes brittle bones, rather, **osteoporosis is a name given to a pattern of symptoms diagnosed after a person's bones become brittle**. You see, the cause and the effect have been completely reversed here.

In the real world, people pursue a lifestyle or consume foods that result in a loss of bone mass density or bone mineral density. This, over time, results in brittle bones. At some point many years or many decades later, the person is observed and tested for bone mass density, and when this test comes back at a certain number, that person is labeled with the "disease" osteoporosis.

So, you see, the brittle bones happened first, and then the diagnosis of osteoporosis occurred, not the other way around. In fact, the very language that someone "gets" osteoporosis and then has brittle bones is inaccurate. Rather, no one "gets" osteoporosis. It's not like malaria. You don't catch it from a virus or bacteria. There is no pathogen whatsoever associated with osteoporosis. This is merely a name given to a physiological state that has been caused by decades of behavior resulting in a loss of bone mineral density.

So, you see, the statement, "Osteoporosis is a disease that causes brittle bones" is blatantly false. It is a logic reversal. Yet, it is seductive because **it makes people think that first they got this mysterious disease and then they get brittle bones**, sort of the same way a person might get infected with malaria and then exhibit high fever, sweating and seizures.

## Logic reversals are almost never questioned by patients

All of this is fascinating, because the language of health and disease carries the beliefs of those making the statements, whether or not those beliefs are actually true. Yet, most patients accept statements like "Osteoporosis is a disease that causes brittle bones" because they've never really thought about the logic of the situation.

You'll find similar linguistic tricks in the descriptions of nearly all diseases if you spend time listening to conventional medical doctors and researchers. For example, you'll hear statements like "Diabetes is a disease that impairs the body's ability to properly regulate blood sugar." Once again, this is a complete reversal of the truth of the situation. In reality, a person has pursued a lifestyle, typically a sedentary lifestyle,

while engaging in the mass consumption of sugars and refined carbohydrates that has resulted in reduced insulin sensitivity and an inability to properly process blood sugar or insulin.

Once this takes place, over a period of many years or even decades, it results in the pattern of recognizable symptoms that are given the name "diabetes." Thus, once again, **it was the physiological changes that came first, and then the name of the disease was attached to those changes**, not the other way around. A person doesn't just "get" diabetes like being hit with a bolt of lightning..

## The brain chemistry con

You'll find much the same language in promotional materials for antidepressant drugs. Such materials, and even many doctors, will say depression is a disease that causes brain chemistry imbalances. Apparently, you may actually have a "disease" that's messing with your brain, thus you need to correct those brain chemistry imbalances through prescription drugs.

Once again, this is a reversal of cause and effect. First, a person pursued a lifestyle of eating unhealthy foods that caused nutritional deficiencies, avoided natural sunlight and physical exercise and lived in an environment of chronic stress that caused brain chemistry imbalances. After that, the brain chemistry imbalances were diagnosed and given the name "depression." Depression is just a label, just a name attached to a series of symptoms. It is not a pathogen that causes brain chemistry imbalances. It is **the result** of brain chemistry imbalances, not the cause.

## The false cure: halting symptoms with drugs

Now, what may not be so obvious from this, but is crucial to understanding why these logic reversals are so seductive, is that when a population or a medical industry is convinced that these things — osteoporosis, depression and diabetes — are acquired diseases that cause diagnosable side effects, then the strategy for pushing prescription drugs onto them becomes that much easier. Because, now, with cause and effect reversed, the solution seems to be to address the cause of the disease, and that cause is now the disease name.

So, for example, instead of using healing therapies that address the root causes of why a person has brittle bones, the medical community declares war on "osteoporosis" and markets drugs designed to battle osteoporosis itself. It's sort of like declaring war on terrorism, but in medicine they're declaring war on a label, a name.

Instead of teaching patients how to prevent blood sugar imbalances and how to prevent diabetes through nutrition, physical exercise and making healthy choices, the conventional medical community has declared war on diabetes itself. **They've declared war on a label** and are attempting to come up with drugs and vaccines that attack diabetes, which is merely a series of symptoms, rather than real causes such as lifestyle choices, nutrition and food ingredients.

Likewise, instead of addressing the root causes of brain chemistry imbalances, the medical community is going after "depression" and coming up with antidepressant drugs. This helps explain why we have so

## Health Seduction

many national health groups, such as the American Diabetes Association, focusing their efforts on a label, a name, which supposedly is the cause of a disease, but truthfully is only a symptom, not a root cause.

### Logic reversals distract people from the true causes of disease

Thus, these logic reversals are extremely powerful and deceptive. First off, people aren't aware of them and, second, they imply the solution to a problem is something other than what it really is. They imply the solution is to attack the symptoms, not the cause. They also tend to disempower patients, because these disease names are thrown around as if they were infectious diseases. People believe they "get" cancer or they "get" heart disease in the same way they might get the flu or malaria, and consequently they feel powerless to do anything to help it. That makes it easier for doctors to sweep them into the system of conventional medical treatments involving prescription drugs, surgical procedures, radiation, chemotherapy and so on.

The system is quite brilliant from the point of view of conventional medicine, and this is the most important point in this entire section: **if you can reframe all diseases in terms of measurable symptoms rather than root causes, then you can eliminate any discussion of using prevention to stop these diseases, and instead justify treatments that merely mask those symptoms.** It's like saying that brown grass is caused by a change in chemical pigmentation, not a lack of water, and then using green paint to "treat" the brown grass "disease" rather than just giving the grass more water.

Here's another example: high blood pressure is not a disease, yet it is described as a disease. High blood pressure, quite simply, is a diagnosis; it is an observation. High cholesterol is, too. These are not diseases; **these are observations of physiological activity.** However, when high blood pressure is called a disease and discussed as a disease, the solution to the disease is limited to merely working on ways to bring down high blood pressure. So, you have blood pressure lowering medications that are supposedly treating this so-called disease. If you have the disease known as high cholesterol, then the obvious solution is to lower the cholesterol, and so you have cholesterol-lowering drugs, or statin drugs. Yet, none of these are actually treating the root causes of these symptoms. None of them treat the fundamental disease at all!

This demonstrates how nearly the entire pharmaceutical industry is based on a mass semantic distortion. There are no such diseases like cancer, diabetes, high blood pressure or ADHD. These are merely labels made up by organized medicine, then used with logic reversals to push patients onto a lifetime of utterly useless prescription drugs.

### Inventing drug safety

There's another fascinating logic reversal taking place in the relationship between the FDA and drug companies. Drug companies insist that all drugs are safe when they are FDA approved because, of course, the FDA is assessing the safety of those drugs, and would not approve them unless they were safe. It turns out the FDA has not done its job in determining the safety of these drugs, as we have seen with Vioxx, Rezulin and many other prescription drugs that have been pulled from the market.

The drug companies say they should not be held financially responsible because the drugs have been FDA approved. In fact, there is an effort underway right now to immunize pharmaceutical companies from lawsuits involving any drugs that have been approved by the FDA. In this way, the implied statement is that **the FDA's approval itself alters reality and makes these drugs safe.** Thus, any drug approved by the FDA, whether it is safe or not, cannot harm a patient. If a patient happens to be harmed by that drug it is

certainly not the fault of the pharmaceutical company, because the FDA has signed off on the safety of that drug. Never mind the fact that it is the drug company itself influencing the FDA, by suppressing negative studies and providing political and financial pressure to FDA decision makers.

Now, why is all of this a logic reversal? Because, in reality, what we've seen is that any drug recently approved by the FDA is in fact dangerous, not safe. It is only safe after it has been proven in the field, and prescribed to tens of millions of people for a period of at least 10 years. That is the only point at which a drug can be deemed safe. Yet, the drug companies are saying all drugs are safe the instant they're approved, and that, even if they harm people, they can never be considered dangerous. It's interesting logic, and of course it serves one purpose: **It prevent lawsuits against drug companies that insist on marketing drugs that they know are killing the people who use them.**

### **Fictitious diseases don't kill anybody**

Here's another fascinating logic reversal that also involves some subtle linguistic play: You've often heard the statement that heart disease kills millions of people a year. Now, if you accepted that statement as fact, you've already been seduced, because a critical reader would say, "Hmm. Heart disease is a name given to a set of symptoms. How can a name kill anybody?" The truth of the matter is that heart disease has killed no one. There is no such thing as heart disease killing people.

In reality, people kill themselves, and they do that by pursuing a lifestyle of eating fried foods, lots of saturated animal fats, liquid fat in the form of proteins and hydrogenated oils, and by avoiding physical exercise. This is a slow path of suicide to which many Americans prescribe. If you do that long enough, you will end up with a pattern of symptoms that can be diagnosed by a medical doctor and will be given a name, "heart disease."

Now, if a person who has been pursuing this lifestyle for 40 years is diagnosed with heart disease and then dies the next day, were they killed by heart disease? Of course not. They were killed by a pattern of decisions that resulted in quite predictable physiological effects in their body. In other words, they killed themselves. It was a slow, meditated suicide. It wasn't heart disease that killed them, it was their own actions.

### **The language of infectious disease**

Doctors and researchers try to describe all health problems in the same framework as contagious diseases. They try to say heart disease kills people in the same way that pneumonia might kill people. By using the infectious disease language for all patterns of symptoms, they can once again convince people that they're powerless to do anything about it. Thus, patients are persuaded, or seduced, to turn over their decision making to doctors, researchers, drug companies and untrustworthy regulatory bodies such as the FDA.

Once again, this language is nothing but seduction. It is a distortion of reality. It makes no more sense to say heart disease kills people than to say "tobacco disease" causes lung cancer. What is tobacco disease you might ask? Well, it's a name I just made up. It's a disease that's characterized by people who smoke cigarettes and end up with lung cancer. I call it tobacco disease, and I can just as easily say tobacco disease kills millions of people a year as you can say heart disease kills people. Once again, if you're a sharp thinker, you might say, "Well, gee, it doesn't make any sense to say that tobacco disease killed someone. It wasn't the tobacco disease that killed them, it was their smoking habit; the side effects of inhaling carcinogenic chemicals day after day, year after year for decades on end. It was the person's own decisions that killed

## Health Seduction

them." Once again, it's a slow suicide, just as with heart disease, cancer, diabetes or any of these other metabolic disorders that are the direct result of choices people make in their lives.

### No mention of personal choice

The conventional medical industry doesn't want to describe any of these diseases in terms of personal choice, because that hands the power back to you, the patient. It implies that prevention can be successful, and if prevention is successful, then people might realize they don't have to get these diseases, and that they don't have to end up in a situation where they're spending hundreds of thousands of dollars on surgical procedures and prescription drugs. The medical community doesn't want people to know that, because it's bad for business. They lose patients when people figure that out.

So, by framing all diseases in terms of uncontrollable "bolt of lightning" infectious agents, they can make people believe they're powerless to defend themselves against these diseases. All of this, by the way, is a carry-over from germ theory. Modern medicine has its roots in germ theory and the discovery of antibiotics. When penicillin was discovered, it was a true breakthrough, because doctors could use a drug to eliminate a true disease.

### The germ theory does not apply to metabolic disorders

This model of using chemicals to eliminate a disease has been carried over into every disease today, even diseases that have no infectious origin. Cancer is not caused by an infectious agent, nor is diabetes, heart disease, osteoporosis, clinical depression, irritable-bowel syndrome, Alzheimer's disease, arthritis or anything else that tops the list of medical concerns today. These are all metabolic disorders; these are all diseases that are preventable. These are all diseases that have no infectious agents whatsoever. Each one of these diseases is really just a made-up name. It is just a label attached to a pattern of symptoms, and those symptoms have a root cause that is suppressed or ignored by the very language used to discuss them.

Once conventional medicine gets you to believe in these logic reversals, and gets you to use this language, they've got you. From there, it's only a short leap of faith to make all sorts of outrageous statements that make no sense in a rational world. I find this all the more interesting considering that most doctors and researchers in conventional medicine claim to be rational thinkers. Yet, they use language that has no scientific basis whatsoever. They use language that is completely irrational.

### The cancer cure con

Some of the statements that come out are, "More money for cancer research will result in a cancer cure." This statement is paraded in front of millions of people and even government agencies, in order to acquire funds to research new drugs for treating cancer. However, there is no cure for cancer that's going to come from the world of pharmaceuticals. Cancer is not an infectious disease; it is not a germ that can be wiped out with an antibiotic or a synthetic chemical. Cancer is a systemic failure of the human immune system and, ultimately, cancer is just a name given to a pattern of symptoms that can be observed resulting from an immune system failure. **There is no cure for cancer because cancer is not a disease.** Cancer is a label.



Still, each year people are seduced into giving up money for so-called cancer research with the ridiculous promise that all it's going to take is more money for us to find a cure.

Lance Armstrong has been seduced by this argument, and he's out there selling millions and millions of yellow bracelets that people wear when they part with more money for so-called cancer research. He may not know that the exact same promise was made decades ago. We were promised a cure for cancer by the end of the 70s, by the end of the 80s and, once again, by the end of the 90s. Now, cancer researchers are saying it's just a matter of more money before they find a cure for this disease. Well, folks, it's not a disease, it is a name given to a pattern of symptoms. Yet, by using logic-reversal language they can convince you and everyone else in the country that it is a disease and must be treated with chemicals.

That's why you get other ridiculous statements like, "Chemotherapy almost saved this woman from cancer, but she didn't make it." Chemotherapy, which destroys the human immune system, cannot possibly save a person from cancer, which is a name given to a pattern of symptoms caused by immune system failure. How can destroying the immune system alleviate the symptoms of immune system suppression or failure? It makes no sense, yet this is a common and barbaric treatment for cancer, and when the person doesn't survive it, the logic reversal is that chemotherapy almost saved her. A more realistic statement is probably, "Chemotherapy killed the woman and she would have made it without that treatment."

If you'd like to learn more about the linguistic study of modern medicine, I have a book coming out, *The Illusion of Disease*, which covers this in far more detail. Much of modern disease is technically an illusion; it's just a name. It has no basis in fact whatsoever. Cancer, diabetes, heart disease, osteoporosis, depression and ADHD are nothing but fictitious names given to patterns of symptoms that are completely preventable and frequently reversible.

To speak of these physiological patterns as diseases is to disempower ourselves from the strategies for preventing and reversing the symptoms. To call them diseases eliminates the possibility of treatment or prevention, and forces us into an action strategy that must include pharmaceuticals, synthetic chemicals and barbaric treatments like surgery, radiation and chemotherapy.

This is all by design. It is the model of Western medicine. It is the mindset of conventional medicine, and it is an outdated carry-over from the days of germ theory, when it was thought that every single disease had a chemical cure. That mindset, which is now at least 70 years old, is so outdated it's ridiculous to apply it to modern metabolic disorders. Yet, it is the dominant paradigm of modern medical researchers, physicians, drug companies, and government health regulators. It also remains the dominant paradigm of most patients and citizens of the United States and other countries. They actually believe these statements, they believe

## Health Seduction

these diseases exist. They believe it because they have been seduced by a language of logic reversals, in which rational causes and effects have been reversed and distorted.

So whether you're buying discounted drugs, getting a deal on health insurance, or choosing one form of chemotherapy over another, **you're still getting conned** because the whole system is rigged to get you to believe something that's blatantly false: that symptoms are diseases.

In fact, all debates and discussions about health and medicine today reside within this framework. Not one in a thousand people has awoken to this linguistic trick. Organized medicine has brilliantly shaped the very language of disease in a way that directly alters the fundamental beliefs about cause and effect.

### The heavy breathing disease

As a final demonstration of how this distortion works, consider this: Suppose you run up a hillside. By the time you get the top, you're breathing hard and your heart is beating wildly. If a doctor were standing on top of that hill and gave you an immediate physical exam, he might decide you were suffering from all sorts of diseases. You have a racing heart, after all, and heavy breathing.

He might call these two diseases Cardiovascular Excitation Disease (CED) and Hyper-Respiration Disorder (HRD). He could prescribe toxic prescription drugs to treat these two "diseases" that would reduce your heart rate and slow your breathing. By doing so, he could say, "See? It's working. Your heart rate is slowing, and your breathing is calming down." So, by defining the heightened heart rate and respiration rate as diseases, he can legitimately claim to be treating those diseases by merely altering their measurable levels.

And yet the whole thing is hogwash: You have no disease. You're breathing hard because you just ran up a hill. Your body is **making you** breathe hard in order to intake more oxygen. Your heart is beating quickly in order to distribute that oxygen. It's not a disease, it's a survival strategy by your body.

The same is true with asthma, when you don't drink enough water, your body produces histamines in order to constrict the capillaries in your lungs, which makes it difficult to breathe. This way, your lungs exhale less water. It's all part of a water conservation strategy pursued by your body (just like the beating heart after running up a hill) during chronic dehydration.

But what do modern doctors do? They see the production of histamines by the body and they give it a name: **Asthma**. Then they "treat" the asthma by making patients inhale drugs containing -- guess what? -- **antihistamines**. So the drug blocks the histamine production and masks the symptom. But there was no real disease in the first place (and the patient is still dehydrated).

### The use of language to deceive, not inform

Notice that in this example, the two diseases I made up (CED and HRD) seemed more real once I gave them technical-sounding names. If something is called Hyper-Respiration Disorder, that sounds serious. It sounds credible to people. So, doctors and researchers always make up complex-sounding names for patterns of symptoms. That way, they can get people to believe these are real diseases. And then people

will agree to take drugs or undergo surgical procedures to "treat" these so-called diseases. It also gets insurance companies to pay for them.

You see, **in organized medicine, language is almost never used to inform. It is used to deceive.** It is used as a system of stealth indoctrination. It alters the very way people think about diseases and their causes, and it is all carefully designed with one purpose in mind: To create as many "diseases" as possible in order to generate billions of dollars in profit by "treating" those fictitious diseases.

## Health Seduction Tactic Nine: "The Appeal to Arrogance"

We are told that technology has overcome nature; anything high-tech is automatically better than anything low-tech. We are told that scientists have conquered nature and chemists are improving our lives. The phrase "Better living through chemistry" is a direct appeal to arrogance. The arrogance is encompassed in the idea that mankind has conquered nature; that with enough technology, chemistry and decoding of the human genome, we could understand everything there is to understand about nature, health, biology and chemistry, and can therefore shape it any way we desire. The implied statement is, "We are smarter than nature."

We are told manufactured foods are better than foods from our garden. We are told that ultra-expensive cosmetics that cost as much as \$100 an ounce are more effective than smearing lard on our skin. We're told that through the miracle of nanotechnology, someday medical scientists will be able to unleash an army of tiny robots that will course through our veins and destroy cancer cells and fight disease. Yet, these outrageous visions of nanotechnology ignore the simple truth: We already have the best nanotechnology in the world — an immune system — and our immune system is, itself, a natural miracle of such greatness that technology cannot even approach its complexity, effectiveness, resiliency and adaptability.

Now, this isn't to say that there's nothing good coming out of material science, chemistry or medical technology. There are important advances, and I in no way mean to minimize those. For example, the development of plastics, ceramics and other materials is astounding, and we do derive tremendous benefits from those breakthroughs in materials. We also have impressive technology in terms of diagnosis and imaging of the human body. CAT scans, MRIs, laboratory blood analysis; these are important pieces of modern medical technology. However, when food companies, drug companies, cosmetic companies, doctors, and surgeons try to convince us to purchase their products or services by making statements such as, "This is brand-new technology that overcomes nature," then we should be wary, because we are being seduced by an appeal to arrogance.

### **Egotistical doctors think they've conquered nature**

Mankind likes to think of itself as having conquered nature and having wiped out contagious disease. Much of this, of course, springs from the successful use and deployment of antibiotics to fight infectious diseases. Antibiotics are indeed miracle drugs. Yet, they have not conquered the world's infectious diseases. In fact, it could be argued that they have created something worse: antibiotic-resistant superbugs. Even as we

## Health Seduction

conquer one disease, such as smallpox, a new disease emerges. Today, we're dealing with the H5N1 strain of influenza, or bird flu, a disease for which there is no antibiotic treatment whatsoever.

Part of this message, that science is better than nature, is frequently encapsulated in the marketing mindset of drug companies. Drug companies want you to believe that a synthetic drug is always going to be superior to natural chemical compounds found in plants. For example, drug companies will frequently study a plant that has a known medicinal effect, and then attempt to isolate and extract the so-called active chemical compounds in that plant. Once they do, they will modify those chemical compounds and mass-produce synthetic versions. They have the audacity to patent and market them as being superior to the plant. Those drugs are touted as miracle cures, even when the same chemical compounds are present in plants, and the pharmaceutical industry and conventional medicine will attack the credibility of the natural plant in order to eliminate the competition for their man-made drugs.

Perhaps the best example of this is the herb ma huang, also known as ephedra. Ephedrine, the "active" chemical compound in ma huang, has been used for thousands of years in traditional Chinese medicine. It has been used safely and effectively on perhaps hundreds of millions of people, but the FDA wanted to ban ma huang, not because the ingredient was dangerous, but because it came from an herb and the FDA didn't want herbs stealing business from high-profit drugs.

Meanwhile, the exact same chemical compound remains 100 percent legal, and is in fact heavily promoted by pharmacists in the sale of over-the-counter products such as Sudafed. The name Sudafed means pseudoephedrine, or pseudo-ephedra — "pseudo" meaning similar to ephedra — yet, Sudafed remains perfectly legal, while the FDA bans and outlaws the ephedra herb, and threatens prosecution and prison sentences for traditional Chinese herbalists who wish to continue prescribing it.

### **Drug companies steal from nature, then discredit plants**

It is thought that as much as 25 percent of all modern pharmaceuticals have their origins in plants, yet drug companies continue to discredit herbs and plants while hyping the apparent benefits of their prescription drugs. In reality, the drugs are far more dangerous than the plants, because the drugs are based on isolated chemical compounds rather than a full spectrum of complementary phytochemicals normally found in a plant. Furthermore, these compounds have been modified in a way that makes them unnatural to the human body, and that's why we are seeing so many prescription drugs causing fatal side effects like heart attacks, strokes, muscle-wasting disease, neurological disorders, and so on.

Again, the seductive message is that technology is better than nature; that anything coming from laboratories is automatically more advanced and more effective than something coming out of the dirt. It's a seductive message, and most people believe it. The reality is far different, however.

The best laboratory in the world is nature. It has already conducted hundreds of millions of years of research and development, and, in doing so, has created the most potent healing plants and pharmaceuticals in the world. If we are only wise enough to look at the plants, we can benefit from those pharmaceuticals without spending the necessary US\$800 million per drug for testing and approval.

If I had a choice between visiting a \$500 million high-tech medical center versus an 85-year-old master herbalist medicine woman living in a shack in the forest, I would be much better off visiting the master herbalist. Why? Because, she knows what works; she's surrounded by nature, has lived in it and understands

the healing potential of plants. She also has the proper mindset, which is that mankind has a place in nature, and must live in balance with nature, not that mankind has conquered nature or dominates nature.

### **Insatiable egos lead to bad medicine**

Meanwhile, the physician in the \$500 million medical facility has the opposite mindset. He believes drugs are better than herbs, he is smarter than nature and that technology has conquered Mother Nature. That is a very dangerous mindset, because once that mindset is accepted, it becomes an issue of ego to use technology to treat every illness and disease. A person who accepts that mindset can never go back to trusting nature and using herbs to heal, because to do so would require giving up their belief system that says mankind and technology have conquered nature.

There's an orange juice drink product — Sunny Delight — that's made mostly with sugar water, doesn't even have orange juice in it and is heavily marketed in a way that implies it is better than orange juice. What the human body really needs are fresh oranges, not even the juice, but pieces of orange with the pulp and the fiber intact. Yet, Sunny Delight is marketed as superior to orange juice, and many people buy it. There are many foods that are manufactured and packaged in a way that implies they are superior to natural, whole foods.

### **Nature offers superior solutions to health**

In first aid, antibiotic skin creams are packaged and marketed as being high tech. They sound high tech; they have triple-antibiotic ointment. Yet in reality, aloe vera gel taken from a plant right out of the ground is far more effective as an antibiotic than any over-the-counter, first aid antibiotic skin creams. Aloe vera gel accelerates the healing of wounds while creating a natural bandage as the gel dries and pulls together.

In one case after another, whether you're looking at foods, first-aid items, modern medicine, prescription drugs, or cosmetics, most of the time nature already has a superior answer to the challenges that face people. Having said that, nature doesn't have a marketing department and it doesn't have a public relations budget. No one really speaks up for nature, and you won't find ads for nature on television. People who are plugged in to television commercials, advertisements, magazine hype and other sources of information are going to fall for the "mankind has conquered nature" mindset, and they're going to buy products in pretty packaging; products that are actually inferior to those found in nature, but are far more expensive.

In contrast, people who are master herbalists or nutritionists, or people who are well-informed about natural health and holistic healing, are going to turn to nature, and in doing so, they are going to find solutions to common nutrition, cosmetic and health challenges that are far more effective than man-made options, and are available virtually free of charge.

### **The cure for prostate cancer is free**

For instance, using natural sunlight can prevent, and even help treat, prostate cancer. However, if a black man goes to a surgeon to ask about what his options are for prostate cancer (I mention black man here because they frequently suffer from prostate cancer), the surgeon is not going to tell him, "Just go outside and get some natural sunlight on your skin, and you may be able to treat or even reverse this prostate cancer." That's not what he's going to hear, because sunlight is low-tech, free, natural and simple. What he's going to hear instead is a very complex explanation of what prostate cancer is, and how it needs to

## Health Seduction

be treated with a highly complex surgical procedure. To most patients, that's going to sound really great, because they want to feel like they're in the hands of someone who is high tech and highly skilled.

That doesn't mean the prostate surgeon isn't highly intelligent and well schooled; in fact, he or she very likely is. It's just that the surgeon hasn't been schooled in the more straightforward, nature-driven alternatives like natural sunlight, zinc, chromium, tomato paste and the many herbs that can be used to prevent and treat prostate cancer. That surgeon has been fully educated and steeped in a culture that adopts and propagates the mindset that mankind has conquered nature. In fact, the very idea that we can slice open a human body, muck around inside and actually do some good is a dangerous mindset to begin with.

I don't want to get across the idea that I'm discrediting all surgeons. I think, in the United States, orthopedic surgeons are the best anywhere in the world, because if you have been injured, you definitely want U.S. surgeons working on you. What I'm talking about is using surgery to address chronic disease. When you use surgery to address chronic disease, you carry the mindset that mankind has conquered nature and we can open up the body, go inside and magically do something that's going to eliminate cancer or somehow make the patient better.

In the end, the brightest doctor in the world is remarkably ignorant compared to the wisdom of nature. We can only achieve true health by being humble; by asking questions of nature and listening to her answers. We must look around us and find ways to live in harmony with nature, not ways to conquer it.

## Health Seduction Tactic Ten: "Appearance is Everything"

The tenth and final strategy of health seduction is the idea that appearance is everything. When products and services are marketed to us using this strategy, they promise to enhance our lives by changing our appearance. The implied message is, "You are what you look like." The cosmetics industry is founded on this principal; what you look like affects your social status, your relationships and choice of a mate, your job, how much money you make, how much responsibility people give you, and even whether or not people trust you.

What's interesting about this is that, by and large, these assumptions are true; improving your looks does make people like and trust you more, it does make it easier for you to get a job and find a mate. All of those things have been proven through research. That doesn't make it fair, but it's certainly true. However, the underlying message of the cosmetics and plastic surgery industry is false; you can't change who you are by changing how you look.

Granted, it is a very seductive message. It's effective; it reaches people at an intimate level. If I just take this pill, put this cream on my face, or undergo this surgical procedure, then I can instantly look better without any real effort; I can change my status and alter my lot in life. People are easily seduced with this

message, and they part with an increasing amount of dollars in order to avail themselves of these products and services.

## The false promise of cosmetic surgery

In reality, you are not what you look like. More importantly, the only real way to change most of these outcomes is through lifestyle changes and nutrition. Many of the services and products that promise to change who you are by enhancing your looks do not deliver on that promise.

Take liposuction, a common surgical procedure. Lots of people are getting liposuction these days, in part due to the popularity of TV shows like "The Swan" that emphasize liposuction as a way to transform your life and gain happiness. If you look at what goes on with liposuction, it's not a magical cure.

People put excess fat on their bodies by following a lifestyle of consuming excess calories, making poor food choices and avoiding physical exercise. When you undergo liposuction, you may remove that excess body fat and temporarily look better, but **you have not altered the behavioral pattern that created the fat in the first place**. This means your body is still following a behavioral pattern that will create excess body fat. The only difference is now your body doesn't have the usual places to put it.

When you get liposuction, fat cells in your abdomen, thighs and under your arms are physically torn out of your body. When you eat excess foods from that day forward, your body will still store them somewhere; it just won't store them where it used to. Instead of getting fat around your abdomen or waist or hips, your body will start storing fat in your knees, under your chin or under your arms. It's one of the most common side effects of liposuction, and it's horrifying to women who thought that liposuction was going to take away their body fat forever.

One or two years after the surgical procedure, they're just as fat as they were before, but now they look freakish because the fat is distributed in bizarre places on their body. Then, they typically return to liposuction to remove the fat from those places on their body, thus they are trapped in an endless cycle of liposuction that does nothing to deliver on the promise of transforming their appearance for the long term. The only thing that can truly transform their appearance is to change their lifestyle and make new, healthy choices in food, nutrition and exercise.

## Botox blunders

Botox injections are another popular procedure; they promise to eliminate the wrinkles around your mouth, eyes, and any other place you don't want lines. They do that, in part, by paralyzing or deadening the nerves around those areas, causing your face to relax.

This can also be accomplished, of course, by reducing stress. If you are relaxed you will look relaxed, and you won't need to inject your skin and muscles with a toxic substance. You also won't run the risk of experiencing what happened to four people in late 2004 who were injected with what turned out to be the wrong form of Botox and were paralyzed. It was not the approved Botox; it was some low-cost, under-the-

## **Health Seduction**

table botulism toxin that was never intended for medical use by cosmetic clinics, but the doctor acquired some and injected it into patients anyway. Those patients are now paralyzed for life.

## **Cosmetics**

Cosmetics are sold based on the promise that appearance is everything. You can use cosmetic products to add color to your lips, cover up skin blemishes, change the color of your hair, improve skin tone and texture and accomplish all sorts of things that are really just covering up the symptoms of underlying health problems.

All hair-color products cause cancer. There is no safe hair-color product. The very method by which they operate means they contain solvents that allow dangerous chemicals to be absorbed through your scalp, where they enter your bloodstream and affect internal organs. There has been quite a bit of research on this, and people who use hair-color products are, in fact, compromising their long-term health for a short-term hair color change.

## **The great skin cream con**

Skin creams and lotions are also a con. Nearly every skin cream product on the market contains highly toxic chemicals, including artificial fragrance and petroleum byproducts. These products may temporarily enhance the feel of skin, but the only way to truly have healthy skin is through nutrition. Healthy skin comes from the inside, not from skin creams.

If your skin tone is poor, it's a direct indication of the poor health of your internal organs, most notably the liver and heart. If you have a suppressed liver, it's going to show up in your skin. That's why skin spots are called liver spots. If you want healthy-looking skin, you must have healthy internal organs, and you must eat healthy oils, such as omega-3, extra virgin olive oil, and even extra virgin coconut oil, which is one of my favorite oils.

People who lack color in their skin have a couple of problems they try to cover up with cosmetics. Lack of skin coloration means, number one, you're not getting enough sunlight, because skin isn't supposed to be pale. If you're not getting enough sunlight, you are suffering from a chronic vitamin D deficiency, which is shockingly common in the American population. Perhaps as many as 80 or 90 percent of Americans have this deficiency. When you're deficient in vitamin D, you have a greatly increased risk of prostate cancer, breast cancer, schizophrenia, depression, and osteoporosis.

White skin is an indication of disease. When I look at a person and they have pale, white skin, I immediately know that they are unhealthy. Healthy people get outside. Healthy people have a little bit of a tan because their skin has adapted, in a healthy way, to natural ultraviolet radiation. If you don't have red lips or ears, or rosy cheeks, part of the problem is you have poor circulation. Maybe you have heart failure. Maybe you have arteriosclerosis or buildup of plaque in your arteries.

## **Cosmetics mask the appearance of disease and poor health**

What people are doing in western culture, instead of addressing these diseases and changing their lifestyle to have healthy circulation and healthy coloration, is slapping on these colored cosmetics containing dangerous ingredients in order to enhance the appearance of their lips, cheeks or eyes, to create more



contrast on their face or to cover up blemishes on their skin. It's a perfect metaphor for western culture, which is all about appearances. It's all about covering up the truth hidden beneath the skin.

We see this in our economic policies, federal spending and even household spending and the rising level of consumer debt. We see it in the way we vote for politicians who are short-term thinkers and have only the short-term entitlement interests of voters in mind, rather than the long-term interests of the country. We see this in our food products, where people are buying products that fill them up immediately and taste good immediately, regardless of what they do to their bodies and health. Of course, we see it in the cosmetic industry, where people are buying products to cover up the signs of disease and enhance their outward appearance rather than address their inward health. The United States is indeed a nation of cosmetics, even when we're not talking about the cosmetic industry. Again, appearance is everything. That's the seduction strategy, and it resonates very strongly with American consumers.

It doesn't mean there's anything wrong with putting on some makeup, as long as you are addressing your internal health first. If you are a healthy person, you eat well, you take care of your health, you make good choices in foods and groceries and you engage in physical exercise, it's still reasonable to say, "I live in a world where people do judge others by their appearance, thus, if I'm going to get this job, I do need to put on some makeup, I need to look even better than I do naturally." There's nothing wrong with that. What I'm saying is there are far too many people who avoid making healthy decisions, and instead turn to cosmetics in order to cover up their unhealthy states. So, it's not the use of cosmetics that's the problem; it's the belief that external appearances are all that matters. It's the idea that beauty and health are only skin deep.

## **Seduction strategies and their impact on society**

Now you know the 10 strategies of seduction used by manufacturers and marketing companies to get you to purchase products and services that actually impair your health rather than empower you. These strategies are in widespread use. You can find examples of them every single day, all around you — at the grocery store, at the doctor's office and especially in the media. Virtually all advertising of products uses one or more of these strategies to seduce consumers.

We'll talk more about advertising a little bit later, but now, we're going to get into what all of this means. What's the bottom line? What is the impact on society, and the individuals in society, from the reliance on these seductive marketing strategies now being widely used in the United States and elsewhere?

### **The victim mentality**

One impact is the creation of a victim mentality, because when people believe these tactics, such as disempowerment, biohacking and logic reversals, then they automatically adopt a victim mentality. The mentality says, "I have no power to change my health outcome, because I've been told by television, magazines, my doctor, drug companies and the FDA that I really don't have anything to do with this disease or condition. It's all genetic or it's all been caused by outside factors, thus I am a victim, and the only thing I can do is turn to drugs and turn to surgery to solve this problem." That's why we have such a victim mentality today, because food, health, and cosmetics companies have taught it to us.

Another thing it creates is a lifelong addiction to unhealthy foods, as well as prescription drugs, because once we get into the system, once we are seduced, it is extremely difficult to ever escape the system and

## Health Seduction

take charge. That's why so many people fail to actually transform their health, even though we live in a society that purports to have the best health care in the world. We have all these miracle drugs that promise to improve your health, yet **we have a nation more diseased than any population in the history of human civilization.**

How can we have the best drugs in the world, unlimited hype about our superior medical diagnostic equipment, breakthrough new surgical procedures, and some of the most expensive treatments in the world, yet, at the same time, be the most diseased people in the world? The answer is: **because conventional medicine doesn't work.** Prescription drugs harm people, they don't help people. Modern processed and manufactured foods actually cause disease; they don't provide nutrition. Cosmetics just cover up the problem; they don't address the underlying health of individuals. And most of the common surgical procedures performed today are unnecessary; they're performed simply to generate profits for surgeons, hospitals and clinics, and really have no scientific evidence supporting their use.

## People are easily trapped in the system of seduction

Once we get into the system, we are harmed by it to the point where it sometimes becomes difficult, if not impossible, to get out. Once you undergo a surgical procedure such as gastric-bypass surgery, you are maimed for life. You have had an important part of your system ripped out of your body. Your digestive tract will no longer be normal. It's sort of like performing a lobotomy on your stomach. It's not natural, and you can never have natural, healthy digestion again.

If you start taking drugs, such as statin drugs, antidepressants or anti-inflammatory Cox-2 inhibitors, then you're going to start suffering side effects from those drugs. Those side effects will create new so-called diseases that are then diagnosed by your doctor and will result in you being given even more prescription drugs. So, while you started with one drug to accomplish something that sounded simple — like lowering your cholesterol — suddenly you have two or three different side effects that demand two or three different drugs. All of a sudden you're on several drugs, and you have a dozen new side effects appearing several months later.

Before you know it, you're on 10 different drugs, and you feel terrible, you're unhealthy, your lifespan is reduced and you're probably suffering greatly increased risk of heart attacks, strokes, cardiovascular disorders, and nervous system disorders. The chaos in your system has probably made you clinically depressed too. Your sex drive has been destroyed by drugs that interfere with the normal production of hormones, which are manufactured from cholesterol. By looking for the answer in prescription drugs, you have been trapped in a medical quagmire. This is just one example of how, once you get in the system, it becomes almost impossible to get out.

## Medical bankruptcy

The next side effect for you and your family, as well as society, is the skyrocketing cost associated with health care. In this nation, we have out-of-control costs associated with what's called health care, or what I call "disease maintenance," because our healthcare system really isn't about caring for your health. If they cared for your health, they would teach you how to prevent disease. They only teach you how to maintain

diseases; they get you on enough chemicals or give you enough procedures so that you manage the symptoms of a disease without actually reversing it or curing it.

In fact, the word "cure" is a no-no in conventional medicine. The FDA has even outlawed the use of that word with any nutritional supplements. People don't want to talk about cures, even though they do in fact exist and are quite simple for most metabolic disorders.

So, we have these skyrocketing costs associated with our disease maintenance system. Once again, we are supposed to have the best health care in the world; the best equipment, designer drugs and the most educated doctors, yet we have the highest costs in the world. How can it be that we have the highest costs of any country in the world?

It's not just 10 or 12 percent higher, either: the costs are outrageously high. Here in the U.S., a family can easily spend \$1,000 or \$2,000 a month just on health insurance and that's with a fairly high deductible. Yet, there are other countries around the world, like Taiwan, where each person pays only about \$20 a month for full healthcare coverage, including dental, maternity, catastrophic disease, and doctor visits; everything you can think of is covered for about \$20 a month.

Here in the United States, we might pay 50 times that amount. That's unreasonable, and why is it the case? It's because we have all been fooled by these strategies of health seduction. The logic reversals have taught us to believe in fictitious diseases, and the appeal to arrogance has taught us to believe in only high-tech, high-cost solutions. We don't want low-cost, simple, proven, natural solutions in this country, we want something that sounds high tech and costs a fortune. Strategies like misdirection have distracted us from the true nature of products that we consume, and tricked us into believing the things we're buying are actually good for us, even while they destroy our health.

### **Your bankruptcy means a windfall for drug companies**

Those are just some of the reasons why we have out of control disease maintenance costs in this country. One side effect of that, by the way, is the creation of enormous profits for drug companies. Absolutely obscene profits, in the billions of dollars a year, are being generated on drugs that are, right now, killing people in this country and around the world. These are dangerous, life-threatening drugs that have been approved by a highly corrupt agency known as the FDA, that have been studied with fraudulently designed clinical studies, drugs whose negative research has been suppressed and covered up, and drugs that really have no business whatsoever being distributed to the public.

These drugs are generating enormous profits while they are simultaneously killing us. Subsequently, when we believe in these health seduction strategies, we further this atrocity. We continue to fund these drug companies and buy their products, even while we are getting sicker and sicker from their use.

### **The power shift away from individuals to Big Business**

The next important effect of all this is a shift of control to doctors, drug companies and the FDA. This control is wrested away from individuals, and shifted towards these so-called health authorities. You see this in many of the health seduction strategies, but most notably in the deliberate obfuscation of authority versus credibility. You also see it in the disempowerment strategy. The bottom line is that these authorities do not want individuals to be in control of their health, because then they lose power, and ultimately they lose

## Health Seduction

profits. They want to be the ones making the decisions, and **they want to outlaw every decision and option they don't control.**

That's exactly why there is an ongoing campaign to discredit and outlaw herbal medicine, traditional Chinese medicine, nutritional supplements and even vitamins. If the FDA had its way, all vitamins and supplements would be illegal, and you would only be able to choose which prescription drug you wanted to use, and that would have to be prescribed by a doctor.

## They want you to stay uninformed

By and large, the health authorities don't want you learning about how to prevent disease, either, because the more you learn, the more educated you become and the more power it strips away from them. Suddenly, they're not the only experts in the field. Individuals might become experts. In fact, with a little bit of study, you can become an expert on one particular disease or something you might be suffering from. The internet is an excellent place to do research, especially if you use some of the new search tools like Google Scholar, where you can research all the clinical studies that have been published on diseases and nutritional supplements.

Intelligent people are using the internet, educating themselves about how to be healthy and finding alternatives for treating disease. That drives doctors crazy. The FDA can't stand it, and the drug companies would rather the internet just be shut down, because they were operating just fine when information was controlled by the press; then they could control the release of information through scientific journals and the media, and people would only get the information the drug companies wanted them to get.

That's how they started building these immense fortunes through the 80s and the early 90s, and it is only now, with the internet in place, that the truth about drug companies is starting to come out. The internet shines the light on all of these things. It makes it very difficult for companies to engage in a cover-up. It makes it difficult to censor scientists and suppress the truth for very long. Eventually the truth will come out, and the truth is that these drugs are killing people, are dangerous, and have no place in the human body. Most individuals do not need any prescription drugs whatsoever. In the case of trauma or an accident, drugs should only be used temporarily to alleviate pain or reduce dangerous swelling, but prescription drugs should never be used long term.

## Keep the population stupid

Another effect of all of this is the dumbing down of the population. When the population falls for seduction strategies they become less informed, and they carry the wrong information in their heads about what diseases are and what prevention really means. This is especially true with logic reversals and the illusion of choice. In these strategies, people are effectively stripped of their intelligence and of their ability to make informed decisions, and once again, that's the way these companies like it.

If you're a big food manufacturer and you're going to sell more food products, you don't really want people to have too many choices. You want them to have a choice between your product A and your product B, and that's about it. You certainly don't want them to be educated about how much nutrition is stripped away when wheat berries are ground into white flour. You certainly don't want people to know the nature of the toxic ingredients that go into products. You don't want people to realize that sugar causes diabetes and

obesity, or that preservatives like sodium nitrite cause cancer. The stronger the marketing efforts are from food, pharmaceutical and cosmetic companies, the less people are informed and the less they know.

In fact, it is only through this dumbing down of the population that these companies can be successful, because **only an ignorant person would pay twice as much for a nutritionally depleted food product as a wholesome, natural product**. Nevertheless, that's exactly what's going on today at the grocery store. If you look at who's buying all those brand-name food products, those frozen TV dinners and those meals in a box, it is the least-educated people in society. It's the low-income, low-education people who are typically suffering from chronic disease at rates we don't see in the rest of the population. The more intelligent and informed a person is, the more critical thinking they exhibit, then the smarter consumer they're going to be, and typically the healthier they are.

### **The untold truth about our dwindling lifespan**

There are two more important effects of all of this that deserve mention. One is that we have a sharply reduced quality of life in this nation. Researchers in conventional medicine like to tout the fact we are living longer than ever before. That's not true, because in the early 1900s, the average lifespan was low due to the fact that so many infants died before the age of four. So, today, through just sanitation and basic public health, infant death rates have plummeted, but once a person makes it past four or five years old, their lifespan has actually been reduced. Still, the "official" statistics say we're living longer, on average today. But that's only true because 50 years ago, infant mortality was shockingly high.

People lived longer 50 years ago if they made it past the age of four or five, because they were eating their own foods out of the garden. They didn't have all the processed foods available today, they were more physically active, they got more sunshine and they didn't suffer from all the pesticides, chemical pollutants and food toxins that we have today. People lived longer and happier lives. In fact, there was a study just published before the writing of this book that showed people were much happier in 1948 than they are today, and that was following World War II. The war was a recent memory, and still people were happier than they are today.

### **Quality of life has plummeted**

Today, people are not happy, they're not healthy, they're not living as long and they're more diseased and less informed. That is all part of the strategy of the drug companies, the food companies and the big corporate marketers who would rather have a population that is dumbed down, that's kept in the dark, as long as those people keep buying their products. The more products they buy, the worse the situation gets, because **quality of life is reduced in direct proportion to the number of prescription drugs you take**. Likewise, quality of life is reduced in direct proportion to the number of brand-name processed food products you purchase, including soft drinks, fried foods, frozen foods and restaurant foods.

I can look at your grocery receipt and tell you what kind of health condition you're in. I can look at a family, and just from a physical inspection, I can tell you what they eat. I can look at the prescription drugs a person takes and tell you what their overall health is like. These are direct correlations, not anything magical or mystical. The more we as a nation give in to health seductions and buy into the advertising and gimmicks

## Health Seduction

of drug companies, food companies and surgeons, the worse our quality of life becomes. We are seeing that played out today.

### The decline of cognitive clarity

Finally, the last, and perhaps the most important, point of all of this is that we as a nation are losing our ability to think clearly. We are in a state of rapid cognitive decline. We are mentally clouded and confused. We suffer from all sorts of mental disorders such as relationship problems, aggression, anger, attention disorders, clinical depression, chronic stress, anxiety, and many others, but most notably cognitive deterioration, or the inability to think clearly. This affects our memory, but more importantly it affects how intelligent we are as consumers.

If we lose our ability to think clearly, then we cannot be critical thinkers. This, in turn, makes us more susceptible to all of the 10 health seduction strategies. You see, **this is a self-perpetuating system**. If people believe in the health seduction; they buy these products; they start consuming these products, drugs or cosmetics; and those products impair their health and impair their ability to think clearly, then they are far more likely to continue purchasing those products because their ability to resist the seductive strategies has now been further reduced. The more of those products they buy, and the more they get into the system, the harder it becomes to think clearly and get out.

### The decline of a Democracy

It's gotten to a point where literally half the population has now elected a president in the 2004 election based on nothing but emotional appeals, without any sort of cognitive exercise whatsoever. The population is so dumb that the President of the United States can tell the country it is invading Iraq because there are weapons of mass destruction there, and then when no weapons are found, the president can say, "Well, we should have invaded anyway." People actually buy into the fact that preemptive defense is acceptable, war is peace and that attacking other countries is a defense of our country.

It is classic *1984* language: War is peace, or similarly, freedom means giving up your rights. We can only defend freedom in this country, Bush says, by giving up our rights and passing the Patriot Act, essentially destroying the Bill of Rights. You no longer have the right to privacy. You no longer have the right to not be searched. These rights are being destroyed, and yet we have a nation that is so cognitively impaired, thanks to the food supply and prescription drugs that it is being given, that it can no longer make honest decisions. In other words, we live in a democracy that depends on the ability of voters to elect honest, forward-thinking politicians, yet our voters can no longer make wise decisions about who to vote for.

That's probably the most frightening statement in this entire book: the very future of our nation now is in the hands of voters who have the cognitive ability of a three-year-old. Where does a democracy go when its citizens can no longer think clearly? What happens to a democracy? The very foundation of this country is based on the assumption that people can be rational, and they can vote for representatives who have the best interests of the country in mind. Yet, today that is lost, largely because these health seduction strategies are being used by food and drug companies to sell products that greatly impair the cognitive

function of our citizens. Quite literally, we have a nation where approximately 50 percent of the population cannot think clearly.

I don't mean to say that everybody who voted for Bush can't think clearly. There are some people who can think rationally, and still vote for Bush for other reasons. Maybe they're fiscal conservatives, for example, or religious conservatives and they have strong beliefs in those areas. At the same time, I'm sure there are lots of people who voted for Kerry who didn't think. There are lots of Democrats who don't think, just as there are Republicans who don't think, so this isn't an argument saying that if you voted for Bush you're an idiot. It's saying that **if you voted without thinking, you're an idiot**, much like at least 50 percent of the population.

Because of the success of the seductive marketing strategies, and because of the mass consumption of the products mentioned here, we have a nation with a victim mentality, a dependence on unhealthy drugs that deplete nutrition and impair cognitive ability, skyrocketing disease-maintenance costs, out of control healthcare costs and enormous profits for drug companies. We have a shift of control to doctors, drug companies and the FDA, while at the same time we experience a vast dumbing down of the population. We have decreased quality of life, reduced levels of happiness, and ultimately, reduced levels of cognitive ability and a widespread inability to think clearly.

These are the effects of the products and services sold via health seduction strategies, which is why these strategies are so incredibly dangerous. **They are a bigger threat to the future of our nation than any terrorist or any war.** This is a threat to everything we stand for, because if we cannot break this cycle as a nation, then our nation will be history. Later on in this book, by the way, I'll talk about how to resist these seduction strategies so you and your family, or perhaps even the entire nation, can escape this pit in which we find ourselves.

## Why seduction works

These seduction strategies work not just because they're so persuasive and overpowering; they work because **people want to believe them**. People want to believe the stories that are being told or implied by these seduction strategies. People want to believe in what I call the mythology of prescription drugs, or the mythology of foods and grocery products. It is this mythology that actually sells the drug, not the reality. I've written an article on the mythology of Acomplia that discusses this.

Beyond prescription drugs, there's a mythology associated with products like Slim Fast. Slim Fast is a fascinating product because it is extremely successful in terms of sales, yet if you look at the ingredients of the product, it is made primarily with sugar. So, here you have a product that is positioned as a weight-loss product, made with an ingredient that nearly all nutritionists would agree actually causes people to gain weight.

The mythology of Slim Fast is quite convincing. The mythology says if I drink this product, I will get slim, fast; hence the name. The mythology says all I have to do is drink this product instead of eating lunch, and I will start losing weight. Even though the product tastes great and is made primarily with sugar, the mythology

## Health Seduction

says it's going to have these biological effects on my body. That's the effect that I want, therefore I will believe in the mythology and purchase and consume this product.

That's why Slim Fast has been such a hugely successful product. It's sold in convenience stores like Wal-Mart, and it has achieved prominent positioning in those stores, even though no person in their right mind would describe this product as being an effective weight-loss product.

## The mythology of cosmetics

There's a similar mythology at work in the cosmetics industry (discussed in some detail in seduction strategy number 10) which says that appearance is everything. The mythology is that if I use these cosmetics, then I will be younger. If I put this makeup on my face or put this skin cream on my skin, then I will appear youthful, people will like me more, and I will be accepted. As I mentioned earlier, what's most interesting about this mythology is that it's partially true. Thus, it's not entirely a myth, but the myth component is that it will alter you internally and make you into a different person based on your outward appearance.

It is not a myth, however, that you might get a better job, or higher pay, or people will like you more if you look better. That's absolutely true, as frustrating as it may be. So, what we see here in these cases is the story people tell themselves when they agree to use or buy these products. Whether we're talking about prescription drugs, cosmetics, or products like Slim Fast, the mechanism is the same. **People want to believe the story**, whether or not it is true, and the more they believe it, the more they purchase these products. That's how health seduction works.

## The role of advertising in seduction

As you may already know, advertising plays a huge role in promoting the beliefs that support these health seduction strategies. Let's explore some of the ways in which advertising accomplishes this. What are the hidden messages of advertising?

Well, one of them is that you can achieve results without effort. You often see ads promoting diet pills or surgical procedures, and they make promises like, "You don't have to change your life or exercise. All you have to do is take these pills, and you will magically lose weight." This feeds right into the biohacking tactic of health seduction, as well as several others.

Another effect of advertising is that it propagates the distortion that health can be purchased with money. It says to people, "If you're willing to part with enough money, you can restore your health or your youthful appearance." This is especially true in the cosmetic industry.

This belief is, of course, a myth. You cannot trade money for health. Health is something that must be earned through regular physical exercise, intelligent food choices, avoidance of dietary toxins, avoidance of prescription drugs and, if at all possible, avoidance of surgical procedures except as a last resort. Yet,



when people are shown (through advertising) that health can be purchased with money, they are primed to fall for many of these health seduction strategies.

### **The channel of choice: Subliminal communication**

Another interesting point about advertising is that it communicates these health seduction strategies without actually stating them. In ads, especially ads for soft drinks, beer or cosmetics, it's all done through association. These ads use imagery and music to make people feel a certain way about their products. Many soft drink ads don't even mention the soft drink. All they do is show happy, frolicking young people running around drinking their product. The ad is really about the people, the good feelings, the relationships, not about the soft drink. The ad executives know they can get you to associate their product with those feelings if they show them together in the ad. It's classic Pavlovian association.

This sort of advertising also directly propagates the health seduction strategy that looks are everything, because in these ads, you always see people happier when they appear more physically beautiful or handsome. What's interesting about all of this is that soft drink companies and cosmetic companies are really selling the same thing. Neither one of them are selling actual products, because the ingredients in their products are essentially worthless. **What they're selling is a feeling, not a product.**

### **You're worth it, aren't you?**

Cosmetics are a great ploy because they get across the idea that the more you spend on cosmetics, the better you will feel about yourself. Spending more money for worthless products makes you feel better because of the association propagated through advertising. They make you feel like you're worth it, and therefore you must invest a lot more money in yourself. So, really, you're not buying a product, you're buying a feeling, and that feeling has been communicated to you through advertising and through one or more of the health seduction strategies.

Advertising, of course, also sets the social standards of physical beauty, and unfortunately it sets them at such a high level (or low level, depending on how you look at it) that these levels are virtually impossible for most people to attain. You can't necessarily run around at five percent body fat with a super-athletic look if you're a male, or a super-slim, tall figure if you are a female, and yet those are the images that are propagated through our media. They attempt to tell us that these are the standards, and if we don't achieve those standards then we are somehow lesser human beings. That's a dangerous message, especially for young girls who are acutely aware of their own physical image versus that of the supermodels they see in the media. It is widely believed that this contributes to the problem of eating disorders in teenage girls.

### **Join the herd**

Lastly, one of the success mechanisms of advertising in terms of seduction is the fact that these ads make you believe whatever they're showing in the ad is perfectly normal. They're making it look like millions of people do it, and it's something that's regular, everyday, and routine. Even though they don't say it outright, they are implying that you should be drinking this soft drink because everybody else is drinking it. All the other cool-looking, happy, teenage college kids are drinking this stuff, so you should be drinking it too. In

## Health Seduction

the cosmetics world, they insinuate that all these other beautiful women are using their products, therefore you should be using them too.

The same is true in surgical procedures. Often, surgical procedures that are actually quite radical are called "routine." If you go to a doctor and question why you might need a surgical procedure, such as a gallbladder removal, they will say, "Oh, it's no big deal, we do them all the time. It's routine. We do fifty a day here in the clinic."

By saying that, they want you to think that because they do it all the time, it's no big deal, it's routine — but there's nothing really routine about it. It is quite barbaric to remove an essential organ from your body. Someone is going into your body and using sharp-edged tools to physically remove this organ from your body, making it so that you can never use that organ again in your life. You were born with that organ, and you were born with it for a reason. The gallbladder is not a vestigial organ. It's something you need for digestion. Yet, gallbladder removal surgery is always described as "routine" and "no big deal."

So, in all, advertising propagates these health seduction strategies, and it does so through a variety of clever techniques that serve the interests of those who are funding the ads. Yet, it's not just ads that are in play here. It turns out that the content propagated by the media also helps promote these health seduction strategies.

## Mass media propagates the system of seduction

Let's take a closer look at how the media makes this work, and why the media would promote these seduction strategies in the first place. The first, and perhaps most important, reason to look at is the fact that today, **most of the media is funded by drug companies**. When direct-to-consumer advertising was legalized in 1997 / 1998, it created a windfall of revenues for cable news companies, TV stations, magazines, newspapers; you name it. Suddenly, they were all receiving lots of money from drug companies who wanted to place drug ads.

Not long after that, by the way, the media started to print a lot of positive news about these drug companies and their products, and throughout the late 90s and the early part of the new millennium, there was hardly any negative news about drugs found in the mainstream media. That's because media companies pretend there is a wall between their advertising departments and their content departments.

In fact, this is never quite the case. There's always a spillover, because journalists know if they write an article that casts a negative light on a certain company or a certain product, said company will call up the people in charge of the advertising department and threaten to pull their ads if that article sees the light of day. Thus, these articles never make it into the media, and when they do, they are only one-time articles, and the journalist who wrote them is often fired or blacklisted in the industry. The message is very clear inside the industry: if you write negative articles about drug companies or their drugs, you won't receive their advertising money.

## The dot-com bust had media companies starving

Since many of these publications were desperate for new ad revenues following the dot com bust in 2000, they had little choice but to turn to drug company ads or face going out of business. So, now you see magazines like *Time* and *US News and World Report* so packed full of drug ads that they read like pro-drug

infomercials. Where is the credibility anymore when drug companies fund these magazines in such large part? Let's face it: the mainstream media was in starvation mode following the dot-com blowout. They sold their souls to the drug industry, and now virtually all content that reaches the mass public in the United States is heavily influenced (if not outright authored) by drug companies.

Now, to their credit, a few of these magazines are starting to report on the negative information coming out on these drug companies; the Vioxx scandal, the problems with Cox-2 inhibitors, the problem with antidepressant drugs and so on; but it was precisely these magazines' promotions of these drugs, and the hype surrounding the drugs, that led to the creation of the problems in the first place. It was direct-to-consumer advertising that caused the excess of propaganda and over-prescription of these drugs.

So, the media has an important role to play in all of this, and right now it is playing the role of whore. You can just buy your way into any magazine if you're a drug company. All you have to do is write a check and tell them what you want to say, and they'll put it in a full-page ad for you. They might even write some positive editorial content about it as well.

### **Mass media: All the pro-drug propaganda that's fit to print**

In doing this, the media also lends credibility to what I call junk science, or bad medicine. Whenever there is a study that has a positive result for drug companies, such as some new drug achieving a so-called success rate in terms of reducing inflammation or depression, magazines, cable news stations and newspapers jump all over it and run headline stories about the miracle cures promised by the new drug.

What they don't report on is all the studies that were failures, because the drug company hid those. They also rarely report on the side effects of these drugs, nor do they tell people about natural alternatives that may treat these diseases and symptoms without any of the negative side effects of prescription drugs.

So, the magazines and the newspapers — the mainstream media — tend to focus on the hyping of these drugs by talking only about the miracle cures and ignoring the dangerous side effects. As a result, they lend credibility to a junk science that is perhaps better described as fraudulent science.

### **It's all based on distorted science**

This is the kind of science that has allowed drug companies to sell dangerous drugs and get them approved by the FDA over and over again for the past 30 years. The clinical trials for these drugs are highly distorted. They are fraudulently designed. People who show negative results are eliminated from the trials so their results don't show up the study. Some of the data are outright falsified, and in fact, the people running these clinical trials know if they don't produce positive results, they probably won't get any other contract work in the pharmaceutical industry at all. So, these trials are scientific fraud, and yet the mainstream media reports on them as if they are scientific fact, and in doing so, the media propagates all of these myths and perpetuates health seduction strategies.

Similarly, the media always reports on stories that talk about how a gene has been discovered for depression, heart disease or cancer, and the headlines you find in these stories are always distortions. No gene controls heart disease, diabetes, or cancer. These are fictions created by the media, because if you look closely at the actual studies they're reporting on, you'll find these newly discovered genes are only minor influencing

## Health Seduction

factors, and the real reason why people have these diseases is because of the foods they consume, their lifestyles, their lack of exercise, and their exposure to environmental toxins.

There's no such thing as a gene that causes arthritis or osteoporosis. These ideas are fictitious, and yet the mainstream media reports on these with headlines like, "Gene discovered for heart disease." What is the effect of this kind of reporting? It is disempowerment at its greatest. It teaches people that their diseases are only caused by their genes, and therefore they have no control over their diseases or their health outcomes. Again, that's one of the health seduction strategies. So, the media plays right into that, and even propagates it, by engaging in substandard reporting of scientific clinical studies.

## TV shows teach seductions

One more thing the media does to propagate all of this takes place through its selection of television shows. When you have shows like "The Swan," which communicates the idea that physical beauty is everything, you get an audience that is far more interested in liposuction, Botox injections, cosmetic surgery and things that can produce effects without effort, because that's what they see on the show.

They're taking people who were overweight and physically unattractive, who might have been depressed, and then they're putting them through cosmetic surgery, liposuction, and beauty makeovers that are nothing but external remedies involving cosmetics and hairstyling. Then they are presenting them to the world as newly reformed, happy, upbeat, energetic people, who are now suddenly beautiful, due to no effort on their part. The message is that you, too, can be beautiful and happy, if you only undergo these same procedures. If you get liposuction, have a makeover and rely on cosmetics, and if you are tall and slender and blonde like they are, then you can be happy too.

That's a very dangerous message, because it's not only false, it also perpetuates the idea that beauty is only skin deep; it perpetuates the idea that you are what you look like, and that if you don't like your outward appearance you can change it by spending money, not by pursuing a personal health transformation. A more realistic show would be something where they took people who were unattractive and overweight, and then, over a period of one or two years, they put them through serious strength training programs, dietary makeovers, nutrition programs and steered them away from all surgery and cosmetics. Two years later, you would see a person who was genuinely happy; a person who really did something different in their lives by making new decisions and reforming their health from the inside out.

That's what the public needs to see, but that's not what the public is being shown. The public is being shown instant, effortless results, as long as you're willing to undergo surgery and start using lots of cosmetics. So, the media reinforces this message through its advertising, its content, its editorials and its choice of broadcast shows.

None of it is surprising, since the media has an interest in propagating these messages. Remember, the media is largely funded by conventional medicine and drug companies. There's a lot of money to be made

by selling dangerous, synthetic chemicals to doctors and the American public. That means there's a lot of money set aside for marketing those drugs.

## The big money goes to marketing, publicity and propaganda

In fact, prescription drug companies spend more on marketing than they do on research and development. Even while they're always whining about how they need these high drug prices to fund the research and development programs for their drugs, the truth is that much of this research is done at universities and paid for by taxpayers. **Far more money is actually spent on marketing and promotion than is spent on research and development.** Those marketing dollars are spent either on bribing doctors or on media whoring companies; which includes, by the way, practically every magazine on the newsstand, practically every broadcast show or cable station, and practically every newspaper in the country.

That's the mainstream media, and virtually every player is on the take with prescription drug ads. They are, in part, responsible for the deaths of hundreds of thousands of Americans who have died due to the fatal side effects of prescription drugs. These media companies have no shame. They will take money to promote and sell a product that literally kills people. They have done so for years on end, and there's really no sign that they're going to stop it. Why should they? As long as these companies keep writing checks, and they keep selling media space, ad space or airtime, they're happy about it. After all, they don't suffer financial losses when people die from taking these products, so what does it matter to them?

So you see, it's a very dangerous alliance between the drug companies and mainstream media. In fact, it's actually dangerous to have a media that is so strongly controlled by advertiser interests. I offer kudos to those companies who have been willing to print negative information about the dangers of prescription drugs. Hats off to those independent journalists who are sharp thinkers, who actually do investigations and print the truth about what these drugs are doing to the American people, even if it risks their job.

There are lots of great journalists out there, people like Declan McCullough from Wired News, and Gina Kolada, just to name two, but there are hundreds, even thousands of outstanding journalists out there, and you've got to realize that even when these people want to write about drug companies, often they are shut down by their editors or publishers. The person in charge of the newspaper, the magazine or the television show ultimately decides what stories see the light of day, and even when a journalist wants to cover something, and wants to do an investigative report on dangerous drugs, they are often not allowed to do so.

In fact, many of these journalists would call their own newspapers and magazines whores, as long as they could be guaranteed that such comments would be off the record.

## The politics of health seduction

In this section, we're taking a look at the politics of health seduction. How do lobby groups, special interest groups, and political influencers make health seduction work? As an introduction to this section, I strongly encourage you to visit the website [www.disinfopedia.com](http://www.disinfopedia.com). It's associated with [www.PrWatch.org](http://www.PrWatch.org), and is run in part by John Stauber, the author of *Toxic Sludge is Good For You: Lies, Damn Lies and the Public Relations Industry*. This book describes how the industry giants, food makers, cosmetics makers and drug makers create front groups that appear to be scientific groups, but are actually fronting a political agenda

## Health Seduction

by these companies. These front groups aim to influence legislation and regulation to support the profits of the companies that sell these products.

The bottom line is there is a tremendous amount of distortion in the industry. They don't want people to really know the truth about their products, because if people did, they would stop buying them. Perhaps the best example of this is what I call Big Sugar, or the U.S. sugar industry. Some people also call it the sugar lobby. Big Sugar has been very successful at two things: First, selling lots of sugar, and second, covering up any negative information about the destructive health effects of sugar consumption.

### Big Sugar controls national nutritional guidelines

The sugar industry has been able to influence the top decision-makers at the USDA to the point that the new dietary guidelines for the Food Guide Pyramid have been modified to benefit the sugar industry. The sugar lobby had so much sway with the USDA that the advice to minimize excess sugar consumption completely disappeared, even though this message would have helped prevent diabetes and obesity, which are now epidemics in the United States and other developed countries. There's an interesting book on this worth reading, *Food Politics* by Marion Nestle, which also explains how this process of kow-towing to the food industry really works at the USDA.

Basically, the Food Guide Pyramid is not a nutritional guide at all. It is a political document. It was created to serve the interests of industry, most notably agriculture. That's why for years and years the top recommendations have been to eat lots of grains, even though the consumption of processed grains is strongly correlated with diabetes and obesity. Now, as we're seeing, the decision-makers at the USDA don't even have the political courage to stand up and say that maybe people shouldn't be drinking soft drinks or eating so much sugar, because the sugar lobby has been able to wield its influence to the point of outright censorship.

### Turning health claims into crimes

That's just one of the many methods by which political decision-makers promote the use of health seduction tactics. Another way is by legislation. By outlawing the truth about the healing benefits of nutritional supplements, the FDA has been able to suppress information about the positive effects of vitamins, minerals, herbs, superfoods, and other natural health products. It has outlawed the truth by saying that these companies cannot make true claims on their labels. It is well known, for example, that a trace mineral, chromium, enhances insulin sensitivity. Yet, makers of chromium supplements cannot state that on their labels without risking the wrath of the FDA. The government would probably raid their warehouses and confiscate all inventories.

At the same time, the FDA has legalized bad medicine. It has legalized dangerous prescription drugs and supported the use of health seduction strategies by legalizing direct-to-consumer advertising in 1997. That's what allowed drug manufacturers to go out across the airwaves and reach consumers directly with bogus advertising claims. If it weren't for direct-to-consumer advertising, we never would have had the Vioxx scandal we are seeing today. We never would have had skyrocketing sales of Viagra, Bextra or

Celebrex — drugs that consumers are now demanding from their doctors. It is the FDA that has created an environment in which dangerous drugs can flourish.

### **A campaign to discredit alternative medicine**

At the same time, the FDA has sought to discredit or outright outlaw natural medicine. There is an ongoing campaign to abolish herbal medicine from the vocabulary of U.S. doctors and patients. There have been attacks on perfectly innocent herbs, like ma huang, also known as ephedra, which was banned by the FDA because it contains an active ingredient that, if consumed in very high doses in isolation, can stress the heart. Yet the very same ingredient remains available over-the-counter in a product called Sudafed. So while the FDA banned ephedra, it allowed Sudafed to remain legal.

In summary, political influence is all about controlling the flow of information, and controlling what is accepted as scientific truth. This is accomplished through medical schools, which also promote the "drugs and surgery" approach to medicine and avoid teaching nutrition or herbal medicine. It is accomplished by the FDA, which outlaws alternative medicine and directly promotes drugs, even dangerous prescription drugs. The agency even goes so far as to suppress the release of negative information about prescription drugs as well as censor its own scientists.

The USDA also has cover-ups and denials about mad cow disease, fraudulent testing results of mad cow disease, massive caving in to the financial interests of industries like the sugar industry and a denial of the harmful effects of food preservatives like sodium nitrite and MSG.

### **Gatekeepers of scientific "truth"**

These institutions — the FDA, the USDA, med schools and scientific journals — are all gatekeepers of both political truth and so-called scientific truth, and as long as these groups are aligned in their intention to promote the limited but highly profitable "drugs and surgery" approach to medicine, then this influence will remain cohesive. It will be very difficult for the truth about medicine and healing to get out to people when the channels of information flow are controlled. That's how political influence works: it tries to control those channels of influence and make sure you never hear negative information about products that are going to generate profits for giant corporations.

### **Why you never hear about free resources for healing**

At the same time, it's interesting to note what's lacking in this flow of information. Because of the profit motive that drives virtually every product sale in this country, whether it's foods, cosmetics, surgical procedures, or prescription drugs, you will never hear good information about freely available therapies that can dramatically improve your health. There's no financial incentive for anyone to promote healing strategies like drinking pure water, or exposing your skin to natural sunlight. Yet it is natural sunlight that we now know to be perhaps the single most powerful healing strategy that can be pursued by human beings.

Natural sunlight results in the generation of vitamin D in your skin, and this vitamin D prevents schizophrenia, breast cancer and prostate cancer. It reverses and prevents osteoporosis, ovarian cancer, depression, and

## Health Seduction

it even has an important role in preventing diabetes and obesity. There is probably no single nutrient more healing to your body than natural sunlight, or what I call vibrational nutrition.

Yet, we are told that sunlight is dangerous. We are told to avoid it; that we should be afraid of the sun. That's because sunscreen manufacturers want you to keep buying sunscreen and smearing it on your skin. If you believe that sunlight is good for you, you probably won't use as much sunscreen, and that would hurt the profits of sunscreen manufacturers. It would also bring to question the authority of dermatologists, which is why dermatologists are so strongly against anybody being exposed to sunlight.

Apparently, dermatologists and sunscreen manufacturers think mankind evolved in the dark. Perhaps there was no sunlight until recently, they think, and people should have no sunlight exposure whatsoever. However, sunlight is absolutely essential for human health, and if we don't have adequate exposure to sunlight, we will suffer from chronic diseases.

## Widespread vitamin D deficiencies

Right now, over half of all pregnant women in the United States are chronically deficient in vitamin D, and they're giving birth to infants with rickets. Their infants are predisposed to type 1 diabetes and schizophrenia because they don't have adequate vitamin D supplies. You can't get vitamin D in sufficient quantities from drinking milk or orange juice, or any of the other foods or drinks that have been fortified with vitamin D. You have to get exposure to natural sunlight, or take vitamin D supplements above and beyond the minimum requirements commonly accepted by doctors and researchers.

You won't hear this information on sunlight from doctors or dermatologists. That's because nobody can rent sunlight to you. They can't bottle it up or sell it to you in a pill. If they could, you can bet they'd be charging a fortune for it, because **its healing effects are so powerful that it dwarfs the potential of any prescription drug on the market**. There is nothing that even comes close to the healing power of natural sunlight. Yet, since you can walk out in your backyard and get natural sunlight right now, there is absolutely no incentive for anyone to tell you about its health benefits. After all, they don't make money from it; in fact, they make a lot more money if you avoid the sunlight and suffer from the chronic diseases that will naturally appear as a result of vitamin D deficiency.

If you get osteoporosis, you become a customer for the pharmaceutical industry. If you become depressed, or get schizophrenia, you become a customer for psychiatrists. If you get breast cancer or colon cancer, you become a paying customer for surgeons and radiologists, oncologists and drug companies. When you



avoid the sunlight and actually suffer from these diseases, you create tremendous profit potential for all the players in conventional medicine, and frankly, that's the way they like it.

It's not that they are in some sort of evil conspiracy and they're trying to make everybody in the country sick. It's just that they're in business to make money, and they don't make any money by telling people how to get well, especially if it's something people can do for free.

If you'd like to learn more about the healing effects of natural sunlight, by the way, I have several articles on this, plus a free report available for downloading, at [www.TruthPublishing.com](http://www.TruthPublishing.com). I also strongly recommend *The UV Advantage*, by Dr. Michael Holick, at [www.UVAdvantage.com](http://www.UVAdvantage.com).

The bottom line is that political influence plays a major role in shaping the flow of information to you, the consumer. By and large, most of the information you get has been highly distorted, filtered or outright invented in order to get you to believe things that serve the financial interests of Big Business. What gets printed in the press, in medical journals or announced by the FDA has **little or no resemblance to scientific reality**. It is not truth you're seeing in the press. It is a distortion, and it's a distortion that has been intentionally shaped to support the sale and consumption of profitable products and services, and that is how the politics of health seduction actually works.

## How authority makes health seduction work

Authority has a major role to play in health seduction strategies. Without authority, these strategies would not be accepted by people. People automatically trust figures who are authorities, whether or not they are qualified. Doctors who wear white coats appear to be authorities. FDA decision-makers appear to be authorities. Drug company executives and USDA bureaucrats appear to be authorities.

By and large, these people have little or no actual authority when it comes to health, because they've never studied health. They're not even interested in health. They're interested in selling products, protecting their power base, generating customer revenues, and essentially gaining money or power. They're not interested in actually enhancing the health of people at large.

How does this authority actually work? One way is by propagating an implied message, and this comes mostly from doctors. Old-school doctors, through their actions, behaviors and dialogue, imply the message, "Only we can cure you." This is the mindset of traditional doctors, those who have been trained by conventional medicine, and who aren't aware of natural health, disease prevention, nutrition, and so on. They think that only they hold the power to cure you. They think the patient really has no role in his or her own health outcome. They think it is a doctor's job, and in fact, a doctor's right, to be the one who creates the effect.

### How dare you try to inform yourself!

Unfortunately, this comes across in doctor-patient conversations. Sometimes when a patient visits one of these doctors, and they bring in information about disease prevention that they may have learned online, or they bring in some books about how to prevent or reverse some disease they may be suffering from, often this old-school doctor will chastise the patient for even investigating such topics. They will discredit and

## Health Seduction

ridicule any information found on the internet, and they will tell patients they don't know what they're talking about; that only they, the doctor, can be trusted to provide information.

This is common because physicians have perhaps the most exaggerated and guarded egos of any profession in the world. They think they have superior intelligence, superior training and therefore everything they say is gospel, while everything anyone else says is hogwash. Obviously it's an extremely dangerous position, because, by and large, physicians have no training whatsoever in nutrition, disease prevention, or what the true causes of actual health are. Thus, while they preach disempowerment, they destroy the health of their patients, and **patients who believe in the authority of these doctors compromise their own health as a result.**

Keep in mind that doctors also limit options. When you visit a doctor who has been conventionally trained, and who has failed to move beyond conventional medicine to explore complementary and alternative medicine, you're going to be given a series of treatment options for practically any disease or symptom that is limited to one of three things. Usually it's 1. drugs, 2. surgery, or 3. more lab tests.

In the world of all healing modalities, these three are perhaps only a tiny sliver of what's really available to people if they move outside the limited thinking of conventional medicine. In fact, drugs and surgery are two of the least effective ways to actually improve someone's health. That is, unless we're talking about acute trauma, in which case I've always been in favor of western surgeons, whom I think are the very best technicians in the world.

However, when we're talking about chronic diseases like diabetes, cancer, or osteoporosis, drugs and surgery are not only useless, they are, in fact, harmful to the patient. They end up killing people. Remember, over 100,000 patients are killed each year in the United States by prescription drugs alone, and that's according to the journal of the American Medical Association, which probably underestimated the number.

## The criminals at the FDA

The FDA also has an important role to play in all of this. They are, of course, the federally mandated top authority on foods and drugs, so what the FDA says is supposed to be true. But as we have seen throughout late 2004 and early 2005, the FDA is no longer an independent agency attempting to protect the safety of the U.S. public. It is, quite obviously, working in conjunction with the drug companies to promote the sales of prescription drugs, even when those sales compromise or threaten public health.

The FDA has, in fact, been part of the cover up. It has blatantly suppressed negative information about prescription drugs such as Cox-2 inhibitors, statin drugs, antidepressant drugs and many other drugs. It has blatantly censored its own drug safety scientists, such as Dr. David Graham, who for years has been trying to warn the public about the dangers of anti-inflammatory drugs.

The FDA has long abandoned anything resembling scientific truth, and has instead become a system of organized crime. It is an organization that promotes the interest of drug companies, and since it is an authority, it has been able to get away with this for quite some time. It's like having a city full of corrupt police

officers. If the cops are corrupt, then there's not a whole lot that anybody can do about it. That's why corrupt cops can run a town until they actually get caught one day and the corruption is exposed.

That's what's happening right now with the FDA. The corruption of the agency is starting to be exposed. The U.S. public is starting to learn the truth. That, of course, means its authority is quickly crumbling. People are openly questioning the FDA and calling for reform of the agency. It has become clear the FDA has been abusing its authority for many, many years.

### **Most people automatically believe authority figures**

What makes all of this authority work, by the way, is the unfortunate fact that people believe authoritative figures, whether or not they deserve to be believed. People automatically fall for anyone who exhibits authority. This was discussed in detail in Robert Cialdini's book, *Influence*. In this book, we saw that authority is rarely, if ever, questioned, and all a person has to do to invoke authority is use the language of authority or wear symbols of authority.

As one experiment described in the book, researchers sought to determine how easily a nurse would follow the instructions of someone who claimed to be a doctor, even if that doctor told them to administer a fatal dose of a drug to a patient down the hall. So, in this experiment, researchers called up a nurse at a hospital, and the researcher said, "I'm a doctor from another hospital, and you need to administer a certain dose of a certain drug to a patient down the hall." They gave a specific patient name and a specific drug name and so on.

Now even though this drug at this dosage was fatal, the nurse did not question the authority. The nurse agreed to the action, went to the hospital pharmacy, acquired the drugs and was on her way to the room to actually administer this fatal dose to the patient when researchers stopped her and told her this was merely an experiment. That's frightening, and this is the kind of thing that can actually happen. It's not just one nurse in one hospital. It's a widespread problem, and it's one of the reasons why medical mistakes are so common in the United States and around the world.

### **Organized medicine is the #1 cause of death**

According to information gathered in part by Dr. Gary Null, as many as 750,000 people are killed each year by bad medicine. That includes medical mistakes and deaths from prescription drugs. Also, he says that number is conservative; there may be well over a million people killed each year. By the way, these are not accidents; these are deliberate actions, deliberate administration of drugs and medical procedures that kill as many as one million Americans each year.

That's why I have called modern medicine a chemical holocaust. It is the leading cause of death in this country. Modern medicine kills more people than cancer, heart disease, diabetes, strokes, heart attacks and cigarette smoking. **Modern medicine kills more people than all terrorists, murderers and automobile accidents combined.** It is almost as if these conventional medical organizations have declared war on the American population, but it is a stealth war, because no one seems to realize it is going on. People volunteer to take drugs and undergo surgical procedures and they die from them. They do it all because

## Health Seduction

they've been told to do it by figures of apparent authority; people who wear lab coats, who have an MD degree on the wall or who work at the FDA.

### Find yourself a good doctor

In contrast to all this, you may wonder, "What do good doctors do for patients?" Because, there are many good doctors out there, including many MDs. In fact, some of the best thinkers in disease prevention and conventional medicine are MDs. Some of the best authors I recommend are MDs. What they do is use their authority in a different way. Instead of dominating patients and taking away patients' responsibility, **they use authority to motivate patients to take responsibility for their own health.**

Good doctors put the responsibility for health back onto their patients. They do that often through education and encouragement to learn more about how to be healthy. Good doctors, in a sense, give patients choices, and when they have those choices, they can take their health power back into their own hands, and they can shape their health outcome in whatever way they see fit.

So, authority, like many tools, can be used correctly, or it can be abused. It just depends on the maturity and egos of the people who are wielding authority. If they are infantile in their thinking — they have sky-high egos and visions of control, dominance or financial profits — then authority is destructive. On the other hand, if those people have the best interests of their patients at heart — if they are loving, caring healers, who genuinely want to help share the message that positive healing is achievable by each and every person — then authority can serve a good purpose.

## Defending against the tactics of seduction

Now we are going to talk about how to counter the tactics of health seduction. This is perhaps the most important section of this book, because it shows you how to protect yourself against the seductive tactics that have been introduced and discussed here. In this section, you will learn how to take back your power, and how to put the responsibility for your health outcome back on yourself, where it belongs. This is an empowering move, and it opens up a whole new universe of choices for your life.

### Defense against disempowerment

The first health seduction strategy is disempowerment, and the defense against that is to realize you are in charge of your health outcome, not your genes, and not your doctor. In a sense, the defense is to simply **claim your own power**; to recognize that you make choices and that those choices have outcomes in your own life; that you are not a prisoner to your genes, nor are you a victim who must put the fate of your health into the hands of another individual who may or may not have your best interests in mind.

### Defense against biohacking

Strategy number two is biohacking. The defense against biohacking is to recognize and **acknowledge the innate healing ability of your mind and body.** That is, understand that you have a blueprint for health,

you were born to be healthy and that your body already knows how to achieve that health and balance if given the proper environment and the proper activity.

You do not need to hack your body with chemicals or implants in order to achieve outstanding health. In fact, the more chemicals you put in your body, the less healthy you will be. Once you acknowledge your body's innate healing ability, you can work to support it through nutrition, exercise, self-love, avoidance of drugs and adoption of holistic health strategies. Then educate yourself about nutrition, the healing power of foods and the destructive effects of processed foods or manufactured foods.

### Defense against misdirection

Strategy number three is misdirection, and the defense against misdirection is to educate yourself; to recognize these distortions and learn about the true nature of foods, food ingredients, drugs, cosmetics, surgical procedures and so on. One of the best ways to do this is to **read ingredients labels**. Don't pay attention to packaging, which contains misrepresentations. That's what that the manufacturers want you to read. Instead, read the side or the back, where the ingredients label is posted. That's what you should read first, because it will give you a much clearer picture of what is in the product and what the nature of the product really is.

For example, there are many products in the so-called healthy food industry that contain ingredients that aren't healthy. You can find vegetarian hamburgers, for example products like Boca Burger or Gardenburger, which claim on the front to be 100 percent all natural. They maintain that they are made with all-natural ingredients, but if you look at the ingredients label on the side, you will find out their true nature. They contain autolyzed yeast extract, which is an ingredient that contains MSG, an excitotoxin known to cause nervous system damage, migraine headaches and other problems.

So, the true nature of this food is not what is claimed on the packaging. What claims to be an all-natural, healthy vegetarian burger is actually a processed food that is chemically enhanced with excitotoxins that pose a very real risk to your health, according to information published by Dr. Russell Blaylock, author of *Excitotoxins*. So, when it comes to foods, if you look at the ingredients you will be able to tell the true nature of a product, regardless of what is claimed on the packaging.

You can also learn to recognize distortions on cosmetic products. Forget about the claims and the advertising; take a look at the ingredients that are actually in the products, and then get yourself a book like Ruth Winters' *A Consumer's Dictionary of Cosmetic Ingredients*, and learn what these ingredients actually do. What you'll find is that many of these high-priced products, even ones that cost \$100 an ounce or more, are actually made with cheap, petroleum-based ingredients that are very similar to those found in \$5 products. These ingredients are not ones that enhance your health.

Finally, learn to recognize the distortions in advertising, because this is where a lot of misdirection actually occurs. When you see ads for prescription drugs that show beautiful, young, happy people practicing tai chi, you should recognize it as a gross distortion of reality. People who do tai chi typically don't need prescription drugs, and people who take lots of prescription drugs are rarely happy, healthy and youthful in appearance.

## Health Seduction

So, these are blatant misdirections by pharmaceutical companies put out in an effort to seduce you into buying their products.

### Defense against false authority

Strategy number four is the obfuscation of authority and credibility. The defense against this is to simply **question the advice of conventional medicine**. Recognize that medical schools don't teach healing, and doctors are not taught nutrition, nor do they have the time to impart that knowledge, even if they had it, onto patients during short office visits.

It is important to question the very paradigm of conventional medicine. That paradigm says that every disease is an invasion that should be treated in a war-like fashion. Conventional medicine is allopathic in nature, which means that you destroy an invader by using a chemical or a procedure that removes it or kills it. Hence, we have chemotherapy, radiation and surgical procedures that remove organs such as the gallbladder. Any time the gallbladder hurts, surgeons want to take it out, even though this is a very important organ for digestive function, and without it you will inevitably end up with chronic deficiencies of fat-soluble vitamins, like vitamins D and E.

So, it's important to have healthy skepticism for conventional medicine, to question its mindset. Question its practitioners, and certainly question the motives of surgeons that are advising you to undergo surgery and who simultaneously would profit from that surgery. Question the motives of drug companies, and doctors who are bribed by those drug companies. Certainly question the motives of the FDA. This should be common sense, but many people simply don't question authority. They're afraid to, but this is the way you become a healthy individual and a free-thinking human being.

### Defense against transpersonation

The next seduction strategy is transpersonation, and here the defense is to **get honest with yourself** about your current strengths and weaknesses. Stop trying to cover up what you really are and stop trying to transform yourself overnight into something you are not. Instead, give yourself an honest assessment of your current position. What are your strengths and weaknesses? Where do you need improvement? Then, once you have been able to face and acknowledge these challenges, seek transformation through incremental improvements, and recognize those improvements will require the expenditure of time and effort.

It requires perseverance and patience to transform yourself. No transformation happens overnight. Personal transformation, especially in the area of health, takes time, and it certainly takes effort. Be skeptical of any product or service that claims to transform you into something you are not without any real expenditure of effort on your part. Also, check in with yourself. Look at yourself in the mirror once a week, and truly check in and ask yourself where you are now, how you're doing and where you want to be in the following week.

### Defense against false flattery

The next seduction strategy is false flattery. The defense against this is to **be a skeptical consumer**. Do the math on the products and services you purchase. Recognize that you are not acting independently and with intelligence if you are just following actions laid out for you by consumer marketing companies, grocery stores, doctors' offices, drug companies and the FDA. Realize that using coupons is not a money-saving

strategy, because again, the foods promoted through coupons are typically grossly overpriced to begin with. Don't go along with every special offer put in front of you.

Don't believe everything you hear, and certainly don't believe everything you read. Inform yourself. Become an expert on personal health. Practice a healthy mindset of skepticism, especially about any claims of the health benefits of pharmaceuticals, surgical procedures, or for that matter, even things like nutritional supplements and superfoods.

This skepticism should apply to all areas of your life, and you should always question the motives of the companies who are putting messages and offers into your hands. What is the motive of the company that runs \$100 million in drug advertising for a prescription drugs? Is that motive truly to enhance your life, or is that motive more to generate profits, create CEO bonuses and shareholder payouts for that corporation?

### Defense against the illusion of choice

The next strategy is the illusion of choice, and the defense against this is to **realize that you actually have an entire universe of choices**. You're not limited to the ones offered to you on a menu by your doctors, the drug companies or the FDA. Also, it is quite beneficial to realize the variety of medicine practiced in the United States is not at all representative of what goes on in the rest of the world. The U.S. is an exception to the rule. Everywhere else in the world, people rely on far more cost-effective forms of medicine and healing.

What we call alternative medicine in the U.S. is really mainstream medicine everywhere else, whether you're talking Germany, India, China, throughout South or Central America, places like New Zealand, Japan and Eastern Europe. Really, only the U.S. and the U.K. are steeped in this mindset of drugs and surgery. All the other countries in the world, and the people that live in them, practice alternative medicine as their primary choice, because it's affordable, it works and it's proven.

China has a history of 5,000 years of medicinal wisdom using functions of the body and the fundamentals nature, such as wind, earth, fire and water. Acupuncture has been highly developed in China over the last several thousand years. Traditional Chinese medicine encompasses remarkable wisdom, as does Ayurvedic medicine from India and medicine practiced by indigenous tribes in Australia, Tibet, the Amazon rainforest and many other places throughout the world.

So, you have at your disposal the choice of healing modalities from all these cultures, from all around the world. You are not limited to conventional western medicine promoting drugs and surgery. That's merely the choices companies and doctors in the U.S. want you to think you have. You actually have far more choices than that. So, open up to the universe of choice. Give yourself new options, and then assess the healing potential of those options using healthy skepticism, a process of learning and education and the unwavering belief that your body knows how to heal itself if given assistance.

### Defense against logic reversals

The eighth strategy is logic reversals, and here it's probably good enough just to read that section again and realize conventional medicine has it backwards. Osteoporosis is not a disease that causes brittle bones; it's the other way around. First you do things in your life that causes brittle bones, and then you're diagnosed

## Health Seduction

with osteoporosis. Osteoporosis, as with most other modern diseases, is simply a label. It's just a name. It could have been called brittle bones disease.

Read my book, *Illusion of Disease*, published at Truth Publishing.com, to learn more about this, and question any statements that say a disease is something that causes symptoms. That's really only true with infectious diseases, such as malaria or cholera, and truly genetic disorders such as birth defects. Everything else is really not a disease -- cancer, diabetes, osteoporosis, arthritis, depression, ADHD, heart disease, high blood pressure, high cholesterol, Crohn's Disease, irritable bowel syndrome -- none of these are actual diseases. These are all just names assigned to patterns of symptoms.

## Defense against the appeal to arrogance

The next strategy is the appeal to arrogance, and the defense against this is to **recognize your place in the universe**. That is, you are one part of a whole system; a system that is grand in design and scale. Adopt a philosophy of humility, and pursue spiritual growth. Do not be seduced by the advancements of technology, which claim to overcome nature. Put technology in its place. Even the best man-made technology today pales in comparison to the technology of nature and the technology present in your body right now.

Nature is the best R&D lab in the world, and it has already created solutions to health and healing... it has already solved every disease that has ever existed. So, don't be fooled by high-tech gadgetry, high-priced equipment and electronic gadgets with impressive displays. These are just illusions. The real healing comes from nature; it comes from the plants, trees and bushes that you drive by each and every day without a single thought of their healing ability. Real healing potential is not advertised. It's in nature right now; inside you, surrounding you. It is available to you, but it is not advertised, and it is certainly not high-tech.

## Defense against appearance is everything

The last strategy is that appearance is everything. The defense against this is to learn to **stop judging others by their looks**, and then you will attract people and friends who do not judge you by your looks either. This comes from within you. When you judge others by their looks, you automatically foster a mindset where those people judge you by your looks. As you believe in and act on the belief that appearance is everything, you actually propagate it in the world around you.

However, when you are able to stop judging others by their looks, and start looking inside people at their personality, character, ethics and spirit, then you will find that the world tends to transform around you, and the people that interact with you will no longer judge you by your looks either. Once that happens, you will no longer deem it important to alter your appearance through the use of outside therapies or products, like cosmetics or surgical procedures such as liposuction. Once that need is gone, you will finally understand that transformation comes only from within; that it is through nutrition, lifestyle, changes in belief systems, changes in mental energy, changes in the language you use and powerful daily habits that result in your personal transformation of appearance.

That, of course, makes the whole message that appearance is everything completely obsolete. You will be absolutely immune to it. Although those ads will promise to take away your wrinkles, change the color of your hair, cover up the spots on your skin or make your waist look two inches thinner in 48 hours, none of



those ads will mean anything to you anymore. You will laugh at them, because you will understand not only is appearance not everything, but you are already beautiful, regardless of how others judge you.

## How to protect our population from seduction tactics

Let's talk about global defense strategies against the tactics of health seduction.

Here is a key phrase to watch out for: "Ask your doctor about X." That's a sign you are being seduced. It's the standard line used in drug company advertising; what they're trying to do is get you to go to your doctor and demand a specific drug.

It's a deceptive, even subversive tactic, because how can patients know whether or not they need a certain drug? It's the job of doctors to diagnose conditions and, if appropriate, recommend pharmaceuticals. Besides, there are so many drug ads in the media today that, if a person were to go in and ask their doctor about all the drug ads they've seen, they would have a list of 50 or 60 drugs. So, this is a medically useless bit of information, but is quite useful in terms of seducing patients to request drug products.

It also generates profits for drug companies. A recent study demonstrated that when patients walk into a doctor's office and name a specific drug (Zoloft, in this case), more than 50% of those patients will be diagnosed with depression and given a prescription for the very drug they named!

### Gimmick phrases

Next, watch for the phrase, "No need to exercise." Whether it's a weight-loss pill, an exercise machine or some sort of surgical procedure like gastric bypass surgery, if the message is that there's no need to exercise, it is a con. You are being influenced by a message that says you can achieve results without expending effort, which you often hear in infomercials and in advertisements related to weight-loss pills or other gimmicks. There's always a need to exercise if you really and truly want to lose weight, get fit and transform your health. The human body is meant to be used, not to be stored away in some sort of sedentary lifestyle. Anyone who says there's no need to exercise is lying to you.

Another phrase to cautious of is, "Eat all the \_\_\_\_ you want." This is also used in weight-loss and dietetic advice for heart patients. I've known doctors to give advice to heart patients such as, "Eat all the sugar and carbohydrates you want, just don't eat any fat or oil." That's terrible advice, but it was the standard line from the American Heart Association for decades, and it is still erroneously practiced by many heart doctors today.

There is no diet that really works if you eat all the \_\_\_\_ you want, because being healthy requires eating a variety of foods. The only valid version of this might be, "Eat all the green, leafy vegetables you want." In fact, that might be advice I would say, and that's not a seduction strategy, because we're talking about green, leafy vegetables here; not exactly a high-profit item. We're also talking about foods that come from nature, in their natural form, that are loaded with vitamins, minerals and phytonutrients.

"Eat all the fat you want" is a common mantra in the Atkins diet, and that has some people running out and consuming large quantities of bacon, cheese and other unhealthful foods. That's not really the spirit of the Atkins diet, because the Atkins diet, if followed to the letter, is actually a very healthy diet. It's more like

## Health Seduction

a carbohydrate-controlled diet. However, the way most people interpret the Atkins diet is very unhealthy. They pig out on unlimited quantities of unhealthy fats, and then they wonder why they have cardiovascular problems even though they're losing weight.

### Imagery and association

The next tactic to watch out for is the use of imagery in advertising instead of product information. When an advertisement is showing happy, smiling, young bodies with lots of cool friends hanging around having a good time, instead of showing you the product they're selling, **you are being seduced**. They're using imagery and association to get you to attach positive feelings to their products.

This technique of association is common in ads for prescription drugs, soft drinks, beer and alcohol, not to mention ads for the cosmetics industry. Many of these ads use an implied message of sex or sexual attraction in order to arouse you, and hopefully get you to attach those feelings of arousal to their products.

These products don't make you sexy. In fact, they probably make you less attractive, because a person who drinks a lot of soft drinks, takes a lot of prescription drugs, consumes a lot of alcohol and then has to cover it all up with a lot of cosmetics is not really attractive or sexy. In fact, that person is probably diseased and annoying, if anything. The seductive images and association tactics lie to consumers and distort the reality of what happens when you become a consumer of these products.

### Ads that use the ten seductions

Watch out for any advertising messages that are based on any of the 10 tactics of health seduction. When you hear an ad that promises to take care of your health responsibility for you, for example, then you know you're dealing with disempowerment. You should recognize that and reject it.

If you see an ad that says, "We can alter your brain chemistry and make you feel happy," or, "We can alter your blood chemistry and automatically lower your cholesterol," you know you're dealing with a biohacking seduction strategy. Study these 10 tactics of health seduction, and watch out for advertising messages that base their influence on the strategies. You will find that nearly every ad in the drug, cosmetic and food and beverage industries uses at least one of these health seduction tactics.

Here are some other tactics and tips to avoid health seduction. These are ones I follow to the letter; ones that help me maintain a high level of health. One of the best ways to avoid health seduction is to avoid the mainstream media. Don't watch television.

### Turn off the TV... for good

Personally, I've been without television for several years. I do own a widescreen display device, and I do rent movies and documentaries, but I don't tune in to mainstream television. It is increasingly becoming the primary information source for the uneducated and mind-numbed members of society.

Television is for people who are essentially too dumb to read, and too mind-numbed to be creative enough to find interesting things to do on their own. Intelligent consumers, people who take care of their health and

are critical thinkers, don't really watch much television, and when they do, they watch shows like Frontline on PBS. They watch a different kind of television than the mainstream.

When I talk about mainstream television, I'm talking about network television and cable news. So, if you find yourself watching prime time NBC, and then tuning in to CNN to get your daily dose of news, you are inevitably exposing yourself to thousands of messages every week that are based on the strategies of health seduction. You are allowing yourself to be seduced and opening your mind to the messages these companies want to implant in your head.

The best way to stop that from happening is simply to turn it off; disconnect the cable, or change the channel to something intelligent. I can tell you this: There's no way I could be successful as a health author, researcher or even just a healthy individual if I spent a lot of time watching television. There's no room in my daily schedule to sit down and watch meaningless TV. Television numbs the mind. It is a passive activity. It does nothing to enhance memory, creativity or intelligence. It is, indeed, the opiate of the masses.

One of the biggest turnoffs of people that I might meet is when they start talking about what television show they like, or what television advertisement they liked. When I hear that, I immediately know this is a person who is allowing their mental faculties to dwindle away while exposing themselves to the propaganda and brainwashing put out by broadcast television and cable television. I have never met an intelligent person, whom I respect, that spends any considerable time watching television.

I'm not trying to judge you if you watch television. I certainly watched television for many years. Yet, when I stopped watching television, I really began to transform my life. It can be difficult to stop watching TV; you might have some favorite shows, and you get a lot of benefit and enjoyment from that at the moment, but it's important to realize the cost to you, and how much you are opening yourself up to the tactics of health seduction if you watch television on a regular basis.

Please, I beg you, if you have children, don't allow them to watch television. Television programs children to be zombie-like consumers. They believe the TV is the ultimate authority. Whatever images and messages flash across that tube go directly into their minds and shape their values and beliefs for a lifetime. Today, there's so much violence on television that I believe it poses a serious psychological danger to our children. Even though as adults we may be able to handle those images with maturity, it is certainly something that needs to be kept away from children.

I find it bizarre that, in this country, it is illegal to show Janet Jackson's breast on television, but it is perfectly legal to show people being murdered, shot, beaten, opened up in bloody surgical procedures, raped and otherwise physically abused. That's all perfectly okay, but God forbid you show a piece of natural human anatomy; then you're going to get fined by the FCC and perhaps shut down.

### **Question the FDA**

Next, question the FDA. Be a skeptical consumer and question anything you hear from what I've come to call the Fraud and Drug Administration (a reader, who happened to be a doctor suggested the name). The

## Health Seduction

FDA has proven itself to be entirely untrustworthy. It is a subversive agency whose decision-makers are clearly allied with the financial interests of pharmaceutical companies.

The drug safety researchers in the FDA are good people, and Dr. David Graham is now a drug-safety hero for standing up against the FDA bureaucrats and naming dangerous drugs. He deserves tremendous credit for that, and other drug safety researchers at the FDA are doing wonderful jobs. However, I'm talking about the bureaucrats, decision-makers and the politicians who run the FDA. These people are criminals, and they should be investigated and prosecuted as such for their crimes against humanity; for suppressing negative evidence against dangerous prescription drugs that have killed countless Americans over the years.

The FDA maintains as its primary mission **the promotion and marketing of prescription drugs**, and the discrediting and suppression of any alternative forms of healing, such as homeopathy, medicinal herbs, nutritional supplements and so on. You will actually be far healthier and far smarter if you do the opposite of what the FDA tells you to do. Anytime the FDA says, "Watch out for this dangerous herb," that's probably a good sign to check out that herb and find out why it has been used for thousands of years in traditional Chinese medicine. If the FDA says, "Here, this drug is safe, take it," you'd be far better off avoiding the drug.

If the FDA says it has publicly revealed all clinical study data, you would be best served by believing they have actually suppressed some data and covered up the truth. In fact, statements from the FDA correlate very strongly with things that are not true. FDA press conferences are actually an inverse bellwether of reality. While this isn't a book on the FDA, I can tell you that the level of distortion and criminal-minded actions at the FDA today are unprecedented in human history.

## Far more dangerous than terrorists

This is an agency that poses far more danger to the public health than any terrorist organization in the world. There have been more Americans killed and injured by the actions of the FDA than in the Vietnam War, and all the terrorist activities, murderers and accidents combined. **The FDA is the single most dangerous government agency ever created in the United States**, and that's why there is now serious talk of reforming this agency, and making it answer to the people rather than the financial interests of pharmaceutical companies.

## Fire your doctor

The next tip is to fire your old-school doctor. If you have an MD who attempts to take away your power, who insists that you should not educate yourself about your symptoms or disease, who claims that only prescription drugs and surgery can help you and you should avoid herbs, homeopathy, chiropractic care, massage or acupuncture, then you need to fire that doctor. Help put people like that out of business, because they represent everything that's wrong with conventional medicine. After you fire that doctor, seek out a doctor, either an MD or an ND, who is open-minded enough to realize there's more to healing than just drugs and surgery.

There are many of these doctors out there. Personally, I prefer to work with female MDs, because I think women are less egocentric, and tend to be far more open to ideas of energy healing, nutritional healing, massage therapy, mind-body connection, and so on. Either way, find an MD who is open to this, stick with that MD and fully inform them of what you're doing. Let them know what nutritional supplements you're

taking and what other therapies you're involved with. Don't keep information from your doctor. Make sure they're in the loop on everything, but at the same time, make sure you are working with a doctor who is open-minded to those complementary healing therapies.

By all means, don't stick around and let yourself be abused by some egotistical, power-hungry MD who has been trained in conventional medical schools and thinks he knows everything there is to know about health and disease. No one person knows everything there is to know. The wisdom of nature is far greater than our own scientific understanding of the true causes of disease or health. No one person, no matter what training they've gone through, can match the wisdom of nature.

### Trust in nature

For example, when I recommend people eat whole foods as a healing therapy, I do not have the knowledge of every single chemical component or nutrient in those plants and how they impact human physiology. I don't have that detailed knowledge, but I have the wisdom to know, and the humility to recognize, that nature knows what it is doing. Nature has provided precisely the vitamins, minerals, nutrients and even energetic nutrition the human body and mind needs to attain high states of health. You could say **I'm smart because I'm wise enough to know that human beings are stupid when it comes to understanding health**. It's a strange way to say it, but it's absolutely true. It takes wisdom to be humble and realize that nature is far more knowledgeable than even the best modern scientists.

### Make yourself a lifelong student of health

Next, educate yourself about health. Become an informed health consumer. Learn about how the body and mind works. Educate yourself about nutrition. Get online, read some articles, read some books or go to the local library and really learn about the true causes of health and healing. Don't subscribe to ridiculous newsletters based on conventional drugs and surgery paradigms, such as the Wellness Letter from the University of California, Berkeley, which is one of the least-informed newsletters I've ever seen. Subscribe to something like Dr. David Williams' *Alternatives* newsletter, or check out *Nutrition and Healing* from Dr. Jonathan Wright or *Health and Healing* from Dr. Julian Whittaker. You will learn a tremendous amount of helpful information.

Also, I publish thousands of articles each year, free of charge, on NewsTarget.com, where you can learn more. However, it's good to have multiple sources; sources who have different backgrounds. Get information from an MD, like Dr. David Williams, one of the best writers out there in terms of alternative healing therapies that really work. Read books from herbalists, people like Michael Tierra, who has an outstanding book on treating cancer with medicinal herbs.

Read some of the work from Dr. Samuel Epstein to learn about the mind-body connection. Read about Dr. Patch Adams, and learn about the healing power of laughter; how 30 minutes of laughter produces perhaps \$100,000 worth of chemicals in your brain and body, which boost immune system function to prevent chronic disease. Hopefully, learn from people like myself as well about the toxic effects of food ingredients and the healing potential of natural foods.

Investigate homeopathy, because I think that's one of the most promising areas of future healing. There is energy in water, and the nature of that energy greatly affects your mind and body. Learn about phototherapy, the healing power of light and why you need sunshine. Speaking of sunshine, get the book *The UV*

## Health Seduction

*Advantage*, by Dr. Michael Hollick, the world's foremost authority on vitamin D. In his book, he explains why sunlight exposure is perhaps the single most important activity in which you need to engage if you wish to have a healthy body and mind.

The bottom line is: Become a student of health, because you live in a body, and you operate with the assistance of the physical organ called the brain. Unless you take care of your body and brain, you're going to have a very difficult life. You are not just some spirit floating around this planet; you actually have hardware you need to take care of. This should be common sense. This should be the user's manual to life, yet, people aren't being taught this information.

### The fundamentals of health are rarely taught

Doctors aren't even taught nutrition in medical schools. Our public schools don't even teach children to stop drinking soft drinks or to avoid junk foods. Even the USDA doesn't have the backbone to stand up and say people should be eating less sugar, because they've caved in to the financial interests of the sugar lobby and removed all such negative recommendations from the national dietary guidelines. We actually have a nation whose leading government nutritionists are saying you can eat all the sugar you want. Meanwhile, we have skyrocketing rates of obesity and diabetes, and a multi-billion dollar sugar industry being subsidized by taxpayer dollars. How crazy can it get?

Apparently it can get even crazier, because there's no sign that any of this is reversing, and the only defense you have against this is to educate yourself. That is your number-one defense against health seduction. While you're doing that, be careful of where you get your information. If you get your information from any government agency, you can bet the information is highly distorted, and has been shaped and influenced by lobbyists. The USDA's information is pretty much written by the sugar industry and the grain industry.

Why do you think the U.S. Food Guide Pyramid recommends people eat nine servings of grains a day? Because the grain industry wrote the guidelines! Why do you think it doesn't say you should limit your consumption of red meat? Because the dietary guidelines were written in part by the beef industry!

The facts about nutrition were well known in the 80s, when former surgeon general C. Everett Koop issued a milestone report in 1988 that established and presented the connections between red meat and cancer. It talked about sugar consumption, saturated animal fats and cardiovascular disease, yet these truths have been routinely ignored by government agencies ever since, because they've been caving in to special interest groups.

### Listening to doctors may kill you

You don't want to get your information from newsletters or books written by doctors who are steeped in the ideas of conventional medicine. That information will kill you, and that's not an exaggeration. If you follow the advice of the American Heart Association, you will be less healthy than if you read a book like *The Mediterranean Diet*, or books on omega-3 fatty acids. We need healthy oils in our diet to have good cardiovascular health. The American Heart Association has, for decades, fought against the idea that people

with heart disease should consume any oils whatsoever. They've told some people to go on 10 grams of fat a day. That's a recipe for slow suicide if you ask me.

Get your information from people who are healthy and open-minded, or from people who have conducted pioneering research or from people who are open to the idea of asking nature for answers, and then listening, with humility, as nature provides those answers. Listen to people who are in tune with nature, not with people who are paid by the pharmaceutical companies, food companies and other large corporations.

### **Watch out for rigged government panels**

Be careful of health guidelines issued by government agencies as well, because, as we saw in 2004 when the new cholesterol guidelines were issued by the U.S. government, the majority of the panel members who made those decisions were being paid by pharmaceutical companies. There are so many people on the take, in industry and the government, that it is impossible to get any real signal through all the noise. All you're getting is distorted information that has a purpose, and that purpose is to get you to buy products and generate profits for CEOs and shareholders. Why do you think the USDA says it's okay to eat all the sugar you want? Because it makes money for sugar companies.

Anytime you get a piece of information, and this is perhaps one of the most powerful tips of skepticism you'll ever hear, ask yourself, "Who benefits from this financially? Who makes money if I believe this or follow this?" If you do, you're following the money trail, and when you follow the money trail, you will quickly realize that most of the messages you are told have a commercial intent. Even if the information claims to be keeping you healthy, it often has a commercial intent.

### **Redefining disease to sell more drugs**

For example, let's look at the new government guidelines about lowering LDL cholesterol below 100; what's the intent? Is it to make people healthier? No, of course not. The intent is to sell more statin drugs, because that's the number one thing physicians will turn to when lowering cholesterol. They won't say, "You should stop eating hydrogenated oils, and you should really improve your diet and engage in cardiovascular exercise. Maybe you should take some garlic, and some other cholesterol-lowering herbs." They'll say, "Here's a statin drug. Take it; see you later; get out of my office."

I can't say every single message I send out has no financial intent either. The vast majority of the articles I publish have only the intent to inform, but sometimes I do publish a press release about an e-book, and certainly that has a financial interest. I'm saying, here's some information, I hope you buy my book and educate yourself at the same time. At least when I publish information, it's obvious when I am asking you to consider parting with some money, and when I do that, I hope to offer you a tremendous value for your dollars. I want that to be the best money you ever spent. I want it to be life-changing information, just like you're getting in this book. I want it to be worth every penny, so that by the time you finish the book, you think to yourself, "Gee, this was better than a \$500 weekend seminar. I learned more here than I've learned in the last 10 years listening to doctors and the FDA."

That's the kind of promise I make to you when I have a commercial message, but the vast majority of the information I publish has no commercial intent at all. It's available free of charge. It's published on NewsTarget.com. When I'm reviewing products (and I review a lot of products and books), I have absolutely

## Health Seduction

no financial interest whatsoever in those products. I've repeated this over and over, but sometimes people find it hard to believe, so I have to keep repeating it.

When I review a product, like Berry Green, or I look at some of the Amazon herb products, or I review certain herbs or nutritional supplements, I make absolutely nothing when you go out and buy those products. I recommend them because I believe in them and I know that they work, I know they can make people healthier. I don't get a kickback, I don't have affiliate relationships, I don't get paid advertising fees and I don't get paid sponsorship fees. It's just information I think you can benefit from.

You don't find that too often these days. It seems like every message you hear has a hidden motive. It seems like every bit of news has some financial agenda behind it. Even National Public Radio, which claims to have no advertising, will spend two minutes reading off a list of companies who sponsored the show. How is that not advertising? Bottom line is, there's far too much commercialism out there, and you would be well-served if you learned to start asking the question, "Who benefits from this information?" If you truly follow the money, you're going to be shocked to find where it leads you.

## Be a difficult patient

The next strategy is to become a difficult patient; that is, a patient that doctors consider to be difficult. Why do I want you to be a difficult patient? Because difficult patients have much greater survival odds. This has been proven in several studies over the last 20 years. Difficult patients do things like question the doses of drugs given to them. They ask doctors to explain why they need certain drugs. They ask health professionals to tell them what they're doing. They're asking for communication, and they double-check everything.

By becoming a difficult patient, you're going to train the healthcare workers around you to be more accurate. Medical mistakes kill tens of thousands of people every year in the United States alone. People are given the wrong drugs or the wrong doses, and people have the wrong limbs removed during surgical procedures. This happens, even with the best of intentions. However, difficult patients survive better and heal more quickly, because they are insistent on speaking up for their right to know what's happening to them.

A difficult patient might say, "Move me to a room where there's some sunlight. I want a window." By doing so, they will heal more quickly. A difficult patient may say, "Why are you serving me this junk food following my surgery? I don't need ice cream, I need some real nutrition." By doing so, they might get better food and heal more quickly. Difficult patients improve their own odds of survival.

Of course, hospital staff hate difficult patients, because they get paid the same salary whether or not you enjoy your stay. If you're difficult, it just makes their job take more time, and they may not really be into that. If they've got 50 patients to take care of, you're just one out of 50. Yet, by being difficult, you will get better treatment, because the squeaky wheel gets fixed when it comes to hospital environments. So, stand up for



your right to know what's happening to you. Demand good communication, good treatment and don't give any business to any doctor or hospital that doesn't treat you like royalty.

I'm not saying be a pain in the ass. Certainly be polite to people, but insist in knowing what's happening. Double-check everything around you, and question the doctor making rounds. That doctor is probably prone to errors anyway, because he's stressed out after a 12-hour day of seeing one sick patient after another.

Remember, when you're at the hospital, you're paying big bucks, and you should expect to be treated like royalty when you're there. You should expect honest communication and accurate delivery of any drugs or anesthetic you might need, and you should expect a full accounting of everything that's being done to you while you're in the hospital. Anything less is simply unacceptable. After all, politicians in this country advertise that we have the best healthcare system in the world, but in reality, when you go into a hospital, oftentimes you're treated like cattle with a barcode tagged to your ear; someone who comes in, undergoes a surgical procedure and is shuffled out.

### **Enhance your cognitive function**

The next tactic is to enhance your brain function with nutritional supplements. This is really crucial, because if you don't have the cognitive function of a healthy human being, you're going to find it difficult to be a skeptical consumer. How can you engage in critical thinking if your mind doesn't work well? If you are eating processed foods and following the standard American diet, your brain function is definitely impaired. You might have some memory problems, brain fog and mood swings; things that are going to affect your brain.

What you need is good brain nutrition. Go to a health food store, or online, and get some nutritional supplements that help brain function, such as alpha lipoic acid, ginkgo, choline, DMAE, TMG and, of course, all the healthy oils such as DHA (docosahexaenoic acid). Get these into your body, and your brain function will dramatically improve.

### **Do the opposite of the herd**

Another tactic is to watch what the general public does, and then don't do that. We live in a country where the majority of the population pretty much goes along with whatever they're told to do. The media is very effective at imparting beliefs and actions onto the general public. People are quite easily seduced, and when there are new advertisements about some new miracle painkiller drugs, such as Cox-2 inhibitors, most people will go out and start taking them. In fact, most doctors are quite easily influenced by those messages as well, so they will start prescribing the drugs.

Years later, we find out that the Cox-2 inhibitor drugs are actually killing people and have fatal side effects. Then everybody says, "Oops, maybe we shouldn't have been taking those all along." The important thing to note here is that people were effectively seduced and manipulated into either taking the drugs or prescribing them. It's just one example of the many ways in which Americans are easily influenced and seduced by messages from the mainstream media, figures of authority, announcements from the FDA, and drug company propaganda.

The general public is not a good group to follow if you want to be healthy. Just look at the health of the general public. We have the single most diseased population that has ever been observed in the history

## Health Seduction

of the known world. We have higher rates of diabetes, obesity, mood disorders, arthritis, osteoporosis, digestive disorders, bowel syndromes, heart disease and cancer than any population in the history of the world. Is that a group you really want to follow? Are these the people that you want to go along with in terms of taking care of your health? Well, of course not, because if you do what they do, you will end up with the same results they are experiencing now.

If you follow the herd, you will get the same diseases the herd is suffering from. The best strategy is to observe what the herd is doing and do something different; do something intelligent, informed or something alternative. If the herd is going out and eating at McDonald's every day, what you want to do is avoid McDonald's and instead eat some whole grains, some superfoods or some fruits and vegetables. If the herd is going out and taking antidepressant drugs and anti-inflammatory drugs, you probably want to do something different.

Maybe you could use some natural methods for reducing inflammation and joint pain, such as eating cherries, which is more effective than any prescription drug. You could eat blueberries. You could take astaxanthin, which is another powerful anti-inflammatory nutrient from the natural world. If you eat a lot of high-antioxidant fruits, you will have a great reduction in joint pain. If you take glucosamine and chondroitin sulfate, engage in physical exercise, get plenty of water and stop drinking coffee and soft drinks and other things that can create uric acid in your system, your joint pain will tend to vanish quite rapidly.

## The sheeple are engaged in slow suicide

On the other hand, the herd is not doing that. The herd is lining up at the doctor's office saying, "Give me some drugs." If you think about what the masses, sometimes called the "sheeple," are doing, it's sitting down and watching an average of four hours of television a day, taking whatever prescription drug is currently being advertised, eating whatever processed food has coupons available for it at the grocery store, following the advice of whatever doctor they happen to have, no matter how ridiculous that doctor's advice may be, listening to announcements by the FDA and actually believing them and failing to get enough nutrients by not taking nutritional supplements. Those are the people who are diseased, who have impaired cognitive function and who have reduced life spans. They do not have happy, stress-free lives. They are the people that make up the masses of the American public.

I already know you're not one of those people, because if you've purchased this book and read this far, you do not belong in that group. You probably haven't been in that group for a long time. You're probably the kind of person who watches your health. Even though you may watch a little bit of TV, you are selective about what kinds of programs you watch. You're a person who has more education than the average person, who has higher income than the average person and you take care of yourself. You're a critical thinker with high intelligence, high creativity, good, healthy skepticism and you're probably in pretty good shape in terms of nutrition right now.

You deserve tremendous credit for that, because you have risen above the noise and demanded a higher standard from yourself. I hope it is people like you that can be the most influential in our society. It is people like you who should be the decision makers in our local communities, government offices and in our global

community. It is people like you who make good, healthy, long-term decisions about not only your own situation, but also that of your family and your community.

Unfortunately, it is not people like you who dominate the political offices in our country, or who dominate the health authority organizations in our country. So, you and me, because we belong to the same group, are always, in a sense, trying to overcome the limitations of the people who have been given power, and hopefully educate the public so they can put better-informed people into positions of power and influence.

Every democracy is doomed to failure if 50 percent or more of the population becomes too stupid to vote intelligently, and I think we may be past that point here in the United States. Democracy cannot survive if the people in power cannot think clearly and the people who put them in power, the voters, operate just on emotion, reaction and brainwashing. So, it is people like you who really represent the positive future of our society, and I hope that you benefit from this information, and put it to good use to create a better and more positive world for us all.

So, thank you for allowing me the opportunity to share these thoughts with you in this book. My intention is that this information helps you be a better informed, more skeptical consumer, and not become a victim of the seduction strategies of marketing companies, drug companies, cosmetics companies and so on. It is up to each and every one of us to be individual, empowered thinkers. In fact, the very success of our society and our system of democracy depends on that fact.

It is the marketing companies that attempt to take away that individuality. They would like to erase critical thought, and instead rely on a system of propaganda, influence and seduction that embeds thoughts and ideas into people's heads, bypassing their critical thinking skills. That is largely what has happened today. You could even argue these companies are undermining the very foundation of our society and I think you would be correct.

At the same time, it is up to people like you to engage your critical thinking, your creativity, your intelligence and ability to learn, and put that to good use. So, thank you for reading *Health Seduction*, and I hope that I may have the privilege of communicating with you again through other books and articles.



## About the Author



The Health Ranger (Mike Adams) is a holistic nutritionist with over 5,000 hours of study on nutrition, wellness, food toxicology and the true causes of disease and health. He is well versed on nutritional and lifestyle therapies for weight loss and disease prevention / reversal. Adams uses no prescription drugs whatsoever and relies exclusively on natural health, whole foods, superfoods, nutritional supplements and exercise to achieve optimum health. To prove the value of nutrition and physical exercise in enhancing health, Adams publishes detailed statistics on his own blood chemistry (with full lab results) at <http://www.newstarget.com/AdamsHealthStats.html>

For additional books authored by Mike Adams, visit [www.TruthPublishing.com](http://www.TruthPublishing.com). To read timely articles and commentary on today's health topics, visit [www.NewsTarget.com](http://www.NewsTarget.com). For free access to Adams' book on superfoods, visit [www.ChlorellaFactor.com](http://www.ChlorellaFactor.com).





Copyright © 2005 by Truth Publishing International, Ltd.  
All rights reserved, including the right of reproduction in whole or in part in any form.