

tons of research has shown, it works great—without drugs.

 **Heart Disease Diet.** More than 20 years ago, the American Heart Association was shown proof that a *low-fat diet* could reverse heart disease. Unfortunately, there's no money in diets, so they trashed the findings. But as the disease spread and the body count rose, they eventually had to bow to the wisdom of the public...which in part came through *Alternatives*, starting in 1985.

I could go on, but you get the idea. We are *the* pioneer journal of medicine.

And you ain't seen nothin' yet. The discoveries on my desk right now are even *better* than those above! This would be a really good time for you to become a reader of *Alternatives*!

1 Somewhere on earth a cure exists for every disease known to mankind. And the worldwide medical community has already found good treatments for all the *major* problems.

2 The best is yet to come. We're entering a remarkable era of healing that will eclipse everything we've done up till now.

3 Yet with all the good news, most of the new "cures" popping up today are useless or bogus. That's why I reject 100 potential therapies for every one I approve.

4 Most of the discoveries I do approve and reveal to my readers never reach your doctor, much less Joe and Jane Public via the six o'clock news.

5 In the meantime, taking care of yourself can be tricky. For instance, the quality of the supplements in your favorite health food store ranges from perfect to useless. Some contain superb ingredients bottled under exacting conditions. Others are copycats

The Facts of Life

containing trivial amounts of ingredients—badly contaminated ingredients. And it's darned hard to figure out which is which while you're standing in the aisle looking at shiny labels.

That's where I come in to help you. I do the tedious analyses and send you the conclusions—along with details on brands and exact dosages, which you seldom get elsewhere. (How many times have you squinted at a label and asked yourself, "How many of these things am I supposed to take?")

6 Mainline vs. alternative treatments: It's *NOT* a choice between tested and untested remedies. Very often, alternative methods have *centuries* of experiment and use behind them. And as for mainline medicines, the U.S. government has studied them and decided that:

...only 10% to 20% of all procedures currently used in medical practice have been shown to be efficacious by controlled trial.¹⁵

7 Out of the 127 U.S. medical schools, 102 don't offer even one course in basic nutrition! If you've seen the past issues of *Alternatives*, you probably know more than the average doctor about the cures that matter most today. (But you still need a doc! They do great on diagnostic tests and trauma care, and you need regular exams.)

CONCLUSION: You've picked the best age in history to be alive. But the time for blindly trusting in large institutions and authority figures (like your doctor) is long past. You *must* take charge of your own life and health.

I'm not saying, "Don't trust anybody." That's adolescent. But I am saying, "Trust yourself first, and when you listen to someone else, make sure it's a person who deserves your trust."

Subscribe to *Alternatives* and I'll put you in touch with some of the best people and best minds of our age. Your life may depend on it...

¹⁵ (PB 286/929, U.S. Office of Technology Assessment, Sept. '78)