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**P R E S S   R E L E A S E**

**Recent Multivitamin “Study” Fails Basic Science but Gives  
Big Pharma a New Weapon against Natural Health**

*Vitamin study just one of several new attacks on nutritional  
supplements, with activists ready to defend their rights*

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October 18, 2011— Last week the American Medical Association’s *Archives of Internal Medicine* generated scary headlines about vitamin and mineral use with a poorly designed study and spurious results. Dr. Robert Verkerk, executive and scientific director of the Alliance for Natural Health International, called the study “a classic example of scientific reductionism being used to fulfill a particular need. In this case, it’s supplement bashing, a well-known preoccupation of Big Pharma.”

The Alliance for Natural Health USA reported that although media was creating headlines like “Are Your Supplements Killing You?” and overstating the study’s conclusions, the actual study data fell flat. “Extraordinary claims require extraordinary proof, and this study is an utter and complete failure of scientific fact,” said Gretchen DuBeau, executive and legal director of ANH-USA. “Sadly this study is less than useless: it is dangerous, because it is being used by the media and the mainstream medical establishment to blacken the eye of nutritional supplements.”

Commentators well-versed in the science quickly pointed out the study’s many shortcomings: “All the study’s reported statistical associations of concern are weak, barely (suspiciously?) statistically significant, and none are backed up by

any medical investigation or biological plausibility,” noted one researcher. Dr. Rob Verkerk wrote that “By massaging the data in a weak observational study, the authors tried to attribute the trends they claim to have found as establishing cause and effect. This is, put simply, just bad science.”

ANH-USA has reported on the growing number of very real and recent threats to nutritional supplements, such as the [Food and Drug Administration’s New Dietary Ingredient Draft Guidance](#) and [Senator Durbin’s Supplement Labeling Act](#) (S.1310). The organization believes the recent *Archives of Internal Medicine* multivitamin study may be used by federal regulators, members of Congress, and the pharmaceutical industry to further limit the public’s access to nutritional supplements. “We’ve seen this before, and we will not allow a suspicious study and poor media reporting to be used as a roadblock to our access of vitamin and dietary supplements,” DuBeau concluded. “Our growing number of activists are ready to take action.”

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**About the Alliance for Natural Health USA (ANH-USA) ▪ <http://anh-usa.org>**

The Alliance for Natural Health USA is part of an international organization dedicated to promoting natural, sustainable healthcare through good science and good law. We protect the right of natural health practitioners to practice, and the right of consumers to choose the healthcare options and treatment modalities they prefer, including complementary and alternative medicine. As a membership-based organization, we unite consumers, practitioners, and industry to speak with a common voice and have worked since 1992 to shift the medical paradigm from an exclusive focus on surgery, drugs and other conventional techniques to an “integrative” approach incorporating food, dietary supplements and lifestyle changes.