

ALLIANCE FOR NATURAL MEDIA KIT

SUPPORT ROBERT F. KENNEDY Jr. AND MAHA MANDATE LUNCHEON

U.S. Senate

Senate Visitor Center

Room 210-212

Wednesday, January 29, 2025

12:00 – 1:00 pm

anh-usa.org



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**ALLIANCE FOR NATURAL HEALTH
SUPPORT RFK, JR. LUNCHEON
U.S. SENATE
SVC 210-212**

January 29, 2025



PROGRAM

MC: Robert Scott Bell

| TIMING | PROGRAM | LEAD |
|-------------|--|--|
| 12:00-12:05 | Arrivals and seating | Support Team |
| 12:05-12:07 | Welcome by MC | Robert Scott Bell |
| 12:07-12:10 | 'God Bless America' | Angelica Emord |
| 12:10-12:11 | Introduction of Dr Hoffman | Robert Scott Bell |
| 12:11-12:17 | Presentation 1: How ANH Supports MAHA's Vision for a Healthier Future | Ron Hoffman, M.D. |
| 12:17-12:18 | Introduction of Dr Verkerk | Robert Scott Bell |
| 12:18-12:24 | Presentation 2: Restoring Transparency and Tackling the Chronic Disease Epidemic | Rob Verkerk, Ph.D. |
| 12:24-12:25 | Introduction of Jonathan Emord | Robert Scott Bell |
| 12:25-12:31 | Presentation 3: Ending Agency Corruption and Restoring Freedom of Choice | Jonathan Emord, J.D. |
| 12:31-12:33 | Opening of Q&A session | Robert Scott Bell |
| 12:33-12:55 | Q&A session | Robert Scott Bell (moderation/selection of Qs) and speaker panel (answers) |
| 12:55-1:00 | Contacts, next steps, close and exit | Support Team |

FOR IMMEDIATE RELEASE: January 29, 2025

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Healthcare Reform Leaders Rally on Capitol Hill to Support RFK Jr.'s HHS Nomination

WASHINGTON, D.C., January 29, 2025 -- On the day that Robert F. Kennedy Jr. appeared before the Senate Finance Committee toward his confirmation as Secretary of Health and Human Services, the Alliance for Natural Health (ANH) hosted a Capitol Hill luncheon, bringing together diverse organizations and individuals to demonstrate support for his confirmation and promote the Make America Healthy Again (MAHA) agenda.

The event featured the launch of "[The MAHA Mandate: Reversing America's Chronic Disease Epidemic](#)," a groundbreaking book by ANH executive director Robert Verkerk, Ph.D., and general counsel Jonathan Emord. The comprehensive work examines why Americans, despite spending more on healthcare per capita than any other nation (around 18% of GDP), continue to experience some of the poorest health outcomes among high-income countries.

"As a non-profit, non-partisan organization, the Alliance for Natural Health supports RFK Jr. because, under his leadership, the US healthcare system can be reformed to prioritize holistic, individual-centered care and medical ethics—especially in an environment where corruption, coercion, and attacks on natural medicine have run rampant," said Dr. Robert Verkerk, ANH executive and scientific director.

Constitutional lawyer Jonathan Emord added, "Under RFK Jr., Americans would for the first time have the opportunity to dismantle the corrupt system that profits from our sickness and empower the American people to take control of their health destiny."

The authors of 'The MAHA Mandate' present a revolutionary vision for healthcare transformation based on five fundamental principles that align fully with RFK J.'s MAHA agenda:

- Ending corruption and industry capture within the agencies

- Ensuring transparency of scientific data that reveals the totality of scientific evidence on the benefits and harms of drugs
- Prohibiting conflicts of interest with corporations
- Reinstating sound medical ethics
- Maximizing consumer access to all sound health-promoting and healing modalities

The book offers an in-depth analysis of America's chronic disease epidemic and its underlying causes; as well as detailed solutions including policy recommendations, educational initiatives, and bottom-up, community-based programs. The authors envision a healthcare system where patients become partners in their health journey, and physicians serve as guides to vibrant health rather than mere prescribers of medications. This approach combines ancient wisdom with cutting-edge science to unlock the body's natural healing potential.

"The current healthcare system is not equipped to address the rising tide of chronic diseases affecting millions of Americans," explained Ronald Hoffman, M.D., ANH Chair & Medical Director, during the event. "What we need is a complete paradigm shift in how we approach health and wellness, moving from a system that profits from illness to one that promotes and rewards health."

Luncheon attendees included healthcare professionals, policymakers, and advocacy groups committed to transforming America's approach to health and wellness.

#

About Alliance for Natural Health USA: Established in 1992, the Alliance for Natural Health USA is the largest advocacy organization in the United States promoting natural, preventative, and regenerative approaches to health. ANH has 670,000 followers across the U.S. plus international reach through its sister organization, ANH International. As a 501(c)(4) organization, ANH-USA's mission is to protect the right of all Americans to choose natural and regenerative healthcare options for optimal health.

Capitol Event and Campaign Sponsors: [Botanic Tonics](#), [Kava Coalition](#), [The Westreich Foundation](#), [Dr. Eric Berg](#), [Xlear](#); [LeBleu Corporation](#)

SPEAKER BIOGRAPHIES

Ron Hoffman, M.D.



Dr. Ronald Hoffman is a leading figure in complementary medicine, known for his pioneering work in integrating conventional and alternative therapies. He founded the Hoffman Center in New York City in 1985, one of the first centres offering comprehensive medical care, and continues to see patients in his private practice. Dr. Hoffman is the host of *Intelligent Medicine*, a nationally syndicated radio programme that has been on air since 1988, discussing topics ranging from innovative medicine to diet and lifestyle. He is also the author of several health books, including *Natural Cures That Really Work* and *How to Talk with Your Doctor*.

A recognised authority in his field, Dr. Hoffman served as president of the American College for Advancement in Medicine (ACAM) and currently leads the Alliance for Natural Health USA. He lectures extensively to both the public and medical professionals and has contributed to numerous media outlets, including *Cosmopolitan*, *The Wall Street Journal*, and PBS.

Dr. Hoffman holds an M.D. from Albert Einstein College of Medicine and is trained in acupuncture, environmental medicine, and nutrition. He has designed his own line of nutritional supplements, based on years of clinical experience. A dedicated advocate for natural health, he is involved with various professional organisations and continues to teach and mentor future practitioners.

Outside of his work, Dr. Hoffman is an avid athlete, enjoying activities such as running, cycling, and skiing. He maintains a healthy lifestyle that includes a balanced diet, yoga, and daily supplementation. Dr. Hoffman divides his time between New York City and Hampton Bays, Long Island.

Robert Verkerk, B.Sc. (Hons.), M.Sc., D.I.C., Ph.D.



Dr. Robert Verkerk is a pioneering figure in the field of natural health, regenerative agriculture, and environmental protection. His 40-year dedication to these interconnected, multidisciplinary fields, fueled by a relentless pursuit of individual freedom and choice while maintaining human connection with nature, has left an enduring global impact.

His passion for ecological balance began with his first degree in ecology from the University of Westminster, London. This led him to Australia, where he spent a decade championing sustainable environmental management in the private sector while simultaneously leading impactful campaigns with the Total Environment Centre in Sydney.

His pursuit of knowledge brought him back to the UK, where he earned a Masters degree with Distinction from the prestigious Imperial College London. After a brief return to Australia, he successfully completed his Doctorate at Imperial College in just two years, a rare academic achievement.

Dr. Verkerk's research at Imperial College focused on creating a more harmonious relationship between agriculture and the environment. He sought to minimize or eliminate reliance on synthetic chemicals, promote biodiversity, and enhance the stability of agro-ecosystems. His expertise took him across the globe, leading impactful projects in Africa and Asia, and advising governments and development agencies on regenerative practices.

In 2002, Dr. Verkerk founded the Alliance for Natural Health (ANH) in the UK, a non-profit organization dedicated to promoting and protecting natural approaches to healthcare worldwide. ANH empowers individuals to take control of their health, advocating for access to diverse healthcare choices, and supporting personalized approaches to health regeneration.

Dr. Verkerk's leadership has shaped the scientific and regulatory landscape surrounding natural health. He spearheaded a landmark legal challenge that reached the European Court of Justice, successfully securing exemptions for naturally-occurring vitamin and mineral sources from restrictive EU regulations.

His work extends beyond academia and advocacy. He is a sought-after consultant, providing expert advice to organizations in the food, health, and agricultural sectors. His

insights have been instrumental in guiding these industries towards more sustainable and health-promoting practices.

During the COVID-19 era, Dr. Verkerk was a vocal advocate for transparency in research, multi-disciplinary strategies that prioritize individualized treatments, and freedom of choice.

Dr. Verkerk's contributions have been widely recognized. He is a prolific author who is widely published in popular magazines and websites, and has over 60 publications in scientific journals and conference proceedings. His is a sought-after public speaker, sharing his insights on challenging over-zealous regulators, regenerative agriculture, creating healthy food supply chains, and natural health with audiences worldwide.=

Jonathan Emord, J.D.



Jonathan W. Emord has been practicing constitutional and administrative law before the federal courts and agencies since 1985. He has an unprecedented 14 victories over FDA in federal court, earning him the title, “FDA Dragon Slayer.”

Having begun his career as an attorney in the Federal Communications Commission during the administration of President Ronald Reagan, Emord has maintained an abiding conviction to achieve full First Amendment protection for the freedoms of speech and press. In 1991, he authored the critically acclaimed *‘Freedom, Technology, and the First Amendment’* in which he chronicled the intellectual foundations of the First Amendment and advocated replacing government control over the airwaves with a title registry, private property rights approach. Emord

has practiced law for a number of well-respected firms, including Wiley, Rein & Fielding, and served as a Cato Institute Vice-President.

He practices constitutional law, food and drug law, deceptive advertising law, administrative law, libel law, and unfair competition law. He served as lead counsel in the [Pearson v. Shalala](#) (D.C. Cir. 1999); [Pearson v. Shalala](#) (D.D.C. 2001); [Pearson v. Thompson](#) (D.D.C. 2001); [Whitaker v. Thompson](#) (D.D.C. 2002); [Alliance for Natural Health v. Sebelius](#) (D.D.C. 2010) and [Alliance for Natural Health v. Sebelius](#) (D.D.C. 2011) cases, holding FDA censorship of nutrient-disease relationship claims unconstitutional. He also served as lead counsel in [Center for Science in the Public Interest et al. v. FDA](#) (D.D.C. 2004); [Nutraceutical Corp. v. Crawford](#) (D.Ut. 2005); [In re Novelty Distributors](#), DEA Docket No. 08-33 (May 21, 2008); [Albion Intern., Inc. v. American Intern. Chemical, Inc.](#), No. 2:07-cv-0994, 2012 WL 3776866 (D. Utah

2012); In re ECM BioFilms, Inc. d/b/a Enviroplastics International, FTC Dkt. 9358 (2013-2017); and Federal Trade Commission v. Lunada Biomedical, Inc., et al., No. CV-15-3380-MWF(PLA) (C.D. Cal. 2015).

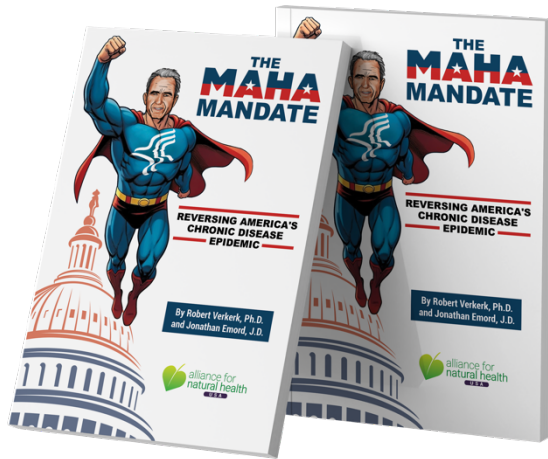
Emord is admitted to practice in the states of Illinois, Virginia, and the District of Columbia. He is admitted to practice before the United States Supreme Court; the United States Courts of Appeal for the D.C., Fourth, Seventh, Ninth, Tenth, and Federal Circuits; the United States Court of International Trade; the United States Court of Federal Claims; and the United States District Courts for the District of Columbia, Eastern District of Virginia, Northern District of Illinois, and Western District of Wisconsin. He is the only non-scientist member of the Board of Directors of the Board for the Certification of Nutrition Specialists.

In 2010, he became the first person awarded the title “Honorary Nutrition Specialist” by the CBNS. He is a 1982 graduate (B.A., Political Science and History) of the University of Illinois where he was an Edmund J. James Scholar and a 1985 graduate (J.D.) of DePaul University. He is routinely consulted by industry, Congress, and the media on regulatory issues that affect health freedom. He is a Guest Lecturer at the Georgetown University, Department of Biochemistry, Course in Nutrition and at the Georgetown University Law Center, Alternative, Complementary, and Integrative Medicine Legal Issues Course. Mr. Emord is a columnist for USA Today Magazine and co-host of the Sacred Fire of Liberty Hour on the Robert Scott Bell Show. He has appeared as an expert commentator on the Fox Business Channel (Stossel); PBS; and numerous national radio programs, including 29 appearances on Coast to Coast AM with George Noory.

Jonathan Emord is a [Top Rated Lawyer](#) in the DC/Metro Area as rated by Martindale-Hubbell and ALM Media, and has been listed by Martindale-Hubbell as AV Preeminent for decades.

BOOK SUMMARY:

'THE MAHA MANDATE: REVERSING AMERICA'S CHRONIC DISEASE CRISIS' [2025]



By Robert Verkerk, Ph.D.
and Jonathan Emord, J.D.

The MAHA Mandate is a book authored by a multi-disciplinary health, agricultural and environmental scientist, Robert Verkerk, Ph.D., and leading constitutional lawyer, Jonathan Emord, J.D. about Robert F. Kennedy's mission as potential secretary of the Department of Health and Human Services to reverse America's chronic disease epidemic. The authors argue that the current medical system is not equipped to deal with the rising tide of chronic diseases, such as

heart disease, cancer, and diabetes. They propose that substantial reform of the scientific and legal framework relating to health would be required and these are congruent with the central elements of the Make America Healthy Again (MAHA) mission of Bobby Kennedy. These are threefold: (1) ending corruption in U.S. agencies responsible for health, (2) ensuring transparency and a return to open, unbiased, evidence-based science and medicine, and (3) ending America's crisis of chronic, largely preventable diseases.

The book proposes there are four key principles necessary to make the necessary to transition:

- **Mindset:** A shift in mindset is needed from one that focuses on disease treatment to one that focuses on health promotion and disease prevention.
- **Awareness:** People need to be more aware of the factors that contribute to chronic diseases, such as poor diet, lack of exercise, and stress.
- **Health-Promoting Behaviors:** People need to adopt healthier lifestyle habits, such as eating a nutritious diet, getting regular exercise, and managing stress.
- **Access:** Everyone should have access to affordable, high-quality healthcare, including preventive care and natural health options.

The authors believe that the MAHA Mandate provides a comprehensive and effective approach to reversing America's chronic disease epidemic. They provide a detailed plan for implementing the MAHA Mandate, which includes policy recommendations, educational initiatives, and community-based programs.

The book is divided into three parts:

- **Part I** provides an overview of the chronic disease epidemic in America and the factors that contribute to it.
- **Part II** introduces the MAHA Mandate and its four principles.
- **Part III** provides a detailed plan for implementing the MAHA Mandate.

The MAHA Mandate is a call to action for individuals, communities, and policymakers to work together to reverse America's chronic disease epidemic. It is comprehensive and thoroughly researched, derived from the 40 years of experience each author has in their respective professional areas of science and law.

Key takeaways from the book include:

- The current medical system is not equipped to deal with the rising tide of chronic diseases.
- A new approach to health care is needed that focuses on health promotion and disease prevention.
- The MAHA Mandate is a comprehensive and effective approach to reversing America's chronic disease epidemic.
- Individuals, communities, and policymakers need to work together to implement the MAHA Mandate.

If you are interested in learning more about the MAHA Mandate, I encourage you to read the book. It is an important book that has the potential to make a significant difference in the health of our nation.

For E-Book Version of Book, go to www.mahamandatebook.com

MAHA BACKGROUNDER

This backgrounder covers three issues directly related to Robert F. Kennedy’s MAHA agenda: FDA corruption, agency transparency, and the US chronic disease crisis.

1. FDA CORRUPTION

The Food and Drug Administration (FDA) is a prime example of industry capture. The largest pharmaceutical companies in the world exercise undue influence over the agency, resulting in approval of unsafe drugs and the censorship of health information concerning the therapeutic effects of nutrients. As former Associate Director of FDA’s Office of Drug Safety David Graham explained in whistleblower testimony before Senator Charles Grassley’s Finance Committee: The public is virtually defenseless against FDA “approval of unsafe drugs,” and the FDA “views industry as its client” and approves drugs based on the industry’s own testing, not independent, unbiased scientific testing for safety and efficacy. Consider just three of the many disastrous consequences from FDA overruling sound science to serve industry:

VIOXX (1999): FDA approves VIOXX as an anti-inflammatory despite its heart toxicity:

“Tragically, Merck’s manipulation of its data—and the FDA’s resulting approval of Vioxx in 1999—led to thousands of avoidable premature deaths and 100,000 heart attacks.”
<https://www.ucsusa.org/resources/merck-manipulated-science-about-drug-vioxx>.

KETEK (2004): FDA approves KETEK as an antibiotic despite proof that its primary clinical trial was entirely made up:

“[In 2004], the Food and Drug Administration approved Ketek . . . lauding it as the first of a new class of antimicrobial agents that circumvent antibiotic resistance. Since then, Ketek has been linked to dozens of cases of severe liver injury, been the subject of a series of increasingly urgent safety warnings, and sparked two Congressional investigations of the FDA’s acceptance of fraudulent safety data and inappropriate trial methods when it reviewed the drug for approval.” <https://www.nejm.org/doi/full/10.1056/NEJMp078032>

ADUCANUMAB (2024): FDA approves ADUCANUMAB for Alzheimer’s despite no evidence of efficacy:

“Biogen lobbied hard and the FDA, despite its mandate, caved into the pressure. When a regulatory agency goes against the near unanimous advice of a group of experts called in to advise them (and is so egregiously wrong in its actions that three of the 11 experts resign) it’s pretty clear that ‘something is rotten in the state of Denmark’. That was the breach that

caused the entire regulatory dam to fail. After that approval, based on amyloid reduction as the salient outcome measure, there was no way to stop the approval of the other monoclonals. To be blunt, money talked,” [University of Pittsburgh School of Medicine’s Karl] Herrup explained. He also questioned the assumption the drugs were relatively safe. With aducanemab, his paper noted that 45% of participants had treatment-related adverse events, with nearly one in four patients developing brain swelling and/or bleeding.
<https://www.embopress.org/doi/full/10.1038/s44319-024-00294-4>

2. TRANSPARENCY

There have been extensive complaints about lack of transparency in evidence-based science and medicine within US government agencies. These have often stemmed from concerns about selective disclosure of information, limited public access to research data, potential conflicts of interest and US government coercion of media to censor information, that was subsequently found to be in the public interest. Critics argue that agencies may withhold or downplay unfavorable findings, making it difficult for the public and independent researchers to fully evaluate the evidence behind government policies and recommendations. This lack of transparency can erode public trust in government agencies and hinders scientific progress by limiting opportunities for scrutiny and debate. Additionally, concerns arise when industry funding or political considerations influence research agendas or the interpretation of findings, potentially compromising the objectivity of government science. The HHS budget of around \$1.7 trillion represents around one quarter of the entire federal budget, and currently there is inadequate transparency over how this budget is distributed.

Problems linked to lack of transparency were directly responsible for the current opioid crisis that has generated some \$50 billion in settlements so far:

PURDUE PHARMA [2020]: Lack of FDA transparency contributed to opioid crisis

“The FDA did not properly enforce the Food, Drug, and Cosmetic Act when it approved Purdue Pharma’s new drug application for extended-release (ER) oxycodone in 1995. Had it done so, ER oxycodone’s label would have had a narrow indication for the specific conditions for which the benefits of ER oxycodone outweigh the risks, such as relief from severe pain from a life-limiting illness. Instead, the label on ER oxycodone featured a broad indication,¹⁴ allowing Purdue to promote the drug’s use for common conditions for which opioids are more likely to harm than help, such as low-back pain and fibromyalgia.”
[https://journalofethics.ama-assn.org/article/how-fda-failures-contributed-opioid-crisis/2020-08#:~:text=The%20FDA%20did%20not%20properly,%2Drelease%20\(ER\)%20oxycodone%20in.](https://journalofethics.ama-assn.org/article/how-fda-failures-contributed-opioid-crisis/2020-08#:~:text=The%20FDA%20did%20not%20properly,%2Drelease%20(ER)%20oxycodone%20in.)

The recent red dye ban may have been fast-tracked in the knowledge that the Trump Administration was going to imminently seek to ban toxic food additives under Kennedy's leadership of HHS:

RED DYE No 3 [2025]

The FDA has moved incredibly slowly to ban food additives that have been demonstrated to be carcinogenic in animals and probably humans. This is emphasized by a recent report in Healthline: ““The Delaney Clause forbids the FDA from approving any food or color additive shown to cause cancer in humans or animals,” Kelsey Costa, a registered dietitian nutritionist and founder of Dietitian Insights, told Healthline. “By this standard, red dye No. 3 should have been prohibited from use in food decades ago,” she noted.”

<https://www.healthline.com/health-news/fda-bans-red-dye-no-3-from-food-drugs-citing-cancer-risks#Why-was-red-dye-No-3-banned>

3. CHRONIC DISEASE CRISIS

According to global disease burden data collated by the Institute for Health Metrics and Evaluation (IHME) at Washington University, the US is falling behind other high-income countries in both life expectancy and healthy life expectancy. This decline is attributed to various factors, including rising rates of obesity, diabetes, drug overdoses, and disparities in access to healthcare. If current trends continue, the US is projected to fall even further in these rankings in the coming years.

Find out more here: <https://www.healthdata.org/news-events/newsroom/news-releases/increases-us-life-expectancy-forecasted-stall-2050-poorer-health#:~:text=Life%20expectancy%20in%20the%20US,country's%20global%20ranking%20to%20drop>

Mortality and morbidity (disease) are strongly correlated to the chronic disease crisis, that is amplified by high body weight, high blood sugar, high blood pressure and drug disorders. Lancet 2024: [https://www.thelancet.com/issue/S0140-6736\(24\)X0050-1](https://www.thelancet.com/issue/S0140-6736(24)X0050-1)

HEALTHY LIFE EXPECTANCY [2024]

“Life expectancy in the US already falls behind many other developed countries, putting us in 49th place in global rankings in 2022 — but a new report says we’ll drop even further to 66th place in 2050.....IHME also analyzed the US’ health-adjusted life expectancy (HALE), which is the average number of years a person can expect to live in good health. The US’ HALE global ranking is forecast to drop from 80th in 2022 to 108th by 2050.

New York Post <https://nypost.com/2024/12/06/health/us-expected-to-drop-to-66th-place-in-life-expectancy-rankings/>

HEALTHCARE EXPENDITURE [2024]

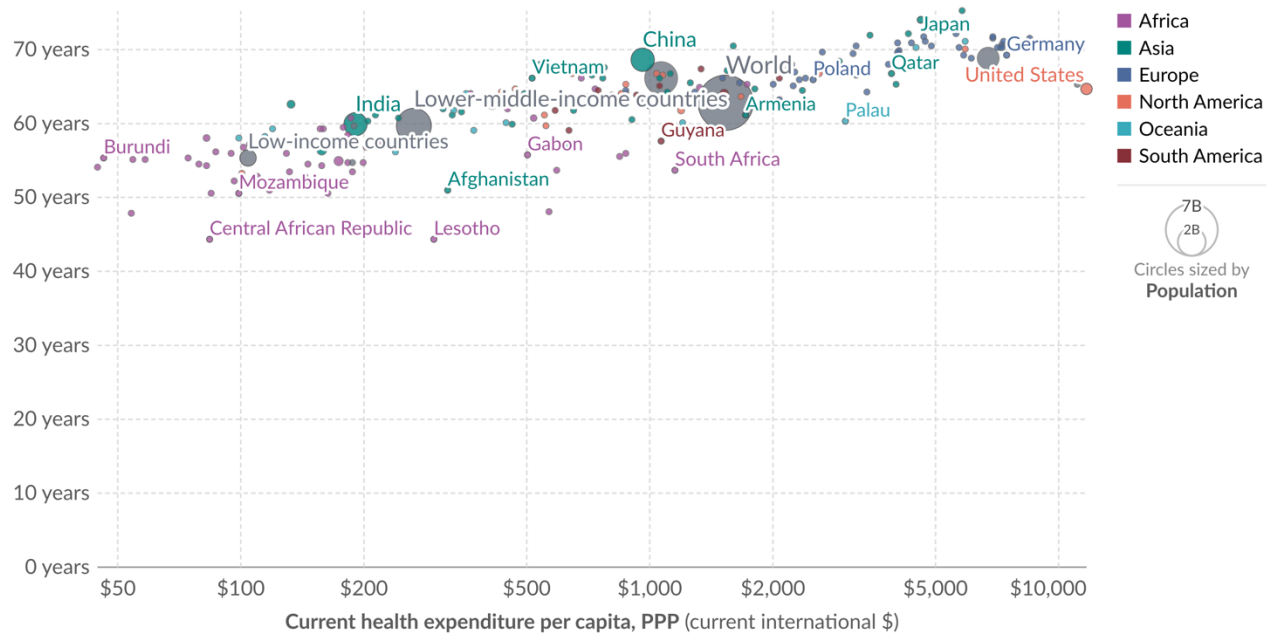
America spends more on healthcare than any other nation, nearly \$12,000 per capita. However healthy life expectancy is greater in many countries that spend less than \$1,000 per capita, including Vietnam, Jamaica, Tunisia, Peru, Iran, Thailand, Jordan, Algeria, Uzbekistan, Sri Lanka and Nicaragua (see graphic below).

Healthy life expectancy vs. health expenditure per capita, 2021



Healthy life expectancy, defined as the average number of years lived in good health, versus average per capita health expenditure measured in current international-\$.

Healthy Life Expectancy (years of life free of disability)



Data source: IHME, Global Burden of Disease (2024); Multiple sources compiled by World Bank (2024)
OurWorldinData.org/life-expectancy | CC BY

Our World in Data: <https://ourworldindata.org/grapher/healthy-life-expectancy-vs-health-expenditure-per-capita>

WASHINGTON POST OP ED

Confirm Kennedy for Secretary of Health and Human Service

American health policy has been driven by dogma, not data

This article is for media reference only, and can be found at the following link:
<https://www.washingtontimes.com/news/2025/jan/27/confirm-kennedy-secretary-health-human-service/>

By Nathan Jones - *Monday, January 27, 2025*

OPINION

President Trump’s nominee to head the Department of Health and Human Services, Robert F. Kennedy Jr., will soon go before the Senate for confirmation. Setting aside the usual Washington intrigue, I consider that Mr. Kennedy will bring much-needed fresh air and innovative approaches to protecting America’s health. He should be confirmed.

Mr. Kennedy’s intent to reduce our dependence on Big Pharma makes economic and health sense. I’m very much in favor of pharmaceutical innovations; however, drugs are not the best tools for fighting disease.

First, Big Pharma drugs are incredibly costly. Reuters researchers found that, in 2023, the median annual price of new Food and Drug Administration-approved drugs hit \$300,000, 35% higher than the previous year. Prescription drug costs account for over 22 cents of every dollar spent on health insurance premiums, more than any other cost.

Second, all this spending doesn’t buy Americans much. Innovationwise, research and development make up just 22% of Big Pharma spending. A 2022 JAMA Network study found “no relationship” between what Big Pharma charges for drugs and what these companies spend on R&D. At the same time, American

innovation and drug spending, in effect, subsidizes drugs around the world. Ozempic, the weight loss drug, costs an American without insurance upward of \$900 a month; In China, the same drug and dose costs roughly \$139.

Third, in terms of health, nonpharmaceutical interventions are often more effective and vastly less expensive than drugs. Simply put, the best way to fight disease is to prevent it. Historically, hygiene, sanitation and public health are the best tools for prevention.

For example, a 2023 study published in the British Journal of Sports Medicine, which looked at 97 different analyses over 1,039 trials involving 128,119 participants (a lot of data), determined that exercise may be more effective than medication in promoting mental health (e.g., reducing anxiety and depression).

Over the past 150 years, some of the biggest advances in health have come through hygiene and sanitation. However, public health leaders rarely focus on these vital tools.

For example, a 2024 clinical trial found that using easily available drug-free nasal sprays reduced the number of sick days by roughly 20% and reduced the number of severe-symptomatic days, office absences, days of normal activities lost, and the rate of antibiotic use. At this moment experts say we face a respiratory “quad-demic” (simultaneous outbreaks of COVID-19, RSV, H5N1, norovirus). Despite this threat, you don’t hear the Centers for Disease Control and Prevention telling people about the benefits of nasal hygiene.

Similarly, dental health plays a major role in longevity and quality of life. Poor dental health is closely linked to diseases ranging from COVID-19 to heart disease. The best way to improve dental health and combat these diseases is through hygiene measures: brushing your teeth, washing your mouth, flossing, and seeing your dental hygienist and dentist.

While much has been made of Mr. Kennedy’s desire to remove fluoride, the research shows he is far from crazy. Research by the National Toxicology Program determined that children’s higher fluoride intake was associated with lower IQs. Additionally, despite its ubiquity, fluoride isn’t the best tool to prevent cavities and oral disease. Cavities are caused by oral bacteria, which produce acid that eats away at our teeth. Fluoride helps strengthen the enamel. However, it does nothing about the underlying cause of the disease (bacteria). In contrast,

the natural sugar xylitol — which can be used in toothpaste, gum and the like — kills the bacteria and has no offsetting risks.

Likewise, Mr. Kennedy’s focus on reducing consumption of ultra-processed foods makes good sense. For decades — much like Big Tobacco hooked Americans on cigarettes — Big Food has been poisoning Americans with ultra-processed foods. These “foods” are made by stripping away the natural components (nutrients) and then replacing them with additives that drive consumption (have addictive properties).

These foods make up roughly 72 % of the American diet. A 2023 study published in the British Medical Journal determined that ultra-processed foods can be as addictive as smoking. When you say you’re addicted to Cool Ranch chips, you aren’t lying. America’s massive intake of these ultra-processed foods drives many bad health outcomes. Getting Americans to cut back on them would make America healthier.

I also strongly support Mr. Kennedy’s focus on health transparency and freedom. Lately, American health policy has been driven by dogma, not data. Recall the 6-foot distancing mandate. Dr. Fauci recently testified that no data was behind it — “It sort of just appeared.”

Likewise, our health policy has grown too paternalistic. After the pandemic began, public health officials censored science. They censored doctors who developed alternative treatments. They censored experts who advocated different approaches to defeating the virus. They censored companies, including my own, that tried to educate Americans about other science-backed interventions. They didn’t trust Americans to make their own health decisions.

This is why Americans increasingly — and dangerously — no longer trust our public health leaders.

Mr. Kennedy has certain opinions that are controversial in some circles — especially in the politically supercharged climate in America today. However, on balance, he provides an opportunity to reconsider our health policies. The answer isn’t to throw all vaccines away or to ban all sodas. The answer is to emphasize the most health- and cost-effective approaches possible. The answer

isn't to censor science. It is to promote a robust marketplace of health options to give Americans the freedom to make sound health decisions.

Nate Jones is CEO of Xlear Inc., an oral and nasal hygiene products company based in American Forks, Utah. The Federal Trade Commission is suing Mr. Jones and Xlear for their efforts to educate Americans about the data showing nasal hygiene is an effective countermeasure to COVID-19 and a wide variety of respiratory pathogens.

6 WIDESPREAD KENNEDY MYTHS vs KENNEDY POSITIONS

MYTH 1

The FDA “suppresses” Advancements In Health, that includes “aggressive suppression” of products “that advance human health and can't be patented by” the pharmaceutical industry.

RFK JR POSITION:

“FDA’s war on public health is about to end. This includes its aggressive suppression of psychedelics, peptides, stem cells, raw milk, hyperbaric therapies, chelating compounds, ivermectin, hydroxychloroquine, vitamins, clean foods, sunshine, exercise, nutraceuticals and anything else that advances human health and can't be patented by Pharma. If you work for the FDA and are part of this corrupt system, I have two messages for you: 1. Preserve your records, and 2. Pack your bags.”

RFK Jr X post, October 25, 2024:

<https://x.com/RobertKennedyJr/status/1849925311586238737>

MYTH 2

RFK is anti-vaccine; measles, whooping cough, and other illnesses could roar back on RFK Jr.'s watch.

RFK Jr POSITION:

What RFK has said: “That will be one of my priorities, to make sure that Americans - of course, we're not going to take vaccines away from anybody. We are going to make sure that Americans have good information. Right now the science on vaccine safety particularly has huge deficits in it, and we're going to make sure those scientific studies are done and that people can make informed choices about their vaccinations and their children's vaccinations.”

NPR interview, Nov 7, 2024:

<https://www.npr.org/2024/11/07/nx-s1-5181889/analyzing-what-rfk-jr-said-on-morning-edition-about-his-health-policy-vision>

MYTH 3

Vaccines may cause autism. Kennedy has repeatedly linked the childhood vaccine schedule to autism — a claim that has been debunked by scientists.

RFK Jr POSITION:

“I just think they ought to be tested, and we ought to know what the risks are and what the outcomes are. And there are people who are injured by vaccines. There's no question of that. There's a vaccine court that pays them off, paid off billions of dollars to people who

have died or severely injured. And what I think we should do is not tell those people they don't exist, but we ought to acknowledge it, and we ought to be doing the studies to reduce the number of people. I don't want to take away people's. If somebody wants to get vaccinated, they should be able to get it, but they also ought to know everything there is, what the risks are and what the benefits are. “

Interview with Shawn Ryan, June 17, 2024: <https://www.youtube.com/watch?v=cAuYKHAGLOA>

MYTH 4

RFK Jr falsely touted ivermectin and hydroxychloroquine as effective covid treatments and that fewer people would have died of covid-19 if the United States had deployed ivermectin and hydroxychloroquine.

RFK Jr POSITION:

“They had to destroy ivermectin and hydroxychloroquine and discredit it, and they had to tell everybody it’s not effective because if they had acknowledged that it’s effective ... the whole \$200 billion vaccine enterprise would have collapsed,” he told Rogan, during his June interview.

Interview with Shawn Ryan, June 17, 2024: <https://www.youtube.com/watch?v=cAuYKHAGLOA>

MYTH 5

That in the absence of conclusive evidence, water fluoridation at U.S. levels is associated with numerous health issues including cancer.

RFK Jr POSITION:

“On January 20, the Trump White House will advise all U.S. water systems to remove fluoride from public water. Fluoride is an industrial waste associated with arthritis, bone fractures, bone cancer, IQ loss, neurodevelopmental disorders, and thyroid disease.”

RFK Jr X post, November 2, 2024:

<https://x.com/RobertKennedyJr/status/1852812012478398923>

MYTH 6

RFK Jr’s view that endocrine disrupting chemicals are driving gender dysphoria is misinformation

RFK Jr POSITION:

“They took Atrazine and put it in a tank with 40 frogs for three years and they put it below the exposure levels the EPA considers acceptable to humans. They were all male frogs. 30 of those frogs were chemically castrated. Four of them turned into females and produced fertile eggs. Toxic herbicide found in many Texans’ drinking water. That’s from 2018, November 20th and we’re subjecting our children to exposure to that every day. What does this do to sexual development in children, because we know what it does to frogs.”

Joe Rogan interview, June 27, 2024: <https://www.youtube.com/watch?v=p6LJXPOv4SM>

ABOUT THE ALLIANCE FOR NATURAL HEALTH

The Alliance for Natural Health (ANH) USA is dedicated to protecting the right of all Americans to choose natural and regenerative, optimum health for people and the planet. Together with its sister organizations, ANH International and Europe, ANH is the largest organization in the US and abroad working to protect our right to safe, effective natural health options.

ANH's mission is driven by the pursuance of 'good science' and 'good law' under the leadership of Robert Verkerk, Ph.D., as executive and scientific director, and Jonathan Emord, J.D., as general counsel. The organization was formed originally in 1992 as the American Preventative Medical Association in response to FDA raids of integrative medicine physicians. It changed its name to the American Association for Health Freedom in 2002, and then to the Alliance for Natural Health USA in 2009. Prior to Jonathan Emord's appointment as general counsel in July 2024, Emord acted as external counsel on many occasions, including in 6 successful lawsuits against the FDA.

We believe that health systems that are single-mindedly focused on treating sick people with expensive drugs is neither practical, nor economically sustainable, especially given the increasing burdens from preventable, chronic diseases, aging populations, and autoimmune diseases. Fundamental to any solution is improved and empowered self-care, alongside upstream, regenerative solutions to our health, that work with, rather than against, natural systems.

ANH protects the right of natural health practitioners to practice and the right of consumers to choose the healthcare options and treatment modalities they prefer, including holistic approaches based on nutritional, lifestyle, complementary, and alternative modalities of medicine. ANH-USA brings together the full cross-section of natural health interests, including consumers, health practitioners, and the natural health industry to speak with a united voice.

ANH's independence and non-partisan status as the consumer and practitioner voice sets us apart from manufacturer and retail trade groups on Capitol Hill. Congressional offices care about their constituents. Among ANH's unique strengths is our ability to mobilize our more than 500,000 supporters to contact Congress and the Administration – to protect natural, sustainable, and regenerative health.

ANH coordinates with other non-profits, individual companies, and trade groups on specific issues on which we are aligned to strengthen our advocacy. In addition, ANH is free from any limitations caused by vested or conflicted interests, these limiting the impact of many industry trade groups.

ANH-USA is closely aligned with the UK-based, internationally active, Alliance for Natural Health International, founded by Dr Verkerk in 2002. This organization has been at the forefront of protecting access to natural health in Europe and elsewhere in the world since it was founded by Robert Verkerk, Ph.D. in 2002. In April 2023, Dr Verkerk was appointed executive and scientific director of ANH-USA. He now acts as group leader of ANH's three offices.

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