

Imagine an **AMERICA** without **FDA CENSORSHIP**

By Jonathan W. Emord

DID YOU KNOW

that contrary to the First Amendment, the Food and Drug Administration censors all health claims that associate a nutrient with a disease? Truth is no defense. Unless pre-approved or permitted by the FDA, all treatment claims are forbidden; all prevention claims are forbidden. Period. The FDA opposes approval or permission in all but a very small number of cases. By doing this, the FDA dishonors and violates the Constitution. The FDA has become a renegade agency that presumes itself above the higher law, and worse, presumes itself free of constitutional limits to exercise its power.

What if we were suddenly freed from this agency's stranglehold on the truth? What if FDA censorship were to suddenly end and the intent of our Founding Fathers was instantaneously restored? What if the FDA was denied of any power whatsoever over speech and press? What would this America look like?

Imagine something for a moment. Tonight, before you go to bed, imagine you pray for an end to FDA censorship. Imagine further that when the sun rises tomorrow a miracle has occurred and all those who censored speech at the FDA were to have that same censorship fall upon them. Imagine they couldn't conceive of how to issue a single order to silence any speaker in the United States. Imagine what the marketplace would look like.

Let's be clear. I don't mean to suggest the Department of Justice should be disarmed of the power to prosecute. If it were proven by clear and convincing evidence that people were engaged in deceptive practices or the sale of harmful products, they would be prosecuted. Fraud would still be illegal. However, the vast majority of





those now silenced, who dreamed of the day when they could tell the truth, would have the right to speak the truth. If that freedom were restored their dream of telling the truth about the healthful benefits of their products would be fulfilled.

Free Speech Could Lead to Better Health Information

Follow me as we navigate through that day when a bold new market was created and the aggressive hand of FDA censorship was stayed. Our first stop would be at our regular gas station. While the car filled with gas, we entered the quick mart connected to the station. There, next to candy bars and other sugary items, we would find an array of healthy, energy enhancing products. Products containing B vitamins, amino acids and other nutrients that increase energy naturally and listing the beneficial results that have been scientifically proven. Imagine having a truthful choice.

With the car ready to go, we next head to the grocery store. As we walk in, we're surprised to find a large display area bearing a banner that reads, "Disease Fighting Foods in Our Store." In the display section, you'd find brochures of various kinds identifying specific products that enhance your health and the specific nutrients they contain. The brochures clearly explain what the products do for those who are healthy and for those who suffer from specific ailments.

The booth would also contain an interactive computer that was also accessible from your personal computer at home. It would invite you to type in your age, weight, height; ask basic questions about the status of your health; ask you to list the prescription drugs, vitamins and supplements you're currently taking. Then it would ask you to select from a menu of keys to help guide your purchases at the grocery store. All this before you put one item in you shopping cart.

Imagine having a personalized list that identified the best dietary supplements for you and your family and the best foods to buy. It would also alert you to the foods you should avoid, especially those known to contain GMO's, have a high sugar content, hydrogenated oils or other disease causing agents.

Imagine having before your very eyes, a personalized guide to the disease fighting foods available in that very store. Imagine having the latest information based on peer-reviewed scientific studies on the effects of nutrients in supplements and foods. You would hold in your hands a guide to the most nutritious foods and supplements to include in your family's daily diet.

As you shopped the aisles, you could follow the personalized recommendations with the confidence that you are making the best choices for the health of you and your family. Conversely, if you chose to not follow the recommendations, in part or whole, you would know in advance the potential health consequences of



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making poor choices and be responsible for them.

Armed with the knowledge to maximize healthful choices, you would become part of an empowered consumer movement that would profoundly transform the American diet and alter the marketplace. Food manufacturers responding to significant changes in consumer demand would alter the composition of prepared meals, cereals and snacks and replace harmful sugars and artificial ingredients with natural health enhancing sugar substitutes such as Stevia. Good fats, such as coconut oils, would replace bad fats, such as hydrogenated oils. Flax seeds high in alpha linolenic acid would become more common in processed foods than less healthy seeds. Fish containing high omega-3 levels, such as tuna, would become more readily distinguishable from others containing lower omega-3 levels.

The superior benefits of vegan and vegetarian diets over diets dependent upon meat would become more apparent to consumers. Consumption of organic raw fruits and vegetables would increase over pesticide ridden inorganic substitutes. And the larger consumption of the organic products would lower the prices because of the demand. Consumers will come to understand that maintenance of their health through healthful living is a

personal responsibility, just like proper parenting.

What we eat does largely influence our health and lifestyles. We would become, as never before, masters of our own biological destinies. Reliant on self-help through daily preventive maintenance, we would witness a dramatic reduction in the incidence of food-related diseases such as diabetes, cancer, and cardiovascular disease. Those already afflicted with those diseases would know, at the point of sale, how best to channel their purchases to reduce or eliminate their afflictions.

Medicine Would Change Fundamentally

Physicians would see fewer patients suffering from disease brought on by poor eating habits and lifestyles. Rather than rely on drug interventions to mask symptoms of disease, physicians would come to maximize reliance on alternatives to the use of caustic drugs in the long-term care of patients. They would embrace patients as partners in the evolution of their wellness, rather than view them as broken machines in need of immediate, albeit temporary, fixes.

If FDA censorship of nutrient-disease information were to end, our nation would witness an extraordinary rise in average states of health; an extraordinary

rise in productivity and quality of life far into the senior years; an increase in the gross domestic product; a great lessening of dependence on welfare; and a vast improvement in the quality, safety, and reliability of food stuffs and supplements. Far from causing greater fraud and abuse in the market, a truly free market would enable consumers to identify, through informed consumer choice, the very best products that enhanced a vibrant, healthy lifestyle. There's no greater enemy to fraud than a fully informed consumer. Consequently, fraud, too, would become less commonplace.

Perhaps greatest of all, were our prayers answered and censorship lifted, we would once again become sovereign citizens, not servile victims of a paternalistic state that thinks it knows better than we do what is in our own best interest. Imagine that. **HK**

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