

ESSENTIAL BIMONTHLY HEALTH NEWS FOR GERSON THERAPY PATIENTS AND HEALTH CONSCIOUS INDIVIDUALS — FROM THE GERSON INSTITUTE

**End of Year Approaching
 Please Consider
 a Gift to the
 Institute**

by Howard Straus, Editor

As the end of the year draws closer, we should like to make our annual appeal for you to take the last chance this year to make a generous tax-deductible gift to the Gerson Institute, and reduce your taxes. We realize that of late, there have been many calls on people's charitable resources, but we also feel that support for the Gerson Institute is one of the best values there is, delivering more "bang for the buck" than virtually any other cause.

The Gerson Institute, operating on a limited budget for the past three decades, has nonetheless provided tens of thousands of people around the world with a proven method for healing diseases that have defeated the entire medical/pharmaceutical establishment for a century or more. We train healing practitioners and Gerson Therapy companions alike, maintaining an educational program that continues to sell out every time it is offered.

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**20 years plus of good health, and counting
 Two Healed "Incurable" Patients**

by Charlotte Gerson

Acrobati is always our greatest pleasure to hear from patients who were at the Mexican Gerson Hospital many years ago in 'desperate' condition, who are now alive and well and living a normal, active and productive life.

Two such patients came to our attention this past week. One had been at the Mexican hospital not long after it opened, in 1977. I was not sure that I had the right person, but answered her letter which came to me along with an interesting gift. Here is her response:

Dear Charlotte,

"How nice to hear from you. Yes, you do have the right person! I was at La Gloria in 1977, to recover from near-fatal petroleum poisoning, and everyone was mystified as to why I was there. The reason was that all the doctors here had told me 'you will probably die, but there [is] nothing more that can be done for you.' I was furious! As a practicing nutritionist I knew that you all were doing the best detoxification work in the world, yet that the Gerson program was probably the only one that could save my life. I had tried to do it at home, but it soon became obvious I had

missed a lot, so I decided to go to the clinic. To this day I credit you with restoring me to a fully-functioning life. Once again, thank you for all your help."

It is important to note that although this lady had been given a hopeless prognosis, she was not a cancer patient.

The other recovered patient about whom we received a first party report was a cancer patient. Elizabeth Curry's story is actually written up in one of our "Healing..." booklets, *Healing Ovarian and Female Organ Cancer—The Gerson Way*, on page 21. Elizabeth was supposed to have a hysterectomy in 1983 for cervical cancer, along with removal of her lymph nodes. Elizabeth refused the surgery, causing her doctor to predict that she would be dead in two years.

The story in the booklet ends at the last contact we had with Elizabeth in 2002. However, the latest report comes from the lady who was her companion during her stay in the Gerson Therapy hospital. This lady was delighted to tell us that Elizabeth bore two healthy children, continued her health education, and today is active, busy and well, 22 years later.

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About Aspartame

The article below came from the Internet – and for understandable reasons, the author is not disclosing his identity. It is reproduced here almost verbatim; however we do not take any credit for producing it. In the Gerson Healing Newsletter we have previously published reports on the dangers and toxicity of Aspartame. However this article is well written, documented, and former as well as new members need this information.

In October of 2001, my sister started getting very sick. She had stomach spasms and she was having a hard time getting around. Walking was a major chore. It took everything she had just to get out of bed, she was in so much pain.

By March 2002, she had undergone several tissue and muscle biopsies and was on 24 various prescription medications. The doctors could not determine what was wrong with her. She was in so much pain, and so sick... she just knew she was dying.

She put her house, bank accounts, life insurance, etc., in her oldest daughter's name, and made sure that her younger children were to be taken care of. She also wanted her last hooray, so she planned a trip to FL (basically in a wheelchair) for March 22nd.

On March 19th I called her to ask how her most recent tests went, and she said

they didn't find anything on the test, but they believe she had MS.

I recalled an article a friend of mine e-mailed to me and I asked my sister if she drank diet soda? She told me that she did. As a matter of fact, she was getting ready to crack one open that moment ... I told her not to open it, and to stop drinking the diet soda!!! I e-mailed her the article my friend, a lawyer, had sent.

My sister called me within 32 hours after our phone conversation and told me she had stopped drinking the diet soda AND she could walk!!!! The muscle spasms went away. She said she didn't feel 100% but she sure felt a lot better. She told me she was going to her doctor with this article and would call me when she got home. She called me, and said her doctor was amazed! He is going to call all of his MS patients to find out if they consumed artificial sweeteners of any kind...

In a nutshell, she was being poisoned by the Aspartame in the diet soda... and literally dying a slow and miserable death.

When she got to FL March 22nd, all she had to take was one pill, and that was a pill for the Aspartame poisoning! She is well on her way to a complete recovery ... and she is walking!!! No wheelchair!!!

This article saved her life! If it says "SUGAR FREE" on the label, DO NOT EVEN THINK ABOUT IT!!! "ASPARTAME" is marketed as 'NutraSweet,' 'Equal,' and 'Spoonful.'

In the keynote address by the EPA, it was announced that in the United States in 2001 there is an epidemic of multiple sclerosis and systemic lupus. It was difficult to

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A Gift to the Institute ...

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Recently, we have seen *The Gerson Miracle*, our prizewinning documentary, shown on the Free Speech Television Network to phenomenal response, demonstrating a huge appetite on the part of a large and growing segment of our population for an alternative to ruinously expensive and ineffective allopathic methods for treating chronic diseases. As more people are exposed to the message, conventional medicine will have an increasingly difficult time hiding its failures. The coming year will be a crucial one in the growth of the Gerson Therapy.

Please help us to maintain our highly effective campaign to bring healing to the millions who need it, rather than to the tens of thousands whom we have been able to help over the years. If you have ever considered a donation, now is the time it will do the most good. If you have given in the past, we thank you, and encourage you to dig just a little deeper this year. We are making powerful inroads into the consciousness of the public, and we need to maintain the momentum.

Thank you for your support, for your generosity, and for your encouragement. Our dedicated staff works hard every day to deserve your help. Please do what you can. We're counting on it!

- Editor

Publication Schedule

The Gerson Healing Newsletter is published bi-monthly by the Gerson Institute. It is our membership organ, and is intended to keep our members informed of health issues surrounding the Gerson Therapy, including political developments, case histories, clinical notes and recent literature having a bearing on nutrition and health.

Members receive the Gerson Healing Newsletter six times a year. You can become a member of the Gerson Institute simply by making a tax-deductible contribution of \$30.00 or more (foreign memberships \$35.00) to The Gerson Institute.

GERSON[™] HEALING NEWSLETTER

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FREE SPEECH TV STIRS INTEREST; NEW STAFF ON BOARD

I find myself thinking about this time of year as being the harvest season. The showing of *The Gerson Miracle* on Free Speech TV on September 25th created a tremendous increase in our phone calls, emails, book orders, brochure requests, clinic referrals and web-site traffic. Our terrific team of employees at the Gerson Institute met this challenge because they have toiled faithfully day by day preparing a solid foundation. On Monday, September 26th we responded to over 500 people. Our website logged 65,000 hits in one day – a 6.5-fold increase over our daily average. We are grateful to Steve Kroschel, producer of *The Gerson Miracle*, Howard Straus, who works tirelessly to promote this Therapy through many avenues, and Frank Mell, of Greensphere, Inc. who played a major role in promoting this airing with Free Speech TV. We anticipate

future showings and will make that information available via our website.

Diane Ake, our Resource Development Specialist, is working on the details of various planned estate giving options and will have an update on that in our January Newsletter. Also, if you are interested in a tax deductible donation before the end of 2005 we are now set up nationwide to accept donations of vehicles including boats, motorcycles, etc. Just visit our website at www.gerson.org and click on the auto icon at the top of the page for the details. This is made possible through our affiliation with Independent Charities of America.

We are long overdue in officially introducing full-time staff members Erinn Snively, Nick Snively and Dave Herbert. Erinn, our Health Educator and Client Services Coordinator, found her way to us

when she enrolled in our April Caregiver Class. She has recently finished her degree in Business Administration with a certificate in Health Education. Nick has joined us as our first full time Educational Materials Specialist and handles a wide range of shipping, receiving, inventory, and general staff support duties. Nick and Erinn relocated to San Diego from the Riverside area. Dave Herbert, our first full-time chef, is a recent graduate of the Culinary Arts Program of the San Diego Art Institute. He is a talented Chef and recently made his debut teaching a portion of our first Companion Class and our most recent Caregiver Course.

Have a Blessed, Healthy and Happy Holiday Season,

— Anita

From the Mailbag: Care of the Enema Equipment

by Charlotte Gerson

We are pleased to have an appropriate question submitted by one of our readers and should like to encourage others who may be puzzled or unsure about some aspect of the Gerson Therapy to write in and enquire.

Several products for administering an enema are available. The first and original one is the "combination syringe." This is a rubber hot water bottle with the appropriate tubing and rectal or vaginal tip supplied. The device is usable, but difficult to clean, especially after a castor oil enema. Some rubber bags have a much wider opening, so it is easier to reach inside and clean them.

Another enema administration device is a plastic bucket with a tube extending from the side at the bottom. It is very nice, easy to clean, and has a visible scale of ounces/cubic centimeters, of a quart or a

liter, easily legible from outside. With these markings, it is easy to tell how much of the enema remains in the bucket. The plastic bucket is also easy to clean, but it does have one drawback: if it is dropped, or has some cleaning accident, it can break, simply split and become useless. In that case, a new bucket has to be acquired.

A third possibility is the stainless steel bucket, now available relatively inexpensively at about \$30. It has the needed attachments, but, of course, one cannot see how much coffee remains in the bucket to be administered. It is permanent, easy to clean, also with hot water. Still, the tubing occasionally has to be replaced. I have owned my stainless steel bucket for more than 25 years.

Obviously, whatever you use must be kept clean. However, please remember that the anus, rectum and colon are not sterile areas. Therefore it is NOT necessary to sterilize the equipment. It is best to simply rinse the bucket with hot, soapy water after each use, then completely rinse it again to remove the soap. Two or three times a week, it is wise to put a cup of 3% hydrogen peroxide (from the supermarket or

drug store) into the bucket and tube and let it sit overnight, to kill any germs or impurities. Then rinse it out before the first use in the morning.

Cleaning the equipment after a castor oil enema is going to be somewhat more difficult. Here, too, hot soapy water is needed, but it will not necessarily remove all the oil. Use some toilet paper or paper towels to remove any remaining oil, then rinse again with hot water.

CAUTION: If you allow the plastic tube to remain attached to the bucket while running hot water through it, the tubing will eventually become loose and will no longer hold tight to the bucket. An accidental disconnection can result in an unwanted coffee (or worse, castor oil) shower and resulting general cleanup. Therefore, before running hot water through a plastic bucket, *remove the plastic tube* so it shrinks back to its original size and stays tight when connected to the bucket.

It is our experience that patients soon appreciate the relief and well-being following a coffee enema and do not want to give up the routine.

Secret Study into GM Foods — Revealed

by Geoffrey Lean, Environment
Editor of the *Independent*

The *Independent*, a respected British Sunday paper of May 22, 2005 revealed a secret study done by the food giant Monsanto on genetically modified corn.

The confidential 1,139-page report reveals details of the study: rats fed on a diet rich in GM corn developed abnormalities to internal organs and changes to their blood. These problems were absent from another batch of rodents fed non-GM food as part of the research project.

The results of this study cause serious doubts about the safety of GM foods for human consumption. Doctors said the changes in the blood of the rodents could indicate that the rats' immune system had been damaged or that a disorder such as a tumor had grown and the system was mobilizing to fight it.

Dr. Vyvan Howard, a senior lecturer on human anatomy and cell biology at Liverpool University called for the publication of the full study, saying the summary gave serious cause for concern.

A Dr. Arpad Pusztai had published a similar study seven years ago which suggested that rats that ate GM potatoes suffered damage to their health. That research was roundly denounced by ministers and the British scientific establishment. It was halted and Dr. Pusztai was forced into retirement amid a huge row over the claim. Dr. Pusztai reported a "huge list of significant differences" between rats fed GM and conventional corn, saying the results strongly indicate that eating significant amount of GM food can damage health.



Potassium ... organic ... liver enzymes ... must ... rest ... eyes ... for just ... a moment. ♡ Luna, Jessie Simone's kitty

A Non-Toxic Approach to Beating the Pain

Arthritis and the Gerson Therapy

by Don Stillings, DC

About 50 million people suffer from arthritis in the United States. About half of these suffer symptoms to the degree that they seek medical attention.

The name "arthritis" means inflammation of a joint. The inflammation process is usually caused by wear and tear, infection, injury, or an auto immune process. The inflammation is accompanied by redness, swelling, pain, and eventually physical changes to the affected joint. Range of motion is initially limited by the pain, and eventually by the physical changes to the joint.

Osteoarthritis is what is known as the wear and tear arthritis and is the most common form of this crippling disease. It is the result of the systematic loss of bone material in the joints.

Rheumatoid arthritis is a type of arthritis that initially destroys the connective tissues around the joints before affecting the bone. It is frequently caused by an autoimmune response and involves the smaller joints such as the knuckles of the hands and feet, but can also be seen in the arms and legs. Since connective tissue can be found in the body in general, the lungs, kidneys, and even the eyes can be stricken.

Gout is caused by elevated levels of uric

acid, which form crystals in the joints. Inflammation occurs when the body reacts to these crystals, resulting in debilitating pain.

The diagnosis of arthritis means a lifetime of one medication after another until multiple medications are needed just to give the patient some relief from their misery. Several of the most popular prescription meds have recently been exposed for increasing the risk of heart disease.

Regardless of the type of arthritis one suffers from, the Gerson Therapy offers phenomenal relief. The components of the program change the physiological dynamics of ALL, yes I said ALL, the different types of arthritis, restoring joint function, thus allowing patients to enjoy a life free from pain!

If you suffer from arthritis, do yourself a favor and go to a licensed Gerson facility or bring a certified Gerson caregiver into your home and learn do the program correctly. Do the program as Dr. Gerson designed it and it will serve you well.

Don Stillings is a certified Gerson Therapy Practitioner, and runs the recently-Gerson Approved Whole Life Center in Big Bear Lake, CA.

**Give a gift of
Health this Holiday
Season: The Gerson
Healing Newsletter
will keep giving
through the year!**

EPA Unions call for Nationwide Moratorium on Fluoridation

by Charlotte Gerson

As our readers know, we have always seriously warned not only patients, but the public, about the extreme dangers of fluoridation. In spite of the "scientific" reports that fluoride is harmless when correctly applied, there is continuous additional information on the increase in cancer incidence, allergies, senior-citizen bone fractures, immune system damage and more. Much money is being made on water fluoridation – not to mention the fluoride treatments by dentists, the fluoride added to toothpastes, pills being given to pregnant mothers, etc. Fluoride is a poisonous by-product of the aluminum industry and it used to be very expensive to try to dispose of it because of its toxicity. So between the former expense of disposition and the present huge income from selling the poison to the public, it is obvious why the industry puts a great deal of effort into its preservation.

A few weeks ago, at the Convention of the Cancer Control Society in Los Angeles, in the course of my lecture to some 8-900 people, I held up a carton of "Colgate" toothpaste, purchased at a supermarket, which has a printed (in tiny print!) warning that is now required to appear on every tube of toothpaste sold that contains fluoride. It reads:

"Keep out of the reach of children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center immediately."

An additional item, under "Directions", warns:

"Children 2-6 years: use only a pea sized amount and supervise child's brushing and rinsing (to minimize swallowing)"

I asked the audience, by a show of hands, who watches their child under six years of age to make sure they spit out

their toothpaste – or, if they have not done so, have contacted the Poison Control Center? *Not one hand went up.* The message from our government seems to be, "Put poison into your child's mouth!" Even if it is spit out, a good deal of it is easily absorbed. Further the dentist treats the child as a 'preventive' measure. There is no evidence that fluoride prevents cavities—but even if it did, is it worth risking cancer?

There is a large number of publications documenting the dangers of fluoridation. We described and distributed a book by Dr. John Yiamouyannis, published more than 20 years ago, and recounting his fight to label fluoridation a 'public nuisance' in a Pittsburgh court. Strangely, the judge agreed, and after extensive hearings, ordered the fluoride removed, yet *it never was!*

A number of European countries, wiser than the 'technological Americans,' have removed fluoride from their water supply. We, on the other hand, continue to spread it!

Finally, some good news:

As we can imagine, pressure for the withdrawal of fluoride will not come from the industry that profits from it, but from the public. On August 30, 2005, the Environmental News Service released a news item headlined, "EPA Scientists & Workers Call for an End to Water Fluoridation Because of Cancer Risk." The article states that eleven EPA employee unions representing over 7,000 health professionals of the Civil Service, have called for a moratorium on drinking water fluoridation across the country, and have asked EPA management to recognize fluoride as posing a serious risk of causing cancer. The unions acted following revelations of an apparent cover-up of evidence from Harvard School of Dental Medicine linking fluoridation with elevated risk of a fatal bone cancer in young boys.

It turns out that there are letters citing evidence supporting classification of fluoride as a likely human carcinogen, with other epidemiology results similar to those in the Harvard study, animal and biological reasons why fluoride can reasonably be expected to cause the bone cancer—osteosarcoma—seen in young boys and test animals.

The unions also pointed out that the Harvard study director, Chester Douglass, failed to report the seven-fold increased risk seen in the work he oversaw—instead wrote to the National Institute of Environmental Health Sciences that funded the Harvard study, saying there was *no link between fluoridation and osteosarcoma!* Douglass sent the same negative report to the National Research Council committee studying changes in EPA's drinking water standards for fluoride. A paid cover-up?

To help and support the Unions, read and sign Citizens Petition at <http://petition.pwalliance.org/index.html> for your, your family's and the public's health.

Our Mission

The Gerson Institute is a non-profit organization dedicated to the healing and prevention of chronic and degenerative diseases based on the vision, philosophy and successful work of Dr. Max Gerson

Our Vision

Giving an effective option for enhanced quality of life in harmony with nature, for ourselves and future generations.

Healthy Holiday Recipes

by Charlotte Gerson

As each holiday season approaches, we "Gerson Persons" are always faced with a dilemma: should we just keep eating the same-old, same-old, and keep on the straight and narrow, or should we indulge ourselves "just this once" and eat some festive and differently delicious, but dangerous "celebration" foods?

Unfortunately, the latter choice comes with distinct dangers to a patient on the Therapy, dangers that can easily undo months of hard and tedious work. Yet, it is not completely impossible to mark the occasion with something unusual and tasty, *and safe*.

This year, we are indebted to several readers who posed the above questions, and asked for something in the line of festive, celebratory, yet *safe* foods. Below, a few of our favorites.

PLEASE NOTE: In several of the below recipes, you will need to dust the bottom of the pan with a mixed flour to keep the food from sticking. Grind some dried Essene bread and rolled oats to a powder in a blender to get this mixture, then dust the pan with it to prevent sticking.

ZUCCHINI PIE

INGREDIENTS

- 1 (one) large zucchini
- 2-3 potatoes
- 1 onion, Bermuda or red preferred
—good-sized.
- 2 cups of cooked soup
- 4 cloves garlic

PREPARATION

Preheat oven to 375°.

Boil potatoes 'til soft. Mash potatoes.

Crush garlic and add to soup.

Put a layer of soup in a glass baking dish dusted with mixed flour (above). Slice zucchini and layer over soup.

Add soup to mashed potatoes to loosen.

Add chopped onions to mashed potatoes.

Spread mashed potatoes over the top of the zucchini.

Take tip of fork and pull across potatoes to make ridges.

Bake 'til zucchini is soft and potatoes have lightly browned on top.

APPLES BAKED WITH SWEET POTATOES

INGREDIENTS

- 2 large apples—Roman beauty or pippin.
- 1 medium to large sweet potato
- 1 orange squeezed, use juice (pieces of orange may be mixed with potato)
- Glass or Stainless Steel Baking Dish

PREPARATION

Dust the bottom of baking dish with mixed flour (above) to prevent sticking. Preheat oven to 375°.

Boil sweet potato in water to cover and cover pot to boil faster.

Peel potato and mash with orange juice. Core apples.

Stuff apples with mashed sweet potatoes.

Bake 'til apples are soft, about 30 to 40 minutes.

SWEET POTATOES IN ORANGE CUPS

INGREDIENTS

- 2 oranges
- 1 sweet potato

PREPARATION

Boil sweet potato. Peel and mash.

Cut oranges in half. Squeeze one half for juice.

From other 1½ oranges remove the orange pieces and cut them up, leaving orange cup whole.

Add some of the juice to mashed sweet potato. Add cut up pieces of orange.

Fill orange cup with mashed sweet potato. Put piece of orange on top for garnish.

FROZEN GERSON BANANA ICE CREAM

INGREDIENTS

- 1/3 of an Essene bread
- 2 bananas
- Juice of one orange
- Popsicle sticks

PREPARATION

Bake the bread in a 400° oven till it is dry and crisp. Put bread into blender and

blend 'til you have crumbs. Peel bananas.

Roll bananas into orange juice to coat thoroughly. Then roll into the crumbs 'til thoroughly coated.

Lay on a piece of Saran wrap. Pour on a little leftover orange juice. Stick Popsicle sticks into end of banana.

Cover entirely with Saran wrap and freeze until firm.

If you do not use immediately, wrap again in aluminum foil.

FRUIT PIE FILLING

INGREDIENTS

- 1 to 1½ cups of leftover drained and pitted stewed fruit.
- 2 firm bananas
- 1 to 2 oranges, peeled and sliced

PREPARATION

Blend drained and pitted fruit in blender.

Remove to stainless steel bowl. Blend orange pieces and bananas together. If too thick add more banana.

Put into stainless steel bowl with blended fruit and mix. Cover with Saran wrap and aluminum foil on top of Saran wrap.

Place in freezer for two hours.

Remove from freezer, fill pie shell that was baked and cooled. Cover with Saran wrap then aluminum foil.

Freeze at least two more hours, remove while frozen and slice.

If yogurt is permitted a little yogurt sweetened with a little honey may be put on top as "whipped cream".

GERSON PIE CRUST

INGREDIENTS

- 2 cups of cooked apple sauce.
- 2 cups of raw oats (breakfast oatmeal)
- ½ cup of raisins or currants.

PREPARATION

Preheat oven to 375°.

Lightly dust a glass pie plate with mixed flour (above) to prevent sticking.

Mix the apple sauce and the oatmeal and let stand about 20 minutes, 'til the oats swell.

Mix in the raisins.

Spread over the bottom and up the sides of the pie plate—about ½ inch thick. Prick the bottom of the pie shell with a fork in two to three places. Bake until brown.

To Sell Their Drugs (Part 2)

by Scott Hensley and Barbara Martinez, *Wall Street Journal* Staff Reporters

This is the conclusion of an article from the Wall Street Journal, the first part of which appeared in the Gerson Healing Newsletter, Vol. 20, No. 5, Sep./Oct. 2005 issue.

Those who question the talks say drug companies are bombarding doctors with one-sided information through the seemingly neutral medium of independent speakers who often have prestigious affiliations. "An awful lot of the doctors in the audience are naive about the fact that these are really sales talks," says Jerry Avorn, a professor of medicine at Harvard Medical School and author of a recent book that criticized drug companies' marketing.

Also, speakers who make thousands of dollars in fees from drug companies aren't required to disclose their side job to patients, although they are expected to disclose their ties in scientific papers.

Training Sessions

Some critics see a problem not only with talks such as the one Dr. Newman gave but also with the sessions at which companies train their doctor-speakers. Steven Bernstein, an internist at the University of Michigan Health System in Ann Arbor, thinks drug makers may bring more doctors to speaker training than they need because the training is itself excellent advertising. Doctors are invited, says Dr. Bernstein, to "try to convince them to utilize these products, and second, to use them as a marketing arm for the firm's products to their colleagues."

The drug industry's voluntary marketing code says companies should train speakers and consultants only if they intend to use them. The code responds to criticism of a practice popular in the 1990s under which companies would give doctors an all-expenses-paid trip in exchange for a brief "consulting" opinion about the company's drug. Scott Lassman, assistant general counsel at PhRMA, the drug trade group, says he believes companies are observing the code.

Some doctors have earned consider-

able sums from their moonlighting as speakers. Subir Roy, a gynecologist who teaches at the University of Southern California, received \$61,250 in fees and an additional \$11,117 for expenses in 2002 from Wyeth, according to a list compiled by Wyeth and submitted by Dr. Roy to the U.S. District Court in Phoenix. During that year he spoke 53 times about Prempro and Premarin, Wyeth's drugs to ease the symptoms of menopause. The drugs were in the news that year because a big federal study suggested Prempro could increase the risk of heart attack and stroke in women.

The data about Dr. Roy emerged after a former Wyeth sales representative filed suit against the company, saying it failed to stop Dr. Roy from making unwelcome sexual

[One internist] could have made \$200,000 or more from Merck in one year. "I had trouble saying no when reps asked me to speak."

advances on her. Dr. Roy denies doing anything improper. The former sales rep, Anissa Groves, alleges that Wyeth fired her because it didn't want to jeopardize its ties with Dr. Roy. A Wyeth spokesman, Chris Garland, said the company treated Ms. Groves appropriately throughout her employment and that her departure, nearly two years after her allegations about Dr. Roy, was unrelated to her complaint.

In a December 2004 deposition, Dr. Roy said he no longer spoke for Wyeth but gave talks for several other drug makers in 2004 including Pfizer Inc., Merck, Johnson & Johnson and Novartis AG. He said then that he maintains no private practice and relies on speaking to supplement his salary from USC.

In an interview, Dr. Roy says, "My interest is in dissemination of accurate informa-

tion." Wyeth's Mr. Garland says talks by speakers such as Dr. Roy are intended to "educate health-care providers with information about Wyeth products" and the diseases they treat.

David Pitts, an internist in Grants, N.M., says he speaks about once a month on behalf of pharmaceutical companies, less than he used to. "You have to figure all your time traveling and going through airports. Once you average that in, it can end up being not nearly as lucrative as you might think," Dr. Pitts says.

Dr. Pitts was paid by Merck to speak at 134 events in 1999 related to Zocor, Merck's anticholesterol drug, according to an internal Merck document titled "Speaker Utilization as of 12/29/99." Other Merck documents say the maximum payments for the types of talks Dr. Pitts gave ranged from \$1,500 to \$2,000, suggesting he could have made \$200,000 or more from Merck in that year. Dr. Pitts declined to estimate his income from Merck but says, "I was a popular speaker and I had trouble saying no when reps asked."

In a Merck slide presentation dated December 2001, two Merck employees observed that doctors who attended lectures or more intimate roundtable-type discussions were much more likely to increase their prescribing of certain medications than those who spent time with a Merck sales representative.

According to the document, doctors who attended a lecture by another doctor wrote an additional \$623.55 worth of prescriptions for the painkiller Vioxx over a 12-month period compared with doctors who didn't attend. Doctors who participated in the more intimate discussions wrote an additional \$717.53 worth of prescriptions for Vioxx, which Merck pulled from the market last year over concerns about cardiovascular side effects. That compared to an increase of only \$165.87 in Vioxx prescriptions by doctors who attended a meeting with a salesperson.

Return on Investment

After factoring in the extra cost of hiring a doctor to speak, Merck calculated that the

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To Sell Their Drugs (part 2) ...

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"return on investment" of the doctor-led discussion group was 3.66 times the investment, versus 1.96 times for a meeting with a sales representative. The document concluded that peer discussion groups led by doctors "provide the best return on investment for A-rated physicians," an internal term for doctors who write a lot of prescriptions. "A-rated physicians are not responsive" to meetings led by sales representatives, it said.

Merck declined to discuss the document's conclusions but in a written statement the company says its policy has always been to supply "accurate and balanced" information to doctors. "One way Merck provides such information is through physician speakers..." the statement says.

While the total number of company-sponsored doctor talks is rising, both Merck and Wyeth say they have taken steps to rely less extensively on individual speakers. Doctors speaking on Merck's behalf now do so an average of five to 10 times a year, the company says. At Wyeth, speakers can't appear more than 25 times or earn more than \$25,000 giving talks each year.

Companies say they're putting in caps to avoid the appearance that they're trying to influence any individual doctor's choice of drugs with outsized speaking fees. Several cases brought by the U.S. government against drug companies in the past have involved allegations that companies paid doctors in exchange for prescribing drugs.

Meanwhile, companies are stepping up training of new speakers. Pfizer trained hundreds of speakers last year to help the company launch Caduet, a single pill containing blood-pressure reducer Norvasc and cholesterol-lowering Lipitor.

One of those trained was Dr. Bernstein of the University of Michigan Health System. He is active in efforts to counter the pitches of drug-company salespeople by telling doctors and pharmacists at his organization about generic drugs and other alternatives. He says he accepted an invitation to be trained to talk about Caduet in

order to learn more about his opponents' strategy. About 185 doctors attended the session at the Omni Mandalay Hotel in Dallas in April 2004.

For attending a welcome dinner and reception on Friday night, and 5½ hours of training plus lunch the next day, Dr. Bernstein earned a \$750 fee. Under the terms of the invitation, he agreed to give at least one talk afterward, for which he would have been paid another \$750. Pfizer provided him with a deck of PowerPoint slides for presentations. A Pfizer sales rep was supposed to make arrangements for the talk.

But Dr. Bernstein said he was never approached to fulfill that part of the bargain, fueling his suspicion that companies may be training more speakers than they need. Pfizer confirms that it is training more speakers than it used to, but a spokeswoman, Mariann Caprino, says: "The majority of the speakers that we have trained are used and used often." She adds: "We would never knowingly train them and not use them."

"Miracle" Shows on Free Speech TV

by Howard Straus

On Sunday, Sept. 25, the Free Speech TV Network showed our prizewinning documentary, *The Gerson Miracle*, four times. Considering that the total potential viewership for each showing was over 40 million, we didn't begrudge the fact that half of the scheduled eight showings were preempted by coverage of the massive anti-war protests in Washington, D.C.

When Anita checked the voicemail at the Institute that morning, there had been one message since Friday evening. When she checked later in the afternoon, there were 93! The website got 65,000 hits on Sunday! On Monday, the Gerson Institute staff spoke with 500 people, sold 42 books before 10am, and did a heroic job of responding to every single inquiry. Bravo!

FSTV will be playing from time to time for at least the next nine months, and we'll let you know when. Just keep checking on the Gerson website.

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Aspartame ...

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determine exactly what toxin was causing this to be rampant.

I stood up and said that I was there to lecture on exactly that subject. I will explain why Aspartame is so dangerous: When the temperature of this sweetener exceeds 86 degrees F, the wood alcohol in ASPARTAME converts to formaldehyde and then to formic acid, which in turn causes metabolic acidosis. Formic acid is the poison found in the sting of fire ants. The methanol toxicity mimics, among other conditions, multiple sclerosis and systemic lupus. Many people were being diagnosed in error. Although multiple sclerosis is not a death sentence... methanol toxicity is!

Systemic lupus has become almost as rampant as multiple sclerosis, especially with Diet Coke and Diet Pepsi drinkers. The victim usually does not know that the Aspartame is the culprit. He or she continues its use; irritating the lupus to such a degree that it may become a life-threatening condition. We have seen patients with systemic lupus become asymptomatic, once taken off diet sodas.

In cases of those diagnosed with Multiple Sclerosis, (when in reality, the disease is methanol toxicity), most of the symptoms disappear [as use of Aspartame is discontinued]. We've seen many cases where lost vision returned and lost hearing improved markedly.

This also applies to cases of tinnitus and fibromyalgia.

During a lecture, I said, "If you are using ASPARTAME (NutraSweet, Equal, Spoonful, etc.) and you suffer from fibromyalgia symptoms, spasms, shooting pains, numbness in your legs, cramps, vertigo, dizziness, headaches, tinnitus, joint pain, unexplainable depression, anxiety attacks, slurred speech, blurred vision, or memory loss...you probably have ASPARTAME poisoning!"

People were jumping up during the lecture saying, "I have some of these symptoms." "Is it reversible?" Yes! Yes! Yes! STOP drinking diet sodas and be alert for Aspartame on food labels!

This is a serious problem. Dr. Espart (one of my speakers) remarked that so many people seem to be symptomatic for MS and during his recent visit to a hospice; a nurse stated that six of her friends, who were heavy Diet Coke addicts, had all been diagnosed with MS. This is beyond coincidence!

Diet soda is NOT a diet product! It is a chemically altered, multiple SODIUM (salt) and ASPARTAME containing product that actually makes you crave carbohydrates. It is far more likely to make you GAIN weight! Dr. H. J. Roberts stated in his lectures that once free of the "diet products" and with no significant increase in exercise; his patients lost an average of 19 pounds over a trial period.

Aspartame is especially dangerous for diabetics. We found that some physicians, who believed that they had a patient with retinopathy, in fact, had symptoms caused by Aspartame. The Aspartame drives the blood sugar out of control. Thus diabetics may suffer acute memory loss due to the fact that aspartic acid and phenylalanine are NEUROTOXIC when taken without the other amino acids necessary for a good balance. Treating diabetes is all about BALANCE. Especially with diabetics, the Aspartame passes the blood/brain barrier and it then deteriorates the neurons of the brain; causing various levels of brain damage, seizures, depression, manic depression, panic attacks, uncontrollable anger and rage.

Consumption of Aspartame causes these same symptoms in non-diabetics, as well.

Documentation and observation also reveal that thousands of children diagnosed with ADD and ADHD have had complete turnarounds in their behavior when these chemicals have been removed from their diet. So called "behavior modification prescription drugs" (Ritalin and others) are no longer needed. Truth be told, they were never NEEDED in the first place!

Most of these children were being "poisoned" on a daily basis with the very foods that were "better for them than sugar."

It is also suspected that the Aspartame in thousands of pallets of diet Coke and diet

Pepsi consumed by men and women fighting in the [first] Gulf War, may be partially to blame for the well-known Gulf War Syndrome.

Dr. Roberts warns that it can cause birth defects, i.e., mental retardation, if taken at the time of conception and during early pregnancy. Children are especially at risk for neurological disorders and should NEVER be given artificial sweeteners. There are many different case histories to relate, of children suffering *grand mal* seizures and other neurological disturbances due to the use of NutraSweet.

Unfortunately, it is not always easy to convince people that Aspartame is to blame for their child's illness. Stevia, which is a sweet herb, NOT A MANUFACTURED ADDITIVE, helps in the metabolism of sugar, which would be ideal for diabetics. It has now been approved as a dietary supplement by the FDA. It is known that for many years the FDA outlawed this true sweet food," due to their loyalty to MONSANTO Chemical Company." [Monsanto didn't want any competition.]

Books on this subject are available:

EXCITOTOXINS: THE TASTE THAT KILLS written by Dr. Russell Blaylock (Health Press 1-800-643-2665) AND: **DEFENSE AGAINST ALZHEIMER'S DISEASE**-written by Dr. H. J. Roberts, also a diabetic specialist.

These two doctors will soon be posting a position paper with case histories on the deadly effects of Aspartame on the Internet. According to the Conference of the American College of Physicians, "We are talking about a plague of neurological diseases directly caused by the use of this deadly poison."

Herein lies the problem: There were Congressional Hearings when Aspartame was included in 100 different products and strong objection was made concerning its use. Since this initial hearing, there have been two subsequent hearings and still, nothing has been done. The drug and chemical lobbies have very deep pockets. Sadly, MONSANTO'S patent on Aspartame has EXPIRED!!