

NUTRI-SPEC



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THE NUTRI-SPEC LETTER

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From:
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Dear Doctor,

Money makes the world go around.

To illustrate what I mean, I'll make you a wager. I'll bet that in 15 years you won't find a doctor anywhere who prescribes SSRI's to treat depression.

Your reaction to that statement is probably, "Are you kidding? If the current trend continues, the medical-pharmaceutical establishment will have every man, woman, and child on SSRI's within 15 years!"

You're appraisal of the situation is certainly accurate. Prozac, Celexa, Zoloft, Paxil, and the rest of the family are dispensed so haphazardly by the medical profession, and promoted so aggressively by the pharmaceutical industry, they have become as much a part of the modern American lifestyle as McDonalds. But growth industries eventually reach their peak. While both McDonalds and Prozac increased their market exponentially in the beginning, that growth eventually leveled off to a linear up-trend, and now is reaching the point at which growth is increasing, but at a decreasing rate. What the deceleration of growth means for McDonalds, I don't know, but what it means for the pharmaceutical industry is that they will one day soon convince us ...

WE NEED A NEW DRUG.

After all, SSRI's are the 4th generation of anti-depressant medications. What happened to the first three generations? Were they found to be ineffective? Dangerous? Prohibitively expensive? No, they just didn't make money anymore. Markets become saturated and drugs go off

patent. How many people do you know that are on Librium, or Monoamine Oxidase Inhibitors? These were once as ubiquitous as Prozac is today. One day SSRI's will also be considered old fashioned drugs. They will have been replaced by a 5th generation of anti-depressants that research will show (of course) is far more effective than any of the old drugs. Big money will be spent on, and made from, these new drugs.

Yes, money makes the world go around. SSRI's will not be abandoned because anyone woke up to the truth that you know. The medical-pharmaceutical establishment will continue to ignore the several dozen references that you have been given on the damaging effects of serotonin. There are very few of us who care about the truth, and even fewer that care enough to seek it out.

Witness what happened with calcium channel blockers. When it was publicized in mainstream medical journals that despite the fact that they lower blood pressure, CCBs increase a person's chance of heart attacks, and increase a person's chance of having a stroke (while at the same time increasing depression to the point of suicide, and destroying a person's cognitive ability). The medical-pharmaceutical establishment first made a mad scramble to defend its drug, and then reversed tactic, simply ignoring the truth until it went away --- and business continued as usual. There are still countless thousands of doctors that routinely prescribe calcium channel blockers to hypertensive patients.

So --- truth does not make the world go around; safety and efficacy certainly don't make the world go around. Such is life, except for the small group of individuals who create their own world where truth reigns supreme. If you promote the truth as aggressively as the establishment promotes falsehood, your corner of the world will be as happy and prosperous as you can imagine. I'm telling you from my own experience -- there are so many people out there who are eager to pay money for the truth, if they can only find it. Help them find it, and you, as well as they, will be rich beyond your greatest expectations.

Understanding the essence of the medical-pharmaceutical establishment, I was taken by surprise at how swiftly and how easily the establishment turned on one of its own sacred cows --- estrogen. You know the story of estrogen: for years it was touted as a protector of women against cancer, against aging, against cardiovascular disease, and against osteoporosis. The estrogen industry is every bit as big and every bit as lucrative as the SSRI industry. The drug companies have been fighting tooth and nail for decades to refute and suppress all the research that proves that estrogen actually causes the very conditions it is supposed to prevent.

Now, so very suddenly, the establishment freely admits the harmful effects of estrogen. Just last July, no less than the Journal of the American Association announced the discontinuation of a long term research study on estrogen when it became undeniable that the women in this study developed an increased risk for heart disease, stroke and cancer. It's not surprising that they discontinued the study when the results were opposite the researcher's intended findings, but what is noteworthy is that instead of hushing it up, they actually published it for all the world to see. Now, as an extension of that admission of estrogen danger, the Food and Drug Administration is actually requiring labels on all hormone replacement therapy products warning of the risk for heart disease, stroke and cancer.

What is going on here? I had always assumed that the pharmaceutical industry would fight to the death to protect its estrogen-related profits. What I think is happening is that the drug companies have decided to burn this candle from both ends. The estrogen bandwagon has so much momentum, (with so many doctors conditioned to prescribe estrogen to every woman who experiences her first hot flash or who has any concerns about osteoporosis) that nothing will push this gravy train off course for years and years to come.

Meanwhile, the pharmaceutical industry has developed a couple of different lines of anti-estrogen medications, designed to protect against the pathological effects of estrogen that we NUTRI-SPEC practitioners know all about. A thriving anti-estrogen industry has the potential to be even more profitable on a per patient basis than the estrogen industry (which is profitable only because of its sheer size). I'm going to go out on a limb and say that the medical-pharmaceutical establishment would never have admitted there are any problems from taking estrogen if it didn't have an alternative industry waiting in the wings to guarantee even more profits (just as they came on strong with the SSRI's, abandoning monoamine oxidase inhibitors, only when they had SSRI's already in the pipeline).

I can understand (though not condone, of course) an industry being dishonest to make a profit. What I can't understand is how time after time, for decades and decades and decades, the majority of people fall head over heels for whatever song the pharmaceutical industry is singing this year. One perfect example to illustrate how people fall for propaganda, and how drug companies change their tune for profit, is the cholesterol farce.

I can remember back in the 1960's when only a few mavericks in the medical profession and some people in the fledgling natural health foods movement were claiming that cholesterol was a problem. The average

medical doctor totally ignored cholesterolemia unless it exceeded 300. Before long, the anti-cholesterol uproar became impossible to ignore, and so the establishment condescended to acknowledge the problem of high cholesterol. Now, anything above 250 was considered a problem, and it was generally recommended that people should avoid eating too many eggs or too much meat because of the risk of heart disease from cholesterol intake.

Interestingly, it wasn't the medical profession that was spearheading this anti-cholesterol movement; it was the processed food industry, led in particular by the seed oil industry. Archer Daniels Midland wanted to sell an ocean of soybean oil, and thus led the charge against cholesterol in particular and saturated fat in general. Coconut and palm oils were banned from importation, and everyone "knew" that margarine was going to save our nation from what was sure to have been an epidemic of cardiovascular disease from eating dreaded saturated fat. The billions of dollars worth of propaganda from the processed food industry was enough to sway the minds and change the lifestyles of millions of Americans, but the medical-pharmaceutical establishment continued to largely ignore the perceived cholesterol threat.

Then what happened? The Statin drugs were invented, (predictably) accompanied by a paradigm shift in the establishment. Now, cholesterol was the demon of the century, and our doctors and pharmacists were going to exorcise the evil that lurked within us all from our ill-advised intake of meat and eggs.

The all-out war against cholesterol has been waged for decades. The intensity of that war has not waned in the least despite that for at least 2 decades now it has been known that cholesterol is not (never has been, and never will be) a primary risk factor for cardiovascular disease.

If you have been victimized by the same propaganda campaign as most of your patients the truth that the liver produces a "deadly demon" like cholesterol may come as a shock to you. But the truth is, your liver produces 2000 milligrams of cholesterol every day. Is your liver trying to destroy you with cardiovascular disease? Of course not, cholesterol (contrary to the case fabricated against it, first by Archer Daniels Midland, then by the pharmaceutical industry) is an absolutely essential substance, with many critical functions in the body.

Sincerely,

Guy R. Schenker

