



Contact Us

If you would like to become a AONH Member, upgrade to the Elite Membership, or register for our Annual Natural Health Care Conference, please email:

info@aonh.org or call
202-505-AONH (2664)

Upcoming Events

- AONH Monthly Webinar, Wed., May 16, 2012 at 8:00 pm EST.

AONH Members will receive an email invitation to join us for the AONH Monthly Webinar. The Speaker is **Pediatritian, Dr. Janet Levatin**, and the subject is ***“The Changing Face of Pediatric Epidemics of Autism & Chronic Disease”***.

- AONH Monthly Webinar, Wed., June 20, 2012 at 8:00 pm EST.

AONH Members will receive an email invitation to join us for the AONH Monthly Webinar. The Speaker is **Naturopath, James Hawver**, and the subject is ***“At the Heart of Most Health Issues: Thyroid Balance”***

- AONH Annual Natural Health Care Conference, Nov. 8-10, 2012

The AONH Annual Conference joins health care advocates and providers for an enlightening program geared to the up-to-date natural health care practitioner. Registration for the event is normally \$299. **Become a member and save up to 30% off your registration! Event will be held in the Douglasville, Georgia**

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AONH NEWS



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The Mission of Your Association

AONH is dedicated to public education and the professional development of natural health care around the world. Our aim is to unite our like minded members and speak as one voice and with one purpose.

Getting Involved
Associate, Select, and Elite Memberships are available.

For futher information on benefits you or your company can receive, please register for membership by visiting: www.aonh.org

FEAR-FACTOR MEDIA VS SUPPLEMENT INDUSTRY

Sensationalist media has recently questioned the integrity of natural herbal supplements and their manufacturers & certification labs, raising public safety concerns.

The Case

NBC correspondent Chris Hansen's Dateline episode aired on March 18th, 2012 and focused on the lack of regulation for the nutritional supplement industry. It was advertized as a "shocking expose." The story focused on a specific case regarding a liquid vitamin/mineral supplement which was distributed and sold in stores in Georgia, Alabama and 15 other states. Consumers who took it experienced adverse effects including, but not limited to, complete hair and fingernail loss. Investigations into the contents revealed the supplement, Total Body Formula, contained very high levels of selenium.*

As part of the undercover investigation, Dateline asked a laboratory that provides testing for the supplement industry to test two products for purity. Both had been laced with

dangerous substances and did not include the ingredients that were supposed to provide health benefits. The undercover investigators told lab officials they planned to begin marketing the products and wanted an accurate test to ensure they were safe for human consumption. Hansen said. *“The lab did not detect the lead and arsenic we had spiked the product with, nor did it pick up on the absence of active ingredients. If we were actually going to market the product, the certification we received from that lab would have allowed us to do so (6).”*

With this article we, at AONH, wish to convey that shortcuts arising from negligence or a desire for profit should never be taken as they compromise our safety and tarnish the supplement industry. We strive to educate by raising awareness, conveying both good and bad news tactfully to our readers who in turn, make informed decisions. We denounce, however, the



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How Can You Support these Issues?

As this issue clearly shows, the future of natural supplements is in the balance. Perhaps the single most important thing a US citizen can do is write their state senator stating their support of natural health care. If you don't know who your representative is, or what his/her email is, go to: <http://www.house.gov/representatives/find/> Let them know what's on your mind and how they can help you!

You can make a difference by forwarding this newsletter and these links to all that you know. Be part of this most important of grass-roots movements:

* The dangers of processed and altered foods <http://www.youtube.com/watch?v=nndEZBQ9bds&feature=related>

* Stop the present NDI Draft Guidance: <http://www.supplementcounsel.com/blog/fda-rejects-senators%E2%80%99request-to-withdraw-ndi-draft-guidance-what%E2%80%99s-next-for-industry-%E2%80%A6-and-what-can-we-do>



media's use of the fear-factor to undermine the credibility of an *entire* industry classifying it as unsafe for the sake of a story. Each unfortunate case that arises should serve to strengthen our resolve to protect our trade and we should seize the opportunity this propaganda presents to learn the rest of the story and communicate it to others.

The Rest of the Story

“For years...Wright Labs produced without incident, the vitamin premix blend component of the Total Body Formula. In 2007, apparently for cost cutting reasons, Total Body Essential Nutrition, Inc. (the distributor) changed its product manufacturer to a company named Texamerican Food Blending, Inc. without Wright’s knowledge (6).”

As reported by the FDA, two batches of the supplements marketed and distributed from January 2008 through late March 2008 contained about 300 times the U.S. recommended daily requirement of selenium (6).

“When Wright Enrichment tested the blend at its laboratory, the tests showed an excessive amount of selenium. Wright’s quality assurance director reportedly asked the laboratory director to change the certificate of analysis to reflect the quantity of selenium that the blend should have had. When the lab director refused, the quality assurance director allegedly changed the certificate himself.”

Total Body argued it was merely the distributor, not the manufacturer, relying on others to manufacture a safe product. TexAmerican argued it hired Wright Enrichment to produce the blend, that attempted to cover up their flawed processes. Wright Enrichment argued that TexAmerican sent it erroneous information regarding what the product was supposed to contain (4).

In 2011 Headlines read *“A Florence law firm won a \$2 million judgment for a client sickened by a dietary supplement.”* The jury awarded \$2 million, allocating liability at 70 percent to Wright Enrichment, 20 percent to TexAmerican, and 10 percent to Total Body (4).

Back to Dateline

Hansen stated *“there is no scientific protection for users of dietary supplements. You can make a nutritional supplement without having to collect scientific data to back up your claims..., and you can cook it up in your back yard (3).”*

Surely, it is expected for a public figure to be informed before berating the entire industry. These statements are a far cry from the whole picture. Firstly, Hansen’s statements undermine the efficacy and the competence of the FDA. Secondly, Hansen appears to have completely ignored the FDA’s efforts to regulate the supplement industry and its proposed Draft Guidance parameters. Lastly, even after Pearson v. Shalala (which argued the allowance of qualified product health claims) in 2000, the number of approved claims is extremely low.

Rather than rile the publicup with distorted propaganda AONH proposes to be proactive. We must play a part in the enactment of legislation aimed at regulating our industry.

A good example of this is the role of the

American Herbal Products Association. The AHPA is a body of growers, processors, manufacturers and marketers of herbal products which called for the withdrawal of the FDA’s nebulous Draft Guidance and issuance of a new guidance consistent with the Dietary Supplement Health and Education Act (DSHEA). The AHPA stated, *“the draft guidance seeks to erect extra-legal barriers to market entry, impose food additive and pharmaceutical type evaluative criteria, require multiple [New Dietary Ingredient] NDI notifications for dietary supplements beyond those required by law, and transform the legal requirements for marketing of dietary supplements that contain NDIs from the notification process described under law to an FDA approval process (7).”* Clearly, this would be an example of over-regulation under any standards, sharply contrasting Mr. Hansen’s lay-person opinion.

What were the results? Senators Orrin Hatch (R-Utah), and Tom Harkin (D-Iowa), principal authors of the Dietary Supplement Health Education Act of 1994, addressed the FDA in a letter urging the withdrawal of the NDI Draft Guidance. Their request hopes to bring forth issuance of a new draft that will *“provide needed clarification on what constitutes an NDI, but does not undermine the balance Congress*

struck...to provide consumers with access to safe, affordable dietary supplement products (5).”

Dateline’s “expose” appears synchronized with the current struggle faced by the supplement industry. On the heels of the recent banning of many natural supplements in Europe, could the same happen here? Could we lose our access to supplements, and most of all our freedom to choose for ourselves?

Sensationalist media, however, provides an opportunity. We can now be proactive and share our side of the story. Where there is truth in NBC’s investigation, the story is incomplete and does not encompass the entire industry. Let us wash away the after taste of fearing the unknown with a libation of truth by promoting awareness of ourselves and the professions we represent as stalwarts of a safe supplement industry.

**Selenium is a tolerable “trace” mineral conducive to good health small quantities. High-level exposure may lead to brittle hair, deformed nails, and an increased risk of type II diabetes.*



IN THE NEWS

CRIS FOR SERIOUS REFORM IN HFCS ALLOWANCES

High fructose corn syrup (HFCS) is a highly-processed chemical sweetener used in many processed foods and beverages. It saps the body of natural minerals which it needs to rid itself of harmful metals such as mercury, arsenic, cadmium and aluminum. It is no wonder than, that the high consumption, in the United States, of HFCSs, has been implicated in not just soaring rates of diabetes, obesity, and liver disease but now in cancer, dementia, and even autism. The results of a comprehensive study published by BioMed Central (4/2012) provides solid evidence that we are in serious trouble in this country. Please take the time to review this frightening report to see for yourself: <http://www.clinicalepigeneticsjournal.com/content/pdf/1868-7083-4-6.pdf>

HOW DO YOU JOIN?

Act today!

Email us at info@aonh.org or call 202-505-AONH (2664)

Your membership is yearly and entitles you to many benefits.

SPREAD THE WORD

Pay it forward

By signing up as an Elite AONH Member you will receive a monthly one-page newsletter from the AONH which you may customize and utilize to spread the word to your mailing lists, patients or clients.

Cover Article References

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