

# Image Awareness Wellness Center

## Information Sources

DECEMBER 15, 2005

VOLUME 1 ISSUE 5

1271 High Street, Auburn, CA 95603 ♦ Phone: (530) 823-7092

Web: [www.imageawareness.com](http://www.imageawareness.com) ♦ Email: [mail@imageawareness.com](mailto:mail@imageawareness.com) ♦ Orderline: (800) 359-6091

### Lung Health: Vitamin D

In previous newsletters and speaking engagements I have emphasized the importance of vitamin D in prevention of osteoporosis, cancer, diabetes, and autoimmune diseases. A recent study has pinpointed yet another benefit of this important nutrient--healthier lungs. Peter Black, a researcher at the University of Auckland in New Zealand published this important finding in the December 2005 issue of *Chest*.

This researcher found that the higher the vitamin D level in the blood the better research subjects were able to perform two important tests of lung function. Those with the highest vitamin D levels were able to force more air out of the lungs in one second and force more total air out of their lungs than those with lower vitamin D levels in the blood.

The 4% difference observed in lung function was a large difference when compared to other factors that affect lung function. The

improvement was most dramatic in those over 60 years of age and in current and former smokers.

It is well-known that both lung function and vitamin D blood levels decline with age. This offers the possibility that vitamin D supplementation might reduce the lung decline associated with aging. It would be of interest to know what the difference in lung function would be if individuals had optimal vitamin D levels. The most effective means of raising blood levels of natural vitamin D is with exposure to sunlight or supplementation with Cod Liver Oil.

#### Reference:

Doheny, Kathleen, "Vitamin D Boosts Lung Health," *Healthday*, Dec. 15, 2005.

### Medical Journal Articles

I have told a number of individuals over the years that supposedly scientific "independent" research found in medical journals often has a hidden agenda. This is illustrated by a recent situation in which the use of *synthetic* vitamin D was touted by Dr. Alex Brown in the *American Journal of Kidney Diseases*. The same article was featured as a work sample by free-lance medical writer Michael Anello on his web site.

The *Wall Street Journal* writes, "It's an example of an open secret in medicine. Many of the articles that

appear in scientific journals under the bylines of prominent academics are actually written by ghostwriters in the pay of drug companies. These seemingly objective articles, which doctors around the world use to guide their care of patients, are often part of a marketing campaign by companies to promote a product or play up the condition it treats."

Promotional literature in the garb of objective scientific literature has been a staple of powerful pharmaceutical and food conglomerates for many years. The damage which has been done is incalculable. A recent example is the omission of crucial information in the *New England Journal of Medicine* on the risk of heart attacks associated with use of Vioxx.

Articles have been shown to cherry pick favorable information and omit or bury unfavorable data in the text of an article. Favorable data is usually found in the title or summary of an article.



Communications firms often associated with drug companies function as intermediaries in the process of producing many of these articles. It is not uncommon to spend \$30,000 or more to put one of these articles together. One favorable article in a prestigious medical journal can result in millions of dollars in sales for a product. Pfizer hired the publications firm WPP to promote Zoloft. The ad giant proposed 81 different articles for journals to promote the drug.

#### Reference:

Mathews, Anna W., "Articles Appear Under Name of Academic Researchers, But They Often Get Help," *The Wall Street Journal Online*, Dec 13, 2005.

## Money and Information

Both the *Journal of the American Medical Association* and the *New England Journal of Medicine* are filled with ads for pharmaceutical products. Each of these journals receives about 20 million dollars a year from these ads--a substantial source of funding.

Not only are journals often influenced by finances, but so are authors of many of these articles. One study of 800 papers found that one third of the primary authors stood to benefit financially from the research discussed in their papers--"some held patents, others served as consultants to the companies involved, and many had financial interests in the companies."

The situation is just as bad or worse with many nutritional journals. Mainline nutrition journals such as the *Journal of Nutrition Education*, the *Journal of Nutrition*, and the *American Journal of Clinical Nutrition* have sponsors such as Slim-Fast Foods, the Sugar Association, Gerber, Nestle/Carnation, Proctor & Gamble and Coca-Cola.

#### Reference:

Schmid, Ron, *The Untold Story of Milk*, Washington D.C.: New Trends Publishing, 2003, 150-151.

## GNLD Research

I have observed a difference between research on GNLD products and that promoted by many other supplement companies. GNLD had no influence on the research conducted or published on Carotenoid Complex by the USDA. The research on Flavonoid Complex and Cruciferous Plus by the Southern Research Institute was independent of GNLD.

Compare this to research reported by some other nutritional companies where there is often an obvious or hidden conflict of interest involved with the research when the time is taken to investigate the identity of the researchers. GNLD's freedom from this type of conflict of interest in one of the reasons Stanford University had been proud to partner with GNLD in a program to educate physicians on the importance of nutrition.

## Gross Domestic Product (GDP)

The Gross Domestic Product is a tally of products and services bought and sold which was established during World War II. This measure of economic success is deceptive. It treats crime, divorce, natural disasters and medical expenses as economic gain.

Crime adds billions of dollars to the GDP due to increased requirements for security devices and services, property damage which must be replaced, and medical costs. Divorce increases GDP through lawyer's fees and the dissolution of one household and formation of two. Faulty nutrition increases GDP not only by the profits accumulated by manufacturers of junk foods, but also by the increases in medical expenses resulting from improper nutrition. Expenditures on dentists and optometrists is registered as an increase in GDP.

The problem with taking pride in increased GDP is that this measure of economic success masks breakdown of society and physical and mental deterioration of the members of society and records it all as a wonderful eco-

omic gain rather than a tragic loss.

#### Reference:

"If the Economy Is Up, Why Is America Down?"; in the October 1995 *Atlantic Monthly*.



Sorting through stacks of medical literature to evaluate the true effectiveness of pharmaceutical drugs can be a daunting task, even for the most well-educated doctor.



## Removal or Addition to This Newsletter

If you wish to be removed from this health-letter simply send us an email requesting to be removed. If you wish to add an email address send us the address with a request to be added.

## Web Resources

[www.yourbodyssignlanguage.com](http://www.yourbodyssignlanguage.com)  
[www.imageawareness.com](http://www.imageawareness.com)

## Disclaimer

This publication contains the opinions and ideas of its author. It is intended to provide helpful and informative material on the subjects addressed in the publication. It is provided with the understanding that the author and publisher are not engaged in rendering medical, health, or any other kind of personal professional services in this newsletter. The reader should consult his or her medical, health or other competent professional before adopting any of the suggestions in this newsletter or drawing inferences from it.

The author and publisher specifically disclaim all responsibility for any liability, loss, or risk, personal or otherwise, which is incurred as a consequence, directly or indirectly, of use and application of any of the contents of this newsletter.