

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

MARILYN RUBBOG
Montreal Times

NEW YORK — It has to be easier for
colleagues when scientists discover
that a food people love is also good for
them.

Such research, which demonstrates
a link between a nutrient in the tomato
and heart disease, was published by
scientists from the University of
California, Los Angeles, in the journal
"Circulation" on Dec. 30.

Scientists say the study shows that
tomato products, such as ketchup,
sauce and paste, are good for you.

The study found that tomato
products are rich in lycopene, a
powerful antioxidant that helps
protect against heart disease.

Lycopene is a natural pigment that
gives tomatoes their red color.

The study also found that tomato
products are a good source of
vitamin C and potassium.

Scientists say that eating tomato
products can help lower blood
pressure and reduce the risk of
heart disease.

The study was conducted over
a period of 10 years and involved
more than 10,000 people.

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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



OMEGA-3 FATTY ACIDS

FREE-RANGE HENS AND EGGS

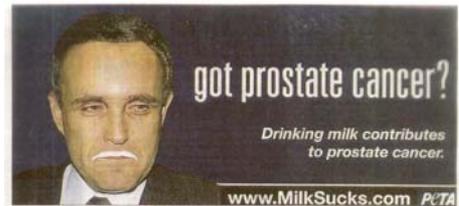
TOFU

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

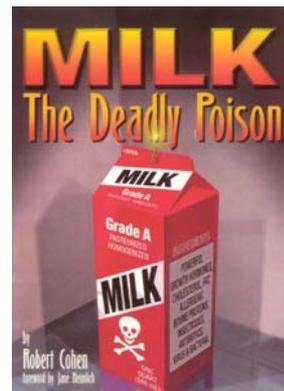
NEW YORK — Mayor Rudolph Giuliani and an animal-rights group locked horns Friday over billboards that use a milk-mustache image of the mayor in an anti-milk campaign.

The billboards, sponsored by People for the Ethical Treatment of Animals, or PETA, showed up this week in New York City. A spokesman for PETA said the group felt it was important to let people know about what it claims milk contributes to prostate cancer.

"You know, Mayor Giuliani is a very public figure who has not backed 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

