

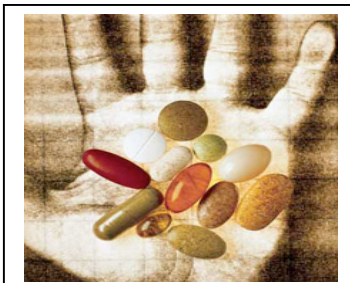
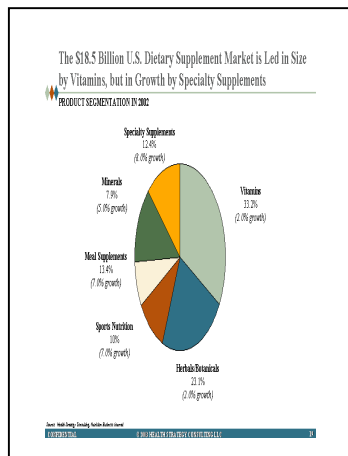
Dietary Supplements

Background Information

Manufacturers of diet supplements may make three types of product claims: health, nutrient content, or a structure/function claim. A health claim describes a relationship between a food, food component, or dietary supplement ingredient, and reducing risk of a disease or health-related condition. Nutrient content claims describe the relative amount of a nutrient or dietary substance in a product. A structure/function claim is a statement describing how a product may affect the organs or system of the body and it cannot mention any specific disease.

The producers of weight loss dietary supplements are well aware of how little consumers know about nutrients and weight loss options. They are also very aware of society's hysterical fear of body fat. These two things combined are the real health hazard of obesity, not the over-consumption of food. The difficulty lies in knowing what information on products is accurate and what is for profit.

Human bodies are designed to consume. If one path to hunger is switched off, the body will find another signal or will retain fat thinking that it is starving. Taking supplements teaches the body to become reliant on that product.



Sources of Images:

1. www.health-strategy.com
2. www.infocusmagazine.org
3. www.dsm.com

Top Things Every Consumer Should Know...

1. The only legal regulation by the FDA is that the manufacturers may not claim that their product will diagnose, cure, treat or prevent a disease.
2. Labels must list all ingredients.
3. Manufacturers do not need to report any ill effects of their products.
4. In 1996, consumers spent more than \$6.5 billion on supplements.
5. Once a person stops taking supplements, the body's hunger and eating patterns are still present.
6. The human body did not properly evolve to digest processed foods or things made with white flour and additional sugars like corn syrup.
7. Supplements do not provide superior nutrition and only compound a person's nutrient deficiency.
8. Healthy food is the best choice.

Six Indicators of Product Fraud:

1. Claims that the product is a secret cure or a breakthrough treatment.
2. Uses 'pseudomedical' jargon, such as 'detoxify,' 'purify' and 'energize'.
3. Claims that the product can cure a wide range of unrelated diseases.
4. Claims that a product is backed by scientific studies, but with no list of references or references that are inadequate.
5. Claims that the supplement has only benefits – and no side effects.
6. Accusations that the medical professions, etc. are suppressing information about a treatment.

Information Sources:

- http://www.fda.gov/fdac/features/1998/598_guid.html
- <http://www.cfsan.fda.gov/~dms/hclaims.html>
- <http://www.ods.od.nih.gov/factsheets/DietarySupplements.asp>
- <http://www.newstarget.com/z001568.html>

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How you can learn more...

1. *Big Fat Lies: The Truth about Your Weight and Your Health.* by Glenn A. Gaesser
2. *The Obesity Myth: Why America's Obsession with Weight is Hazardous to Your Health.* by Paul Campos