

**To avoid criticism do nothing, say nothing, be nothing.**  
--Elbert Hubbard

**Do what you feel in your heart to be right, for you'll be criticized anyway**  
--Eleanor Roosevelt

As a company begins to gain popular attention in the marketplace, it is inevitable that detractors will emerge from the woodwork. In fact, these detractors are often motivated by fear — a fear that what they have promoted so loudly and so long is now being displaced by a better idea.

In America, it is OK to have any opinion — that's freedom! But it *is* irresponsible and potentially harmful for these detractors to present themselves as experts and to use that perceived role of authority to promote an *uninformed* opinion as fact.

One such detractor of Ideal Health is retired psychiatrist, Stephen Barrett, who voluntarily let his license lapse in 1994. Despite a practice limited to psychiatry, Barrett nevertheless claims expert knowledge on a wide range of medical topics. On his website, Barrett regularly takes aim at any therapy that does not comply with his apparently narrow definition of 'medicine.' A favorite target is complementary and alternative medicine (CAM).

In his zeal for targeting CAM, Barrett is no respecter of persons. In fact, when the White House Commission on Complementary and Alternative Medicine issued their final report in 2002, with a *positive* recommendation to integrate complementary and alternative medicine into government health agencies and the nation's medical education and insurance systems, Barrett published a lengthy piece on his website accusing the report of being "carefully contrived" and saying of the Commission members that, "Few knowledgeable critics are among them." He asserts that CAM is a "marketing term used to promote unproven methods."

Barrett apparently discounts that the driving force behind the creation of the White House Commission was the increasing scientific interest by the medical community in CAM therapies, leading to the creation of a special office in the National Institutes of Health in 1991. This office (originally the Office of Alternative Medicine) was officially established by Congress in 1998 as the National Center for Complementary and Alternative Medicine (NCCAM). In its first 5 years, NCCAM funded over 780 projects at 123 institutions, resulting in over 700 scientific publications.

Barrett states on his website that "only a small minority of licensed medical practitioners use 'CAM' methods." From this statement, it appears that Barrett is lax in his research.

For example, in 2005, the prestigious *Institute of Medicine* for the *National Academy of Sciences* published a 330-page report on *Complementary and Alternative Medicine in the United States*. This was the work of a 17-member Committee without any close ties to the CAM field and was based on five public hearings plus an extensive literature search.

In study after study, the Committee found that, contrary to Barrett's opinion, a large percentage of licensed medical practitioners are using or would use CAM methods. Here is one chart excerpted from that report:

TABLE 7-2 Percentage of Physicians Who Have Used or Who Would Use CAM Practices, by Specialty (n = 783)

| Practice                      | Total Sample |           | Total | Pediatrics | Internal Medicine | Family and General Practice |
|-------------------------------|--------------|-----------|-------|------------|-------------------|-----------------------------|
|                               | Have Used    | Would Use |       |            |                   |                             |
| Diet, exercise                | 92.3         | 6.5       | 98.8  | 98.9       | 99.1              | 98.4                        |
| Counseling, psychotherapy     | 71.2         | 24.5      | 95.7  | 96.1       | 94.8              | 96.1                        |
| Behavioral medicine           | 47.3         | 43.8      | 91.1  | 92.6       | 91.5              | 92.5                        |
| Biofeedback, relaxation       | 44.1         | 47.6      | 92.7  | 92.1       | 91.5              | 92.5                        |
| Massage, therapeutic touch    | 33.7         | 30.9      | 64.6  | 51.7       | 62.5              | 72.5                        |
| Prayer, spiritual direction   | 29.2         | 32.4      | 61.6  | 57.6       | 59.9              | 65.1                        |
| Vegetarianism                 | 24.0         | 39.0      | 63.0  | 55.1       | 63.8              | 66.9                        |
| Meditation                    | 24.0         | 42.8      | 66.8  | 57.6       | 65.1              | 73.2                        |
| Hypnotherapy                  | 19.9         | 48.0      | 67.9  | 62.9       | 65.7              | 71.2                        |
| Chiropractic                  | 19.2         | 29.0      | 48.2  | 32.9       | 50.6              | 54.5                        |
| Megavitamin                   | 16.2         | 21.3      | 37.5  | 18.9       | 38.7              | 45.9                        |
| Acupuncture                   | 11.7         | 48.7      | 60.4  | 47.7       | 68.9              | 60.7                        |
| Acupressure                   | 10.1         | 36.5      | 46.6  | 30.1       | 44.6              | 56.6                        |
| Herbal medicine               | 8.2          | 34.3      | 42.5  | 34.2       | 43.6              | 46.1                        |
| Homeopathic medicine          | 5.9          | 27.9      | 33.8  | 26.3       | 29.4              | 41.2                        |
| Art therapy                   | 5.0          | 39.5      | 44.5  | 44.6       | 42.8              | 44.5                        |
| Electromagnetic applications  | 3.8          | 20.6      | 24.4  | 18.2       | 21.9              | 27.2                        |
| Native American medicine      | 2.8          | 29.8      | 32.6  | 26.4       | 33.9              | 34.9                        |
| Traditional Oriental medicine | 2.4          | 33.5      | 35.9  | 29.4       | 38.1              | 37.6                        |

SOURCE: Adapted from Berman et al. (1998).

<http://darwin.nap.edu/books/0309092701/html/205.html#p2000c7669960205001>

The Committee also quoted a study in the *Archives of Internal Medicine* by Corbin and Shapiro (2002), which found that 84 percent of physicians thought that they needed to learn more about CAM. Finally, this report also noted that the *Consortium of Academic Health Centers for Integrative Medicine* was launched in 2000, gaining 22 member medical schools by 2003, including such prestigious schools as:

Columbia University  
Duke University

Rosenthal Center for CAM  
Duke Center for Integrative Medicine

Georgetown University  
Harvard University

Kaplan Center  
Osher Institute

Of course, it *could* be considered a mark of distinction to be singled out by Barrett since favorite targets of his also include Harvard-trained physician, Dr. Andrew Weil, and two-time Nobel Laureate, Dr. Linus Pauling.

In 2001, Ideal Health's PrivaTest first appeared on Barrett's website under "Dubious Lab Tests." Concerned that Barrett did not have a true understanding of the Ideal Health science (since he never contacted us directly), Ideal Health sent a certified letter to him, which was signed for by Barrett himself. That letter is also attached.

We received no response from Barrett, nor has our letter been posted on his website as we requested.

Barrett took no further action against Ideal Health until November of 2004 at which time he posted a cobbled-together attack on our flagship test, the PrivaTest. Full of innuendo and containing statements taken out of context, this article is representative of the type of biased 'health advocacy' for which Barrett appears to be infamous.

In this article, Barrett criticizes our testing laboratory, MetaMetrix Clinical Laboratory, calling it "a lab that caters to chiropractors and other offbeat health professionals." In point of fact, the laboratory has been performing metabolic testing for thousands of nutritionally-oriented medical doctors and other healthcare professionals from around the world since 1984.

MetaMetrix Clinical Laboratory has been a leader in the assessment of nutrition and metabolism for over 20 years and is fully licensed to accept specimens from every state in the U.S. as well as internationally. MetaMetrix is regularly inspected by the Department of Health and Human Services for CLIA (Clinical Laboratory Improvement Amendments) licensure and by the Georgia Department of Human Resources for its Clinical Laboratory License, facts easily obtained with a little research.

Contrary to Barrett's obviously off-the-cuff statement, over 80% of the licensed healthcare professionals who use MetaMetrix are MDs (medical doctors) and DOs (osteopaths).

Using the 'guilt by association' technique, Barrett included in this same article actions by the FDA and FTC **which were against another company!** Although Barrett admits at the end of the paragraph that Ideal Health was "not implicated in these actions," his wording implies that it was action from the FTC that stopped Ideal Health from selling a specific product. In actuality, the FTC inspected our literature for that product and stated that **we were in full compliance with FTC regulations**. The true reason we "stopped marketing" the product was that our Research & Development department was finally able to bring a superior product to market and the third-party lab testing had just been completed at that time.

With just these few examples, you can see how a pattern begins to emerge.

Despite our sending Barrett the Ideal Health scientific rationale, despite our offers to supply professional scientific monographs for our tests, and despite our attempts to engage Barrett in a dialogue about the importance that complementary medicine can play in promoting the good health of Americans, we have been met with only silence from Barrett. Silence except for the obviously biased, one-sided (by his choice), and distorted “information” piece found on his website.

We do not understand why Barrett focuses on companies that are attempting to bring preventive-health options to consumers and trying to give people an opportunity to become a pro-active partner in their own health. We do not understand why Barrett actively attacks these companies and yet is silent on the epidemic of deaths (up to 100,000 each year) caused by FDA-approved prescription drugs, as stated on the FDA’s own website.

As Ideal Health wrote to Barrett back in 2001:

*We are working to make nutritional supplementation even safer through individualization and more cost-effective by cutting out unnecessary supplementation. It is unfortunate that those who are strict “traditionalists” have decided to label our efforts and our scientific methods as “dubious.”*

*That may also be unfortunate for those who view your website as the “last word” in “quackwatchery.” Through your website, they may be persuaded to close their minds against information that has potential benefit for them and then do no further investigation on their own.*

We hope that you — as someone who is obviously doing their own due diligence — are not one of those people who are so persuaded.