

10th Edition - Completely Updated and Revised

TAKE  
CONTROL  
OF YOUR  
*health*

and escape  
the sickness industry

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*Take Control  
of Your Health  
and  
Escape the Sickness Industry*

*Tenth Edition*

***Elaine Hollingsworth***  
*Director*  
*Hippocrates Health Centre of Australia*

[www.doctorsaredangerous.com](http://www.doctorsaredangerous.com)

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The recommendations in this book are based on the research and personal experiences of the author. Because we are all different, readers are strongly urged to check with qualified health professionals before implementing any suggestions made in this book.

There is always a possibility of risk where matters of health are concerned; therefore, readers should not use this book unless willing to assume that risk. It is a sign of wisdom to seek second, or third, opinions when making important decisions regarding health.

By The Same Author  
***ZULMA*** (Warner Books)

## *Author's Note*

**I**t is customary for writers and publishers to have their work scrutinised by lawyers prior to publication in order to preclude the possibility of lawsuits from companies who feel affronted by statements and evidence presented which are critical of their products, commercial practices and ethics. I have chosen not to do so. Instead, I have gone to extreme lengths to ensure the accuracy of my statements and the veracity of my evidence. Any offence and distress caused to organisations and companies criticised in this book is entirely intentional. They deserve it. It is the least I can do in defence of the millions of their victims who have suffered much more than distress as a result of their disgraceful, self-interested conduct.

In particular, should any of those I have singled out for dishonourable mention feel that my attack is unwarranted in their case, I would welcome the opportunity to debate the issue with them in court and in public. I can assure them that there is now a massive and growing worldwide audience of victims and their relatives who would be very interested to hear their defences. If they have any.

*Elaine Hollingsworth*

“The most dangerous man to any government is the man who is able to think things out for himself, without regard to the prevailing superstitions and taboos. Almost inevitably he comes to the conclusion that the government he lives under is dishonest, insane, and intolerable.”

*H. L. Mencken*

# Contents

<b>Acknowledgements</b>	<b>6</b>
<b>Introduction</b>	<b>7</b>
<b>Preface to the 10<sup>th</sup> Edition</b>	<b>8</b>
<b>Foreword by Dr Karen Coates</b>	<b>9</b>
<b>1: That “Mystery Illness”</b> <i>...It’s not all in your head!</i>	<b>11</b>
<b>2: Adrenal Insufficiency</b> <i>...The Thyroid Connection</i>	<b>21</b>
<b>3: Stomach Acid</b> <i>Forget the clever ads – it’s acid you need, not an antacid</i>	<b>35</b>
<b>4: Excitotoxins</b> <i>Deadly chemicals your Government is happy for you to eat and drink</i>	<b>43</b>
<b>5: Processed Foods</b> <i>A convenient way to shorten your life</i>	<b>59</b>
<b>6: Oils and Fats</b> <i>The facts behind all that industry misinformation</i>	<b>67</b>
<b>7: Bone Health 1</b> <i>Demineralisation... and why most popular osteoporosis treatments are not only ineffective but damaging, too</i>	<b>81</b>
<b>8: Bone Health 2</b> <i>How To Build Healthy Bone... with a lot of help from vitamins A, D, K and sunlight</i>	<b>99</b>
<b>9: Soy – The Abominable Bean</b> <i>A terrible tale of corporate greed, bad science, regulatory misconduct... and how we’ve all been conned!</i>	<b>119</b>
<b>10: Hormonal Havoc</b> <i>A close look at the symptoms, treatment and prevention of various hormone-related conditions</i>	<b>139</b>
<b>11: The Menopause</b> <i>There are safe alternatives to the heavily-touted aids and treatments, like HRT, which do more harm than good</i>	<b>151</b>
<b>12: Breast Health</b> <i>Why prevention, not surgical mutilation, is the way to go; how to avoid becoming a cancer statistic</i>	<b>183</b>
<b>13: Male Sexual Dysfunction</b> <i>Causes, remedies, and why you should avoid the unkindest cut of all</i>	<b>201</b>
<b>14: The Perils of Prostate</b> <i>What can happen to the prostate gland, and what you can do to make sure it doesn’t happen to yours</i>	<b>205</b>

# Contents

<b>15: Dietary Supplements</b>	<b>223</b>
<i>The good, the bad, the so-so and the downright dangerous</i>	
<b>16: Against the Grain</b>	<b>233</b>
<i>The staples that are better left alone</i>	
<b>17: Dental Health</b>	<b>239</b>
<i>Mercury, fluoride, industrial waste – are you sure your dentist isn't making both of you sick?</i>	
<b>18: Cancer</b>	<b>247</b>
<i>“Statistically, life expectancy of untreated cancer patients is greater than treated ones”</i>	
<b>19: Water Woes</b>	<b>253</b>
<i>“Tragically, we are exposing people to deadly elements of arsenic, lead and radium, all carcinogenic”</i>	
<b>20: Legal Drugs</b>	<b>257</b>
<i>Whatever happened to “Ethical Pharmaceuticals”?</i>	
<b>21: Vaccinations</b>	<b>263</b>
<i>At best – useless; at worst – dangerous</i>	
<b>22: Smoke Gets in Your Eyes,</b>	<b>269</b>
<i>your hair, your skin, your lungs, and everyone else's</i>	
<b>23: Radiation Rampage</b>	<b>273</b>
<i>Almost inescapable, but here are some steps you can take to protect yourself</i>	
<b>24: Alzheimer's Disease</b>	<b>283</b>
<i>On the increase – and often avoidable</i>	
<b>25: The Banned List</b>	<b>287</b>
<i>Stay away from these if you want to enjoy a long and healthy life</i>	
<b>26: Remedies</b>	<b>299</b>
<i>A simple guide to self-diagnosis, and some safe, effective and proven natural remedies</i>	
<b>27: In Other Words...</b>	<b>319</b>
<i>A selection of contributed articles of interest</i>	
<b>Resources</b>	<b>327</b>
<b>Important Information Regarding Supplements</b>	<b>340</b>
<b>Appendix I – Yes, But What <u>Can</u> I Eat?</b>	<b>343</b>
<i>A common sense guide to eating</i>	
<b>Appendix II – Desiccated Glandulars</b>	<b>347</b>
<i>For adrenal and thyroid insufficiency</i>	
<b>Index</b>	<b>349</b>

# *Acknowledgements*

**T**hroughout this book I make unflattering references to orthodox medicine (which holds natural healing in contempt and even acts to suppress it), and to those scientists who knowingly obscure data to enable pharmaceutical companies to earn billions of dollars from dangerous drugs. This, however, is not a blanket condemnation of everyone in these professions.

Even though my website is called, with intentional irony, “doctorsaredangerous.com”, I do not for one moment deny that there have been, and still are, many courageous physicians and scientists with the independence to think for themselves, stand up against entrenched ideas and prejudices, and truly embrace the Hippocratic ethos. Such men and women have taught me a great deal and I respect their courage. And I acknowledge with admiration those professionals who devote their skills to repairing physical damage resulting from accidents, disease and genetic abnormalities, and the doctors and nurses who selflessly and voluntarily expose themselves to pain, hardship and danger in order to help sufferers in remote and disadvantaged regions of our world.

I shall forever be grateful to my friend, doctor and teacher, the late Henry Bieler, MD, who helped thousands of his patients regain their health through natural methods. He lost his hospital privileges because of this, but it didn’t really matter, because he taught his patients how to avoid hospitals. I am indebted to the late Ann Wigmore, founder of Hippocrates Health Centre of Boston, who taught me so much, and reached millions through her books.

Most of all, my thanks go to such enlightened pioneers as Raymond Peat, MA, PhD, endocrine physiologist and prolific author; the late John R. Lee, MD, whose work on progesterone has helped millions of women; clinical nutritionist Krispin Sullivan; Lipid Chemist Mary Enig, PhD and her associate, nutrition expert Sally Fallon of the Weston A Price Foundation; and Dr Barry Durrant-Peatfield, a British physician who truly exemplifies the patient-friendly, common sense principles of Hippocrates. Without the extensive research and generous help given by these and the many other caring health professionals who took the time to talk with me, this book could not have been written.

*Elaine Hollingsworth*  
*Hippocrates Health Centre*  
*Queensland*  
*Australia*

# *Introduction*

**F**asten your seatbelt, and hang on – this is going to be a bumpy read! You are going to be exposed to ideas that refute the propaganda the ‘experts’ have been spewing for decades. *They have used us as dupes and guinea pigs.*

The food industry and the drug manufacturers have been unconscionable in their zeal to earn hundreds of billions of dollars, aided and abetted by scientists who have been handsomely paid to fudge, and often falsify, test results. I promise you that not one of the biochemists, physicians and scientists quoted in this book is in the employ of multinational corporations. They are dedicated men and women whose conclusions are based upon sound science, not upon the propaganda, the power and the coercion of the legal drug industry. Because they are free to speak their minds, they are the only scientists I trust. Their opinions rarely find their way into the establishment media which is, like much of the world, under multinational domination.

But you and I are not under multinational domination. At least not completely, and not yet. We are still free to refuse to be poisoned by their dangerous drugs. We are still free to refuse to eat their health-destroying ‘foods’. We are still free to avoid their staph-filled hospitals by living according to the laws of nature. We are still free, at least some of us, to think for ourselves and remain uninfluenced by their persuasive television and glossy magazine ads. We are still free to question physicians who learned all they know in medical schools that are financed by the companies that manufacture the drugs that are killing us.

I’m angry! I guess you noticed that. My anger and disgust drove me to write this book, and I hope it will inspire you, and many like you, to join our crusade. For those of you who are tempted to dismiss what I write, just remember what a wise man said years ago: “Contempt, prior to complete investigation, will enslave a man to ignorance.”

*Elaine Hollingsworth*

## *Preface to the Tenth Edition*

**S**adly, in the years that have passed since the preceding Introduction to this book was written, little has changed. Food and drug manufacturers are still releasing dangerous products onto the market; our trusted watchdogs and regulatory authorities are still turning a blind eye to blatantly biased and ‘doctored’ research and testing; men, women, children and babies are still suffering unnecessary pain, even death, as a direct result.

People still pursue unhealthy eating and drinking habits, either through ignorance, through the influence of slick advertisements or, even worse, on the ‘recommendations’ of those so-called health professionals who are perhaps more concerned with the state of their bank balance than that of their patients’ health, or are afraid to question what they are told by those who have a vested interest in maintaining the *status quo*.

But it’s not all bad. I have been encouraged by the thousands of readers who have indeed been inspired to join our crusade, especially those who have taken the trouble to write to me to say that they were helped by this book. Many tell me they have found relief from long-endured conditions, merely by taking my advice to make a small change to their diet, or by quitting a product that they had been assured was ‘safe’, but which actually made them sick. Even some doctors have told me that, as a result of reading this book and investigating the medical and scientific sources from which I quote, they have re-evaluated some of their long-held beliefs and looked more seriously to alternative treatments.

This latest edition has been updated and contains some new material. I am grateful to the many true health professionals and other concerned individuals who have contributed new information that I have been able to add here for the benefit of readers. I hope you will ‘Read in Good Health!’

*Elaine Hollingsworth*

If you support any of the so-called “health societies”, bear in mind that most are financed by “the bad guys” and suppress natural remedies while profiting from killer therapies. Please, starve them of funds! My donations go to ethical organisations, such as Guide Dogs, Sea Shepherd, our volunteer fire fighters, and the many charities that assist animals.

# *Foreword*

**T**his book once again proves Elaine Hollingsworth is a rare human being. She effortlessly cuts through the hype of the powerful pharmaceutical and food processing monoliths whose sole aim is huge profits, and certainly not the health of their clients.

Elaine teaches self-responsibility – the greatest weapon in improving your health. If everyone followed her advice, the country’s medical waiting rooms and hospitals would soon be very empty.

I congratulate the reader for making the effort to seek out the health knowledge contained in this meticulously researched book. This knowledge is not easily available; not from the medical industry, and certainly not from the popular media.

Elaine compels us to keep questioning the directions of the medical, pharmaceutical, food manufacturing and agricultural industries. We need to force these bodies and government authorities to justify themselves, because very few major indicators of community health are improving.

Each year we are becoming more obese, have far more chronic diseases, are more stressed by everyday pressures, and take more and more prescription drugs. Not one of these trends indicates our health is getting better. Yet national expenditures on health just keep climbing.

I urge you to keep on questioning everything to do with your own health – especially the “experts”. Take full responsibility for your own health, until you become satisfied with all aspects of your own health directions. This book provides a light to follow.

***Karen Coates***  
*MBBS, Dip. Obs. RACOG, MACNEM*

### ***Burying Their Mistakes...***

“More than 500,000 Australians were victims of medical mistakes last year – and 11,000 people died as a result.

An estimated 80,000 were admitted to hospitals because they were either given the wrong medication or they took the wrong doses of drugs.

Professor Bruce Barraclough, The head of the Australian Council for Safety and Quality in Health Care, confirmed about 3 percent of hospital admissions, representing half a million patients, were the result of “adverse events” in the health system.

These medical and hospital errors cost about \$4 billion a year.”

*From the Sunday Mail,  
Brisbane, July 14, 2002*

**Think that’s bad? Every year the injuries and deaths increase dramatically, and the cancer statistics are chilling: one in two men will be diagnosed with cancer, and one in three women. So, please pay attention to the revelations in this book and avoid the Sickness Industry!**

For ethical reasons, we cannot give health advice by telephone, email, fax or post. Natural practitioners are listed, by area, on [www.acnem.org](http://www.acnem.org). Some know what they are doing, but many are heavily influenced by multinational propaganda, so caution is advised. Highly recommended by the Hippocrates Health Centre, is Naturopath Sarah Franklin. Sarah does phone and email consultations. See [www.balancedhealth.com.au](http://www.balancedhealth.com.au) for more details.

# *Soy – the Abominable Bean*

*A terrible tale of corporate greed,  
bad science, regulatory misconduct...  
and how we've all been conned!*

To see, read and hear about it in most mainstream and ‘alternative living’ media you’d think that the ubiquitous soy bean and its derivatives are the most versatile, natural, heart-friendly, health-improving, fat-preventing, growth-promoting and generally loveable foods ever grown on our good earth. A simple, easily-cultivated bean which has been part of our diet since the dawn of civilization, promising health and vitality to the lactose-intolerant, the new-born, the aged, the menopausal, the frail, the athletic, the health-conscious and just about everyone else as well.

It’s inexpensive, available everywhere, on its own or as a vital ingredient in thousands of other food products, such as our daily bread, cakes, confectionery, baby formula, milk and meat substitutes, breakfast cereal, sauces, snackfoods, pasta; it forms the basis of non-stick cooking sprays. It is widely used in stockfeeds and is in most petfoods. Doctors, farmers, nutritionists, athletes, respected companies whose household names have become part of our culture, government authorities – all make a point of telling us how safe and health-giving this wonder-food is for us. It’s so good and harmless, they tell us, that it’s often not even listed as an ingredient in many processed foods. And even when it is we don’t mind; everyone knows it’s safe. Our health watchdogs happily accept the assurances given by companies who produce and process it that it is ‘GRAS’ – Generally Regarded As Safe – so it must be.

Around the world, hundreds of millions of acres are devoted to its cultivation, providing a secure cash crop for millions of farmers who cheerfully pay a levy to the developers of their genetically-modified strains to help Monsanto Chemical Company and other huge companies make billions, while spreading the gospel that ‘*Soy is Good For You*’.

Too bad that for decades these same developers and corporations have known of and deliberately suppressed the evidence that prolonged ingestion of soy causes cancer and countless other life-threatening illnesses, destroys bone, creates havoc with the hormonal systems of humans and animals alike, represses the sex drive and, even if eliminated from our diets overnight, is so entrenched in the food chain and the bodies of everyone who has ever ingested it, that its adverse effects would still plague the health of generations yet unborn.

The truth behind the blatantly commercial integration of the *Abominable Bean* into the Western diet is a disturbing tale of fraud, corporate irresponsibility, greed, bad science, public and media manipulation, corruption, intimidation, political opportunism, suppression, legal manoeuvring, regulatory inaction and governmental incompetence which makes the tobacco companies look like Good Guys.

Find that hard to believe? Maybe after you've been acquainted with some of the evidence for these assertions you'll share my outrage over the fact that not only is yet another proven life-endangering product allowed to be cultivated, manufactured and sold in the first place, but that in this case its producers and pushers have so successfully created their own mythology around it that government regulators and so-called health watchdogs have buckled under and given them virtual *carte blanche* to continue to misinform, confuse and poison not only those who are suckered into consuming their noxious products, but also everyone who is unknowingly obliged to partake of this toxic time bomb through its placement in all manner of basic foodstuffs and in the feed of animals and poultry destined for human consumption. Passive smoking is one thing; forced feeding quite another.

Since my interest in the promotion of safe natural alternatives to many of the manufactured elements of Western diets and medical treatment has become widely known, I now receive a daily influx of desperate pleas for help or accounts of terrible personal tragedies directly connected to the use of soy.

### ***Physiological Havoc***

And, yes, I do hear from a few people who tell me I've got it all wrong and send me reprints of magazine articles quoting 'solid scientific evidence' which 'proves' how wonderful and safe soy is for everyone, or assure me that "Sanitarium wouldn't sell it if it wasn't OK." It doesn't seem to have occurred to them, or maybe they don't care, that almost all this 'evidence' and the 'research' on which it is based has been published, and usually funded by, the very same corporations who are producing and selling the stuff. Or that they are perpetuating the 'everybody knows' urban myths so helpfully placed in appealing editorial features liberally scattered through the pages of mainstream media and, regrettably, repeated in many health-oriented and alternative lifestyle publications that should know better!

So, if you're one of those who feels bound to harangue me with the 'well-known fact' that Asian people have thrived on soy for centuries, hold on to your pen for a while and be prepared to learn just how wrong that particular 'Furphy' is. It's one of the most widely-believed 'scientific facts' touted by the proponents of soy – and one of the best examples of how successful they've been in brainwashing the public.

*Far more distressing, and never mentioned in the producers' "solid scientific evidence" are the tales I hear, almost daily, from parents whose baby daughters have commenced menstruation, developed pubic hair, underarm odour and breasts from as young as four and five years of age. Or whose teenage sons are too embarrassed to shower with their mates because they have grown breasts of female proportions or because their genitalia haven't developed.*

For example, following my appearance on the Australian Channel 7's *Sunrise* breakfast program in August 2002, our office was flooded with phone calls and e-mails backing my warnings on the dangers of soy. The most upsetting were from mothers whose children suffer from the usual soy symptoms, and by far the worst was the testimony of a shocked mother who described her son's tragic childhood. She had drunk copious amounts of soy milk during pregnancy – unknowingly poisoning her son with a female hormone. Then, because the oestrogen had damaged her reproductive system, she was unable to breastfeed and her baby received more oestrogen (the equivalent of five birth control pills each day) from the soy baby formula her doctor told her to use. Her son's genitalia did not develop, but his breasts did and he refused to go to school until he had had a double mastectomy. Unaware of the cause of their health problems, the family continued drinking soy milk and now, at 21, her son needs another double mastectomy, but they can't afford it.

The soy pushers, who know *exactly* what their products do, have ruined his life as well as those of millions of other unfortunates – but I bet they don't lose a wink of sleep over it!

True, such disasters do not befall *every* child who is fed soy. But neither are they rare, isolated or anecdotal instances. They are the documented, widespread, frequent and in many cases predictable results of hormonal imbalance caused by the assimilation of high levels of oestrogen. And where did the oestrogen come from? From the baby formula and soy drinks fed to these unfortunate offspring by their caring parents – often on professional medical advice. Presumably the same source of 'professional' advice that apparently sees no contradiction in recommending that the identical ingredient prescribed to menopausal women to manipulate their hormonal levels can be safely fed to men and newborn babies!

If you want to persuade your health professional, point him or her to this website: <http://vm.cfsan.fda.gov/~djw/pltx.cgi?QUERY=SOY>

*In simple terms, though obviously not simple enough for some in the medical profession, feeding an infant soy formula is the equivalent of giving it five birth control pills a day.*

The Swiss Health Service put it this way: “100gr of soy protein has the oestrogenic equivalent of one contraceptive pill”, and there are numerous other studies published since the early 1960s which confirm this undeniable fact. Many enlightened scientists and medical professionals argue that the continued use of soy in baby formula is a form of genocide, since these effects have been known and published within the scientific community for decades. **The finely tuned endocrine system depends upon hormones in concentrations as tiny as one trillionth of a gram to influence the womb environment, and the money-hungry soy propagandists urge women to destroy this delicate environment with oestrogen-laden soy!**

***“I didn’t know...”***

Frequently, as in the case cited above, drinking soy milk during pregnancy can cause a failure to produce breast milk, which then leads to feeding the baby soy formula. It’s tragic that so many of the most distressing cases of soy damage that I have heard personally are those of women who have had precisely that experience. Often these women cannot restrain their tears when describing the dreadful health problems their children suffer. They keep repeating to me, “I didn’t know, I just didn’t know; the doctor told me to drink it for my bones and to feed baby the soy formula.”

As you will see shortly, one of the major culprits when it comes to why soy is so dangerous is the fact that the bean contains high levels of aluminium absorbed from the soil in which it is grown. In 1997 no less an authority than the American Academy of Pediatrics’ Committee on Nutrition reported, “Aluminium in breast milk is 4 to 65 ng/mL. Soy-based formulas contain 600 to 1300 ng/mL.”

Similarly, a recent study at the University of California-Irvine led by Francis Crinella, professor of Pediatrics, pointed to the increased risk of significant behavioural problems such as ADHD being triggered by high concentrations of manganese in soy formula. According to Crinella, “Soy milk formula contains about 80 times the levels of manganese found in breast milk, posing the risk that infants could receive too much manganese in the first weeks of life.”

Apart from the ravaging of delicate hormonal systems, serious gastrointestinal disturbances suffered by babies on soy formula are now commonplace.

## ***Money Spinner***

The multinational Nestlé corporation, which owns the Carnation brand, is a major soy advertiser; you may remember them as the company that brought infant formula to third world countries, discouraging breast feeding and killing, according to the World Health Organisation, 1.5 million babies each year. Well, they're still at it, shamelessly flogging their soy milk formulas such as *Alsoy* in spite of all the evidence that it is deadly. Little wonder, really, when one considers the size of the market for infant formula. The Washington Times' investigative magazine, *Insight on the News* (June 26 2001), quoted an independent expert's estimate that soy-based formulas account for about \$750 million of the annual \$3 billion sales revenue for all formulas.

Surely risks such as those mentioned above should have been sufficient for the use of this killer bean to be outlawed years ago, at least in baby formula? And even if the regulators are not prepared to act, despite all the well-known and easily accessible compelling evidence, how can it be that physicians are still prescribing soy formula – and do you wonder that my website is called *doctorsaredangerous.com*? There is some good news – a few governments are starting to take seriously the warnings of independent scientists and are considering a ban on the sale of soy-based infant formulas.

Unfortunately, outrageous and preventable as are these crimes against infants, they are only the tip of the iceberg. The bad seed within the Killer Bean has no regard for the age or gender of its victims.

I am not a scientist, nor will I subject you to a long technical dissertation, but a basic understanding of the physiology of the soy plant and its subsequent processing is helpful in understanding why the bean is far from being the 'white knight' its producers and proponents would have us believe.

Aluminium is one of the most prevalent minerals in soil, but it doesn't affect most crops. The soy plant, however, has an affinity for aluminium, which it extracts from the soil and concentrates in the beans. This contamination is exacerbated when the beans are dumped in aluminium holding tanks and subjected to an acid wash during processing. Inevitably, traces of aluminium from both sources are absorbed into the body through the consumption of soy.

## ***Seen a Soy Cow Lately?***

Soy milk contains 100 times more aluminium than untreated cow's milk. And, while on the subject of so-called soy milk, have you ever seen a soy cow? You cannot milk a soy bean; in order to obtain that pure-looking, inviting stream of white liquid pictured so appealingly in the ads, many processes are needed. It is necessary to grind the beans at high temperature, and then extract the remaining oils with dangerous solvents, some of which remain in the meal. Then the meal is mixed with an alkaline solution and sugars, in a separation process

designed to remove fibre. Then it is precipitated and separated, using an acid wash. At each stage of processing a tiny amount of poison remains within the soy. Government regulators say it's so small an amount that it doesn't count. I wonder who told them that? And why don't they take notice of the scientists who say it *does* count, due to its accumulation in the body over long periods of soy ingestion? Are you really happy to accept the manufacturer's assurance that it's safe to eat a tiny amount of poison each day, perhaps several times a day, until you have a serious health problem?

During my research for this book I came across twelve chemicals that are added after these processes, most of them unpronounceable, and the majority known to be dangerous, if not deadly. I won't bore you with the names but, trust me, you wouldn't want them anywhere near you, much less in your body.

It's also worth mentioning here that a by-product of soy processing is a form of *lecithin*. Unlike the naturally occurring variety found in free-range eggs, nuts, seeds and avocados, this by-product is always rancid, and is extracted from the sludge left after the oil is removed from the beans. It contains high levels of solvents and pesticides. And guess what? Rather than consign it to the toxic waste dump where it belongs, the manufacturers have instead created another hugely-profitable market for it as a 'healthy' food additive. Among its delightful qualities is the ability to induce severe joint pains (often mistaken for arthritis), and serious gout. (During many years as a natural health advocate, I have counselled countless people who thought they had incurable arthritis. Their doctors prescribed strong drugs, without discussing improvement through diet. All reported cessation of symptoms after quitting soy, and/or lecithin; but it requires time, and lots of water).

But back to the bean. Putting in additional poisons is bad enough, but the killer bean hardly needs them to accomplish its deadly purpose. It is already riddled with potential carcinogens and lots of other plant chemicals guaranteed to wreak havoc within the human body. Yet in the face of overwhelming evidence of catastrophic effects resulting from their prolonged ingestion by humans and animals, the soy pushers continue to assert the exact opposite – that all these things are not only harmless *but are actually good for you!*

The fact is that the soy bean contains numerous *phytoestrogens* – a descriptive name for plant chemicals having *oestrogenic* (*oestrus-inducing*) effects. They occur in nature to help regulate animal breeding cycles and, in synthetic form, are used in farming for the same purpose. The ubiquitous birth control pill is, of course, the human synthetic version. At high dosage or over long periods phytoestrogens become anti-oestrogenic. Much higher doses are used in chemotherapy to kill cancer cells.

The class of chemical compounds called phytoestrogens contains dozens of sub-classes, such as *coumestans*, *isoflavones*, *lignans* and *sterols*, each of which

contains further sub-classes. Soy contains many isoflavones, including the sub-classes *genistein*, *coumestrol* and *daidzein*.

Scientists have known for years that isoflavones in soy products can depress thyroid function, causing autoimmune thyroid disease and even cancer of the thyroid. As far back as the 1950s phytoestrogens were being linked to increased cases of cancer, infertility, leukaemia and endocrine disruption.

Charlotte Gerson, of the Gerson Cancer Clinic in the USA, has published detailed research (*Gerson Clinic: Cancer Research, June 1, 2001 - 61 (11): 4325-8*) proving that the phytoestrogen genistein is more carcinogenic than DES (*diethylstilbestrol*), a synthetic oestrogen drug that was given to millions of pregnant women primarily from 1938-1971. Few would be unaware of the death and misery that particular drug inflicted on countless women and their daughters.

### ***Forbidden Food***

Ms Gerson also wrote the following in the *Gerson Healing Newsletter*: “Soybeans contain *hemagglutinin*, a clot-promoting substance that causes red blood cells to clump together. These clustered blood cells are unable to properly absorb oxygen for distribution to the body’s tissues, which can damage the heart.” In his classic book, *A Cancer Therapy – Results of 50 Cases*, Charlotte’s late father, Max Gerson, MD, put soy and soy products on the forbidden list of foods for Gerson Therapy patients.

No less an authority than the US Department of Energy Health Risk Laboratory has published research showing that isoflavones in soy act in the same way as the outlawed insecticide *DDT* to cause breast cancer cells to multiply. In 1988 a Taiwan University team led by Dr Theodore Kay remarked that for more than half a century soy has been known to cause thyroid enlargement, especially in women and children.

Dr Mike Fitzpatrick, a respected toxicologist who is at the forefront of the New Zealand campaign against soy, wrote a paper in 1998 citing much of the published work on the dangers of soy isoflavones, which he submitted to the US Food and Drug Administration (FDA). This paper was also published in the *Price-Pottenger Nutrition Foundation Journal* under the title *Isoflavones: Panacea or Poison?*, and subsequently as *Soy Formulas and the Effect on the Thyroid* in *The New Zealand Medical Journal* (February 2000). It is long, detailed, and frightening.

Here are just some of the things he has to say: “The toxicity of isoflavones to animals first raised the awareness of the scientific community to the fact that soy isoflavones are endocrine disruptors... There have been profound negative endocrine effects in all animal species studied to date.”

In plainspeak, this means that your glandular system can be damaged by soy, and if your glands don’t function properly, your health will suffer

drastically. There is more: “Soy isoflavones increase the risk of breast cancer... Soy isoflavone disrupts the menstrual cycle during, and for up to three months after, administration... Dietary concentration of genistein may stimulate breast cells to enter the cell cycle... Concern was expressed that women fed soy protein isolate have an increased incidence of epithelial hyperplasia.”

### ***Neither Safe Nor Natural***

With these and numerous other credible studies warning women of the adverse effects of prolonged consumption of soy, how, in all conscience, can Australian household brands like *Herron*, *Novogen* and those self-proclaimed icons of good health, *Blackmores* and *Sanitarium*, continue to promote the use of soy and isoflavones extracted from soy as ‘tonics’ for middle-aged women in menopause? Or health professionals endorse claims that soy is a safe, natural alternative to HRT. What they are pushing is neither safe, nor natural and they should be ashamed for suggesting that it is either.

*Phytic acid* is another jolly little part of the abominable bean’s makeup – and also totally destroys the credibility of the manufacturers’ claims that soy products are a good source of calcium and help prevent osteoporosis. Because soy contains more phytic acid than any other grain or pulse, and because phytic acid impairs absorption of all minerals, especially calcium, soy actually strips your body of calcium. The enzyme inhibitors in soybeans block *trypsin* and other enzymes essential for good health. This can produce serious gastric distress, reduced protein digestion, and chronic deficiencies in essential amino acids.

For reasons I will explain shortly, most of this ‘subversive’ material has not achieved wide circulation, being the work of corporate-neutral or independent scientists, who are not in the pay of the multinationals, and who are as voices in the wilderness. Their papers often appear only in esoteric professional journals, or ‘alternative’ publications, such as the Australian *Nexus Magazine* which also publishes editions in New Zealand, the UK and US, who have been courageous in pursuing a ‘publish and be damned’ policy by enabling publication of arguments against the lies of the big corporations.

#### ***Attention Animal Lovers:***

Be vigilant when buying pet food. Most contain soy, because it is dirt cheap. It will shorten your animals’ lives and make them miserable while they are here! It will cause painful arthritis and many other ailments, including cancer. Years ago, our domestic animals died of old age, after vigorous lives. It’s so different now -- if you buy commercial pet foods you will condemn your poor, trusting companions to painful deaths. For evidence, simply read the shameful ingredients listed on packages, and make changes.

Nevertheless, through the efforts and dedication of many enlightened, qualified, courageous, independent and highly-respected scientists, researchers and medical practitioners, it has been possible to unearth volumes of credible research and evidence which demonstrates clearly the criminality of the actions of companies, spearheaded by the mighty Monsanto Corporation, whose genetically-modified cultivar is the prime source of all this misery.

Bringing the covert actions of the soy industry into the public arena has been an undertaking of truly David and Goliath proportions. The public relations machine extolling the virtues of soy has been global and relentless. It has to be – there are at least 100 million acres of soy under cultivation in the United States alone, much of it genetically engineered.

In Australia it is estimated that about 50,000 acres are being cultivated. Displaying the kind of ingenious duplicity which even Machiavelli would surely applaud, and conscious of the public unease regarding genetically modified foods and the trend towards organically-grown produce, Monsanto Corporation has 45 million acres of genetically modified soybeans growing in the United States. American law permits these crops to be mixed with a small amount of organic soybeans, and the resultant combination may then be labelled organic! And you still think the government wouldn't let them lie to you?

With these levels of production at stake a market must be found, increased and maintained. To this end, American soy bean farmers contribute approximately US\$80 million per year to finance what is one of the most effective propaganda campaigns ever known to the Western world. The resultant high-powered publicity blitz ensures that 'news' stories about soy's benefits are everywhere, reinforced by multi-million dollar advertising campaigns.

radio and television to bring this particular piece of corporate skullduggery to public attention – notably on Alan Jones' 2GB Sydney Breakfast Programme, Yvonne Adele's evening programme on 3AK Melbourne and Channel Seven's national breakfast show, 'Sunrise'.

In all cases, the audience response was phenomenal – and without exception, supportive of my claims. The broadcasts also elicited many more instances of health problems directly attributable to the abominable bean.

And I was able to gain some satisfaction from seeing that one major Australian soy-pusher was so concerned that its customers might suspect the truth that it was forced to take expensive full-page ads in national newspapers to 'reassure' listeners and viewers that its products were blameless.

**Golden Eggs**

Thumb through any popular women's magazine, read the newspapers, watch the television commercials and count, for example, those for soy drinks alone. Soy producers, processors and manufacturers spend billions of dollars advertising the 'goodness' of their products. The economics of the mass media ensure that such expenditure guarantees the regular placement of news and feature items extolling the claimed health benefits of soy. The same economics also guarantee that the chances are minimal of any extensive publicity being given to reports of tragic cases such as those mentioned earlier, and the dire warnings of hundreds of corporate-neutral scientific and academic researchers. What media mogul is going to risk offending the Goose that lays these particular Golden Eggs by appearing to question the worth of the product or the truth of the ads?

Sure, occasionally, a report of adverse scientific findings or medical evidence may be too newsworthy to be ignored and will find its way into the inside pages. No problem; in the interests of balanced reporting, the manufacturer will receive their Right of Reply and has an army of in-house or retained 'independent' experts ready with a rebuttal. Even if the rebuttal is unsubstantiated, or based on limited or inaccurate research, it will be published and we're all expected to drink up our soy milk and go back to sleep.

Believe me, this industry has secured the services of some of the best scientific prostitutes money can buy. And if that doesn't work, the usual 'Plan B' is simply to attempt to discredit the whistleblower. But it's not only the media who bear responsibility for helping the soy industry carry out this mass-manipulation and brainwashing. Most of our health professionals appear so busy, or so unconcerned, that even if they were prepared to question what you're told in the glossy handouts the suppliers give them to hand to you if you ask for information, they probably wouldn't consider it worthwhile. People who wouldn't believe anything else Monsanto Chemical says swallow, hook line and sinker, their self-serving lies about soy.

Consider the words of Dr Raymond Peat, the noted endocrine physiologist at the University of Oregon who was one of the first to blow the whistle on the dangers of HRT, years before it finally made headlines:

"There is a distinct herd instinct among people who 'work in science' which makes it easy to believe whatever sounds plausible, if a lot of other people are saying it is true. Sometimes powerful economic interests help people to change their beliefs. For example, two of the biggest industries in the world, the estrogen industry and the soy bean industry, spend vast amounts of money helping people to believe certain plausible-sounding things that help them sell their products."

We could add to that the tendency for people to believe what they want to believe. Especially when it's comforting, reassuring and comes from 'someone who knows'.

Which brings me to my badly misled critics mentioned earlier. Those who are so offended that I should dare to question the masses of 'independent scientific research' extolling the virtues of their favourite health-giving food. Or that I should choose to dismiss the 'well known fact' that people in Japan practically live on soy and don't suffer from any of the problems I go on about.

### ***The Asian Myth***

It's a lie. The truth is that Asians never ate soy, until they discovered how to ferment it and remove the toxins. Since the bean was first introduced in Asia, it was only used as a rotation crop, to fix nitrogen in the soil. It was good at that. Eventually, Asians discovered that if they fermented soybeans for up to five years, most of the toxins would be removed. Most, but not all. One remains, and that is the toxin that strips B12 from the body. Because of this, affluent Asians eat only very small amounts of fermented soy products, and are careful to combine them with meat or fish, to offset the B12-stripping. The Japanese eat a small amount of tofu and miso as part of a mineral-rich broth, followed by meat or fish, which offsets some of the dangers. Monsanto Chemical and all the other soy growers/pushers don't take the time to ferment, but ship the beans direct from the farm to the processing plants: their victims get the full-monty of toxins every time they ingest soy, in any form. And, remember vegetarians, there is no plant B12, so depending upon soy for protein is a guarantee of serious illness.

Further, soy does *not* comprise a major part of the Japanese, or any other Asian diet. And it is likely that very little of the domestically produced soy is grown from the genetically modified cultivar which dominates the Western market. In any case, except in poverty and during times of famine, Asians consume soy in tiny amounts – 7 to 8 grams per day – and most of this has been fermented for years to remove the toxins. The fermentation process also reduces the growth depressants in all soy products, but does not remove them entirely.

Dr Raymond Peat and others have shown that tofu (a soy derivative) consumption is associated with dementia. In a major US study, eight thousand Japanese-American men from Hawaii were assessed for mid-life tofu consumption and its relation to brain function and structural changes in later life. Researchers performed radiologic brain neuro-imaging, extensive cognitive function studies, and post mortem follow-ups. Among the subjects of the study, an increased level of tofu consumption was found to be associated with indications of brain atrophy and cognitive impairment in later life. They even found, at autopsy, swelling of the brain cavities and a decrease in brain weight among heavy tofu eaters. This study was reported in *The Journal Of The American College Of Nutrition*, April 2000, and reprinted in Dr William Campbell Douglass' *Second Opinion Newsletter*.

Whilst on the subject of soy consumption in Asian countries, one real and bitter truth that does not appear in the producers' handouts is that an abnormally

high incidence of cretinism in parts of China where soy is widely consumed because the people are too poor to get other forms of protein, has been linked to brain damage caused by the iodine-depleting effect of soy-based goitrogens on the thyroid. New Zealand toxicologist Dr Mike Fitzpatrick says, “An epidemiological study in China has shown that high soy intake is not protective against breast cancer. There have been several similar studies, which have refuted the theory that soy helps prevent breast cancer.”

Furthermore, Asians, unlike Westerners, do not guzzle soy protein isolate as a milk substitute. Milk is not a part of their culture.

### ***Bad Science***

So how do these ‘myths’ originate? In recent years, several studies have been published regarding the soybean’s effect on human health. Thanks to the power of the well-oiled PR machine, the most widely-published results are those of the studies *underwritten by various factions of the soy industry*. Not surprisingly, they are always presented as being overwhelmingly in favour of soy, even when this is not the conclusion of their own researchers! The primary claims about soy’s health benefits are based purely on bad science or ‘skewed’ interpretation.

Although arguments for cancer patients to use soy focus on statistics showing low rates of breast, colon and prostate cancer among Asian people, there are obvious facts being utterly ignored. While soy-funded studies boast that Asian women suffer far fewer cases of breast cancer than do American women, they neglect to point out that these Asian women eat a diet that is dramatically different from that of their Western counterparts. The standard Asian diet consists of more natural products, greater amounts of vegetables and more fish. Their diets are also lower in chemicals and toxins, as they eat far fewer processed foods. It is likely these studies are influenced by the fact that cancer rates rise among Asian people who move to the US and adopt American diets. Ignoring the remarkable diet and lifestyle changes, to assume only that reduced levels of soy in these American-Asian diets is a primary factor in greater cancer rates, is bad science.

As for the osteoporosis/menopause protection myth, it is absurd to infer that soy protects Asian women. Their habits and diets, as mentioned above, containing little junk food, are totally different from those of Westerners. Further, they rarely smoke or drink alcohol, and have not replaced vitamin D-containing butter with the damaging soy oil margarine so popular with misguided Westerners.

Need more evidence of the soy producers’ dominance of what you can read about their product? A widely circulated article, ***Scientists Suggest More Soy in Diet***, by Jane E. Allen, *Associated Press*’ science writer, cites numerous

speakers in the course of a symposium discussing the probable advantages of soy under the topic, *Health Impact of Soy Protein*. Their deliberations are still widely quoted as proof of soy's beneficial effects. Less well publicised is the article's comment that the US\$50,000 symposium "...was underwritten by Protein Technologies International of St.Louis," a *DuPont subsidiary that makes soy protein!* What price impartiality?

### **Allergenic**

Other popular arguments in support of soy state that fermented soy products like tempeh or natto contain high levels of vitamin B<sub>12</sub>. However, these supportive arguments fail to mention that soy's B<sub>12</sub> is an inactive B<sub>12</sub> analog, not utilised as a vitamin in the human body. Some researchers speculate this analog may actually serve to block the body's B<sub>12</sub> absorption. It has also been found that allergic reactions to soybeans are far more common than to all other legumes. Even the American Academy of Pediatrics admits that early exposure to soy through commercial infant formulas may be a leading cause of soy allergies among older children and adults.

And while on 'Furphys', one persistent critic tells me that he "knows for sure" that allowing the bean to sprout removes all the toxins. He remains unconvinced by the scientific evidence that shows that sprouting allows genistein to metamorphose into coumestrol, which happens to be 30 times more oestrogenically potent!

A while back, as information regarding the dangers of soy started leaking out, the public relations machine went into overdrive, churning out stories about how the 'baddies' known to be in soy are removed during processing. This is a complete untruth, which has been refuted by many studies, yet is fervently espoused by the soy adherents. As described earlier, processing actually *adds* more deadly ingredients to an already potent toxic cocktail.

There are many more 'truths' that the pro-soy lobby will trot out as the answer to just about any health concern, and if you still believe the claim that taking soy will improve hormonal health in men and women, consider this. Eating soy with that intention is not only dangerous, it is futile, as reported in *Nexus Magazine*: "Celibate monks living in monasteries and leading a vegetarian lifestyle find soy foods quite helpful because they dampen libido."

In developed countries such as the USA, Canada, Australia and New Zealand, governments have established statutory bodies with the power to ensure the safety of proprietary food and drugs made available to the public. Sadly, as far as the marketing of soy is concerned, the FDA in the US and the Australia-New Zealand Food Authority, ANZFA (now renamed Food Standards Australia New Zealand – FSANZA), have both displayed a willingness to put the commercial interests of manufacturers ahead of those of the consumers, even to

the extent of falsifying data or withholding commercially unpalatable information.

In our own region, one recent extraordinary and blatant case of deliberate government deception has come to light – and been totally ignored by the media. It concerns, once again, the use of soy in baby formula, and should be considered carefully by anyone who is still under the impression that “they wouldn’t be allowed to sell it if it wasn’t safe.”

### ***Hiding the Truth***

In March 1999, ANZFA prepared a document with the catchy title, ***An Assessment of The Potential Risks to Infants Associated with Exposure to Soy-Based Infant Formulas.***

In Section 3.1, *Hazard Identification*, some potential hazards are listed:

- 3.1.2 Stimulation of oestrogen-sensitive tissue; Infertility; Sexual differentiation; Sexual maturation.
- 3.1.3 Neonatal brain development.
- 3.1.4 Thyroid alterations: Immune responses.
- 5.1.1 Dietary exposures: An exposure to hormone levels 240 times higher than breast milk.
- 6.0 Risk Assessment: “It is clear that phytoestrogens pose a potential hazard to the consumer of soy foods”.

The signatories to this document included the Chief Toxicologist, Dr Luba Tomaska, together with Dr Fiona Cumming (ANZFA), Dr P Tuohy of the New Zealand Ministry of Health, and five academic experts in food safety from both Australia and New Zealand. Among the authoritative references examined by this committee was a 1999 assessment from a US Federal government laboratory, ***Anti-thyroid Isoflavins From Soybean: Isolation, Characterisation and Mechanism of Action***, which examines 50 years of medical reports of thyroid harm and describes how it occurs.

The committee’s final report was clear and unambiguous in its conclusions that the inclusion of soy in infant formula was potentially hazardous.

*Yet, in May 2002, this same body, ANZFA, prepared a document for the signatures of all the Health Ministers of the Australian States and Territories and for the Australian and New Zealand Federal Health Ministers, setting standards for infant formulas which contained no hint or mention of the hazards detailed in their own expert committee’s Risk Assessment document.*

Following ANZFA’s recommendations, all these health ministers, presumably unaware of the hazards that someone in ANZFA considered not worth bringing to their attention, signed the document. The result is that the agreed Standard for the composition of infant formula sold in Australia and New Zealand, now approves the inclusion of ingredients which its own expert

committee (as well as many other authorities) have labelled severely detrimental to health.

Such approval flies in the face of Australian food safety and practice laws and puts our children at risk of permanent endocrine disruption and infertility.

### ***Barefaced Lies***

But it gets worse! Australian politicians, spurred by worried constituents who were questioning the inclusion of soy in baby formula, asked ANZFA for more information. The Authority's standard response was unbelievable – and a barefaced lie:

*“...there is no evidence that exposure of healthy infants to soy-based infant formulas over 30 years has been associated with any demonstrated harm.”*

Isn't it good to know that we have such honest and ethical watchdogs to safeguard our children's health? And why is this body prepared to continue to totally disregard not only its own qualified advisers, but also those of a high-powered UK government committee, whose report is noted on the final page of this chapter?

The Americans fare no better in trusting their government-appointed watchdogs. Their Food and Drug Administration has control over what claims are permitted to be made for food and drug products. They employ scientists and researchers to investigate and validate the claims made by manufacturers for their products and ingredients.

But, when it suits, the agency apparently has no compunction in ignoring, and pillorying, its own experts in order to please a manufacturer. As in the case of two FDA scientists, Daniel M Sheehan, PhD, director of the FDA's Estrogen Base Program in the Division of Genetic and Reproductive Toxicology, and Daniel R Doerge, PhD, a member of the Division of Bio-chemical Toxicology. In 1998, they protested the FDA's handling of a cardiovascular health claim by the giant DuPont soy manufacturing subsidiary, Protein Technologies International (PTI).

After examining the claims and making their own tests, Sheehan and Doerge sent a letter to the FDA management vigorously opposing the claim, which centred largely on claimed beneficial effects of isoflavones in relation to lowering cholesterol levels. Both specialists in oestrogen research, they suggested instead that a warning might be more appropriate.

The FDA's response was to make the unprecedented move of rewriting PTI's petition, substituting all reference to isoflavones with the words 'soy protein' – a move in flagrant contradiction of FDA's own regulations, which then

resulted in the health claim being allowed. They also banned Sheehan and Doerge from making public comment on the issue.

In a more passive action, the FDA has now become so acquiescent when it comes to helping the soy peddlers they have even allowed them to 'self regulate'. A manufacturer or processor is, with little, if any, supporting evidence, allowed to declare their product 'GRAS' – Generally Regarded As Safe – a nomenclature which basically says, "This is OK and won't harm you because nobody has complained about it." Only in America? Don't you believe it!

Many of those who have dared to speak and act against the industry and its political protectors have suffered both physically and financially as a direct result. The story of a New Zealand couple, Valerie and Richard James, who devote their lives to exposing the evils of this trade, is worthy of honourable mention. Much of the suppressed research and evidence has been brought to worldwide attention through their single-mindedness and courage, and they have been a great source of inspiration, advice and information to me and to many others in our efforts to spread the word.

### ***The James' Experience***

I first became aware of the James' work from an article in *Nexus Magazine*. Breeders of tropical birds, the couple had been alerted to the genetic effects of soy when they switched to bird feed which was based on soy protein – with disastrous results: "...deformed, stunted and stillborn babies and premature deaths among females, with the result that the total population in the aviaries went into steady decline." They then realised that many of the symptoms suffered by their birds were similar to the symptoms suffered by their children, who had been fed soy formula. Understandably, they were deeply disturbed by what soy had done to their children and their birds, and enlisted the aid of toxicologist Mike Fitzpatrick, PhD, whose work is described elsewhere in this book. Together they formed an alliance to investigate and expose what big business and government preferred to hide.

While preparing the sixth edition of this book, I rang Valerie and Richard in Whangarei, New Zealand, to introduce myself and ask a favour. I needed a paragraph on the reaction of the soy industry and the New Zealand Government to their nine-year crusade against feeding babies soy formula. As Richard said, "It's impossible to compress years of fear and a constant feeling of menace into a paragraph." So they sent me, instead, a huge envelope stuffed full of the most horrifying information, which instilled in me a feeling of menace which remains with me to this day.

Even I, with my knowledge of cosy industry/government connections, was shocked by what I read. The Jameses enclosed a copy of the painstakingly-researched scientific proof they had presented to the government. This document

is so damning that I was astonished they had been unable to persuade the government to even consider the problem. They enclosed hair-raising details of industry/government threats, lies from officials who were and are protecting the soy industry, and details of careers that were destroyed, grants withdrawn, and research papers censored or not published.

The pressure on one of the scientists with whom they worked was so great that his assistant suffered a nervous breakdown and had to flee the country. Yet the New Zealand government was and still is prepared to go to any lengths to protect the soy industry and their multi-billions in annual profits. Even their Federal Health Minister was firmly aligned behind the baby killers!

### ***Threats and Lawsuits***

As they have become recognised as serious threats to the continued dominance of the pro-soy lobbyists, the Jameses have faced all manner of threats, personal vilification and legal actions. Their own government actually allowed a soy producer to use government-funded Legal Aid to sue them for telling the truth about their product! They, of course, had to fund their own crippling legal defence. Despite this, and with increasing public support, they are preparing to lead a class action against Monsanto and others on behalf of thousands whose lives have been affected by the Killer Bean.

Visit Dr Fitzpatrick's website, [www.soyonlineservice.co.nz](http://www.soyonlineservice.co.nz), and you will be able to see not only the mountain of credible evidence he and the Jameses have assembled against the actions of the multinationals, but also get a sense of some of the lengths to which their detractors will go in their attempts to discredit them. This courageous couple are being pilloried for trying to save millions of babies from the crippling effects of soy formula! They should be thanked, instead of being sued and threatened. It's not only depressing: it's outrageous.

It would seem that there is no way decent people can win against the multinationals when these corporations are backed by governments.

### ***Truth Will Out***

But maybe there is hope yet. Slowly, and despite the power of the vested interests and the complacency and *laissez-faire* attitude of governments, the truth is beginning to emerge. The UK government is considering restricting the sale of soy-based infant formula, and the US Congress is now taking seriously a plethora of complaints and legal actions being instituted against Monsanto on behalf of millions of Americans whose lives have been ruined through the corporate greed of this legalised drug pusher. This is largely due to the efforts of the Weston A Price Foundation, a Washington public interest charitable organisation, which has conducted an unrelenting political lobbying campaign in Congressional Committees.

In other countries, notably Australia and New Zealand, as well as the USA, class actions are being prepared which will finally make public the human toll and the extent of cover-up, falsification, manipulation, harassment, threats and other illegal activities undertaken by powerful multi-nationals

in order to maintain the multi-billion-dollar profits generated by this innocuous-looking, genetically modified and deadly poisonous bean.

Numerous former advocates of the inclusion of soy in our diet have been prepared to re-examine the evidence and are now publicly admitting they were misled by false claims, incomplete and fraudulent research. Which, paradoxically, seems to have hardened the resolve of less enlightened proponents to bury their heads even deeper in the sand and continue to ignore reality.

The words of one former soy user and prescriber are well worth considering. Here are some extracts from a letter sent by US hospital dietician Joyce Gross, MA, RD, LD/N, to her own patients and friends, which she has kindly allowed me to publish (you can read the full text on my website):

“Some of you may remember that last year I was touting soy along with the rest of the medical profession regarding its beneficial effects. I was consuming soy for its phytoestrogen effect to alleviate menopausal symptoms. I was duped like so many other non-suspecting consumers.

“I have developed Hashimoto’s Disease or acute Hashimoto’s Thyroiditis which is an acute autoimmune disease that affects the thyroid gland. (In basic terms this means that my thyroid is attacking itself and I can no longer produce thyroid hormone). My initial symptoms included things like severe joint pain especially in my hands, "trigger" finger(s), carpal tunnel syndrome, excessive weight gain (I gained about 25 lbs. in 3-4 weeks ...”

After describing how her self-diagnosis and research established the cause and condition that physicians she consulted had at first failed to recognise, Joyce advised her friends:

“... I have since found out that Hashi’s can take 8 years to diagnose (we don’t build up the antibodies overnight to it)...

“The soybean industry is a multi-billion dollar industry in this country so they are trying to keep this quiet, even though there have been doctors in the FDA who have written position papers regarding the dangers of soy.

“With so many new products coming out containing soy, and the continued ‘touting’ of it as a major benefit, more and more women are going to become hypothyroid. I

### **Attention Men!**

The Soy propagandists neglect to mention that their product contains a potent female hormone – phytoestrogen – that will adversely affect your fertility and your sex drive. If you fall victim to their billion dollar ad campaigns, YOUR TESTOSTERONE LEVELS WILL DROP, AND YOU MAY DEVELOP BREASTS And your son, if fed soy while in the womb, and then fed soy formula, will be in danger of having a penis no larger than its size in infancy, and may also develop breasts!

am currently working as a nutrition expert in treating depression, bi-polar disorder and substance abuse problems. I can't tell you how many of the women who are admitted for depression are also hypothyroid to the point now that the medical doctor automatically first checks their TSH before the psychiatrists even start prescribing their meds. If I hadn't been so adamant about taking over my own health issues last August, I could have very easily wound up being a patient in my own hospital."

Would that other influential health professionals had her courage and honesty.

### ***Buyer Beware***

In conclusion, I'd like to share with you a true story indicating the extent to which members of the soy lobby will go in order to mislead the consumer about the claimed benefits of their products. In Australia and New Zealand, the *Sanitarium Health Food Company* (a commercial, tax-free offshoot of the Seventh Day Adventist Church) makes a wide range of products containing soy – all of which are claimed by Sanitarium to provide health benefits.

In 1998, the New Zealand Commerce Commission launched a prosecution against Sanitarium for publishing over 150 misleading advertisements for its *So Good* soy milk, in which various unsubstantiated health-related claims were made. The NZCC action was settled out of court after Sanitarium signed a consent decree and entered a Deed of Trust promising not to repeat the claims.

Then, in 1999, Sanitarium formed and financed the official-sounding *International Soy Advisory Board*, which sent Sue Radd and others to New Zealand in May that year to promote Sanitarium's products. (Ms Radd is an Australian nutritionist whose media articles, books and public appearances invariably promote the 'goodness' of soy.)

In a cooking program on TV NZ's *Good Morning* show, Ms Radd, appearing as a 'nutritionist guest expert', spoke glowingly of the claimed benefits of soy consumption. Cartons of *So Good* were prominently in view of the camera.

The following are direct quotes from the published decision of the NZ Broadcasting Standards Authority in response to complaints about the program:

"The benefits of soy consumption were said to include a lower incidence of heart disease, improved reproductive health, reduction in the incidence of osteoporosis, and alleviation of the symptoms of menopause... The material discloses that the Nutritionist was closely aligned to Sanitarium, makers of 'So Good'...If an expert is aligned to product promotion, that ought to be made clear... By failing to disclose this relationship in a programme where she spoke positively of 'So Good', apparently as an 'independent' nutritionist, the Authority concludes that the broadcast, through this omission, breached the requirement of Standard in Sec G.1 to be truthful and accurate on points of fact.

"Where making claims about the health benefits of ingredients which are themselves a matter of controversy, then the Authority considers that the broadcast should at least acknowledge the existence of that controversy... those claimed benefits are a matter of contention and there is controversy... the Authority notes that no effort was made on

the programme to point out that there is significant disagreement among the experts about the claimed health benefits of soy. As these criticisms were not raised or discussed, the Authority concludes that the programme lacked impartiality and balance, and that the Standard (G 6) was breached.”

On 23 August 2002, both Sue Radd and I appeared on the Australian Channel 7 programme *Sunrise*, where she was again credited as a spokesperson for the *International Soy Advisory Board*. My attempts to clarify her credentials and cite the above case were gagged by the presenters and the ‘independent’ Ms Radd strongly denied she had any formal links to Sanitarium.

There’s more. Sanitarium admits that it is the ‘convenor’ of the *Australasian Nutrition Advisory Council*, another supposedly independent public advisory body on nutrition. And, from Sanitarium’s own website: “In 1987...Sanitarium established the *Nutrition Education Service* in order to provide the community with reliable, easy-to-understand nutrition information.” So much for all that ‘independent’ research and advice (and let’s not forget that many of their ‘health’ products are also laced with artificial sweeteners).

### ***Shun Soy Protein Isolate! (SPI)***

The stuff is poisonous! If you doubt that it is possible for the “authorities” to allow such a substance to be mixed in almost every processed food, read THE WHOLE SOY STORY. This impeccably-researched book explodes every lie told by the soy growers/pushers, and if we could just persuade our legislators to read it and act in our best interests for a change, all soy would be outlawed. Kaayla T. Daniel, PhD, CCN, is to be congratulated for the monumental work she has done, and for the way she takes readers by the hand and leads them to the truth. This is science writing at its best and it’s entertaining too.

Dr. Daniel explains that SPI contains “...some 38 petroleum compounds including, but not limited to: butyl, methyl and ethyl esters of fatty acids; phenols, diphenyls and phenyl esters; abietic acid derivatives, dihydroabietinal, hexanal and 2-butyl-2-octenal aldehydes; dehydroabietic acid methyl ester; dehydroabietene and abietatriene.”

Dr. Daniel exposes the way SPI increases the requirements for vitamins E, K, D and B<sub>12</sub>, and details the way carcinogenic nitrosamines and lysinoalanines are created during processing. Not surprisingly, severe mineral deficiencies appear in test animals fed SPI. (And, presumably, in people as well.) Yet, if you buy processed food, you will not be able to avoid SPI and it will not necessarily appear on the label. This deadly “food” belongs in the toxic waste dump, but the multi-nationals are disposing of it in **YOU, YOUR FAMILY AND IN BABY FORMULAS**. I call this genocide.

**For those who ask if organic soy is safe, I say, “Would you eat organic arsenic?”**

We hope you have enjoyed reading this sample chapter of **“Take Control of Your Health and Escape the Sickness Industry”** by best selling author Elaine Hollingsworth.

**This book is available for purchase as a paperback or e-book.**

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