

How Big Pharma Operates

In 1886, with a "Safety First" motto, Robert Wood Johnson and his brothers bootstrapped a fledgling company based on a line of medicated plasters - sticky rubber strips that were loaded with mustard and other home remedies. When some customers complained the mustard and other herbs seemed to cause skin irritation, the brothers sent their customers free packets of powdered talc for relief.

Soon, mothers began applying the talc to infants' diaper-chafed skin and began requesting more of the soothing powder. The Johnsons added a fragrance that would become one of the most recognizable in the world, and in 1893 began selling it as Johnson's Baby Powder. It became their longest running product.

Fast-forward 130 years and pharmaceutical giant Johnson and Johnson (J&J) is now frantically trying for the 3rd time to file bankruptcy to avoid paying out on Baby Powder lawsuits. This despite the company's revenues for each of the last several years being close to \$100 billion and the company now being valued at over \$400 billion.

The current issue is that tens of thousands of people have filed lawsuits alleging that J&J Baby Powder (talcum powder) and a later version marketed to adults as Shower to Shower was the direct cause of them developing many different types of cancer. For decades when people applied J&J Baby Powder some of it would aerosolize and be inhaled. In other instances it could be drawn through the mucus membranes near where it was applied on the body and absorbed into the bloodstream. The big problem was that it contains asbestos, a known carcinogen.

Apparently when in the ground, before being mined talc is essentially interwoven with naturally occurring asbestos. It is nearly impossible to completely separate them. So J&J talcum powder products inevitably contain some amount of asbestos.

51,000 people have now alleged that J&J talc products have caused them cancers and have sued. In 2018 J&J was forced to pay \$4.7 billion dollars to 22 women and their families. What came out in the course of the initial lawsuits was that J&J knew for decades that their asbestos-laced baby powder caused cancer.

In 1975 an internal memo revealed in court stated: "With respect to talc safety studies we will initiate new studies only as dictated by confrontation.... The principle advantage of this operating policy is that we minimize the risk of self-generation of scientific data which may be politically or scientifically embarrassing." **I.e., our own science can be used against us in court so we better not do any more studies on this product.**

In 2020 J&J stopped selling talc based baby powder. Stating that "demand for talc-based Johnson's Baby Powder in North America has declined due to changes in consumer habits fueled by *misinformation* around the safety of the product and a constant barrage of litigation advertising." (Seems like another instance where pharma tried to use the word **misinformation** to shape their preferred narrative by casting doubt on valid concerns.)



- See Inside For Holiday Savings -

Genuine Hydroflasks ... 20% Off

Essential Oils and Diffusers ... 20% Off

Woman Finds Relief From Years Digestive Distress

Natural Blood Sugar Control On Sale

Pharma continued:

For perspective I'll offer that **lawsuits are nothing new for J&J.** In 2013 they agreed to pay a \$2.2 billion penalty in a drug marketing settlement where they acknowledged paying kickbacks to the prescribing doctors of the highly problematic anti-psychotic drug Risperdal. In 2019 during the closing statements of a law suit, the state of Oklahoma labeled J&J as an opioid "kingpin."

Which brings us to 2023. In January an attempt by J&J to declare bankruptcy to avoid paying more Baby Powder settlements was dismissed when the judge said that the \$400 billion company "does not face imminent financial distress." In July they tried again to declare bankruptcy with their latest ploy: J&J created a new subsidiary company in Texas called LTL. **They then transferred all potential Baby Powder asbestos liability to the new corporate shell and kept all their monetary assets separate.** LTL then filed for bankruptcy in North Carolina which if granted, has the potential to freeze the Baby Powder cases for years. But a second judge refused to buy their dancing act.

It certainly will be interesting to see how act 3 of J&J's well orchestrated asset protection theater unfolds. I wonder if the current CEO and board of directors have any knowledge of the Johnson brothers' original "Safety First" motto?

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Enhanced Absorption Berberine MetX

Reduce Blood Sugar & Much More

Ancient wisdom has burst on the scene and is helping dozens of Sunshine customers who have concerns with elevated blood sugar levels, and a lot more. Berberine has been used for centuries to normalize blood sugar and lipid levels making it ideal for people concerned with diabetes and elevated cholesterol levels. Recently it has also been shown to help reduce incidence of recurring urinary tract infections.

One problem people have with taking common berberine products is that the absorption rate is usually low, necessitating taking it 3x per day. **Berberine MetX from Terry Naturally** features their exclusive GammaSorb enhanced delivery system, GammaSorb is a plant-based material that binds to nutrients, making them more easily absorbed and bioavailable and has been shown to increase the absorption of many hard to absorb fat-soluble nutrients by as much as 8x! As a result the recommended dose for **Berberine MetX** is just one capsule a day. Great news for people tired of taking handfuls of pills every day.

Studies have shown berberine to be as effective as prescription Metformin for reducing blood sugar, A1c, triglycerides, and LDL cholesterol. Although the compound berberine is found in many botanicals, the berberine in Berberine MetX is a root and bark extract from *Berberis aristata*, also known as Indian barberry.

The Key to Results is not how many milligrams of supplements or nutrients you take orally, but how many milligrams your body can absorb from the intestines into the blood. Only the amount you absorb has a biological effect on your health. Terry Naturally Berberine MetX's high absorption rate is the smart choice.

Additional 10% Off Thru December 23rd



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Perfect for cold & flu season



Year End Sale ... 20% Off Genuine Hydro Flask Piping Hot Or Icy Cold, The Best Insulated Drink Bottles Available

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Life Changing Relief From Acid Reflux

Jacky Kavanaugh from Cave Junction had suffered from acid reflux for over 10 years.

Her problem was so extreme she would sometimes wake up violently vomiting and once even passed out.

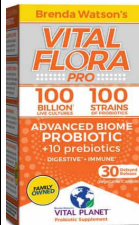
Doctors prescribed Prilosec which helped some but Jacky was very concerned about some of the documented long-term side-effects: increased incidence of osteoporosis, pneumonia, & dementia.

Then she saw a customer success story in the Sunshine newsletter about a woman with a similar problem who was able to discontinue her prescription after using a product named **Vital Gut Renew**. Jacky decided to give it a try.

The Results: Jacky said: **"Vital Gut Renew basically saved my life!** I can get out to eat with friends & live normally. I use it with the Vital Flora probiotic from the same company and a woman's multivitamin from New Chapter. I love the products at Sunshine."

Vital Gut Renew is an advanced formula created to help soothe and heal the gut by providing added support to help the body rebuild and strengthen cells lining the entire digestive tract. It combines L-glutamine, a naturally-occurring amino acid, with other time-honored herbs to promote optimal digestive function & balance stomach acid.

Vital Gut Renew was also formulated to address Leaky Gut Syndrome, a serious and all-too-common health concern. Leaky Gut can be caused by repeated exposures to foods and medications that a person may be sensitive to which causes chronic inflammation, damage, and thinning of the intestinal wall. Also known as Increased Intestinal Permeability, Leaky Gut can compromise your health by allowing undigested proteins into the bloodstream causing allergies, fatigue, and a weakened immune system.



Sunshine's Best Probiotic

Vital Flora High Diversity Probiotic The Perfect Complement To Vital Gut Renew

100 different strains, 100 billion count

Beneficial bacteria in the gut play multiple different critical roles in our bodies. **In the digestive process good bacteria break down food** so nutrients can be absorbed through the intestinal wall. Also, the 60 trillion good bacteria that reside in a healthy human gastrointestinal tract **create a living shield that inhibits pathogens** including E. coli, salmonella, unhealthy yeasts, and other threats from penetrating the intestinal lining and entering the bloodstream. **These friendly bacteria help manufacture essential nutrients** like vitamins B-12, K-2, as well as many immune enhancing compounds that scientists have yet to fully understand or even fully identify.

Unfortunately, a great extinction has been happening in our guts. Many beneficial strains of bacteria have actually gone extinct in many locations due to consuming the typical SAD (standard American diet) of overly processed and sterilized foods **Humankind is experiencing a rapid loss of probiotic diversity.**

A Stanford University study confirmed that the gut microbiota of indigenous peoples living close to the land is more diverse and substantially different from that of people in industrialized countries. Studies show **greater microbial diversity in the gut significantly decreases incidence of many chronic diseases.**