


# The Matrix of Medicine

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# The Matrix

- You take the blue pill—the story ends, you wake up in your bed and believe whatever you want to believe.
- You take the red pill—you stay in Wonderland, and I show you how deep the rabbit hole goes. Remember: all I'm offering is the truth.

# The Truth

- The drug companies want you to be sick
- The food companies want you to be fat and hungry
- The supplement companies want you to desperate
- Almost everything you see and hear related to your health is a distortion of the truth



# The Medical/Pharmaceutical Industry Profit by:

- Making you fearful of your own body functions
- Making recommendations that are detrimental to your health
- Confusing screening tests as true prevention
- Treating symptoms rather than causes
- Pretending that association=causation

# Making you fearful of your own body functions

- If you get dizzy when you stand up – “it could be a stroke”
- If you have pain in your arm – “it could be a heart attack”
- If you have some irregularity on your skin – “it could be cancer”

# Making Recommendations that are Detrimental to your Health

- “Stay out of the sun, it causes cancer”
- “Saturated fat and dietary cholesterol cause heart disease”
- “Get your flu vaccine to protect against flu”
- “Under cooked eggs and meat are dangerous”

# Confusing Screening Tests as Preventive Care

- Mammograms
- Pap smears
- Biopsies
- Cholesterol Screening
- Blood pressure monitoring
- Osteoporosis screening

# Treating Symptoms Rather than Causes

- Osteoporosis drugs to “thicken bones” – caused by lack of exercise, lack of sunlight, poor nutrition, hormonal and metabolic problems
- Acid Lowering drugs to treat “GERD” – caused by poor diet, hormonal and metabolic problems and lack of stomach acid
- Lipid Lowering drugs to “reduce heart attack risk” – caused by poor diet, lack of exercise and stress
- Antidepressant drugs to “improve mood” – caused by thyroid problems, hormonal problems, poor diet, lack of sunlight



# Pretending that Association = Cause and Effect

- High cholesterol is associated with increase risk of heart disease – therefore taking a cholesterol drug reduces risk of heart disease
- High blood sugar levels are associated with diabetes complications – therefore using medications to lower blood sugar reduces complications from diabetes
- Low testosterone is associated with risk for heart disease –therefore testosterone replacement reduces heart attack risk

# The Agribusiness/Food Industry Profits by:

- Recommending you to eat foods that make you fat and hungry
- Promoting high carbohydrate/low fat diets
- Promoting “heart-healthy” foods
- Adding HFCS to many products
- Promoting packaged foods containing colorings, additives, poor quality vitamins and poor quality minerals

# Mediterranean Diet Scam

- Primary Prevention of Cardiovascular Disease with a Mediterranean Diet
- N Engl J Med 2013; 368:1279-1290
- Ramón Estruch, M.D., Ph.D., Emilio Ros, M.D., Ph.D., Jordi Salas-Salvadó, M.D., Ph.D., Maria-Isabel Covas, D.Pharm., Ph.D., Dolores Corella, D.Pharm., Ph.D., Fernando Arós, M.D., Ph.D., Enrique Gómez-Gracia, M.D., Ph.D., Valentina Ruiz-Gutiérrez, Ph.D., Miquel Fiol, M.D., Ph.D., José Lapetra, M.D., Ph.D., Rosa Maria Lamuela-Raventos, D.Pharm., Ph.D., Lluís Serra-Majem, M.D., Ph.D., Xavier Pintó, M.D., Ph.D., Josep Basora, M.D., Ph.D., Miguel Angel Muñoz, M.D., Ph.D., José V. Sorlí, M.D., Ph.D., José Alfredo Martínez, D.Pharm, M.D., Ph.D., and Miguel Angel Martínez-González, M.D., Ph.D., for the PREDIMED Study Investigators\*

# Primary Prevention of Cardiovascular Disease with a Mediterranean Diet

- We designed a randomized trial to test the efficacy of two Mediterranean diets (one supplemented with extra-virgin olive oil and another with nuts), as compared with a control diet (advice on a low-fat diet), on primary cardiovascular prevention.

# Primary Prevention of Cardiovascular Disease with a Mediterranean Diet

- *Control diet group.* The focus in the control group was to reduce all types of fat, with particular emphasis in recommending the consumption of lean meats, low-fat dairy products, cereals, potatoes, pasta, rice, fruits and vegetables
- In the Control group, advice on vegetables, red meat and processed meats, high-fat dairy products, and sweets concurred with the recommendations of the Mediterranean diet, but use of olive oil for cooking and dressing and consumption of nuts, fatty meats, sausages, and fatty fish were discouraged

# Primary Prevention of Cardiovascular Disease with a Mediterranean Diet

- End Points-The primary end point was a composite of myocardial infarction, stroke, and death from cardiovascular causes. Secondary end points were stroke, myocardial infarction, death from cardiovascular causes, and death from any cause.

# Primary Prevention of Cardiovascular Disease with a Mediterranean Diet

- in this trial, an energy-unrestricted Mediterranean diet supplemented with either extra-virgin olive oil or nuts resulted in an absolute risk reduction of approximately 3 major cardiovascular events per 1000 person-years, for a relative risk reduction of approximately 30%, among high-risk persons who were initially free of cardiovascular disease.

# Primary Prevention of Cardiovascular Disease with a Mediterranean Diet

- These results support the benefits of the Mediterranean diet for cardiovascular risk reduction.



# Primary Prevention of Cardiovascular Disease with a Mediterranean Diet

What did this study really demonstrate?

Low fat diets increase risk for heart disease –  
low fat diets are very bad for you

The Mediterranean Diet, stressing olive oil  
and nuts and seeds as a fat source is “less  
bad” than no fat at all

# Primary Prevention of Cardiovascular Disease with a Mediterranean Diet – Conflicts of Interest

- Dr. Estruch - Wine and Nutrition Council ; Beer and Health Foundation, European Foundation for Alcohol Research Cerveceros de España, Sanofi-Aventis; Novartis.
- Dr. Ros California Walnut Commission; Flora Foundation (Unilever); Roche; Amgen; Damm and Abbott Laboratories; Merck; Danone, Pace, AstraZeneca, and Rottapharm; Ferrer; Recordati; Sanofi-Aventis, Takeda, Daiichi Sankyo, Nutrexpа, Feiraco, Unilever, and Karo Bio.

## Primary Prevention of Cardiovascular Disease with a Mediterranean Diet – Conflicts of Interest

- Dr. Salas-Salvadó- International Nut and Dried Fruit Council, Danone; Eroski and Nestlé.
- Dr. Arós -Menarini and AstraZeneca.
- Dr. Lamuela-Raventos- FIVIN; Cerveceros de España; PepsiCo.
- Dr. Serra-Majem -Mediterranean Diet Foundation, Beer and Health Foundation.
- Dr. Pintó -Residual Risk Reduction Initiative (R3i) Foundation; Omegafort, Ferrer; Abbott Laboratories; Merck and Roche; Danone and Esteve; Menarini; Sanofi-Aventis, Kowa, Unilever, Boehringer Ingelheim, and Karo Bio.

## Primary Prevention of Cardiovascular Disease with a Mediterranean Diet – Conflicts of Interest

- No other potential conflict of interest relevant to this article was reported.



# Nutrition *Facts* – as per FDA

On a 2,000 calorie/day diet

Total Fat                    less than 65 grams

Saturated Fat            less than 20 grams

Cholesterol                less than 300 milligrams

Total Carbohydrate      300 grams

# Nutrition *Facts* – as per FDA

On a 2,500 calorie/day diet

Total Fat                    less than 80 grams

Saturated Fat            less than 25 grams

Cholesterol                less than 300 milligrams

Total Carbohydrate      375 grams

# Nutrition *Facts* – as per FDA

In other words – the “Nutrition Facts”  
recommend:

The less fat you eat, the better off you are

Eat at a minimum of the equivalent of 17  
slices of bread each day on a 2000  
calorie diet

Eat a minimum of the equivalent of 23 slices  
of bread each day on a 2500 calorie diet

# The “health food” Industry

Wants you to believe that certain highly processed foods are healthy

“Yogurt is good for bowel health”

“Soy is a great source of protein”

“Post-workout bars are highly nutritious”

“Meal replacement products help you lose weight”

“Smoothies are really good for you”



# The “health food” Industry

## Profits by promoting myths

- “Biotin is good for hair”
- “Zinc is good for diabetes”
- “Omega 3 fats are good for your heart”
- “Vitamin C is good for colds and flu”

# The health food Industry Profits by selling supplement that are "good for"

- Reducing belly fat
- Reducing cortisol levels
- Increasing libido
- Increasing energy
- Keeping your brain sharp
- Building muscle

# Other Health Food Industry Myths

- Mega-dose Vitamins are beneficial
- Cleansing “toxins” is vital to your well-being
- You need to reduce acidity and increase your alkalinity

# True Prevention verses Disease Care

- Your Momma care > Obamacare
- True prevention starts with proper nutrition, proper exercise, safe environment

# What Should you Do?

The harder they push you to do something, the more suspicious you should be about this

Attempt to find the cause of your problem and focus on eliminating/reducing the cause

Remember what your mother tells you to do – eat right, get plenty of sleep, get plenty of fresh air and sunshine

Consult with health professionals that focus on and understand true health and wellness

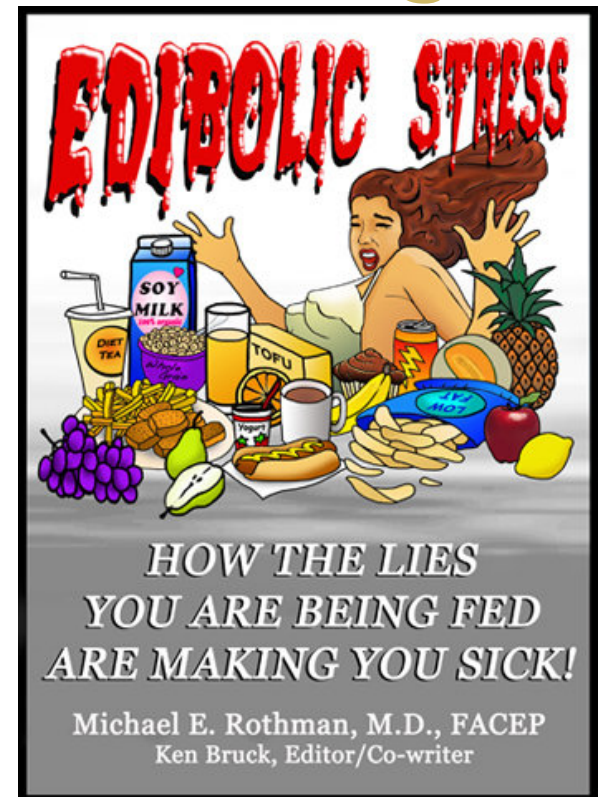
# Your Momma Care

- love, family, breast milk, clean water, clean air, real wholesome food, proper exercise, proper sleep, meaningful and conscious living, proper and adequate sleep, fresh air, sunlight

# Edibolic Stress: How the Lies You Are Being Fed Are Making You Sick

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