



Natural Standard

The Authority on Integrative Medicine

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May 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.

NEW Animal Health Database



Natural Standard recently launched the new Animal Health database, which serves as an educational resource for both veterinary professionals and pet owners

The database features a wide range of animal topics, such as breeding, nutrition, end-of-life care and common ailments. Medical condition articles feature both conventional and integrative therapies, as well as symptoms, diagnosis, pathophysiology, epidemiology and prevention techniques.

For more information, please visit **Natural Standard's** [Animal Health](#) database.

To comment on this story, please visit **Natural Standard's** [blog](#).

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Acai May Cut Risk of Metabolic Syndrome

A recent study suggests that acai pulp may improve biological indicators of metabolic syndrome.



Metabolic syndrome refers to a group of conditions that occur at the same time. These conditions include high blood pressure, high insulin levels, excess fat around the waist and high cholesterol. Patients with three or more of these conditions have metabolic syndrome, which subsequently increases the risk of developing heart disease, stroke and diabetes.

The recent pilot study included 10 overweight (but otherwise healthy) adults. They received 200 grams of acai pulp daily for one month.

At the beginning and end of the study, the researchers measured levels of cholesterol, insulin, glucose, and C-reactive protein (CRP, a marker for inflammation) to determine their risk of metabolic syndrome. By the end of trial, participants experienced significant reductions in glucose, insulin and total cholesterol levels. However, CRP levels remained unchanged.

While the researchers reported positive effects, the trial is limited by its small size and lack of placebo control. More research is needed to confirm these preliminary findings.

Earlier research on acai fruit has focused on its antioxidant properties, which are reported to exceed those of other antioxidant-rich foods like blueberries and pomegranates. Acai fruit has also demonstrated anticancer and anti-inflammatory effects in laboratory studies. However, there is currently insufficient available evidence to support the use of acai for any health-related conditions in humans.

For more information about acai, 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. Udani JK, Singh BB, Singh VJ, et al. Effects of Acai (*Euterpe oleracea* Mart.) berry preparation on metabolic parameters in a healthy overweight population: A pilot study. *Nutr J.* 2011 May 12;10(1):45. [View Abstract](#)





On June 10-12, 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 respected experts and leaders in the natural health and wellness industry, healthcare professionals, health freedom advocates, scientists and legislators. The event, which will take place at the Renaissance Schaumburg Convention Center Schaumburg in Chicago, Illinois, will feature 200 exhibits, over 90 lectures and workshops and several documentaries on health topics. Panel discussions will focus on a variety of topics, including nuclear radiation, family health and vitamins.

The Expo is sponsored by the HealthKeepers Alliance, a non-profit lobbying organization that works year-round to defeat restricting legislation that limits positive health freedom choices and awareness.

Featured speakers will include:

- **George Noory**, host of the nationally syndicated radio program, *Coast to Coast AM*, will be the featured guest at a luncheon on Saturday, June 11th, 12-2pm. Online registration in advance is recommended, as seating is limited. On Saturday (3-5pm), Noory will also host a panel titled, "THE BIG ISSUES: What Mainstream Media Won't Touch." Noory will interview health freedom pioneers to explore medical mysteries and cutting-edge information that is not available via mainstream media.
- **Terri Trespicio**, Senior Editor at *Martha Stewart's Whole Living Magazine* and host of *Whole Living Show* on Sirius XM Satellite Radio, will discuss sustainable living.
- **Mike Adams**, a clinical researcher for major pharmaceutical companies and the founder of *NaturalNews Network* will present "Health Freedom Revolution."
- **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. Joe Mercola**, founder of the popular natural health website www.mercola.com, will reveal his newest research on how to improve health and increase longevity.
- **Dr. Leonard Coldwell** will explain his theories on how to uncover and eliminate the root cause of cancer and terminal diseases.
- **Jonathan Emord**, a prominent free-speech attorney, will discuss governmental censorship of health information to protect drug companies from competition.
- **Dr. Sherry Tenpenny**, CEO of Tenpenny Enterprises and the founder of the Tenpenny Integrative Medical Center, will discuss ways to reduce breast cancer risk. Attendees will learn about breast health assessments and available supplements.
- **Dick Gregory**, a leading nutritionist and formulator of the Bahamian Diet, will discuss the potential benefits of following a natural diet.

- **Ann Louise Gittleman**, Ph.D. C.N.S., is an award-winning *New York Times* bestselling author and creator of *Fat Flush*, *Zapped* and 30 other books. She is recognized as one of the top-10 nutritionists in the country by *SELF Magazine*.
- **Jeffrey M. Smith**, consumer advocate and author of *Seeds of Deception*, will discuss the potential health dangers that may be linked to genetically modified foods.
- **Robert Scott Bell**, host of the Robert Scott Bell Show, or "the fastest two hours of healing information on radio." Bell will discuss everyday health issues from the perspective of alternative/holistic healthcare.
- **Gwen Olsen**, is the author of *Confessions of an Rx Drug Pusher* and was the recipient of a Human Rights Award in 2007. She will discuss the pharmaceutical industry's influence on public health.
- **Charlie Brown** is a member of the counsel for Consumers For Dental Choice and a former state Attorney General. He leads the fight to ban mercury fillings.

Natural Standard will exhibit at booth #407, and Associate Clinical Editor Elizabeth Higdon PharmD will present our evidence-based decision support tools. Attendees will receive complimentary access to www.naturalstandard.com for two weeks.

For more information, please visit www.healthfreedomexpo.com. For exhibiting and sponsorship opportunities, please e-mail elissa@healthfreedomexpo.com or call 1.888.658.3976 (ext. 1).

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



Natural Standard in Wall Street Journal

An estimated two to three percent of Americans experience excessive sweating, a condition known as hyperhidrosis. Many people use conventional deodorants, antiperspirants and even medications. However, several alternative products and treatments claim to treat excessive sweating and related body odor.



The Wall Street Journal recently consulted **Natural Standard** to learn more about natural ways to reduce sweating and minimize body odor. In the article, "Ways to Deal With a Sticky Underarm Situation," reporter Laura Johannes discusses various techniques and products, including Botox injections, herbs, alum crystals and a new procedure called MiraDry.

Natural Standard reports that the belladonna plant may have anticholinergic effects, which may help block sweat production. However, the available evidence is limited, and

it is unclear if this use is safe or effective.

Crystal and stone deodorants, made with mineral salts like potassium alum, are available as natural deodorants, but scientific evidence of effectiveness is lacking. Manufacturers claim that these alternatives do not simply mask body odor. Instead, they may prevent body odor by neutralizing or destroying odor-causing bacteria. Alum products are thought to create a thin barrier above the skin, inhibiting bacterial growth.

For more information about alternative deodorants and antiperspirants, please visit **Natural Standard's** [Comparative Effectiveness](#) database.

To comment on this story, please visit **Natural Standard's** [blog](#).

References:

1. Johannes L. Ways to Deal With a Sticky Underarm Situation. The Wall Street Journal. [View Article](#)
2. **Natural Standard**: The Authority on Integrative Medicine. www.naturalstandard.com

Food as Medicine: Training Program



The 2011 Food as Medicine professional training program will take place June 9-12, 2011 at the Hyatt Regency Bethesda, in the Washington, DC area.

Jointly sponsored by the Center for Mind-Body Medicine at Georgetown University School of Medicine and the University of Minnesota, this program offers participants the latest in science-based nutrition education with the goal of providing the knowledge, confidence and compassion required to successfully guide patients towards life-giving, healthy nutrition.

Program topics include "Sustainable Nutrition: Origins, Evolution & Agriculture," "Digestive Healing: A Holistic Approach," "The Science of Supplementation" and "Rx in the Kitchen: Cooking for Health."

This year's faculty include Mark Hyman, MD, bestselling author and expert on functional medicine; David Ludwig, MD, PhD, Director of the Optimal Weight for Life Program, Children's Hospital, Boston; Jeanne Wallace, PhD, a leading expert on nutrition and cancer; Kathie Madonna Swift, MS, RD, author, innovator and integrative nutrition practitioner; and Center Founder and Director, James S. Gordon, MD.

Continuing Education Units (CEUs) and partial scholarships are available.

For a detailed schedule and to register, please visit www.cmbm.org/fam.

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



L-theanine and Anxiety

Supplementation with L-theanine, an amino acid found in tea, may improve attention and reaction time in people with anxiety, scientists report.



L-theanine is derived from the *Camellia sinensis* plant species, which is used to make black, white and green teas. Several beverages, including SoBe Lifewater® and Vitamin Water®, contain the amino acid L-theanine and are marketed as improving concentration and mental stamina.

In the study, 18 healthy college students from Japan were assessed using the manifest anxiety scale and categorized as having either low or high anxiety. Both groups were randomly assigned to receive plain water or water plus 200 milligrams of L-theanine per 100 milliliters of water. The anxiety test was administered again 15-60 minutes after ingestion.

Students in the high-anxiety group who received L-theanine experienced decreased heart rate, increased attention and improved reaction times compared to the placebo group. No changes were observed in the low-anxiety group.

However, more research in a larger sample size is needed to determine if L-theanine supplements have positive effects on anxiety. It is important to note that teas made from *Camellia sinensis* contain caffeine, which may worsen anxiety symptoms. However, some products made from tea do not contain caffeine.

For more information about L-theanine and other components of tea, please visit **Natural Standard's** [Foods, Herbs & Supplements](#) database.

To comment on this story, please visit **Natural Standard's** [blog](#).

References:

1. Higashiyama A, Htay HH, Ozeki M. Effects of l-theanine on attention and

- reaction time response. J Funct Foods. 2011 May. [View Abstract](#)
2. **Natural Standard**: The Authority on Integrative Medicine.
www.naturalstandard.com

Homeopathy Conference



The American Institute of Homeopathy, New York Medical College and the Homeopathic Medical Society of the State of New York present: "Resonances: Word, Voice & Mind in Medicine: The Science & Art of Listening from a Homeopathic Perspective," on September 16-18, 2011 in Washington, DC.

Dr. Russell Malcolm will present the seminar. Attendees will learn about homeopathic techniques designed to help practitioners of all disciplines improve diagnostic precision, increase speed and depth of taking medical histories, individualize treatment plans, address the root cause of diseases and sharpen prescribing skills.

Dr. Russell Malcolm is an international expert on the medical integration of alternative therapies and Medical Director of Glasgow's Claremont Homeopathic Clinic. He has been practicing homeopathy for 20 years and served as Director of Education at the Royal London Homeopathic Hospital. In addition to his medical and homeopathic studies, Dr. Malcolm has studied arts and humanities and has a long-standing interest in the performing arts. Over the last decade he has drawn on all three disciplines, allowing art and science to influence his daily work in ways that have direct practical relevance to his patients, students and colleagues.

The seminar is approved for up to 20 Category 1 AMA CME Credits.

For more information, please visit <http://homeopathyusa.org/events/aih2011.html>.

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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™**. All monographs undergo blinded peer review prior to inclusion in **Natural Standard** databases.

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

- [Thu, Jun 2, 2011 2:00 PM - 2:40 PM EST](#)
- [Thu, Jun 7, 2011 2:00 PM - 2:40 PM EST](#)
- [Thu, Jun 9, 2011 2:00 PM - 2:40 PM EST](#)
- [Thu, Jun 14, 2011 2:00 PM - 2:40 PM EST](#)
- [Thu, Jun 16, 2011 2:00 PM - 2:40 PM EST](#)
- [Thu, Jun 21, 2011 2:00 PM - 2:40 PM EST](#)
- [Thu, Jun 23, 2011 2:00 PM - 2:40 PM EST](#)
- [Thu, Jun 28, 2011 2:00 PM - 2:40 PM EST](#)

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](#).



High-Protein Breakfast May Prevent Hunger



Eating a high-protein healthy breakfast may help individuals stay full longer, according to a recent study.

The study included 10 overweight teenagers who typically skipped breakfast. For seven days, the participants were assigned to eat 500-calorie breakfast meals that contained either normal or high amounts of protein.

At the end of the week, the participants answered appetite and satiety questionnaires. Before lunch on the seventh day, they also underwent brain scans to identify active areas in the brain when they saw food. The authors found that eating breakfast led an increase in fullness throughout the morning and less brain activity in areas responsible for food motivation and reward. These beneficial effects were more pronounced in the high-protein group.

For more information about healthy diets and nutrition, please visit [Natural Standard's Health & Wellness](#) database.

To comment on this story, please visit [Natural Standard's blog](#).

References:

1. Leidy HJ, Lepping RJ, Savage CR, et al. Neural Responses to Visual Food Stimuli After a Normal vs. Higher Protein Breakfast in Breakfast-Skipping Teens: A Pilot fMRI Study. *Obesity* (Silver Spring). 2011 May 5. [View Abstract](#)
2. **Natural Standard**: The Authority on Integrative Medicine. www.naturalstandard.com

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.



To comment on a recent webinar or to suggest future webinar topics, please visit [Natural Standard's blog](#).

Allergic Rhinitis and Sinusitis: Integrative Care Cases

- Victoria Baczek, PharmDc, will present several patient cases detailing the safety

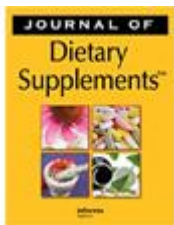
and effectiveness of integrative therapies for allergic rhinitis and sinusitis. She will discuss the scientific evidence, dosing, safety and interactions related to various therapies, such as whey protein, butterbur, bromelain, probiotics and nasal irrigation.

- Complimentary access: [May 1-31, 2011](#)

Q & A with Chris Kilham

- Dr. Catherine Ulbricht, Founder and CEO of **Natural Standard**, interviews "medicine hunter" and explorer Chris Kilham. He has trekked to over 20 countries in search of botanical medicines with proven efficacy. The author of 14 books, Kilham has appeared as a guest expert on over 1500 radio programs and more than 500 TV shows worldwide. In this question and answer webinar, Kilham discusses the effectiveness of various botanicals, including curcumin, adaptogens and cocoa.
- Complimentary access: [June 1-30, 2011](#).

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

Natural Standard Presents Awards:

This year, Haley Morrill (University of Connecticut) and Melissa Wendell (Massachusetts College of Pharmacy) are the recipients of the **Natural Standard** Herbal Pharmacotherapy Award. The award is



given to graduating PharmD students who have exhibited an interest in natural medicines and demonstrated outstanding promise in the assessment, evaluation or delivery of patient care related to the use of natural medicines. The award consists of a hardbound print copy of the award-winning **Natural Standard** Herb & Supplement Reference Book plus a mobile/handheld version of the database along with a subscription to www.naturalstandard.com.

Additionally, Helen Hiserman received the **Natural Standard** Integrative Medicine Award for demonstrating a strong interest in complementary and alternative medicine research, perpetuating multidisciplinary evidence-based integrative care.

Welcome:

Natural Standard would like to welcome the following PharmD candidates: Burhanuddin Alawadhi from Northeastern University; David Barr and Andrew Choma from St. John Fisher College; Andrew Shulan from Massachusetts College of Pharmacy (MCP); Carla Eisenstein from Jefferson School of Pharmacy; and Evelina Airapetova, Kaila Letizia and Alexia Leal from the University of Florida.

Students from all disciplines are invited to train with **Natural Standard** Research Collaboration. Rotations are available either locally in our office in Somerville, Massachusetts, or through virtual distance-learning modules. Healthcare trainees learn how to analyze clinical trials on complementary and alternative therapies. Students also attend herbal classes and travel to numerous sites to shadow clinical practitioners and participate in various healing modalities. For more information, please [click here](#) or e-mail info@naturalstandard.com.



Join Natural Standard's Social Networks:

Join **Natural Standard's** social networks on [Facebook](#), [LinkedIn](#) and [Twitter](#). Members receive live updates on product launches, new publications, job openings, upcoming events, news feeds and more. These social media channels foster discussions about integrative medicine and present networking opportunities for students and professionals. **Natural Standard's** community encompasses health professionals, medical researchers and individuals who are interested in health and wellness topics. Members are also encouraged to offer feedback about students programs, webinars and new products.



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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