

# The Health Jerk: The Series

## Part One: Introduction

Hey there. If you are expecting a nice quiet feel good chat on your health and well being, then as Bill Cosby's mother would say: **'You've got another think coming.'** Hang on, this might be a rough ride.

You are concerned about your health and wellness. And **you all want to lose something**. You want to

- lose some weight
- lose that pain in your back
- lose that chronic disease that is eating up your insides
- lose that need to inject insulin twice a day
- lose all the BS that I will group together as chronic diseases and the associated aches and pains.

Problem is, nothing you do, nothing you take, seems to be solving your health problems. **You can't seem to lose – you fill in the blank.** There are lots of people, companies and government departments that profess to be concerned about your health and well being. Let's look at whose job it is to make you a loser, a loser of whatever health issue is your current concern...

Have a look at this abbreviated list:

### **1. Medical Practitioners**

- 1. Your family doctor
- 2. Specialists to whom you are referred by your family doctor
- 3. Alternative medical practitioners
  - 1. Chiropractors
  - 2. Acupuncturists
  - 3. Massage Therapists
  - 4. and many, many more

### **2. Government Departments**

- **1. FDA – Food and Drug Administration** – responsible for regulating food, dietary supplements, drugs, biological medical products, ..., cosmetics etc. from the viewpoint of consumer safety. Part of the FDA approval process requires that the sponsor of the drug prove clinical efficacy of the drug.

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- **2.FTC – Federal Trade Commission** – responsible for regulating consumer advertising and marketing, financial products and practices, telemarketing fraud, privacy and identity protection, etc. Also involved in anti-trust issues to ensure fair competition.
- **3.FCC – Federal Communication Commission** – responsible for consumer protection including product liability, privacy rights, unfair business practices, fraud, misrepresentation etc.
- **4.USDA – U.S. Department of Agriculture** – responsible for food safety, nutrition education, etc.
- **5.Medicare** – Federal government health insurance program for people aged 65 or older.
- **6.Medicaid** – State managed health insurance program for people with limited income.

3. Medical Research Companies

4. Private Health Insurance Companies

5. Pharmaceutical companies

6. Diet Supplement and Nutritional supplement suppliers

7. And many many more in narrow categories or areas of expertise.

That's a lot of companies, a lot of people worrying about solving your health problems. It's a wonder anyone is still sick. **In fact with trillions of dollars of the Gross National Product being applied to the Health and Well Being of the population**, I am past wondering, I am truly amazed. **Are you certain you people are really sick?**

Well just in case a few of you are truly sick, the Health Jerk will evaluate the existing Health system; tell you what to watch out for; and make some recommendations. Part One was very tame. Like Radar from M.A.S.H. would say, wait for it. The FDA and LD50 test are next.

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## Part Two: LD50 Test, Drugs and Toxicity

Have you been thinking about that list of people and companies who are supposed to be looking out for you and your health. I made a joke about it earlier, but I gotta ask: Why are there any diseases left? Why are we not all living to 150? The annual budget of just one government department, the FDA, is over 2 billion dollars in 2007. How can there be any unsafe drugs with that budget? What's worse, most of their mandate is checking the work of others, like research and clinical tests completed and paid for by pharmaceutical companies. The **FDA** are not doing the actual research or conducting the actual tests, just checking them, **2 billion dollars annually**.

OK, I have quite a list to pick from here. I am going to start with the FDA because they are on the labels, they are in the news and most people are aware of them. People may not know what they actually do, but they have heard of them. As I said early, the FDA is primarily responsible for the safety of food and drugs. The official mandate suggests that the FDA is also responsible for the efficacy of drugs. This is a bit of an exaggeration. By the way, efficacy means effective for the stated purpose, the power to produce the intended results. I had to look it up.

To understand the FDA we need some definitions.

**DRUGS – Only drugs can be used to treat, diagnose, cure or prevent disease.** Prescription drugs can only be authorized through script issued by licensed Doctors. Typically prescription drugs are supplied by a licensed Pharmacist. Note all the licenses involved.

The FDA (your federal government) requires a large number of tests to ensure our safety. In the past, (and probably covertly now) the FDA approval process for drugs often included the LD50 Test. That is, **to be classified as a drug, pharmaceutical companies must conduct tests in which they increase the dosage of a new product during the test period until 50% of the test subjects die – lethal dose 50%**. This test is currently out of favor with the FDA but not because of the toxicity implications of the purposed drug, but because of the publicity the FDA received because of the cruel treatment to the test animals. What is lost in the rhetoric here is that **each drug must have proven itself toxic to 50% of the test group before it could earn the classification of D R U G, drug, from the FDA.**

I am not happy with that, are you? A new product must have a toxic dose level before it can be called a drug. This is a circular strategy. The new product must be toxic at some dosage in order to qualify for the 'label' drug per the FDA. Drugs can only be

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approved by the FDA. Only drugs can be used to treat, diagnose, cure or prevent disease. Toxic substances are responsible for many of the health issues and diseases in our society. The 'cures' per the FDA must be toxic as some dosage level. I am getting confused... Maybe it's just me, but does that make sense to you? Consider this, all of the prescription drugs and most of the over the counter drugs that you currently use are toxic and probably lethal if taken in extreme dosages? How safe does that make your medicine cabinet? Children and the elderly are not safe. They do not know what is a safe dosage and what is not. This is an example of the logic used by the government and scientific bureaucracies. Here is another example:

Once the world believed that using the heavy metal, lead, as the material for the supply piping used to distribute drinking water was a fantastic choice. Scientists and the government supported this idea as the workability, durability and availability of lead made it the perfect material for supplying water in homes and cities. Gee Whiz, science has moved on from that decision, but it took a while for the government to read the memo. Lead piping was used in Ancient Rome. The FDA still allowed lead-based paints to be used on cribs in the 1960's. Oops. The list of medical conditions attributed to lead poisoning is more than I can stomach so I am not going to list them here.

Furthermore, science now knows that many toxic substances are stored in the body – good examples being lead, chromium and other heavy metals. Our bodies do not want to store them, we just can't get rid of them. One aspect of medical diagnosis is the identification of toxins which are building up in your fatty tissues, in your bowels or in your bone marrow. Ever seen Dr. House on TV? Now my question to you is this: **How many toxins from 'over the counter' and prescription medicines (remember these are all approved by the your government, the FDA and recommended by your family doctor and HMO) are building up in your body?** Toxins which are not in the normal food supply. Building up until they reach a critical level and then they make you really, really SICK. And better yet, no one will even know why you are sick. You will make a great story line for Dr. House on TV as he tries to identify which toxin is causing your death and what is introducing it into your dying body...

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Good luck people, keep taking those government approved (and fully paid for by the pharmaceutical lobby) medicines. More on the FDA next, the definition of disease and what can be used to treat a disease.

I sincerely hope you survive your ability to act like a sheep...led to the slaughter by HMO's, family doctors, and the rest of the Health Industry Establishment.

Baaaaa...

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## Part Three: What's A Disease?

As promised, I believe Part Two had a little more bite. In this part we will continue discussing the FDA as we still have some definitions to complete.

### **Disease:**

- **any departure from health**
- **a particular destructive process in an organism**
- **an evil or destructive tendency.**
- **as a verb, to cause disease in, infect, corrupt.**

The reason the word disease is so important is that the FDA uses it in the definition of a drug.

**Only a drug can be used to treat, diagnose, cure or prevent a DISEASE.**

The FDA also uses it to **define who can treat, diagnose, cure or prevent a disease, that being licensed doctors and pharmacists and so on.**

Hopefully some bells are going off...

Only drugs can prevent a disease? Does that mean I cannot eat unapproved nutritional foods and unapproved dietary supplements because they might make me healthy and resistant to (read prevent) disease. What if I ate some oranges with Vitamin C and prevented scurvy? You get the idea.

Here is a fictional story. It's fictional. Make believe. I do not have a miracle plant and I do not have cancer. Fiction.

***Once upon a time...***

***What if:***

***I found a plant growing beside some rocks in my backyard.***

***What if:***

***I had lung cancer and the doctors gave me 6 months to live.***

***What if:***

***I ate one leaf from that plant every day for 3 months.***

***What if:***

***I was completely cured of lung cancer.***

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*What if:*

*You knew me and my medical history.*

*What if:*

*You contracted lung cancer and the doctors gave you 6 months to live.*

*What if:*

*You asked me how I got better.*

*What if:*

*I told you that I ate a leaf a day for 3 months from this special plant.*

*What if:*

*You asked me if you could eat a leaf a day for 3 months.*

*What if:*

*You recovered from lung cancer.*

*What if:*

*Word spread about our recoveries from lung cancer.*

*What if:*

*100 people asked me if they could eat a leaf a day for 3 months.*

*What if:*

*I said yes.*

*Then the FDA would put me in jail.*

Actually as I have told this fictional story, the FDA would probably put me in jail during my self treatment if they found out about it. I would certainly be in jeopardy when I shared my treatment with you. With 100 patients, the FDA would call out the SWAT team.

I know it is a silly story, but it becomes really silly when you understand the purview of the FDA. **I am not a licensed doctor or pharmacist therefore I cannot distribute anything which is intended to treat, diagnose, cure or prevent a disease.** Certainly cancer is a disease. Therefore in my story I broke the law even during my self treatment.

Here's one that is non-fiction. What if I burned my hand. I wanted to treat it with aloe, a widely known natural remedy for burns. Under one interpretation of the FDA regulations, my treatment of the burn with aloe would break numerous rules: non licensed treating and diagnosing of the burn, non licensed curing of an injury, use of a non-FDA-approved natural substance to treat and cure an injury. This is getting silly but it gets even better.

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OK, what's a disease anyway? Well no one would care if the FDA was not running around classifying and renaming every simple ache and pain as a disease. For example, simple indigestion, our parents called it heartburn, now it's a disease – acid reflux disease. The pharmaceutical industry has over the counter and prescription drugs to address and cure that disease. Please save me from the TV ads. **The point being made here is that indigestion is now a disease which means that per FDA regulations, it can only be treated, diagnosed, cured and prevented by an FDA approved drug. That is a drug which when taken at extreme doses will be toxic per Rule LD50.**

How did we get caught in this catch 22? Stay tuned for the next part as we continue to discuss the government and our Health.

Baaaaaaaaaaaa...

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## Part Four: Your Government and Your Health

Hey there, Health Jerk here, I could do twenty parts on the government and your health, but I'll do just one more part for this series, then we will move on to doctors...

The FDA is there to **keep us safe** from unsafe drugs and dietary supplements.

The USDA is there is **keep us safe** from tainted food.

The FTC is there to **keep us safe** from unfair and misleading trade practices like false advertising, fraud and cartels.

The FCC is there is **keep us safe** from products which make false claims in their advertisements in the various media.

The federal budgets set aside to keep us safe is immense. The 2007 FDA budget alone is over 2 billion.

Why don't I feel safe?

It is the function of the PRESS to inform the public of the news, especially news which may impact our lives, our safety. It is also entertainment. I for one do not believe all that I read or see or hear. But here are a few interesting questions:

**Why do the Japanese refuse to buy our beef?**

How do Chinese products enter our marketplace without effective inspections, or at least as effective as those required for American made products? Mattel toys, pet food recalls...

**How did Vioxx slip through the FDA approval process?**

I am not going to beat a dead horse here but I find it entertaining in a macabre way to witness the warnings on products these days. Often the potential side-effects are worse than the symptoms of the original health complaint.

Finally, **how can MEDICAL MISADVENTURE be the four leading cause of death in the United States today?** And that assertion comes from the AMA, the American Medical Association.

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I must ask the question.

But first one more fact, do you realize that with approval and research costs today, that the cost to introduce a new drug into the American consumer marketplace is typically measured in tens of millions of dollars? Ask me why health costs are out of control.

I just barely touched on health insurance which brings up Medicare and Medicaid. It brings up the concept of Universal Health Care. Is our good health for sale to the highest bidder? Is proper medical treatment only for those that can afford it? Let's not go there, we will be here for a week.

OK, I have spent some time talking about some of the issues which relate to the government and the responsible departments as they apply to your health, your well being, your safety. Let's move on to Medicine and the doctors. Surely with all the modern medical schools in this country, our doctors must be the best educated and trained in the world?

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## Part Five: Doctors and the American Health system

Welcome back, this is part five of the Health Jerk series. So far we have listed the many contributors to your good health. Parts 2, 3 and 4 were dedicated to the FDA and trying to understand exactly how the government is keeping us safe. On my scorecard, they come up a little short.

Let move our focus over to **medical doctors**. These poor souls spend half their lives in school trying to master the ever-increasing body of knowledge known as Medicine. All sarcasm aside, this has become a truly impossible task in recent decades. The body of knowledge is expanding exponentially and even with the help of high speed computers, no one can stay current.

There is one disturbing thing about all doctors older than say 30. That being, **10 years ago and earlier very little or no attention was given to nutrition at med school**. This has changed and is changing more. What I mean by that is actual class time and courses are now dedicated to the advantages and effects of good nutrition. Also you may have noticed that the government recently modified the recommended food chart.

I can not talk about doctors without talking about health insurance and HMO's. Today health insurance is so important to the earnings of a doctor that almost all doctor offices have a person totally dedicated to completing the forms and interfacing with the health insurance companies. Have you gone to the doctors recently? You cannot get by the receptionist until you provide your valid health insurance card and make your co-payment.

Today's discussion is from my personal health history.

***15 years ago, I started to lose the feeling in my right hand all the way down from the right shoulder. Not my left hand...angina, my right hand. I went to my family doctor and he decided it was joint damage in my shoulder from my misspent youth on a pitcher's mound. Whatever. Because he must to get paid, he referred my to a specialist on the approved list of specialists and away I went. The orthopedic specialist saw me and confirmed that it was shoulder damage and got out the big needle with cortisone and shot me up. Hurt like Hell. After a week it was probably worse and certainly not better.***

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***My wife stepped in and insisted that I go to a chiropractor. I dragged myself into the quack's office and sat down. He insisted on an X-ray of my back and neck. I argued that the doctors, people with MD after their name, had said it was an injured shoulder. He ignored me. The next day he called me asked me to come in. I did. He said he had good news and bad news. But first he wanted to ask me a question. He asked me if I had had a collision to my back about a year before in a car wreck or while playing a sport. I answered that I had collisions all the time, I play ice hockey in the local amateur league and about a year ago some one had crashed me into the boards from the back in our nice no contact league. Moving on. He said that made sense and the good news was he could fix me. The bad news was I had a broken neck. Well that's an exaggeration. I had a hairline fracture in my third vertebrae which had calcified up and was impeding the nerve transmissions to my right arm. The third vertebrae is where the nerves to the right arm start. I guess they don't teach that at med school. Three weeks later I was good as gold and have never had that problem since.***

So much for the wisdom of traditional medicine and specialists.

This example is not meant to demean or condemn medical doctors. It simply points out that paradigms distort everyone's judgment, even the judgment of the 'gods who walk the earth', uh, I mean medical doctors. Well that's how they expect to be treated. Ever asked someone to try a homemade remedy for an ache and pain. You almost always hear back later, my doctor said that it wouldn't work and might even hinder my treatment.

Closed minds. Sheep, being led to the slaughter by the Traditional Health Establishment. Speaking of which, we will discuss the pharmaceutical industry next time.

Later sheep.

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## Part Six: Pharmaceutical Companies and Health

OK, so far we have talked about FDA and other Government departments and Family doctors and specialists. Let's move our focus.

Let's talk about pharmaceutical companies. I mentioned earlier that the FDA, or one of the government's alphabet soup departments, is making companies reveal more about the side effects of their products. This is required on the labels and in the ads either audio or video.

This has made for some hilarious commercials on TV. I guess they would not be funny if you had the disease or were taking the drug, but when the voice over begins the conditions for success and the possible side effects, you must smile just a little.

There is one, I believe it is a product to reduce high cholesterol, that sums it all up for me. There is that nice, life is wonderful visual and audio and then the almost sultry voice does the voice over with:

***If you drink lots of water, maintain a healthy diet and gets lots of exercise, then XXXX will help you reduce your cholesterol.***

Gee do you think? If we could get 50% of the population to follow the 'water, diet and exercise' advice, then I would be willing to bet the mortgage that we would have a lot of 'out of work' doctors and no more wait lists in hospitals.

Have you ever been in the doctor's office when the pharmaceutical representative visits? When I owned a engineered products company I often was visited by salesmen for ion exchange resin or whatever but he never looked like that. The drug rep, she never waits to see the doctor. Now that's at the local level. But what is truly amazing is the lobby in Washington DC.

**The pharmaceutical lobby is very lucrative but I am at a loss as to what they are protecting.** With the research and testing costs for new products, I do not think anyone can move into that industry. As I said earlier, product introduction cost is measured in tens of millions of dollars. Who else can afford to play but the existing cartel, excuse me, companies?

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All of the above is interesting and perhaps humorous, but the next item is truly evil. Think about all the resources that are expended to create all of those drugs, over the counter and prescription, which you see at the pharmacy, which are advertised on TV, on radio and in the print media. Think about the focus of the research. Think about the focus of the drugs.

### **How many drugs actually cure a disease?**

Pharmaceutical companies want you as a customer for life.

For example, Insulin treats a condition, it does not cure diabetes.

Dozens of serious pain killers, do that, they provide relief from the pain of arthritis, or rheumatism, or lupus or XXXX, they do not cure anything.

**Our medical research aims at symptoms, not cures.** It aims to mollify discomfort and pain. Relieve the symptom, use the drug. Cure, why? We all know our society is based on instant gratification, so fix my problem now.

### **But just imagine if someone actually tried to cure something. Or please, be still my heart, perhaps prevent something.**

Someone told me that the medical establishment in China is reimbursed differently than the manner with which we reward our medical doctors in the USA. **In China, the doctors are paid to keep their patients well**, their compensation is based on how many patients are healthy, not how many are sick. Interesting paradigm shift. Focus on prevention and then you won't need to treat the symptoms or 'pretend to' cure the disease. What a novel idea. Not really. Although the rest of the world is far behind the USA as far as modern facilities for both treatment and research, much of the rest of the world either always did or has **shifted the health emphasis to 'prevention based medicine'**.

The American Medical System is amazingly efficient when dealing with trauma. If you break your leg, then this is the country in which to do it. But despite tremendous expenditures, the American Medical System is ranked very poorly for the treatment of chronic diseases.

**We do not cure diseases, we treat them.  
We do not prevent diseases, we diagnose them.**

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We are becoming a country of people who are dependent on over the counter and prescription drugs just to get through the day. We need something to unplug the congestion, stop the cough, give us energy, calm us down, speed up our metabolism, slow down our metabolism, thin our blood, supply our hormones, boost our immune system, make us sleep, wake us up and so on and so on. No one is ever going to just drink water, eat properly and exercise. They might become healthy.

That can't happen, the economy would go to Hell in a Hand Basket. Next we will look at the Dietary Supplement or Nutritional Product Suppliers.

Later sheep.

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## Part Seven: Nutritional Companies and Health

Health Jerk again. OK, we talked about the FDA and other government departments, medical doctors, pharmaceutical companies, let's have a look at the dietary supplement companies.

This industry has just exploded in the last decade. It's growth curve is straight up as more and more people realize:

- **our current food supply does not meet our nutritional needs**
- **medical research identifies specific vitamins, minerals, amino acids, enzymes and so on which are beneficial to our health and are missing from our traditional diet**
- **medical research discovers natural herbs and substances in remote and isolated geography which provide better health to the locals.**

We live longer. Our bodies now have the time to develop diseases which were previously not identified or not common. This has opened up a whole new set of diagnose, symptom, treatment and cure cycles.

The baby boomers want a more physically active lifestyle in the later years than previous generations. The baby boomers demand more physically attractive bodies during their later years than previous generations.

The 'ME' generation demands more physically attractive bodies then, now and in the future.

Basically, **we are searching for solutions to the health and appearance issues which either were uncommon and nonexistent previously.**

OK, our friends in the pharmaceutical industry are doing their best to keep up but they are hamstrung by the FDA rules.

FDA rules as they currently apply to Dietary Supplements only ensure that the materials are safe to consume. The FDA does not check the efficacy of dietary supplements. Now the FTB and FCC are involved with false advertising, fraud and consumer protection issues. The FDA protects itself and the consumer by demanding that all nutritional and dietary supplements (all non drugs) must be safe by the standards used for food but all marketing statements must include the following disclaimer:

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**"This statement has not been evaluated by the FDA. This product is not intended to treat, diagnose, cure or prevent any disease."**

Talk about a kick in the teeth. The whole point of most dietary supplements is to assist in the prevention of disease. Currently, the FDA does not vigorously enforce and penalize when companies do not use the disclaimer unless an investigation is triggered by complaints or blatant misrepresentation or fraud.

This market was measured in millions of dollars a decade ago. Now there are numerous companies that themselves supply hundreds of millions of dollars into the dietary supplement or nutritional supplement market. Several companies actually have sales in excess of 1 billion dollars. I am not talking about the Pharmaceutical companies here, I am talking about the Nutritional companies.

The suppliers of these products can be a one man operation in the back woods of West Virginia or they can be multi-million dollar companies listed on the stock exchange. Some products are mixed up in a vat in the garage. Some products are produced in facilities which would shame some of the drug companies with 'state of the art' sterile filling stations and 'state of the art' laboratories for quality control and research.

Are these companies good for our overall Health System. Yes. Alternatives are always good. Alternatives always need objective evaluation as well. The FDA is responsible for our safety as consumers. We should be reasonably secure that we can consume the products without jeopardy. A major concern appears when one looks at the claims of the thousands and thousands of products available in the marketplace. Truth in advertising is patrolled by the FTC and the FCC. Fraudulent claims and refund policies are also overseen by the FTC and FCC.

**The problem becomes, who do you believe?** We are not all biochemists with labs at our disposal. The alphabet soup of government agencies are overworked and understaffed or at least so they claim. Our whole Health System is organized to funnel the sheep (that's you and me) to the economic slaughter. Again, who should you believe? The Health Jerk will address this question in future segments.

Later sheep.

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## Part Eight: Believability and the Health Industry

Hey it's me the Health Jerk. And let me apologize for asking all these questions which make you question your government and your family doctor. Let me apologize for questioning your sheep-like behavior. And let me apologize for igniting your interest in the overall American Health System so that you force some of these charlatans and pretenders to actually take your health and well being seriously. Wait a minute, NOT, I don't apologize. I hope I have kindled some spark of interest which will lead to your self preservation.

Moving forward. Part Seven left off with the age old question of '**Who do you believe?'**

**NO ONE.**

OK, if I am suggesting that you believe no one, then how do you evaluate the myriad of options available to you and your family. The American health care system is enormous, we have already listed out just some of the major players in Part One of this series including:

- Government agencies
- Medical Doctors
- Pharmaceutical companies
- Dietary Supplement companies
- and so on

I am going to try to be pleasant here and **assume** that all of the **components of the American Health Care Establishment have good intentions – improving the health of you and your family.** But I must ask some questions...

1. How can you believe the advice of the FDA when time and time again the effectiveness of an approved drug is compromised, what I am getting at here, is that the FDA mandate of efficacy has become mute. Furthermore, the FDA mandate of consumer safety seems to be a larger challenge than the FDA can meet ... Vioxx and many other approved drug recalls during past months. How can you believe what they (recommend) approve?

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2. How can you believe your family doctor? He was educated and trained probably 25 years ago. How up to date is he or she? The breadth of medical knowledge is growing exponentially. No one can keep up. OK, along comes the specialist. Now it is up to the family doctor to be the master diagnostician, you know Internist, Dr. House on TV. It's impossible even for House. If he cannot diagnose your problem, how can he recommend the correct specialist. Remember my personal example with my broken neck...

3. How can you believe the specialist? If you show up with some symptoms which lead to his specialty, then he will act accordingly. What if the symptoms also lead to another specialty?

4. How can you believe the recommendations of the Health Insurance Industry. They are trying to reduce personal health treatment to an assembly line. There are too many variables. Personal health is a very personal issue. The costs are escalating out of control. The co-payments are rapidly approaching what was once the fee for a doctors visit. The co-payments for prescription drugs are already higher than the total cost of the drugs just years ago. The use of generic versus brand name has me totally confused. Can you go to alternative medical specialists like chiropractors and acupuncturists? How about massage therapists? Are any dietary supplements included? Vision? Hearing? If an HMO is supposed to cover all aspects of a health system, why are so many things missing? And so on and so on. Who do you believe?

5. The claims made by the pharmaceutical companies have become the punch line in many stand up comedy routines. Either they make outrageous claims which later they must retract or modify OR their claims are so ambiguous with endless conditions and possible side effects that no thinking person would ever waste their time and money on the product. Except when your family doctor recommends it. Except when your HMO approves it. Except when the ad on TV, the radio or in the magazine is well written and persuasive. Who do you believe?

6. That brings us to my favorite, the dietary supplement or nutritional product companies. This section will have its own special part, because, well, who are you going to believe?

Later sheep.

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## Part Nine: More Believability and Health Industry

Hey there, we left off last time at point 6 in a list of who are you going to believe. The total American Health System includes a large number of factors. Probably the most controversial is the Dietary Supplement or Nutritional Product Companies.

Have you ever gone to an informational call about a health and wellness product? I have. Most of them are pretty standard.

Have you heard enough about the **latest, greatest revolutionary discovery** from the Amazon rain forests, from the South Sea Coral reef, from deepest Africa, from monks of Tibet or the priests of the Far East? You must **give them A for ingenuity if for nothing else**. OK, tonight, I guarantee you that there are literally thousands of presentations being made to thousands of people. Each presentation claims to have the solution to, drum roll please, your personal health challenges. I hate to keep asking questions, but who do you believe?

I said that many of the presentations run true to a pretty standard format. In most formats you will find personal testimonials. Either delivered by the speaker in the third person or many times, delivered in the first person supposedly by the actual individual giving his or her testimonial. How many times have you heard testimonials that run like this:

***'I had diabetes and then I took XXX, it was amazing, I was insulin free in 3 months. If you have diabetes, take XXX and you will be insulin free in 3 months too, just like me.'***

***I call it the 'diabetes shuffle'.***

After they run through a number of chronic diseases and health conditions, you are overwhelmed by the effectiveness of this new product. All those testimonials from real people convince you that it must work and will work on you. Of course, one of the examples was the health challenge that you face. They were cured weren't they?

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I hate to be the stick in the mud here but every one of us is **different**. Everything about us is different.

- **Genetics**
- **environment**
- **age**
- **weight**
- **metabolism**
- **fitness**
- **immune system efficiency**
- **health history**
- **and so on and so on...**

There are literally **thousands of variables in the health equation that defines each and every one of us**. Assuming all the other variables are held constant, or have no influence on our health and well being, is ridiculous.

Better yet, do you think the **condition of your body and its general health** is comparable to a native of the Amazon rain forest? How about the jungles of deepest Africa? Maybe the steaming rice paddies of southeast Asia? Come on people use the brains with which you were born. Each person's body is different. Perhaps, underscore perhaps, there may be some parallel effects between people who are of similar age, health, race, sex and so on. But even then it's a long shot.

Now those of you with the 'get your affairs in order' verdict from your family doctor, I understand. I am not saying give up. I am not saying become bitter and negative. What I am saying is **do not fall into the traps set by the greedy sales pitches**. As long as the nutritional products are not harmful to you (like most drugs are) then try anything. Just **do not buy into the deception of the certain cure. Do not buy into the unrealistic expectations promised by the pitch men**. Demand and enforce the money back performance or satisfaction guarantees on those products, especially those that promise a speedy recovery. Make them put their money where their mouth is.

**The diabetes shuffle is insidious. It raises false expectations in the elderly and in very sick people.** Now I am great believer in the power of the mind. I am a great believer in the power of positive thinking. But the diabetes shuffle is just evil.

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That's all for now. Take it with a grain of salt. **Believe you can recover and do natural healthy things to assist in your recovery. There is no magic pill or potion. You can help your body with natural nutritional products,** but there are no miracle cures. Most miracles are the results of mis-diagnosis by traditional medicine. I gave you an example from my life as it applies to family doctors and specialists. Doctors make mistakes. Medical misadventure is the fourth most popular cause of death in the USA.

Let me say this as plainly as I can. With today's age of political correctness it is sometimes challenging, now that's a good word, to clearly state one's view. If you are financially challenged, then use your common sense. Do not spend hundreds of dollars on magic pills. At least not until you have done all the sensible things your grandmother likely told you to do. On the other hand, if you are not financially challenged, in other words you have more than enough money, then after reasonable investigation take advantage of some of the nutritional products available. There are some I favor. These products generally lean more heavily on science. They focus their strategy on prevention of chronic disease. And lastly, they are less dependent on miracle finds in some jungle.

If the verdict is gloom, then I guess you must do whatever you can do. But be wary of the unrealistic claims and miracle drugs...

OK, I have shown you a very high level of cynicism but no solution. Let me talk about why the solutions are obvious. Let me talk about the problems created by ambitious marketers in the field of Health and Wellness. Let me talk about guarantees.

# The Health Jerk: The Series

## Part Ten: Guarantees and your Health

I asked the question: Who do you believe?

Is your email spam box full of offers for every treatment under the sun? Do people you barely know push promises of improved health and income opportunities at you? Did you ask for some health related information on the Internet and now your snail mailbox and your e-mailbox are overflowing with offers for every health related elixir in the universe? Worse yet did you supply your telephone number and now your phone rings dozens of times a week with offers of health and wealth?

Here is the simple truth...

No matter what someone claims about a health product...

No matter how many testimonials you hear, read or see...

No matter how many claims of marvelous income streams you are promised...

No matter what, **with the digital technology available today, one cannot believe what one reads, hears or sees, possibly even feels and smells.**

It all comes down to trust or faith.

**I do not know you.**

**You do not know me.**

**Why should you believe me?**

**Why should you trust me?**

**Better yet why should I trust or believe you?**

There is no objective reason for the offer of trust in either direction.

Now the marketers out there are jumping up and down and shouting at me. But we have a money back guarantee.

Now we all know about guarantees...

**Using a guarantee is a marketing strategy.** It is used to offset the natural cynicism of a prospect. It is perceived to remove the risk from a transaction, so that if the transaction goes south (you are not 100% satisfied), then you are safe from loss as they promise to refund your money.

That's ideally how it works.

## The Health Jerk: The Series

Have you ever asked for your money back? Smart marketers have tracked the frequency of refund requests. Depending on the type and cost of product, the results vary, but it is fair to say that over **25% of the people would not ask for their money back, even if they got a rock in a box instead of what they ordered.** Through apathy, lost receipts, inability to face confrontation, whatever, they never even ask.

On the other end of the spectrum, there is a small percentage of unethical people who always take advantage of 100% money back guarantees even when they are completely satisfied. Again, depending on the product type and cost, these thieves make up less than 5% of the total number of customers.

Now all of the above is assuming that the company is playing fair. I am certain that you have heard of someone who experienced a failed refund request, maybe some like these:

- sorry not without a receipt
- sorry not unless in original package
- sorry you are missing packaging materials
- sorry some of the product was opened or used
- sorry too late, guarantee period over
- sorry too soon, can't process guarantee until...
- sorry can't find the transaction in our database.
- sorry that company is no longer selling that product
- sorry that company is no longer in business.
- And so on...and so on...

## The Health Jerk: The Series

OK, what do we have so far...

Point One – The government has some unusual ideas about how to **keep us safe** and protect us from unsafe health products. Overdose toxicity seems to be as important as the ability to treat. The reasoning here escapes me.

Point Two - The government has decided that no one but people authorized by them can diagnose, treat, cure or prevent a disease.

Point Three - The government has decided that every ache and pain should now be identified as a disease so that all health issues large and small will then fall under points one and two.

Point Four – Technology today has made it almost impossible for the everyday person to validate any product claim or any potential income claim. This leaves us vulnerable to unethical marketing practices: especially bait and switch techniques; especially 100% satisfaction guarantees; and even just flat out fraud.

Point Five – Whoever is speaking, the government, the doctors, the alternative medicine practitioners, the reputable companies or the MLM pitchmen, who do we believe?

OK that was guarantees and a summary of where we are so far. In the next part we will discuss health industry economics and how to move forward from here.

# The Health Jerk: The Series

## Part Eleven: Basic Economics of the American Health Industry

Hey there, I hope I didn't leave you in too much of a quandary, I know that things look pretty bleak so far, we'd better move on before the anxiety attacks start and you reach for the little blue pills.

If the marketplace for personal health and wellness products was one million dollars annually, then it would be a cause for concern, but not panic.

The personal health and wellness industry has several niches or product groups. For now we will ignore:

- over the counter pharmaceuticals
- prescription pharmaceuticals

Together these are multiple hundreds of billions if not trillions dollar niches.

Let's focus on dietary supplements or nutritional products.

***Currently it is estimated that the nutritional supplement market is billions of dollars annually. There are dozens of companies which fulfill orders to the tune of hundreds of millions of dollars annually. This is no longer Mike's Snake Oil that he mixes in his garage.***

Basic economics always reflects the **supply and the demand** for specific products. With this tremendous demand, billions of dollars, it is quite understandable that various levels of government are concerned about the 'well being of their citizens'. Or maybe, they are planning a strategy to capture some of that money. I don't want to go 'conspiracy theory' on you here, but there seems to be a tie between the government's associated regulatory bodies ...and ...the pharmaceutical industry. There seems to be a billion dollar lobby in Washington DC related to the pharmaceutical industry. But let's not go there.

So let's talk about the market for nutritional supplements.

## **The Health Jerk: The Series**

We have a market with **tremendous demand**. This market is growing rapidly as the baby boomer generations skew the nation's demographics. These baby boomer generations have the audacity to actually want to live longer and experience a better quality of life in their later years. This trend will continue to grow as North America continues to recognize alternative medicine as a real alternative to our trauma based North American Health System.

**OK, there is a hungry, growing market for nutritional solutions to health issues using nutritional supplements.**

**OK, there is a hungry, growing market for nutritional solutions to the maintenance of body and spirit.**

**OK, there is a hungry, growing market for nutritional solutions to our general well being.**

**OK, there is a hungry, growing market for treatment which address chronic diseases.**

**OK, there is a hungry, growing market for cures which address chronic diseases.**

We do not want just band aids. We do not want to take government approved drugs with their potential for toxicity and their potential for side effects as bad if not worse than the original health condition. We want to use natural cures and treatments from substances such as herbs, fruits and vegetables.

**OK, I think you will grant me that the market is immense, hungry and growing.**

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## The Health Jerk: The Series

That was the demand side, now from the **supply** side we have:

- Number One - the pharmaceutical companies are entering the marketplace aggressively. This is possible because they have a monopoly in the DRUG market. A monopoly created by our federal government and its regulatory agencies like the FDA, FCC and FTC. Their lobby is suggesting that they can legislate a monopoly in the dietary supplement market as well.
- Number Two - thousands of small companies providing home made remedies which address all sorts of aches and pains.
- Number Three - dozens of large companies which provide nutritional products at dollar volumes of tens and hundreds of millions of dollars annually.

I don't know about you, but **I see this as a train wreck about to happen**. The government must react for a number of reasons.

1. protect the public from dangerous products – good reason
2. protect the public from fraudulent products – good reason
3. regulate the products offered – maintain control over the health products/services industry – bad reason.
4. continue to reap the rewards of a larger bureaucracy – bad reason
5. continue to reap the rewards from lobbyists – bad reason.

I do not know what will happen when the dust settles.

In part twelve we will discuss more government interventions into the American health industry and I will start making a prediction of two, maybe even some recommendations.

Baaaaaa.....

# The Health Jerk: The Series

## Part Twelve: More Government Interventions Into the American Health Industry

OK, let me begin this part with some personal statements.

With the nutritional supplement market out of control I do not know what is going to happen. Maybe over regulation, unbridled demand and questionable marketing are fixin' to be a train wreck, maybe not, maybe yes, but I do know this.

It is immoral and unethical to sell a nutritional product by offering your prospect false expectations: **“I have diabetes, I took XXXX, I recovered. You have diabetes, if you take XXXX, then you will recover from diabetes.”** This is total BS. There are dozens if not hundreds of variables. Just because I have diabetes, it is not necessarily true that our bodies are the same age. It is not necessarily true that our bodies are in the same physical, mental and emotional condition. They do not necessarily have the same genetic history. Their environment has not, is not and will not necessarily be the same. They do not necessarily have the same blood type or the same metabolic rate or the same dozens of other differentiating factors. Accordingly, **one cannot draw the conclusion, it cured me therefore it will cure you.** Yet how many times have you heard that presentation? Worse yet, how many times have you used it?

Some of you are saying, BS right back at me and that's fine. Except – my money says that the government will shortly not only legislate but vigorously enforce that:

**Only licensed doctors will be able to diagnose, treat, cure or prevent a disease. Furthermore, they will expand the disease data base to include all ailments no matter how insignificant.**

This is basically in place now within the FDA regulations, it just is not enforced vigorously.

If we cannot use case study parallel examples, then what is left for the marketers of nutritional products?

## The Health Jerk: The Series

The other main marketing tactic out there involves the concept of a secret discovery and exclusivity. 'The natives from the Amazon jungles have used this herb for centuries and they never get warts etc. etc. etc.' This marketing tactic is invalid for all the same reasons as stated earlier. All factors are not the same. It is just another version of 'I have it, you have it...', that is the 'diabetes shuffle'.

What's left? Greed!

Greed is often used as a marketing tactic in MLM businesses which many times turn out to be well camouflaged pyramid schemes. Sign up your family and friends and everyone will get rich, who cares about the product. **Some presenters love to use the old gold mine story.**

***“If you found a mine which was loaded with gold bars, more than you could possibly carry away, more wealth than you could possibly spend in a lifetime. Who would you call to help you remove the gold bars from the mine? Would you call strangers or would you call your family and friends? I think you would call your ‘warm market’ and allow them to participate and share in your good fortune. So this MLM opportunity is your gold mine. You know it's just about to explode. Look at me, I am already making \$25,000 per month. So get your ‘warm market’ on board. Invite them to collect their bars of gold before everyone else discovers the gold mine.”***

I thought that this BS had run its course. But someone recently retold the story with great enthusiasm.

**If you are not providing a solid product, then there can be no sustainable business model.**

**If you are not providing true value to your customers, then there can be no sustainable business model.**

Period. No maybes, no exceptions.

Remember the 'diabetes shuffle'. This is the 'income shuffle'.

## The Health Jerk: The Series

On a tangent to this but to demonstrate greed...

There is actually a group of 'marketers', I put that in quotes because I personally do not consider them marketers, who only operate pre-launches. They never launch the product or opportunity. They have done hundreds. They have a template. They just collect all the upfront deposits from the wannabe greedies and then disappear without launching anything. Then they reappear to do it all over again with another project next month. The amazing thing to me is that often the same wannabe greedies bite, time after time after time. Greed is a tremendous motivator.

OK, before I get totally sidetracked...

Back to the subject at hand. How can a valid effective nutritional product be exposed to the marketplace. And better yet, how can the marketplace recognize the valid products from the scams?

Before I address those issues, let me say this. The marketplace loves to investigate scientific facts about products. They love to hear stories about the Amazon natives. They listen carefully to presentations about patents and exclusivity. That's great from the buying side, when you are just collecting information. The big question from the selling side is "When do you stop providing information?" There is a whole niche of people out there who will listen and read forever, literally until the cows come home, but never pull out their credit card without a notarized statement from their doctor. Then the question becomes, **why provide more than a very brief summary if endless information is not effective?** Finally, here may be a forced solution and here is a my prediction.

I started to talk about this earlier but here is **prediction number one**

It is my personal opinion that the following statement is going to become a requirement on all advertisements of nutritional products. It will become a vigorously enforced law with harsh penalties. If you do not clearly provide this statement, then you will be punished legally. Here it is:

**"This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease."**

## The Health Jerk: The Series

Furthermore, much to the chagrin of the secret ingredient marketers, I predict that ingredient disclosure on labels, similar to foods and pharmaceuticals, will be required and vigorously enforced in the near future.

There is that **magic word disease again**. Remember what was stated early in this report, the **FDA is busily trying to define every ache and pain as a disease so that only DRUGS can be used to diagnose, treat, cure or prevent ANYTHING**. OK, that's it for this part. Next we will talk about guarantor reliability, remember Enron, Eastern...

Later sheep.

# The Health Jerk: The Series

## Part Thirteen: Guarantor Reliability

### In the American Health Industry

We're back...

If you think that the 'FDA not reviewed' statement is a significant pair of handcuffs to put on a marketer who is trying to do the 'diabetes shuffle', here is **prediction number two:**

**The FDA will not allow any mention of a symptom or disease unless both the safety and the efficacy of the product have been approved by the FDA.**

Next, **prediction number three...**

Not to be outdone ... **The FTC will set up two specific departments as they relate to the nutritional supplement marketplace:**

- 1. An unfair business practice department to deal with pyramid schemes. This will be aimed at the businesses which use the down-line as the consumers of the product. If you are new to the business, then understand it this way: the FTC will demand a certain percentage of all of your product sales are to consumers not marketers. I estimate that the percentage will be at least 50%.**
- 2. A consumer protection department to deal with money back refunds. This will protect the consumer from guarantees which are either difficult to execute from the consumer side or mislead the consumer into believing that they can get their all their money back within a reasonable time frame if they are dissatisfied.**

## The Health Jerk: The Series

Back to how to market.

Customers are motivated to pull out their wallets when we move from the logical arguments to the emotional triggers. Most marketers are aiming at the impulse buy. Our attention span in today's society is measured in single digit seconds. Look at the ads on TV. They have reverted to SEX to sell just about everything because it is the only thing that we will look at or listen to longer than a half dozen seconds. Even then he or she had better be hot.

OK, seriously, I believe there is only one valid offer remaining available to a ethical marketer of nutritional supplements. Furthermore it is only possible from a limited number of sources. My conclusion are not comforting to me either.

Let me explain myself with a fictional example...

***“If Mike's Snake Oil guarantees you that Mikes Snake Oil will give you 100% of your money back if you a not 100% satisfied with your purchase of Mikes Snake Oil, then you have a certain level of confidence in the product and Mike's Snake Oil's ability to make good of its promise of a 100% money back guarantee. Probably pretty low.***

**If Exxon gives you a 100% money back guarantee contingent on your 100% satisfaction, then you are very confident that Exxon will have the ability to make good on their promise of a 100% money back guarantee.”**

If the guarantor is strong financially, then you have confidence in their ability to fulfill their obligations – in this case – reimburse you, the customer, for 100% of the product cost if you are not satisfied with 'whatever the details'.

The next part discusses the 'whatever the details'.

Baaaa.....

# **The Health Jerk: The Series**

## **Part Fourteen: Guarantee Details**

In Part Thirteen, the financial stability of the guarantor was discussed. Not much point in having a guarantee from a company who is not likely to be around next week.

Now within the subject of guarantees, let's look at what I called 'whatever the details'. Because a nutritional product and its market have so many details, the only verbiage which makes sense with regard to a guarantee is: 100% unconditional and 100% satisfaction, OR ... 100% refund.

Then we must deal with the issue of proving the original purchase. Note that the guarantee was on 100% satisfaction. This is vacuous. You could get all the performance you demand and expect from a product and still be unsatisfied. Accordingly, from the seller's side, there is no way to prove that contrary to claim a customer was completely satisfied. Therefore it is no really a condition at all. If you decide to apply for a refund, then the seller must comply.

OK, if we decide to ask for a refund (whatever the personal reason – it is truly irrelevant) , then the issue of how to provide compensation is next. This should be straight forward, not.

**Have you ever read the details of a guarantee? As a dissatisfied customer I personally...**

- **do not want a substitute product**
- **do not want discounts on future products or other services**
- **do not want stock in some unknown company**
- **and so on and so on...**

**What I want is my money back.**

I want the same asset back that I used to make the purchase originally. You laugh. Read some of the guarantees sometime.

## The Health Jerk: The Series

OK, we are almost there. Even if the seller ignores the buyers who are refund everything, really just thieves, this type of guarantee is a significant risk for the seller. There is no way for the seller to prove that a refund claim is invalid other than non purchase.

Pay attention now, I am going to start to personalize this discussion. Up until now I have given you my frank and open opinions on the Health Industry and on the participants in it. I have not recommended a specific product. My only recommendations until now are:

- 1. Buyer beware, insist on a workable money back guarantee.**
- 2. Do not blindly follow anyone's advice including mine. Investigate, use the Internet, be cautious. Do not allow impulse emotional buying habits to distract you from your goal – improved health.**
- 3. Do not fall prey to the 'diabetes shuffle' OR the 'income shuffle'.**
- 4. The best advice I can give you is drink lots of water, eat a balanced healthy diet and get lots of exercise. But that's not news, your grandmother told you that years ago.**

Now if I was the other Jerk, I would now go for the close and sell you some nutritional product to cure whatever ails you. Sorry I can't do that. You have my four recommendations.

## The Health Jerk: The Series

Here is a link to my Amazon Bookstore which lists a number of appropriate titles which may help you make your own healthy decisions:

[http://astore.amazon.com/mikes\\_bookstore-20](http://astore.amazon.com/mikes_bookstore-20)

In all conscience I cannot suggest that you pay \$50 to \$500 to join an income opportunity that is just the 'income shuffle'. An opportunity which will fail for 99+% of you. In my opinion essentially all MLM nutritional companies fall into this category.

In all conscience I cannot suggest that you pay \$100 - \$200 per month per person for nutritional products. Even products which are based in science instead of BS. It is too much money for the average family. When the placebo effect is factored out, when the effect of positive expectations is factored out, I am not certain how much true efficacy is remains.

For 40 years I have looked at myself in the mirror every morning when I shave. I want to continue to look at myself for a lot more years. I do not think I could if I had told you about nutritional supplements any other way. You have been told as plainly as I can tell you. This whole concept of nutritional supplements is a dice throw. Which means you could get lucky, but the odds are against you. From a consumer point of view, if you are prudent, you probably can protect yourself with the guarantees from reputable companies.

From the opportunity side:

- more government involvement
- serious participation by the entering major pharmaceutical companies
- the reluctance of the MLM companies to price their products more competitively
- the reluctance of the MLM companies to move their focus from recruiting downline and refocus on retail sales
- these and many other minor factors continue to muddy the water for me.

Only if you are not financially challenged by a monthly expense of approximately \$125 per person, then read Part 15 for additional comments...

# The Health Jerk: The Series

## Part Fifteen: Additional Discussion

For over 2 years I have taken **Ambrotose Complex**, a nutritional supplement manufacturing and marketed by Mannatech. I am satisfied with this product. I was originally attracted to this product because of the product strategy. This product is designed to help your body repair and restore itself. In other words it was not a product designed to alleviate pain or symptoms.

I have long been of the opinion that:

- lots of water
- a balanced diet
- and exercise

were the keys to good health, I believed my grandmother.

I have always believed in the marvels of the human body. It is truly amazing. It can adapt to different environments, repair itself without external help and withstand unreasonable abuse from weather, extreme weather conditions, drug addiction, alcoholism, child birth and so on and so on.

The product strategy of Ambrose Complex is to provide the glyconutrients missing from our modern diet. These glyconutrients allow the body to communicate more efficiently with itself on a cellular level, thereby facilitating the body's ability to repair and restore itself.

For about 6 months I actively marketed Mannatech. For the last 18 months, I have been involved only on a passive basis. I chose to not actively market using techniques like...

- I have this, I got better, you have this, you will get better...
- I make money, you will make money
- this product is the only thing which will solve your health issues.
- approach my family and friends with this gold mine...
- pitch a compensation plan based on get 2 to get 2
- and so on...

I do not support these marketing strategies.

## The Health Jerk: The Series

The CEO of Mannatech recently made the following statement:

**“Our customer loyalty has always been one of our key strengths and it is based largely on the positive experience with our products. We believe our unique products will outperform any other wellness or skin care products on the market and now guarantee that all of our consumers will feel the same way or be entitled to a full refund.”**

I do support the this philosophy.

OK in summary: the company name is **Mannatech**. It is listed on the NASDAQ stock exchange if you are interested in the financial details of the company.

The product is **Ambrotose Complex**. This product is designed to augment our diet with the glyconutrients necessary to ensure that our individual cells can efficiently communicate with each other.

Here are the conditions of that FULL refund:

**“Associates have 180 days from the date of purchase to return products and obtain a 100% refund...”**

What do you have to do to be eligible for the refund policy?

Be a consumer of Mannatech nutritional or skin care products.

Here is what you do to start the refund process: save your empty containers. Save your receipts or at least use the same credit card to pay for all of your product so that it is easy to provide proof of purchase.

If you are not completely satisfied with your Mannatech products, then call your independent representative or Mannatech customer service. The phone number for customer service is on the paperwork included with each product shipment you receive.

That seems pretty straight forward. You have 6 months to become satisfied with the product OR return empty or full containers for a 100% refund.

## The Health Jerk: The Series

Now if you are interested in this product because of the product strategy or the iron clad guarantee from a NASDAQ company, then go for it.

The retail price for a 4 week supply is \$125 per person plus tax and freight. In Georgia, that amounts to approximately \$140.

My strong recommendation is that you become a Mannatech associate on auto-ship. This makes you eligible for the lowest possible wholesale price. This arrangement will eliminate the need to create a new order every 4 weeks. This purchase strategy costs me 75% of the commission available on a corresponding retail sale. **But it is the best deal for you.** You can terminate your auto-ship order at any time with a phone call. If you begin your Mannatech experience by signing up for auto-ship you will receive a bonus product as our thank you for your business.

If you become a Mannatech associate on autoship, then your price will be reduced from \$140 to \$118.34 every 4 weeks if you live in Georgia 30075. That's a saving of over \$20 per person per 4 week supply of Ambrotose Complex.

Now this series has wandered through a number of issues. I could rehash them here and turn on the marketing strategies...

- scarcity
- urgency
- product features and benefits
- proof through testimonials
- proof through scientific papers and studies
- and so on and so on

But that is not what this is all about. I was going to be sarcastic and point out some of the ridiculous claims currently rampant in the marketplace but that's for another time.

Here's what I am going to tell you if you are not financial challenged and you want to help your body operate efficiently.

Sign up as a Mannatech associate on auto-ship for 6 months and give Ambrotose Complex a serious test. Take 2 teaspoons of the powder daily. I mix it up with Diet V8 Splash each morning.

## The Health Jerk: The Series

Keep track of your basic health indicators like:

- blood pressure
- pulse
- weight
- overall well being

What are you risking?

Absolutely nothing. You have an iron clad guarantee. The product is 100% non-toxic. The product is a proprietary mixture of 100% natural foods.

This is **NO RISK HEALTH**.

**In the highly unlikely case that you do not experience an improvement in you health and well being during the six month trial, then send the empty containers back and get a 100% refund.**

No harm, no foul.

**NO RISK HEALTH ..... from THE HEALTH JERK.**

And here is the call to action. Get back to whoever directed you to The Health Jerk series. If you want to start right now, then call Mike Anderson at 770-998-7732 or send an e-mail to [Mikesbizzz@yahoo.com](mailto:Mikesbizzz@yahoo.com).

For specific product information just click this link to be directed to the corporate website: <http://www.mannapages.com/flamingo>

For more information on glyconutrients, here are my links to several titles for resources available at Amazon:

[The Missing Nutrients](#)

[Sugars That Heal](#)

[Miracle Sugars](#)

[In Search of Manna: Your Guide To Glyconutrients and Meridians](#)

Health, Happiness and Prosperity in that order. Peace.

# The Health Jerk: The Series

## Disclaimer

This report has been written to provide information about health industry. Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on the health industry to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of health industry information.

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