

Our primary objective should be to prevent any corruption what so ever in the industry. The higher the standards maintained by the natural health industry, the more likely the confidence of the general public can be restored. Once they become aware of the underlying corruption that is so prevalent in the current healthcare system of promoting dangerous and ineffective drugs, they would likely be skeptical of any sign of corruption or misrepresentation. This is a critical issue, so we must be on the lookout for any attempt by the pharmaceutical industry to infiltrate and attempt to undermine the credibility of the institution.

We can already see attempts of the pharmaceutical industry to not only discredit the value of vitamins and herbs, but even make them appear as potentially dangerous. They have successfully used the news media in that regard, as a great deal of the major networks' revenue comes from their advertising. Some doctors connected to the industry also make statements implying that some people are attempting to *self-medicate*, which could be potentially dangerous. If they were using combinations of drugs, that could easily present a serious problem, but I have used many different vitamins, minerals, amino acids, herbs, enzymes, and concentrated phytochemicals from plants, in different combinations, and not once had a reverse reaction.

Some people who are unfamiliar with detoxification symptoms which have built up a great deal of toxins from a poor diet and the excessive use of prescription drugs or unhealthy addictive substances for many years, often assume that what they are doing is actually making them worse. That is the first thing they should be made aware of and familiar with. Many people also have compromised immune systems, and their body reacts to many different things including common foods normally included in the average person's diet. They should begin by strengthening the immune system starting with the intestinal tract. They should then begin following the blood type diet, and request their doctor to order an ALCAT test to determine the particular allergens that their body is responding to. Once the allergens have been identified and immune system is restored, using natural immune modulators, the number of allergens will also reduce. People need to be made aware that there is no quick fix for years of abuse, although there is a solution that will not just suppress symptoms, but effectively restore the body's overall health. We must work with our body and provide the necessary resources, and it will take care of the details, something it was created to do when finally given the opportunity.

An independent non-profit laboratory should be established to evaluate the source of products, how they were grown, if they have been irrigated, which is often the case with imported herbs. These issues can have a dramatic influence on their effectiveness. The same applies to essential oils. How they are grown, harvested, and extracted is critical to their potency. Many companies also dilute them, which further reduces their medicinal value. Standard ratings should be established so all supplements can be fairly evaluated. This currently is a problem in the supplements on the market today. The prices often vary considerably, as does the quality. The industry must become self-regulating to assure that the products meet certain quality standards. If people begin using poor quality supplements such as *One-a-Day* vitamins that are not effective,

people will lose confidence in their usefulness. That is the last thing we want to happen, so it is up to the natural healthcare industry to assure that doesn't happen.

An example is the false sense of security that companies have attempted to install in the general public from creative advertising that we are all exposed to on a daily basis if we watch TV. Even if we just watch the news. Supposedly, all that is necessary is to take a *One-a-Day*[™] or *Centrum*[™] supplement each day or just eat a bowl of *Total*[™], and that should cover our daily vitamin requirements. I would imagine that the placebo effect is much more effective than the vitamins or cereal advertised. Using these vitamins could easily convince people that vitamins actually have little value, as in this case that would certainly be true. People need to become aware that they can't expect one small pill with a whole list of artificial vitamins to have any appreciable value. Once the quality standards were established, the lack of value would become obvious.