

**Sadly, Advertising Fuels the Medication Madness**  
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We get a weekly news magazine at the house. I usually peruse it, passing by the ads and the news of gloom and doom. Instead I look for evidence of progress in our health consciousness - where nutrition and wisdom of well-being is prevailing.

I quickly pass by the ads for medications, amused at our culture that would have a solid magazine page devoted to fine print in the wake of a drug advertisement. This week I had to stop and revisit when I observed two pages of the fine print!

There were two whole pages devoted to the side effects and considerations of the drug being promoted. Am I the only one who thinks this is weird? Think of the money these pharmaceutical folks must have coming in to buy a three page ad. One telling you to ask for their drug and two devoted to covering their behinds if you should have a problem with it.

I have a family member who rapidly gained twenty pounds on a newly prescribed medication. When the doctor was queried as to the possible correlation, it was pooh-poohed. I reported in with the list of side effects of the medication.

Bingo! Almost every single side-effect on that list, which included weight gain, was a new symptom this individual was experiencing. Once off the medication excess weight and side-effect symptoms disappeared.

Now I wag my finger at the TV ad promoting that medication. It is shown adorned with celebrity promise, fun music and lots of smiles.

We can't totally blame the doctors though. For it is our expectation of a quick fix, magic pill and overnight cure to our health woes. I often hear stories from MDs frustrated at their patients asking... no demanding... the latest drug advertised.

There is a potential time and place for medication. The problem is the long term use. In the relieving of symptoms they mask underlying imbalances. They hide those places where an individual should step up to the plate in their self-care.

A symptom is a red flag. It is the body vying for your attention. When masked with a medication, the body responds with "ok...I tried to get their attention here, maybe over there will work". It will then send up another red flag. In the medical model, it is common to stick fingers of medications in the holes of the dykes of our health. Diseases then become "managed", not cured.

Yes, we have studies that verify the effectiveness of medications. One drug at a time. But, as Candace Pert, PhD eloquently states, "*no one* is studying the

effects of these medications in their myriad of combinations used long term in our bodies. We are one big experiment.”

Speaking of experiments, medications are being given to our children at younger and younger ages. That Prevacid (the purple pill) would be the answer to colic astounds me. This medication trains the body to stop producing hydrochloric acid in the stomach. The ramification of this interruption of the body’s natural process is HUGE.

A healthy body is the best pharmacy. It produces antibiotics, sleeping pills, diuretics, painkillers and tranquilizers. Everything a drug company produces...the right dosage given on time. A healthy body takes effort. An effort, however, that pays well.

One of the calls I love to get is the one where an individual has been newly diagnosed with a health marker out of range. They call wanting to try a healthful approach first before a medication. I hang up the phone, wave my arms in the air and exclaim “Yes!” It is evidence of wisdom prevailing. There are people who are getting it!