



Organic
Connections

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The magazine of Peter Gillham's Natural Vitality

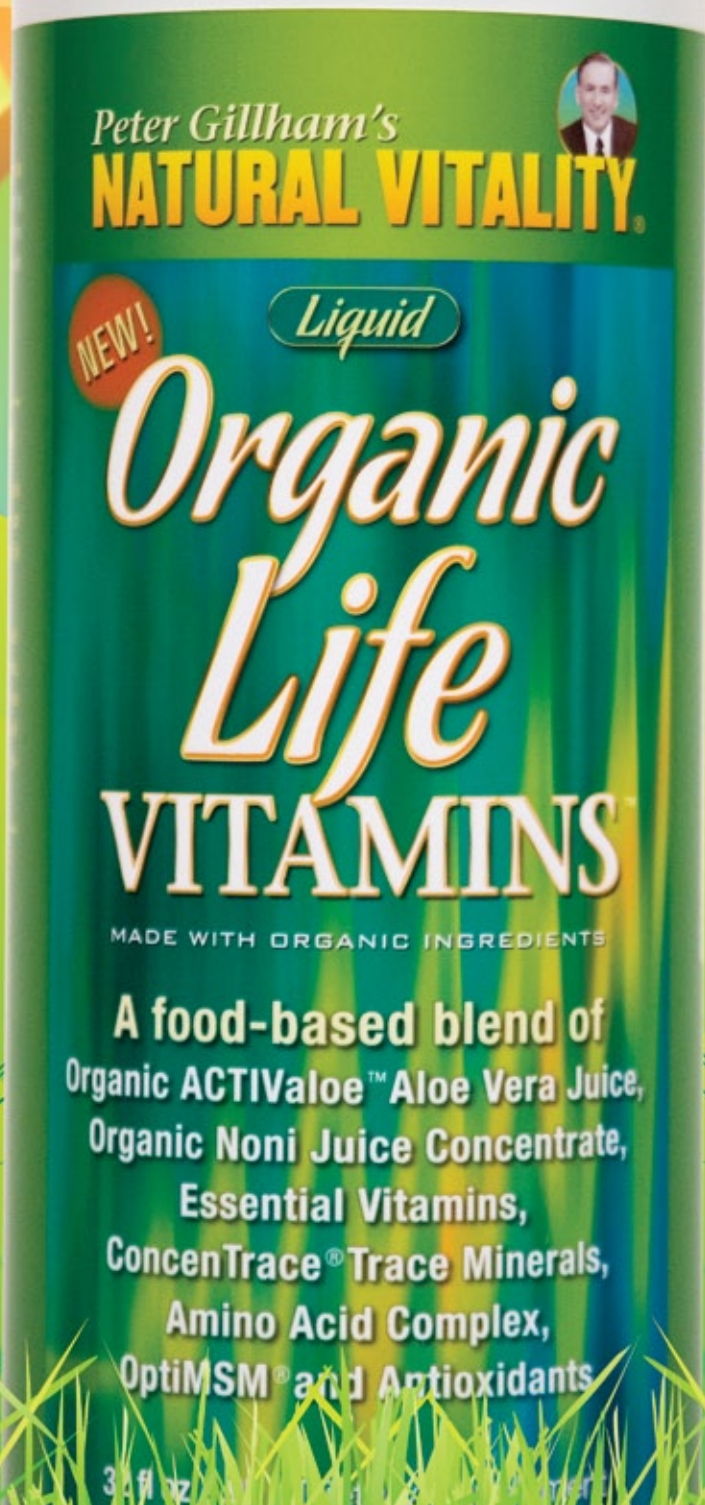
ADHD

Is drugging our children
the answer?

Apple Inc.

Leading the way
in greener
consumer electronics

You Say You Want a Revolution?



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The greening of America

It's a work in progress. More hybrid cars are being made and sold, organic food is increasingly popular and "going green" is the *thing to do*. This of course is good news. Good for the planet and good for us.

Whole Foods Market is purchasing or generating 100 percent of its total national power load from green power sources. Of course with a mission of "Whole Foods, Whole People and Whole Planet" you would expect that kind of environmental leadership.

What is perhaps more surprising, whether out of actual conviction, consumer pressure or corporate peer pressure, is the fact that megacorps like General Electric, Wal-Mart and energy giant BP are taking steps to become more environmentally friendly. Even McDonald's is dipping its toe in greener water.

Progressive companies such as Patagonia and Starbucks are making green changes for the better. In this issue, we profile how Apple Inc. has been applying its famous design and engineering skills to lead the green revolution in consumer electronics.

But as we are making positive headway in some areas, it's important to note that the area of traditional healthcare is seriously lagging behind. Not content to maintain their old school ways of prescribing drugs (*many with serious or alarming side effects*) for all maladies, the pharma-medical establishment is expanding their reach into behavioral, *rather than strictly medical*, arenas. Questionable, if not simply dangerous, "antidepressants" are being dispensed like candy (the sugar kind), with the latest target market being postpartum depression. Even more shameless is the multibillion-dollar-a-year prescription of controlled substance stimulants to children diagnosed with "learning disorders." Far from being a scientific fact, there is no objective science which confirms that "ADHD" actually exists as a chemical imbalance in the brain. The diagnostic criteria to determine if a child has ADHD was voted on in committee by members of the American Psychiatric Association *by a show of hands!* The sad news is that, in the U.S. alone, these drugs are prescribed to at least 6 million children. See the article on child drugging for more on this.

So, that's the good news *and the bad news*. Consider this a progress report.

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In this issue

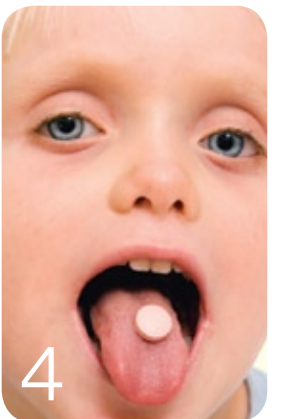


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denoting a relation between elements of something such that they fit together harmoniously as necessary parts of a whole: *the organic unity of the integral work of art* • characterized by continuous or natural development: *companies expand as much by acquisition as by organic growth.*

4 spotlight

Nutritionist and chiropractor Dr. Chuck Olds shares what he has found in ten years of seeing patients at his Tennessee-based practice.



5 child drugging

Many nutritionists have found that answers to ADHD (Attention Deficit Hyperactivity Disorder) lie right in a child's diet in the form of food additives, sugar, and the lack of essential nutrients.

6 a greener Apple

Legendary founder of Apple Computer (now Apple Inc.) Steve Jobs tells how the company's famous design and engineering skills are being applied to taking the lead in the greening of the consumer electronics industry.



NATURAL REVITALIZATION

A portion of the profits from the sale of *Natural Calm®* and *Organic Life Vitamins™* goes to our Natural Revitalization environmental action initiative addressing global warming, which helps fund **Conservation International** (www.conservation.org) and **Remineralize the Earth** (www.remineralize.org).



ADHD—is drugging our children the answer?

by Bruce Boyers

It's always good to love what you do for a living. For Dr. Chuck Olds, a chiropractor and nutritionist practicing in Cookville, Tennessee, for the last 10 years, it is that way. "I enjoy coming to work every day and being able to help people quit hurting and get through life better," he says. This means that in addition to chiropractic adjustments, Dr. Olds aims to improve his patients' health and reduce their need to see him. In diagnosing his patients, he evaluates what nutritional aids or regimens will bring them into better states and help them stay that way.

One mineral he finds lacking in almost every patient is magnesium: "I find a magnesium deficiency in about 99 percent of my patients.

In fact, I think 90 percent of the whole population needs magnesium."

A good part of the reason for such a widespread deficiency, says Olds, is the overemphasis on calcium from the medical profession and the milk lobby. "Everybody's pushing calcium everywhere you look, and

says, "but they can't relax without magnesium. So every joint is being stressed because muscles are too tight. People don't rest well because their muscles don't relax at night." Due to the rest factor, Dr. Olds usually recommends patients begin magnesium intake in the evening. The first result reported is always a good night's sleep.

Dr. Olds has found the best form of magnesium is Peter Gillham's *Natural Calm*. "It helps more people than any other nutrition I use," he says. "The majority of my patients

are experiencing joint pain, and if I muscle-test and find a person needs magnesium, then I urge them to start taking it." The result is fewer trips to see Dr. Olds. "They probably have to come and see me about half as much as normal because they're getting better faster."



inability to sleep as well as for aches and pains. "First I try to get kids off sugar. Then, I get them taking magnesium and they're more well-behaved; they rest and sleep better and have fewer aches and pains." Another product that Dr. Olds has found to improve and maintain patients' health is Peter Gillham's *Organic Life Vitamins (OLV)*. After receiving product samples, he and his staff tried *OLV*—they always evaluate a product before introducing it to patients. The staff reported greatly improved energy

levels, at which point the remainder of the samples disappeared almost immediately. Since he ordered *OLV* and began recommending it to patients, he has barely been able to keep it in stock.

"All my patients are happy with it, and over half report increased energy," says Dr. Olds.

Muscles can get stiff and tight with calcium,

but they can't relax without magnesium.

So every joint is being stressed because muscles are too tight.

People don't rest well because their muscles don't relax at night.

we get calcium in everything we eat. So we're overloaded with calcium and don't have enough magnesium." Other contributing factors to magnesium deficiency, he says, are the lack of minerals in our soil and the proliferation of fast food in current society.

Another major problem with high calcium intake is the fact that it's not balanced properly with magnesium—needed for calcium to be absorbed by the body. "Muscles can get stiff and tight with calcium," Dr. Olds

He has become used to dramatic results with the use of *Natural Calm*. "I have people come in here who can hardly walk. After adjusting them and getting them on *Calm* for a week, they start getting better. One day a person can't walk, and two days later they're back at work." He's even seen bone spurs reduce in patients after they've taken *Calm* for a year or so.

Dr. Olds' patients also include children, whom he treats for hyperactivity and

As a result, he recommends *Organic Life Vitamins* to all his patients—something he doesn't do with any other vitamin supplement that he sells.

Dr. Chuck Olds likes to come to work because he is achieving his product—healthy and happy patients!

ADHD (*Attention Deficit Hyperactivity Disorder*) has been a diagnosed "illness" in children since the 1980s. Many argue that ADHD should not be classified as a "disorder" but simply consists of a set of problems that are a normal part of childhood. Nonetheless, many of ADHD's symptoms, including wandering attention, nervousness and hyperactivity, do exist and can be extremely troubling to parents and teachers alike.

Drugs such as *Ritalin*, promoted as ADHD treatments for some years, have been found to have highly dangerous side effects and not to be true solutions at all. At the same time, many nutritionists have found, not surprisingly, that many of the answers to ADHD lie right in a child's diet in the form of food additives, sugar, and the lack of essential nutrients.

Food Additives and Sugar

In a notable example (*known to the author*), one child, horribly hyperactive, "out of control" and diagnosed as having ADHD by a school psychologist, was taken off any foods containing a particular red dye. As if by magic, the child's "hyperactivity" ceased; she began paying attention and living a normal life.

Supporting such a result, a study just completed at Yale University School of Medicine's Prevention Research Center showed a direct connection between food additives and hyperactivity. In the study, 297 children were given drinks containing common artificial food colorings and additives similar to those found in commercially available food and candy. A control group was given drinks without additives. The children who drank the additive-enhanced drinks displayed significantly more hyperactive behavior and also had shorter attention spans.

Another very common cause of ADHD symptoms is children "overdosing" on sugar. With all the snack-food breakfast cereals available, and all manner of high-sugar-content treats, hyperactivity is no

wonder. You can observe a child who ingests a large quantity of sugar (just a doughnut and a soda will do the trick) and watch what occurs with the child. They'll hit a high of seemingly out-of-control hyperactivity, and

also agrees. "Sugar and overstimulation, like stress, will actually exhaust a child's nervous system," she says. "One of the foundation products we will start them on is Peter Gillham's *Natural Calm*. They can tell such

Drugs such as Ritalin, promoted as ADHD treatments for some years, have been found to have highly dangerous side effects and not to be true solutions at all.

then become grouchy and fidgety and prone to tantrums. This is sometimes called a "sugar rush" and is somehow unknown to many parents as a source of problems. Taking a child off sugar will do miracles.

In addition to removal of chemical additives and processed sugar from the diet, a number of noteworthy nutritionists have traced ADHD symptoms to a lack of the mineral magnesium, which is essential to—and missing from—most diets today.

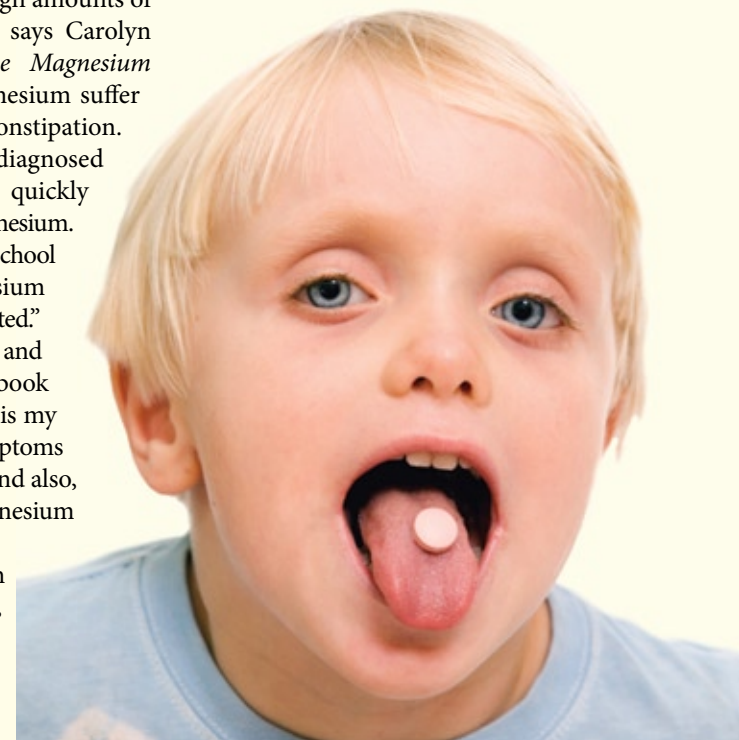
"Kids drinking a lot of soda, or even drinking fruit juices, are getting high amounts of sugar but not magnesium," says Carolyn Dean, MD, author of *The Magnesium Miracle*. "Kids without magnesium suffer irritability, insomnia and constipation. These symptoms, usually diagnosed as ADHD, clear up very quickly when a child is put on magnesium. You also can't concentrate in school when you've got a magnesium deficiency—your brain is irritated."

Daniella Chace, nutritionist and author of the best-selling book *Smoothies for Life*, agrees: "It is my belief that many ADHD symptoms stem from a high sugar diet and also, in many cases, from a magnesium deficiency."

Sirena Stever, a naturopath practicing in Augusta, Georgia,

a difference. The magnesium allows the nervous system to rebuild, and will allow the child to relax." Dr. Stever has actually assisted many children to come off ADHD medications and helped restore them to normal lives.

Children are the future of our society. Assisting them to survive—*naturally*—is something for which we must all take more responsibility.



Apple leads the way



Today, Apple Inc. (formerly Apple Computer) is probably no stranger to anyone. With innovations—and extremely hot marketing items—such as the iPod and iPhone, they are well known everywhere. It's been a hard-won battle; although Apple was one of the first companies (some argue the first) to place a user-friendly personal computer on the market, and remained chief innovators and favorites in the graphics and motion-picture industries throughout the years, it wasn't until the 1998 release of the iMac—a computer which could be set up and used by even a child in minutes—that they managed to put a dent into the locked-down market controlled by Microsoft and its supporting hardware vendors. With recent releases, their artistic innovation is finally paying off and they are truly getting their due. Those innovations have not been limited to technology, however—even if the world wasn't quite aware of it.

In the last few years, with worldwide attention on climate change, a new “green computing” movement has been taking place in earnest in northern California's Silicon Valley, the world headquarters for all major computer technology. In fact, green computing has been about the only topic on which hardware and software manufacturers could wholeheartedly agree. Instead of focusing strictly on computer performance, which has always been the norm, this movement has switched the emphasis to computer energy efficiency, recycling of hardware, and the use of environmentally friendly materials in packaging and manufacturing.

But where was Apple in all this? With their cutting-edge products, they have certainly been in the limelight. As a result of this attention, a few environmental groups have taken Apple to task for (these groups have claimed) lack of environmental policy.

Recently, however, Apple CEO Steve Jobs has been speaking out, protesting these statements and demonstrating that Apple, even long before warnings of climate change and “green computing” trends, had been making considerable headway in their environmental solutions.

“Upon investigating Apple's current practices and progress toward these goals, I was surprised to learn that in many cases Apple is ahead of, or will soon be ahead of, most of its competitors in these areas,” Jobs says. “Whatever other improvements we need to make, it is certainly clear that we have failed to communicate the things that we are doing well.”

A prime example is the company's elimination of CRT (cathode ray tube) displays, which Apple completely eliminated in mid-2006. A typical CRT contains approximately 3 pounds of lead, and other manufacturers are still making and shipping these lead-rich CRTs today. Apple has managed to bring their lead content down to a minuscule 1 gram in their latest LCD-based iMac.

Another example is Apple's phasing out of *hexavalent chromium*—the carcinogen against which Erin Brockovich famously campaigned—and the flame retardant *decabromodiphenyl ether* (DecaBDE), which is also feared to have adverse health effects. Apple eliminated these and other substances such as cadmium as part of their compliance with the European Union's strict toxic-substance restrictions known as RoHS, which the company met several years before the restrictions even went into effect.

Apple currently has strict environmental policies in place that affect every stage of a product's lifecycle. These begin with product design, during which raw materials are specified along with their recyclability and energy use, and continue through

the manufacturing stage where the use of ozone-depleting products and heavy metals is heavily restricted. The last stage is the final product—energy efficient and recyclable.

And speaking of recycling, Apple began their recycling program all the way back in 1994, when they initiated the very first voluntary “take back” program. Since that time, they have launched such programs in the United States, Canada, Japan and throughout Europe, diverting over 34 million pounds of electronic equipment from landfills worldwide. All the waste Apple collects is processed according to the highest environmental standards in the industry, and they conduct annual compliance audits and even review the performance of downstream vendors.

For the future, it only gets better. Apple is working on the elimination of other environmentally unfriendly elements well ahead of other manufacturers. These include arsenic and mercury, industry-standard materials used in liquid crystal displays, and polyvinyl chloride (PVC), a type of plastic found in computer parts and cables. They are on track to introduce their first arsenic-free displays in 2007, will have completely eliminated PVC by the end of 2008, and are working on eliminating mercury by transitioning to LED backlighting for all displays as soon as technologically and economically feasible.

“I hope you are as delighted as I was when I first learned of how far along Apple actually is in removing toxic chemicals from its products and recycling its older products,” Jobs concludes. “We apologize for leaving you in the dark for this long. Apple is already a leader in innovation and engineering and we are applying these same talents to become an environmental leader.”



“Apple is already a leader in innovation and engineering and we are applying these same talents to become an environmental leader.”

—Steve Jobs



(Clockwise from top left) Apple's iPhone, Cinema Display and Mac Pro, iMac and iPod lineup.