

ENOUGH IS ENOUGH

WHEN DOES THE EVIDENCE
JUSTIFY THE CLAIM?

HELEN BISHOP
MACDONALD

- NUTRISPHERE

- ENOUGH OF ANYTHING MIGHT DO....
ANYTHING

- HOW HIGH IS UP?

- HOW HIGH THE MOON?

WHO IS MAKING THE CLAIM?

Is it an independent health group?

Is it a branded product?

THE GAZETTE, MONTREAL, WEDNESDAY, DECEMBER 31, 1997

FOOD

Help yourself to ketchup — it's good for you

Bright-red, cooked tomato products are loaded with
heart-disease fighting nutrients, scientists find

HARVEY RUBIN
And Jane Zins

NEW YORK — It has to be easier for
culinary scientists to come up
with a food people love to eat and for

which science, when it comes to
disease, has no doubt of the health
benefits. So, tomato products are
loaded with heart-disease fighting
nutrients, scientists find.

Scientists say tomato products are
loaded with heart-disease fighting
nutrients, scientists find. The
benefits of tomato products are
loaded with heart-disease fighting
nutrients, scientists find.

There have been a lot of studies that
showed tomato products are loaded
with heart-disease fighting nutrients,
scientists find. The benefits of tomato
products are loaded with heart-disease
fighting nutrients, scientists find.

PREVIOUS COLOUR

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HEALTH CANADA:

A HEALTHY DIET WITH ADEQUATE CALCIUM AND VITAMIND, AND REGULAR PHYSICAL ACTIVITY, HELP TO ACHIEVE STRONG BONES AND MAY REDUCE THE RISK OF OSTEOPOROSIS.

• CANADA'S REGULATIONS

Health Claims in Canada Guiding Principles

1. Health claim statements must

- be supported by acceptable scientific evidence
- be truthful and not misleading, consistent with the scope and nature of the scientific evidence
- not conflict with national health and nutrition policies and guidelines
- not imply cure, treatment or prevention of diseases or adverse health conditions.

Health Canada. November 2000. Internet : http://www.hc-sc.gc.ca/food-aliment/ns-sc/ne-en/health_claims-allegations_sante/e_soe_fact_sheet.htm.

Health Claims in Canada Guiding Principles

2. Foods bearing health claims must

- be safe for consumption as intended
- have appropriate nutrient composition to avoid promoting consumption of foods that might increase risk factors for certain diseases or that have little nutritional value
- provide the claimed benefit in amounts that can reasonably be consumed as part of a normal diet.

Health Canada. November 2000. Internet : http://www.hc-sc.gc.ca/food-aliment/ns-sc/ne-en/health_claims-allegations_sante/e_soe_fact_sheet.htm.

Health Claims in Canada Guiding Principles

3. Context and labeling

- Health claims, and risk reduction claims in particular, should be made in the context of the total diet to help consumers make informed choices in adopting a healthy diet.
- When a health claim is made, the label must also provide adequate information including nutrition labeling to allow users to assess the product for themselves and to facilitate safe use of the product.

Health Canada. November 2000. Internet : http://www.hc-sc.gc.ca/food-aliment/ns-sc/ne-en/health_claims-allegations_sante/e_soe_fact_sheet.htm

Health Claims in Canada Guiding Principles

4. Health relevance

- The health benefit of the product should be meaningful and relevant to the target population, and sustainable under typical or intended conditions of use.
- Priority may be given to products intended to address conditions of public health significance.

Health Canada. November 2000. Internet : http://www.hc-sc.gc.ca/food-aliment/ns-sc/ne-en/health_claims-allegations_sante/e_soe_fact_sheet.htm

Health Claims in Canada

Food and Drug Act & Regulations

Prohibit sale or advertisement of products which indicates a treatment, cure or preventive role for diseases or disorders listed in:

Schedule A – wide range of diseases and disorders including CHD, diabetes, cancer, hypertension, obesity and arthritis

Also serum cholesterol, glucose etc

- SCIENTIFIC FACT
- MAY CHANGE AS YEARS GO BY

- THERE ARE A TERRIBLE LOT OF LIES GOING AROUND THE WORLD..... AND THE WORST OF IT IS, HALF OF THEM ARE TRUE.

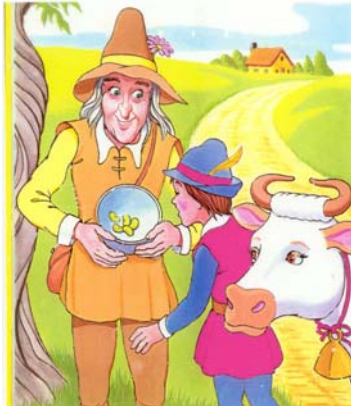
- IS THE PUBLIC WELL SERVED BY CLAIM RESTRICTIONS?

- SOMETIMES: YES



Something fishy about new fad in 'brain food'

Tuna eyeballs said to boost academic efforts



- NO...IF THE BUREAUCRATIC LANGUAGE IS TOO SUBTLE:
“A HEALTHY DIET WITH ADEQUATE BLAH, BLAH, BLAH”

- THE MAJOR ENDEAVOR OF GOVERNMENT REGULATORS IS TO....

AVOID EGG ON THE FACE

RULE NUMBER 1:

MEDIA PRAISE NEGATES THE NEED FOR A CLAIM

OMEGA-3 FATTY ACIDS

FREE-RANGE HENS AND EGGS

TOFU

SOMETIMES IT'S TOO HARD A SELL:

TOFU

EAT MORE BROCCOLI

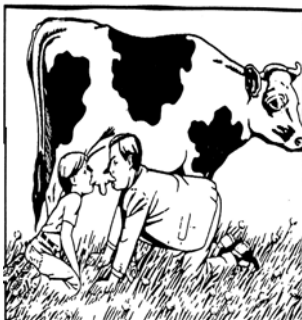
ANTI-DAIRY GROUPS NEED NOOOO
EVIDENCE



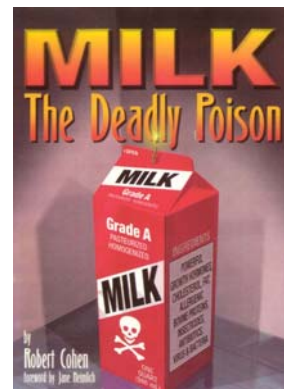
PARODY RILES GIULIANI: A billboard parodying the dairy industry's "Got Milk?" ads has Wisconsin farming leaders angry at an animal-rights group. Two billboards from People for the Ethical Treatment of Animals went up this week in Wisconsin with a picture of New York Mayor Rudy Giuliani sporting a milk mustache and asking "Got prostate cancer?"

N.Y. mayor weighs suit over billboards:

NEW YORK — Mayor Rudolph Giuliani and an animal-rights group locked horns Friday over billboards that use a milk-mustache-donned image of Giuliani in an anti-milk campaign. The billboards, sponsored by People for the Ethical Treatment of Animals, or PETA, showed up this week in Pennsylvania and Wisconsin and drew Giuliani's ire to a campaign that results "got prostate cancer? Drinking milk contributes to prostate cancer?" Giuliani said he would be considering filing a lawsuit against PETA for the billboards, none of which are in New York city. A spokesman for PETA said the group felt it was imperative to let people know about what it claims is the link between dairy products and prostate cancer. "You know Mayor Giuliani is a very public figure who has not locked off from discussing his disease in every available public forum. Clearly we're going for more effective... using Mayor Giuliani's image than some anonymous figure," said Bruce Friedrich, PETA's coordinator for International Grassroots Campaigns.



Milk is not a natural!
Human beings are the only species to drink the milk of another species



- WHAT TO DO?

Keep inundating health professionals with evidence

- KEEP INUNDATING GOVERNMENT REGULATORS WITH EVIDENCE
- KEEP INUNDATING THE MEDIA WITH EVIDENCE

CLAIMS THAT EVENTUALLY SHOULD BE ACCEPTED:

- OSTEOPOROSIS
- OBESITY
- HYPERTENSION
- TYPE 2 DIABETES

- COLON CANCER
- KIDNEY STONES
- GOUT
- PMS

- BREAST CANCER
- HEART DISEASE

- NEVER IN THE FIELD OF HUMAN NUTRITION.....
HAS SO MUCH BEEN OWED BY SO
MANY TO ONE FOOD.....
- THAT FOOD IS MILK

