Natural Standard

The Authority on Integrative Medicine

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February 2011

Natural Standard provides high-quality, evidence-based information about complementary and alternative therapies, diets, exercise and nutrition. For more information, please visit www.naturalstandard.com.

In This Issue

- Healthy Valentine's Gift: Free Practitioner Listing
- Testing Diet and ADHD Link
- Probiotics May Not Prevent Colitis
- Natural Standard Influenza Review Published
- iMosaic Conference
- New Dietary Guidelines
- Natural Standard Attending Career Fairs
- Health Freedom Expo - Long Beach
- Natural Standard Training Sessions
- Complimentary Webinars
- Vitamin D and Colon Cancer
- Journal of Dietary Supplements: Call for Papers
- Inside Natural Standard

Healthy Valentine's Gift: Free Practitioner Listing



Natural Standard invites all healthcare professionals to submit a complimentary listing for inclusion in our international Practitioner Search database. This valuable tool helps users locate integrative medicine practitioners with specific areas of expertise in all locations around the world.

Please e-mail the following details to practitioners@naturalstandard.com to receive your free listing: full name, discipline, organization name, contact information (phone number, fax, e-mail, website, address), specialty area, services and certification information.

Natural Standard wishes you a healthy heart this Valentine's Day and beyond.

Testing Diet and ADHD Link



A recent study used a restricted elimination diet to test whether food allergies were linked to symptoms of attention-deficit hyperactivity disorder (ADHD) in children.

Earlier research has suggested that food allergies may trigger or worsen symptoms of ADHD, but results have not been conclusive.

In the recent study, 100 children (4-8 years old) with ADHD were randomly assigned to follow an elimination diet or a general healthy diet for five weeks. The elimination diet excluded foods that commonly trigger allergic reactions or food intolerances, such as wheat, eggs, tomatoes and dairy products. Instead, the children ate foods that are unlikely to cause reactions, such as rice, white meat and some fruits and vegetables.

After five weeks, 64 percent of the children in the elimination diet group experienced significant improvements in their ADHD symptoms.

These children went on to complete the second phase of the trial, in which different foods were added back into their diets. Over the next four weeks, the researchers tested the effects of foods that induce either low or high levels of immunoglobulin G (IgG) in the blood. IgG is an antibody produced by the immune system that is involved in allergic reactions. The researchers found that levels of IgG in the blood were not related to relapse of ADHD symptoms.

Based on these findings, the authors discouraged the prescription of diets based on IgG blood tests for children with ADHD. However, the study suggested that restricted elimination diets may be useful for testing whether ADHD is induced by certain foods.

For more information about ADHD, please visit **Natural Standard's** Medical Conditions database.

To comment on this story, please visit **Natural Standard's** blog.

References:

1. **Natural Standard**: The Authority on Integrative Medicine. www.naturalstandard.com
2. Pelsser LM, Frankena K, Toorman J, et al. Effects of a restricted elimination diet on the behaviour of children with attention-deficit hyperactivity disorder (INCA study): a randomised controlled trial. Lancet. 2011 Feb 5;377(9764):494-503. View Abstract

Probiotics May Not Prevent Colitis



Beneficial bacteria called probiotics have been shown to help maintain a healthy intestinal tract and assist with digestion. However, a recent study suggests that consuming probiotics may not help prevent recurrences of a gastrointestinal disorder called ulcerative colitis.

Ulcerative colitis is a type of inflammatory bowel disease (IBD) that causes inflammation of the colon. Common symptoms include diarrhea, abdominal pain, decreased appetite and weight loss

The researchers randomly assigned 32 adults with ulcerative colitis to supplementation with either probiotics (*Lactobacillus acidophilus* and *Bifidobacterium animalis*) or placebo daily for one year.

After one year, 25 percent of people in the probiotics group maintained remission compared to eight percent of the control group. However, the results were not statistically significant.

This study is limited by its small sample size. Additional research is needed to confirm these findings.

For more information about probiotics, please visit **Natural Standard's** Foods, Herbs & Supplements database.

To comment on this story, please visit **Natural Standard's** blog.

References:

1. **Natural Standard**: The Authority on Integrative Medicine. www.naturalstandard.com
2. Wildt S, Nordgaard I, Hansen U, et al. A randomised double-blind placebo-controlled trial with Lactobacillus acidophilus La-5 and Bifidobacterium animalis subsp. lactis BB-12 for maintenance of remission in ulcerative colitis. Journal of Crohn's & Colitis. 2011 Jan. View Abstract

Natural Standard Influenza Review Published



The recent edition of *Alternative Medicine Studies* features a **Natural Standard** evidence-based review of natural products for the flu.

Natural products, including botanicals and minerals, form the basis of many modern-day drugs. In this review, the available evidence on the use of select natural products for the treatment or prevention of influenza is discussed. Featured therapies include andrographis, echinacea and elderberry, among others.

The review concludes with a brief overview of oseltamivir (Tamiflu®), an established influenza drug that is derived from a chemical produced by the star anise plant.

For more information about the flu, please visit **Natural Standard's** Medical Conditions database.

To comment on this story, please visit **Natural Standard's** blog.

References:

1. **Natural Standard**: The Authority on Integrative Medicine. www.naturalstandard.com
2. Ulbricht C, Chao W, Costa D. Natural products for treating or preventing influenza. 2011;1(1). View Abstract

iMosaic Conference

iMosaic is a joint integrative medicine conference that brings together four non-profit organizations: the American Academy of Environmental Medicine (AAEM), the American College for Advancement in Medicine (ACAM), the American Holistic Medical Association (AHMA) and the International College of Integrative Medicine (ICIM).

This year's conference will take place at the Convention Center in Minneapolis, Minnesota, April 6-10, 2011. Attendees can earn more than 25 hours of AMA PRA Category 1 Credit.

The first two days of iMosaic will feature pre-conference workshops on a variety of complementary, alternative and integrative medicine (CAIM) topics. The General Session will take place Friday, April 8 through Sunday, April 10. This portion of the conference will focus primarily on disease prevention and treating chronic conditions from an integrative approach. Lecture topics include: integrative cardiology, clinical approaches to detoxification in children, a 2011 update on vitamin D and more.

Included with iMosaic registration are printed syllabi, nutritious lunches, more than 40

breakout sessions and a cocktail hour sponsored by the Alliance for Natural Health. With so many educational sessions to choose from, iMosaic attendees can customize this conference to fit their individual needs.

For more information, please visit www.imosaicconference.com.

If you would like **Natural Standard** to post your event(s) online, please e-mail news@naturalstandard.com.

New Dietary Guidelines



This month, the U.S. Department of Agriculture (USDA) and U.S. Department of Health and Human Services (HHS) released the newest edition of the *Dietary Guidelines for Americans 2010*.

The new guidelines emphasize the importance of consuming a nutrient-dense diet, maintaining appropriate calorie balance and exercising regularly. These guidelines are designed to help promote health, prevent chronic diseases and reduce the risk of becoming overweight or obese. Below are some of the highlights.

Balancing calories for weight control: According to the report, many Americans consume more calories than their bodies burn throughout the day, which leads to weight gain. People can manage their body weight by controlling the amount of calories they consume and regularly engaging in physical activities. The amount of calories a person needs depends on age, gender, height, weight and physical activity.

Food and beverages to increase: The report suggests that many Americans do not consume enough potassium, dietary fiber, calcium and vitamin D. The new guidelines recommend that people increase the amount and variety of fruits, vegetables and seafood in their diets. People are also encouraged to consume more whole grains and low-fat dairy products. Many different kinds of proteins are also recommended, including seafood, lean meat, poultry, eggs, legumes, soy products and unsalted nuts and seeds. When possible, oils should be used in place of solid fats.

Food and beverages to reduce: The new guidelines recommend that people consume less than 2,300 milligrams of sodium daily. Some people (including children; individuals over 50 years old; African Americans and those with high blood pressure, diabetes or chronic kidney disease) should consume less than 1,500 milligrams daily. Fewer than 10 percent of calories should come from saturated fats, and intake of trans-fatty acids should be limited as much as possible. Less than 300 milligrams of dietary cholesterol should be consumed daily. Individuals are also encouraged to limit refined

grains and alcohol consumption.

A new food pyramid will be released in the next few months.

For more information about healthy foods and diets, please visit **Natural Standard's** Health & Wellness database.

To comment on this story, please visit **Natural Standard's** blog.

References:

1. **Natural Standard**: The Authority on Integrative Medicine. www.naturalstandard.com
2. U.S. Department of Agriculture (USDA) and Department of Health and Human Services (HHS). Dietary Guidelines for Americans 2010 View Report

Natural Standard Attending Career Fairs



Individuals interested in learning more about evidence-based integrative medicine are invited to visit **Natural Standard** at one of several upcoming college career fairs. **Natural Standard** will be recruiting for all departments, including marketing and outreach.

Wellesley College Career Fair

- The event will take place February 16, 2011 at the Lulu Wang Campus Center at Wellesley College in Massachusetts.
- For more information, please visit www.wellesley.edu/cws.

Salem State University Job Fair

- The event will take place March 28, 2011 at the O'Keefe Center/ Rockett Arena in Salem, Massachusetts.
- For more information, please visit www.salemstate.edu.

Merrimack College Career Fair

- The event will take place March 31, 2011 at the Sakowich Campus Multipurpose Room in North Andover, Massachusetts.
- For more information, please visit www.merrimack.edu/career_center.

UMass Dartmouth Career Expo

- The event will take place April 6, 2011 at Woodland Commons in North Dartmouth, Massachusetts.
- For more information, please visit www.umassd.edu/cdc.

Springfield College Career Fair

- The event will take place April 6, 2011 at the Blake Arena in Springfield, Massachusetts.
- For more information, please visit www.spfldcol.edu/career.

Newbury College Career Fair

- The event will take place April 7, 2011 at the Student Center Auditorium in Brookline, Massachusetts.
- For more information, please visit www.newbury.edu/careerservices.

Bridgewater State University Annual Job Fair

- The event will take place April 13, 2011 at the RCC Ballroom in Bridgewater, Massachusetts.
- For more information, please visit www.bridgew.edu/CareerServices.

If you would like **Natural Standard** to post your event(s) online, please e-mail news@naturalstandard.com.

Health Freedom Expo – Long Beach

On March 25-27, 2011, the 7th annual Health Freedom Expo: The Freedom to Know; The Power to Choose, will present natural health information, products and services to the public.

Attendees will have the opportunity to meet healthcare professionals, health freedom advocates, scientists, legislators and respected experts and leaders in the natural health and wellness industry. The event, which will take place at the Long Beach Convention Center in Long Beach, California, will feature 200 exhibits, over 90 lectures and workshops and several documentaries on health topics.

The Expo is sponsored by the HealthKeepers Alliance, a non-profit lobbying organization that helps protect consumer rights and defends practitioners who use natural or nutritional therapies. The Alliance also lobbies against laws that interfere with an individual's freedom to make informed healthcare choices.

Featured speakers will include:

- **George Noory**, host of the nationally syndicated radio program, *Coast to Coast AM*.
- **Mike Adams**, a clinical researcher for major pharmaceutical companies and the founder of *NaturalNews* will present: "Health Freedom Revolution."
- **Daryl Hannah**, an actress who has been passionate and committed to practicing a low-impact lifestyle for over 20 years, will explain how to implement changes into daily routines.
- **Kevin Trudeau**, a consumer advocate and *New York Times* bestselling author of *Natural Cures They Don't Want You To Know About*, will discuss the challenges facing consumers and companies choosing natural therapies.
- **Dr. Leonard Coldwell** will explain his theories on how to uncover and eliminate the root cause of cancer and terminal diseases.
- **John Robbins**, author of six bestsellers, including *Diet for a New America* and *The Food Revolution*, will discuss the relationship between illnesses and imbalance in people's lives.
- **Mariel Hemingway**, actress, author and businesswoman, will focus on the importance of healthy living from the inside out.
- **Dick Gregory**, a leading nutritionist and formulator of the Bahamian Diet, will discuss the potential benefits of following a natural diet.
- **Stanley Monteith, MD**, will explore the pros and cons of vaccines.
- **John Gray**, bestselling author of *Men are from Mars, Women are from Venus*, will share what it takes to create and maintain healthy relationships.
- **Alexandra Jamieson, CHHC**, is the author of *Living Vegan for Dummies* and *The Great American Detox Diet*. She has been on Oprah and the award-winning documentary *Super Size Me*. Jamieson works with professional women across North America to help detoxify their bodies, improve their energy and lose weight.
- **Jeffrey M. Smith**, author of *Seeds of Deception*, will discuss the planetary and personal hazards that may be linked to genetically modified foods.
- **Jonathan Emord**, a prominent free-speech attorney, will discuss governmental censorship of health information in his talk: "Global Censorship of Health Information."
- **Robert Scott Bell**, hosts the fastest two hours of healing information on radio. Bell handles with everyday health issues from the perspective of alternative/holistic healthcare.

Tickets are $20 per day or $45 for the entire weekend. For more information and to purchase tickets, please call 1.888-658-EXPO or visit www.healthfreedomexpo.com.

The expo will also be traveling to Chicago on June 10-12, 2011. **Natural Standard** is attending the spring conference and will be presenting a talk about our evidence-based decision-support tools.

To exhibit in Long Beach or Chicago, and for program guide advertising, please call

1.888.658.3976 (ext. 1) or e-mail elissa@healthfreedomexpo.com.

If you would like **Natural Standard** to post your event(s) online, please e-mail news@naturalstandard.com.

Natural Standard Training Sessions

Sign up for a free online training session to learn more about **Natural Standard's** decision-support tools.

Natural Standard provides high-quality, evidence-based information about integrative therapies to help healthcare professionals and consumers make safer, more educated decisions about health.

Natural Standard is an international multidisciplinary collaboration that includes contributors from more than 100 eminent academic institutions. Research teams systematically gather scientific data and expert opinions to develop comprehensive monographs that are designed to facilitate clinical decision making. For each therapy, the available scientific evidence of effectiveness is evaluated using the **Natural Standard** Evidence-Based Validated Grading Rationale™.

These guided tours will demonstrate how to navigate the various databases and cross reference medical conditions and therapies.

- Thu, Feb 10, 2011 2:00 PM - 2:45 PM EST
- Tue, Feb 15, 2011 2:00 PM - 2:45 PM EST
- Thu, Feb 17, 2011 2:00 PM - 2:45 PM EST
- Tue, Feb 22, 2011 2:00 PM - 2:45 PM EST
- Thu, Feb 24, 2011 2:00 PM - 2:45 PM EST
- Tue, Mar 1, 2011 2:00 PM - 2:45 PM EST
- Thu, Mar 3, 2011 2:00 PM - 2:45 PM EST
- Tue, Mar 8, 2011 2:00 PM - 2:45 PM EST
- Thu, Mar 10, 2011 2:00 PM - 2:45 PM EST
- Tue, Mar 15, 2011 2:00 PM - 2:45 PM EDT
- Thu, Mar 17, 2011 2:00 PM - 2:45 PM EDT
- Tue, Mar 22, 2011 2:00 PM - 2:45 PM EDT
- Thu, Mar 24, 2011 2:00 PM - 2:45 PM EDT
- Tue, Mar 29, 2011 2:00 PM - 2:45 PM EDT
- Thu, Mar 31, 2011 2:00 PM - 2:45 PM EDT

After registration, attendees will receive e-mail confirmation with information on how to join the webinar.

System Requirements:

- PC-based attendees: Windows® 7, Vista, XP or 2003 Server
- Macintosh®-based attendees: Mac OS® X 10.4.11 (Tiger®) or newer

To comment on this story, please visit **Natural Standard's** blog.

Complimentary Webinars



Natural Standard is offering a series of complimentary webinars on integrative medicine. **Natural Standard** offers these impartial webinars as an informational public service. All webinars are recorded and archived at www.naturalstandard.com/webinars. Webinar attendees will receive complimentary access to **Natural Standard** for two weeks.

To comment on a recent webinar or to suggest future webinar topics, please visit **Natural Standard's** blog.

LIVEHerbal and Dietary Supplements: Effects on Traditional and Diagnostic Tests**
Presented by: Presented by Samantha Culwell, PharmD

- **Natural Standard** Associate Clinical Editor Samantha Culwell, PharmD, provides a brief introduction to **Natural Standard's** Interactive Tools and Advanced Interactions Checker, followed by a full PowerPoint presentation and lecture, including several examples of herb and supplement interactions with laboratory and diagnostic tests.
- Complimentary access: February 24, 2011 (3-4 PM EST).

Eating for Health II
Presented by: Ed Bauman, M.Ed., PhD

- Ed Bauman, M.Ed., PhD, is the Executive Director of the Bauman College: Holistic Nutrition & Culinary Arts. He will present a webinar highlighting the importance of whole nutrition.
- Complimentary access: February 1-28, 2011.

Rhubarb: The Clinical Bottom Line
Presented by: Tracey Schultz, PharmDc

- Tracy Schultz, PharmDc, will review **Natural Standard's** Bottom Line

monograph on rhubarb. She will discuss rhubarb's background, as well as the scientific evidence, dosing, safety and interactions related to its use.
- Complimentary access: February 1-28, 2011. (PDF also available.)

Vitamin D and Colon Cancer



Vitamin D consumption may be linked to a lower risk of colorectal cancer, according to a recent analysis of scientific studies.

Previous studies have suggested that vitamin D may play a role in the treatment or prevention of various cancers, such as breast and prostate cancer, but the evidence is currently inconclusive.

The researchers analyzed data from 35 observational studies that measured vitamin D levels and recorded colorectal, breast and prostate cancer diagnoses.

Higher vitamin D levels were linked to a statistically significant reduced risk of colorectal cancer. Every time vitamin D levels increased by 10 nanograms per milliliter of blood, the risk reduced by 15 percent.

There was also a slight but non-significant association between higher vitamin D levels and a lower breast cancer risk. Vitamin D levels did not appear to have any effect on prostate cancer.

Although the results are promising, more research is needed to determine if vitamin D supplements help prevent colorectal cancer.

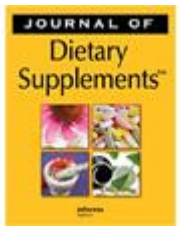
For more information about integrative therapies for colon cancer, please visit **Natural Standard's** Comparative Effectiveness database.

To comment on this story, please visit **Natural Standard's** blog.

References:

1. Gandini S, Boniol M, Haukka J, et al. Meta-analysis of observational studies of serum 25-hydroxyvitamin D levels and colorectal, breast and prostate cancer and colorectal adenoma. Int J Cancer. 2011 Mar 15;128(6):1414-24.View Abstract
2. **Natural Standard**: The Authority on Integrative Medicine. www.naturalstandard.com

Journal of Dietary Supplements: Call for Papers



Researchers are invited to submit papers for publication in the *Journal of Dietary Supplements (JDS)*. The international, peer-reviewed journal aims to help consumers and clinicians make informed decisions about the preparations, foods and botanicals that are used to improve health.

JDS provides a much-needed forum to help guide the development of the dietary supplement industry. It addresses important issues that appeal to researchers, regulators, marketers, educators and health professionals.

To submit a manuscript online, please visit http://mc.manuscriptcentral.com/wjds.

For more information, please e-mail jds@naturalstandard.com.

Inside Natural Standard

Academic Rotations and Internships:

Natural Standard would like to welcome Erika Jorgensen and Nilisha Patel, PharmD candidates from Massachusetts College of Pharmacy. During rotations, students learn how to analyze clinical trials on complementary and alternative therapies. They also have the opportunity to attend herbal classes and travel to numerous sites to shadow clinical practitioners and participate in various healing modalities.

Students from all disciplines are invited to apply for rotations and internships at **Natural Standard's** Somerville, Massachusetts, office or through virtual distance-learning modules.

Visit **Natural Standard's** Facebook page to read testimonials from former students. For more information, please click here or e-mail info@naturalstandard.com.

Follow Natural Standard:

Follow **Natural Standard** on Twitter, Facebook and LinkedIn and receive live updates on product launches, new publications, job openings, upcoming events, news feeds and more. Members also have

a unique opportunity to network with professionals in the industry, including health professionals and medical researchers.



Natural Standard Partners with Skyscape:

Natural Standard and Skyscape are proud to announce their partnership to deliver high-quality handheld references to healthcare providers and researchers. Skyscape is offering a 20 percent discount on the **Natural Standard** mobile version, which is available on Android™, BlackBerry®, iPhone™, iPod® Touch, iPad®, Palm OS®, Palm® Pre™ Classic, Windows® Mobile, Symbian, Windows® powered desktop and Tablet PCs. Plus, with Skyscape's powerful SmartLink™ cross-linking capability, individuals can quickly and easily access any related disease and diagnostic topics across their entire mobile reference libraries.

To benefit from this collaboration, please visit www.skyscape.com/naturalstandard.

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