

Some Hucksters Never Go Away!

Author Kevin Trudeau is one of them! His book, *Natural Cures "They" Don't Want You to Know About* is replete with empty promises, unproven assertions, and dangerous advice. This best-seller is hawked endlessly on TV infomercials prescribing magic juices, colonic irrigations and other purges; bee pollen, hydrogen peroxide, enzyme pills plus other ineffective and/or harmful procedures and products. None of it is new. It's the same old snake oil. His misinformation, is combined with out-and-out paranoia and loaded with conspiracy theories that boggles the mind. So says Dr. John Swartzberg, Chair, Editorial Board of the renown *UC Berkeley Wellness Letter*, The newsletter of nutrition, fitness and self-care.

For example, Trudeau says that doctors, scientists, and drug companies, along with the government, the American Heart Association, American Cancer Society, big food companies, and of course the media are all corrupt and out of control. They actually want you to be sick, and thus suppress true cures. According to his book, *Natural Cures, the world is upside down*: drugs cause almost all diseases. Sunblocks, not the sun, cause cancer. AIDS is just a hoax; cholesterol is baloney. You should never have surgery. Tap water is loaded with toxins. Microwaved foods will poison you. There are miracle cures for cancer that your doctor doesn't want you to know about.

Dr. Swartzberg states in a recent *Berkeley Wellness Letter* that he first heard of Trudeau a few years ago when Trudeau marketed an overpriced cure-all called coral calcium on TV. The Federal Trade Commission charged him with making false and unsubstantiated claims, and Trudeau agreed to pay \$2 million and to stop marketing the stuff. Before that, he had spent two years in jail for credit card fraud. You may also know him from his earlier infomercials. He sold memory enhancers, snoring treatments and other highly questionable products. He has now been banned from selling products on TV -- except books, which are defined as speech and thus protected by the First Amendment.

His false assertions attracted the attention of the New York Consumer Protection Board, which issued a warning that Trudeau's promised cures don't deliver. Teresa Santiago, who chairs the board stated in the New York Times: "This book is exploiting and misleading people who are searching for cures to serious illnesses. From cover to cover, this book is a fraud."

How can anything this poorly founded and harmful be so successful? Simple. As Dr. Swartzberg says, "There's a big market for anti-science, especially if there is distrust of government. And people love to be let off the hook (Did your doctor say your cholesterol was too high? Well, that's not a danger after all). And Trudeau is a marketing wizard and salesman."

Dr. Swartzberg notes that this book is filled with empty promises, unproven assertions, and dangerous advice.

We all need a healthy, supply of skepticism, so when these disingenuous authors appear, we can see through their money-making schemes.