

## The Big Question To Ask Your Doctor

Drugs companies are legally allowed to advertise prescription medications. Unfortunately the headlines and soundbites are often very misleading. **Even doctors can be easily fooled** about the safety and efficacy of the drugs they routinely prescribe. Does your doctor know the right questions to ask the drug companies?



*70% of Americans use at least one prescription drug and 25% use 4 or more.*

A recent ad for a blood pressure medication read: ... **Helps Reduce The Risk Of Stroke By 40% In People With Mild To Moderate Hypertension.** On the face of it, most patients & many doctors could look at that headline and believe that if 1,000 people with high blood pressure used this drug, 400 strokes would be prevented (40% of 1,000 is 400).

**But precisely how did the drug company arrive at that 40% figure?** If your doctor doesn't know, they should find out before prescribing it. The facts in this instance are that clinical trial data demonstrated that over 5 years, 15 out of 1,000 people with mild to moderate hypertension (high blood pressure) left untreated, had a stroke. In the test group among patients treated with this medication, 9 patients had a stroke - 6 fewer strokes. A far cry from the 400 we may have imagined. Nonetheless, when we divide 6 by 15 (6/15) we get 40% and understand where their 40% *relative* risk reduction figure came from. That's what the drug company was legally allowed to advertise even though **the number of strokes reduced was actually only about 1 per thousand patients, per year - an *absolute* risk reduction of about of about 1/10 of 1% per year.**

Strokes can have very serious and sometimes fatal consequences. But if the serious side effects from this drug were to negatively impact or cause increased morbidity in just 1 person per thousand per year, it could quite rationally be said that this drug has a net gain of zero despite the fact it probably made millions of dollars.

Polls have shown that when people are given the truth about *absolute* risk reduction they are much less likely to agree to take medications. **Disappointingly, studies have also shown that even doctors are more or less likely to prescribe drugs depending on how clinical trial results are presented to them.** An article published by the Chicago Tribune newspaper reported that when doctors in a study were told that a medicine for high blood pressure reduced a patient's chance of dying from heart disease by 20 percent (the *relative* risk reduction) they were nearly twice as likely to say they would prescribe the drug as doctors who were told that it lowered the death rate from 7.8% to 6.3% - a 1.5% *absolute* risk reduction - even though it was the **exact** same benefit, just presented in different terms.

**Another prime example of salesmanship outperforming the product** would be ads for the Fosamax class of bone density drugs. Drug companies are allowed to advertise that these drugs reduce fracture risk by 50%.

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- See Other Side For -

**Grow Bone Back In Stock!**

**New and Improved Strength-24 Plus**

**Relief From Constant Osteoarthritis Pain**

The facts are that this class of drugs reduced bone breaks from 2.2% in the control group down to 1.1% in the treated group. A 50% *relative* reduction but only a 1.1% *absolute* decrease. Side effects from these drugs like death of the jaw bone (osteonecrosis), are about 4%. So the unvarnished truth about these drugs is that you'll have a 1% chance of upside gain versus 4% chance of downside risk. I wouldn't take those odds to Vegas!

With the statin class of cholesterol reducing drugs figuring the "odds" is much more difficult because the side-effects can be quite varied, not as obvious, and may take a long time to manifest. Nonetheless, knowing the relative versus the absolute benefits is a critical first step when deciding whether or not you want to take a drug your doctor prescribes.

**Especially when considering drugs that would be taken long-term for potentially chronic issues** like hypertension, reduced bone density, or high cholesterol it is imperative that you ask your doctor for the data that demonstrates the *absolute* benefits of the drugs he prescribes rather than the advertising department manipulated *relative* reduction, so you can make logical decisions. Even if in some cases our well-intentioned doctor doesn't understand the significance, it's critically important for us to find out the truth - relative or absolute risk reduction - so we can give **informed consent** before agreeing to any medical treatment or procedure.

**Natto**, the traditional Japanese fermented soy-food that was featured in our July newsletter is **Now In Stock** in our freezer section. **It's high in protein and offers other big health benefits** and some people (not me) even love the taste.



## Arthritis Pain & Stiffness Gone!

### Debbie's Success Story

70-year-old Debbie Bond from GP suffered with pain and stiffness in both thumbs that her doctor diagnosed as arthritis. Carpal tunnel surgeries had helped her wrists but did nothing to help her thumbs.

Then Debbie read in the Sunshine newsletter about **JTL Mobility** from Natura, an Ashland OR based company & decided to give it a try.

**The Results:** Following the label suggestion, Debbie took 3-a-day and in 2 months the pain and stiffness from her thumbs arthritis was gone!

**JTL (Joints Tendons, Ligaments)** is a unique blend of powerful anti-inflammatory herbs with the added rebuilding qualities of salmon collagen and green lipped muscle that help to nourish joints, tendons, and ligaments.

Created by Donnie Yance, one of the world's most gifted herbalists, Natura's innovative formulas are distinguished by their exceptional grade of purity, potency and effectiveness.

**JTL Mobility is the formula preferred by many hundreds of Sunshine customers** for treating their joint and mobility issues.



## Iron Deficiency Reversed!

### Kim's Success Story

Kim Guthrie, a 69-year-old retired teacher has been generously donating blood for many years with no issues. Recently however, when she went to the clinic they rejected her sample due to low hemoglobin. Essentially, she was anemic. Surprised and disappointed Kim came to Sunshine and was shown **Freeze-Dried Beef Liver Capsules from TMR, Trace Mineral Research.**

**The Results:** After taking TMR Liver Capsules for one-week, her blood work improved enough for Kim to be accepted back into the blood donor program. Her doctor was astounded! Kim says she's not a morning person but now "comes alive" much earlier in the day.

Anemia is a condition in which the body does not have enough healthy red blood cells. Red blood cells transport oxygen from our lungs to our body tissues. Consequently, anemia results in our bodies being starved for oxygen. Anemia is generally diagnosed by a blood test.

Common symptoms that may occur first include:

- \* Feeling weak or tired, especially after exercise
- \* Headaches
- \* Problems concentrating or thinking
- \* Irritability
- \* Loss of appetite
- \* Pale skin, gums, and inner eye-lids
- \* Numbness and tingling of hands and feet
- \* Brittle Hair And Nails

There are myriad causes of anemia, some can be very serious. Whatever the cause, our body needs certain nutrients to make enough red blood cells, iron, vitamin B12, & folic acid are the most important.

**TMR Freeze-Dried Beef Liver** capsules are sourced from grass-fed, hormone and pesticide-free, pasture-raised New Zealand cattle. **They are probably the world's most bio-available source of heme iron and vitamins A and K.** Heme iron, the type found predominantly in animal sources, is absorbed far better than the non-heme form that is mostly found in plants.

**10% Off Thru August ... Please Call To Verify Availability**



## Grow Bone Back In Stock!

**PROVEN In Clinical Trials and By  
Dozens Of Sunshine Customers To  
Increase Bone Density**

**THE GROW BONE KIT from Garden Of Life**  
has been clinically tested and proven to:

- \* **Reduce Osteoporosis Risk**
- \* **Stimulate Bone Growth**
- \* **Increase Bone Strength**
- \* **Increase Bone Mineral Density**

One of the healthiest and surprising aspects of the **Grow Bone System** is that results are achieved by using about half the total amount of calcium that doctors often recommend. This is because it's highly bio-available, raw, organic, algae-derived calcium, accompanied by the optimal amounts of magnesium, boron, silica, strontium and vitamins K & D-3 – everything your body needs to absorb calcium & make strong bones.

Too much of the wrong kinds of calcium or insufficient supporting nutrients can cause bone spurs, kidney stones or possibly even hardening of the arteries. There are no such worries with the **Grow Bone System.**

There is no magic bullet for osteoporosis. **If you think that prescription drugs like Fosomax are all you need in the fight against osteoporosis you may wish to think again.** If lay people or doctors had the time to analyze clinical trial details they'd find that tests showed this class of drugs provided an "absolute" risk reduction for osteoporosis of only about 1% (compared to the meaningless advertised statistic of a 50% *relative* reduction). Side effects from Fosamax, like jaw bone death (osteonecrosis of the jaw), blood clots, stroke, and heart attacks are shown to be around 4% combined. So **Fosomax provides a 1% chance of upside gain versus a 4% major downside risk** - very bad odds when it comes to your health.



## New And Improved Strength-24 Plus

**Improved Bladder Control,  
More Energy, Better Sleep**

**A patented extract of Jasmine flower and amino acids, Strength 24** was originally created as an anti-aging muscle and vitality enhancer. It was discovered quite by accident that it had a substantial effect on the smooth muscles lining the bladder walls, **significantly enhancing bladder control in men and women.** Now, Strength 24+ has 5x the jasmine extract and more than double the amino acids as the original formula.

**Hundreds of Sunshine customers are absolutely thrilled with the extraordinary results they got using Strength 24.** The number 1 reason they take it is improved bladder control which leads to restful uninterrupted full night's sleep. Many others appreciate more energy and increased physical strength and stamina. Strength 24 was a truly amazing product. **Strength 24+** is even more potent.

**On Sale ... 10% Off Thru Aug 24<sup>th</sup>**