



In Geoff's Words...

Evil Plot to Capture World Exposed

And the mastermind is proud of it! Coca-Cola's goal, stated in their 1997 annual report, is to "make Coca-Cola the preferred drink for any occasion, whether it's a simple family supper or a formal state dinner." To help achieve that goal, the company is "putting ice-cold Coca-Cola Classic and our other brands within reach, wherever you look: at the supermarket, the video store, the soccer field, the gas station—everywhere."¹ Note that their goal is not to improve the health of humankind, because that would be impossible due to the lack of nutrition in their soft drink products. In fact their goal of increasing sales can be restated as "to decrease the quality of life for ourselves and our children by promoting junk foods over healthy foods."

The United States currently spends about \$14 billion for the treatment of osteoporosis, and that's just one of the illnesses linked to a poor diet and nutrition. In previous issues of Self Health News, I have discussed studies that focus on others, like type 2 diabetes in children.² So maybe another Coca-Cola goal could be "to burden all citizens with higher health care costs and destroy their home lives by ruining their children's health." They have already achieved that goal, but I doubt they will tout it in their Shareholder's Report.

A generation ago teenagers drank twice as much milk as soda. Today it is the opposite. Why is Coca-Cola winning the war to drain our wallets and health? Perhaps it's tactics like spending \$150 million to exclusively sponsor the movie "Harry Potter and the Sorcerer's Stone." According to www.saveharry.com, J. K. Rowling is getting \$15 million of that. Expect Harry Potter and Coca-Cola to be linked in a variety of promotions. Visit the website and urge Ms Rowling to rethink her deci-

sion. Otherwise, what's next? Harry smoking Camels when he turns 21?

The Line to Take Over the World Lengthens

Margarine is another unhealthy replacement food. Companies profit by making this artificial but cheaper butter substitute. Beware of their promotional tactics, too.

In addition to the many things we already know that are wrong with margarine, a new Australian study suggests toddlers who consume large amounts of margarine and foods fried in vegetable oil are twice as likely to develop asthma.³

The report cautions that it is "too soon to make any dietary recommendations to children." I disagree. Take the tub of margarine away from your toddler, now! If the study is validated you will be glad you did.

Packaging Peanuts

We use ecologically friendly cornstarch-based "peanuts" to cushion the products we ship. They dissolve in water and are even safe to eat, although we don't recommend that. If you get styrene plastic peanuts it is because we are "recycling" ones shipped to us. You could reuse them, too.

What's New

Dental Bleach is not for making your teeth whiter, it's useful when you visit the dentist. It's like ordinary household bleach, but food grade, and not as strong. Studies show blood clotting and healing vastly improved when you rinse with it after dental procedures like extractions. Chlorine concentration decreases with time, so only get some if you have an appointment scheduled.

Testing Classes

Syncrometer classes are changed to Wednesdays and Thursdays. The cost is still \$175.00. The class is limited to six students and a \$50.00 deposit is required when you make your reservation.

¹ Lieberman, T., *Got Soda? Why Kids Drink Less Milk*, Los Angeles Times, October 15, 2001.

² Comas, Martin E., <http://OrlandoSentinel.com>, September 16, 2001.

³ Rostler, S., *Diet May Raise Asthma Risk in Children*, Reuters, July 19, 2001.