

**TTAB**

**Kaayla T. Daniel v. Catherine V. Arnston**

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Registration No.: 3867345  
Mark: THE NAUGHTY NUTRITIONIST  
Registration Date: October 26, 2010

Opposition No. \_\_\_\_\_  
Application No.: 85119071  
Mark: NAUGHTYBITS  
Filing Date: August 30, 2010



**EXHIBIT A**

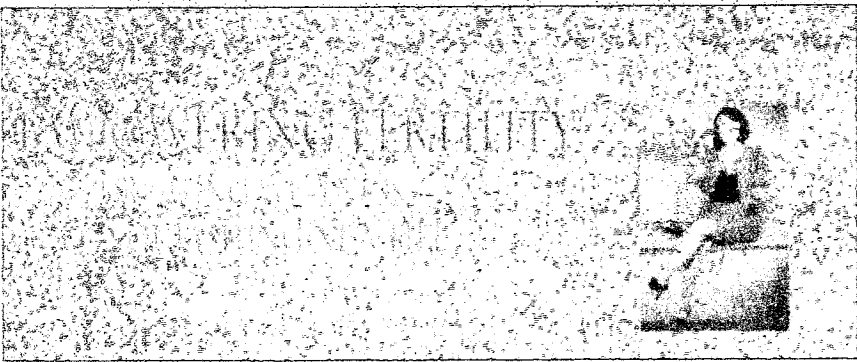


**09-02-2011**

*The Naughty Nutritionist*

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1 Comment

I love the banner! It's a great idea for a booth. I like the way you used the word 'Sustainability'.

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Dr. Kaayla T. Daniel, PhD, CCN, is a Naughty Nutritionist™ because of her ability to debunk commonly held and humorously debunk nutritional myths.



Dr. Daniel, PhD, is a trained Nutritionist in Human Sciences and Integrative Therapies from the Johns Hopkins University. She is a board certified clinical nutritionist and is on the Board of Directors of the Weston A. Price Foundation.



Dr. Daniel is a speaker and author. She has helped clients all over the world to increase their health, vitality, libido and longevity.



Her next book will be *Naughty Nutrition: 69 Ways to Boost Your Libido and Fuel Your Life*. She is the author of two children and lives in Albuquerque, NM.

For more information and free 15-minute consultation, contact Dr. Kaayla Daniel

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**KAAYLA T. DANIEL,  
PHD, CCN**

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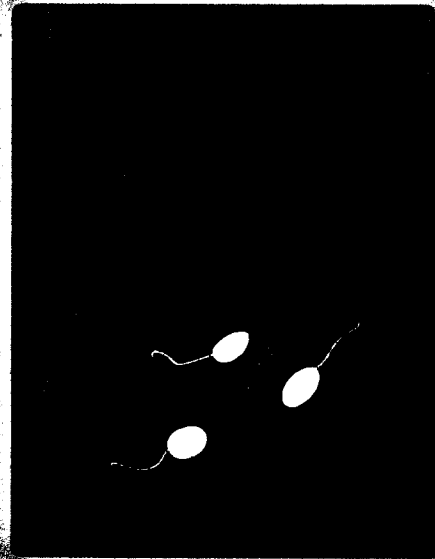
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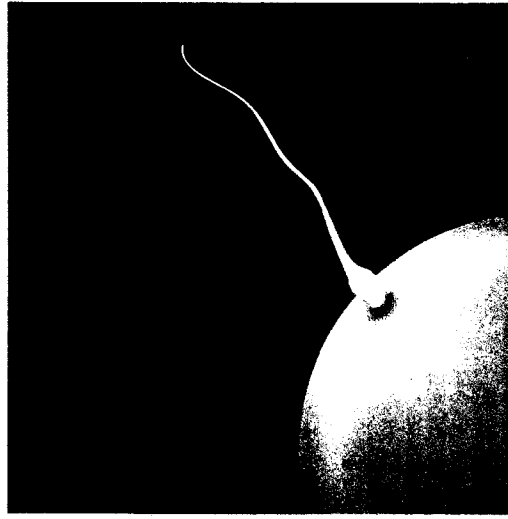
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## EXAMPLES OF ARTICLES USING NAUGHTY NUTRITIONIST OR NAUGHTY BITS

from [www.wholesoystory.com](http://www.wholesoystory.com) (still up) and/or [www.soyfreesolutions.com](http://www.soyfreesolutions.com) (no longer up)

### George Clooney Declines to be the Scent of Mr Tofu!

March 19th, 2009 Posted in [News](#)

Several years ago the LA Tofu Festival featured Mr. Tofu Finding his Perfect Match. If PETA — the animal rights organization — known for bringing attention to its cause through blood and nudity, gets its way Mr. Tofu will soon have the smell, if not the looks of George Clooney. PETA now proposes to sell a unique tofu flavored with the sweat of George Clooney. Even The Naughty Nutritionist™ could not make this up! Seems someone stole a gym towel used by the actor, gave it to PETA, which may now manufacture a special tofu product to be known as “Clo-fu”.

The idea is women will reject meat in favor of this specially scented tofu, thus saving the lives of millions of animals that would otherwise be killed for meat. Ingrid Newkirk, president of PETA told the Washington Post last week that the towel was the gift of a PETA supporter who thought the organization could raise money by auctioning it off. Instead Newkirk came up with the idea of using food science technology to duplicate Clooney’s perspiration into a novel new ingredient that can be added to tofu product. As she put it, “What would make tofu more attractive to people?” . . . I can see people having parties to try CloFu.”

Will there be pheromones in that scent? Nope, and the scent itself will be artificial just like the other artificial and “natural” flavorings give taste and flavor to tofu.

Sounds PETAful to me. And apparently to Clooney as well. Speaking through his rep, he summed it up in one sentence: “As a mammal, I’m offended.”

As for PETA, Clo-fu will be a tough act to swallow!

### Like Sex Like Chocolate

December 5th, 2007 Posted in [News](#)

Cadbury Chocolate did a survey, and announced with great fanfare last month that more than half the women in the UK would rather curl up with chocolate bar than let a man get a leg over. That’s not good news for those British men who like to boast that they’ve got more than a stiff upper lip!

Seems the researchers asked 1,524 adults how they like to treat themselves. About 66 percent of the women saw chocolate as a “mood enhancer,” and the 18-24 year old women even knew industry buzz about chocolate “releasing mood enhancing endorphins.”

The most startling find was 52 percent of the women said they'd choose chocolate over sex. As one of the women put it, "Chocolate provides guaranteed pleasure."

Two things about this quote struck me right away: First, McDonalds and other fast-food franchises have built their businesses on the *guarantee* of the exact same mediocre experience every time. Secondly, seems to me a love affair with chocolate need not be an "either-or" proposition. How about "and-both." In other words, enjoy chocolate and sex together! Whether or not chocolate arouses us with phenylethylamine and other potent "love chemicals," it's a time-honored gift in courtship rituals.

This headline-grabbing study from the Brits is the latest in a marketing push for chocolate that's been going on all spring. Anything after this will surely be anticlimactic! To determine which studies are valid, which justify hope, which are mere hype — and why — would take a book the size of *The Whole Soy Story*. For now, let me simply share some **naughty bytes**, starting with two great headlines I found in my email box from Nutra-Ingredients-USA

- "Nestle builds science to support cocoa polyphenol claims"
- "Hershey builds on health portfolio."

Notice here what Big Choc is "building" — a "science base" that can help chocolate shed its image as a "bad snack" to emerge as a "health food" with "goodness benefits." Just like the soy industry! As senior vice president Michele Buck of Hershey said, "This interest is driving explosive growth."

To date, most of the health claims for chocolate center on cocoa's antioxidant capacity. Although the studies are inconsistent, some evidence does link cocoa's polyphenols, flavanols and other antioxidants to a positive effect on circulatory system diseases, mental health, Type 2 diabetes, cancer, inflammatory diseases and weight loss. In March, there was even the headline "Should cocoa flavanol be classed as a 'vitamin'?" The chocolate industry, of course, has taken this hype straight to the bank. And with few people warning that for bitter cocoa to taste good and become the chocolate we all love, sugar — sometimes a lot of sugar — goes into the mix.

Scientists not in the employ of Willy Wonka or other chocolate companies remain less convinced. An article in the April issue of the American Chemical Society's journal *Chemical Research in Toxicology* quoted scientists from Rutgers with a sober warning:

*"Although consumption of dietary phytochemicals such as flavonoids has been suggested to have beneficial biological effects including the prevention of cancer and heart disease, there is considerable evidence to suggest that such compounds are not without risk of adverse effects. The risk of adverse effects is likely increased by the use of pharmacological doses in prevention/treatment and supplement situations . . . that may increase the bioavailability of test compounds."*

Besides the polyphenols found in chocolate, the Rutgers team was concerned about excessive consumption of green tea polyphenols and genistein from soy. Having personally researched genistein in depth, this definitely resonated with me. The takeaway: Always look long and hard at the marketing behind any health claims, however impressive they might first appear!

Now what about those British ladies? Knowing the ins and outs of study design, data recording and conclusions, I expect they didn't really say what Cadbury said they said. [Sad if really true.] One thing's certain though: when it comes to chocolate, the marketing is way ahead of the science. In time, that will undoubtedly sort itself out though it may take someone — not me! — writing *The Whole Chocolate Story*. In the meantime, *The Naughty Nutritionist™* would like to know whether chocolate — presumably dark, unsweetened, traditionally processed cocoa nibs — was the secret to Montezuma's legendary reputation as a lover. ←

Now that we're talking about chocolate and sex, here's some *Naughty Bits* that have been circulating on the internet. They just might explain what Cadbury's researchers found: ←

- Good chocolate is easy to find
- You can make chocolate last as long as you want it to.
- You can bite the nuts as hard as you'd like.
- Chocolate satisfies whether it's hard or soft.
- The word "commitment" doesn't faze chocolate.
- You can have chocolate on your desk both during and after office hours.
- And best of all, with chocolate you never, ever need to fake it!

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## **“Dating Games” at this Year’s LA Tofu Festival**

September 2nd, 2007 Posted in News

The theme for this year's L.A. Tofu Festival held last month was finding Tofu's "perfect match." To this end, hundreds of ingredients went on "blind dates" with Tofu and soon after gave birth to "an exciting assortment of specialty dishes." Or so the publicists would like us to believe."

Among the winning propositions:

- "Can I get a scoop on you?" -- NiceCream
- "Do you find me a-peeling?" — Bananafana
- "I bean waiting for you all my life." — BeanyBaby
- "I'm ready to add substance to someone's bland existence." -- SoyMeetsGirl
- "I'm looking for someone who needs some spice and substance in the frying pan." — Vegan 17
- "You can meet me at my place or we can soy each other wherever you like." — TheSoyWonder
- "I'm adventurous and willing to experiment." — ToFujii
- "Don't forget to use a condiment." — SaucySoy
- 

Interesting indeed given the fact that Tofu was welcome at Zen monasteries to help monks maintain their vows of celibacy.



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Note to readers: If you liked this column, you might also enjoy my piece *Soy Naughty: 69 Weird and Wickedly Funny Facts about Soy*, which includes The Naughty Nutritionist's™ take on Tofuzilla and other spongy characters from earlier festivals. Truth is stranger than fiction. I did not make these up!

No Comments

## **And now, VeganSexuals!**

August 26th, 2007 Posted in News

Learn all about them from Dr. William Campbell Douglass II MD.

“I’ll admit, when I read that headline on Fox News a few days ago, I got a good chuckle out of it, especially when I read the “why” behind this voluntary sexual exile — it’s because vegans consider the bodies of meat-eaters to be “a graveyard for animals.” Of all the outlandish things I’ve heard in my 81 years, this one’s up there with the best of the best. I don’t know if this New Zealand phenomenon has extended beyond the island’s borders or not, but it’s widespread enough there to warrant an official name for these weirdoes. They’re called vegansexuals.

One vegansexual said, “I believe we are what we consume, so I really struggle with non-vegans when it comes to sexual contact.” Another said, “I would not want to be intimate with someone whose body is literally made up from the bodies of animals who have died for their sustenance.”

Oh brother. I think all that processed soybean junk food has gone to their heads — and their sex organs, too. The research is in, and it’s alarming: Veganism from birth causes mal development of sex organs in males. (Read *The Whole Soy Story* to get the scoop. You’ll be astounded.)

Next thing you know, vegans will be cutting out sex altogether, which, come to think of it, wouldn’t be much of a stretch. And that’s what I think this story is REALLY about. It’s not so much that vegans don’t want to have sex with meat-eaters — it’s that they can’t handle being partnered up with someone who actually has a sex drive.” -- Source: *Daily Dose*, August 21, 2007.” To subscribe, [www.douglassreport.com/dailydose/freecopy.html](http://www.douglassreport.com/dailydose/freecopy.html)

As The Naughty Nutritionist™ gotta LOVE Dr. Douglass!

Other omnivores have also shown a great sense of humor.” One blogger said he would consider the body of a vegan to be a “rotting compost pile of vegetables.”” This

→ **Naughty Nutritionist™** says “No-Fu” to bodies built of tofu (whether soft or firm).

## Omnivore vs Vegan

August 25th, 2007 Posted in News Tags: vegetarian

This article “Omnivore vs Vegan” was a cover story for *EnergyTimes* magazine. It may help you decide whether Mother Nature designed us to eat animal products or we should consider veganism “our next big evolutionary leap.” Speaking for the vegans is Hope Ferdowsian, MD, of the Physicians Committee for Responsible Medicine. *EnergyTimes* selected me to represent the omnivores because I’m on the Board of Directors of the Weston A. Price Foundation, but did so only on the condition that I NOT speak out about soy. I agreed, expecting to be identified as the author of *The Whole Soy Story: The Dark Side of America’s Favorite Health Food*. Apparently that was too much for *EnergyTimes*’ advertisers as the book’s entire title was eliminated from my biography. Didn’t get identified as **The Naughty Nutritionist™** there either. Guess they didn’t want to offend any vegans with my humor or the implication that they aren’t “naughty.” ←

## Soy Naughty: 69 Weird and Wonderful Facts about Soy

 ←

December 18th, 2006 Posted in News

SOY NAUGHTY!

69 Weird and Wickedly Funny Facts about Soy

by Kaayla T. Daniel, PhD, CCN

**The Naughty Nutritionist™** ←

1. The Los Angeles Tofu Festival this year stars a blocky “Mr Tofu,” a spongy fun guy who says “it’s hip to be square.” Has soy fried his brain or have things changed since I took geometry in 1967? Looks like a cube to me!
2. Last year’s mascot was Tofuzilla, a giant blob who descended on Little Tokyo, which fortunately is still standing.
3. Before that Ninja Tofu bid us “unleash the SECRET POWER of tofu.” A secret all right!
4. All those guys are anticlimactic though after “Fresh Naked Tofu” of 2003. PG rated, of course, due to missing **naughty bits**. Not the kind of guy equipped “to fu . . .” ←
5. For next year’s festival, I propose “Sponge Brain, Square Pants” in honor of the incredible shrinking brains scientists have found among tofu-eating elders.

6. Seriously, there was nothing sexy about tofu's invention. Lord Liu-An of Hua-nan China, was a ruler and inventor committed to adding a low-cost protein to the vegetarian monastic diet.

7. Soon after, the aptly named "meat without a bone" appeared on monastery menus as an aid to spiritual development and sexual abstinence.

8. Seems the monks noticed that when tofu consumption went up, the naughty behavior went down!

9. And that's why Japanese wives serve extra helpings of soy to straying husbands.

10. What else might soy be good for? Feeding politicians with the zipper problem, of course.

11. Just think if Bill Clinton and Monica Lewinsky had eaten soy. It could have saved a lot of embarrassment to his presidency.

12. Taking thyroid medications? Don't eat soy or at least don't eat at the same time. Doctors know that can cause a "push-pull" effect on the thyroid that can stress it out, and even cause a "blow out."

13. Similarly, men taking the little blue pills shouldn't eat the little yellow beans. With so much push pull and stress on the male endowment, it could wag right off.

14. As for Viagra, rumor has it The FDA went looking for a generic name. After careful consideration, it announced that it has settled on Mycoxafloppin. Also considered were Mycoxafailin, Mydixadrupin, Mydixarizin, Dixafix, and, of course, Ibepokin.

15 Okay, that last entry is fiction. Found it on the internet somewhere and don't know whom to credit. Back to the facts, the Israeli Health Ministry wants its citizens to obey the Biblical injunction to "be fruitful and multiply" and has warned parents and pediatricians to limit consumption of soy foods for young children and adults and for babies to avoid soy formula altogether. The reason for their concern: soy's known contribution to infertility.

16. And now the French kiss of death for soy: Out this month, the French Food Agency wants warning labels on packages of soy food and soy milk, particularly products marketed to children.

17. But soy was one of the Five Sacred Grains of ancient China, right? Yes, indeed, but it was not honored as a food — like rice, millet, barley and wheat — but as a "green manure" with nitrogen fixing roots. Soy as a food came much later in human evolution, in China around the second to fourth century BC.

18. Over in Japan around 500 AD, the goddess Oketsuhime Mikoto gave birth to fermented soybeans for the benefit of future generations. Was that a "virgin birth"?

19. Asians traditionally used whole soy foods though soy oil was extracted in the good old days. Not for cooking but for kerosene type lamps, to make soap, caulk boats grease axles and lubricate machinery. Seems the real men didn't want to be anywhere near it because the soy oil making was done by eunuchs in the palaces.

20. As for the leftover soy protein, the eunuchs fed it to the palace animals to fatten them up as quickly as possible.

21. President Sukarno of Indonesia once admonished his fellow citizens, "Don't be a tempeh nation." Although people of all classes ate this indigenous dish, Sukarno and others of his class considered it a food for the poor.

22. Soy went west when traders, missionaries, botanists and other travelers brought soybeans back from China and Japan. Guess what they used it for: mostly ballast on ships. Or as a culinary or horticultural curiosity.

23. In 17th century France, soy sauce became the "secret seasoning" used to fuel romantic intrigue at court banquets.

24. In the U.S., soy was heavily promoted by Dr. John Harvey Kellogg, a married man and lifelong virgin who regularly warned followers that sex was not only immoral but health depleting.

25. Henry Ford produced a Soymobile out of soy plastic but failed to strengthen that plastic with spinach. Or improve its smell with soy sauce.

26. Indeed it smelled so bad drivers wouldn't take it as a gift. Seems it had a "strong odor reminiscent of a mortuary." Guess we could say Ford's carma ran over his dogma!

27. Ford often appeared in public sporting a tie made of soy fiber, and he once made a public appearance in a suit tailored out of soybean-fiber cloth. Although the Detroit Times reported, "He is as delighted as a boy with his first pair of long pants," the truth was another soy story. The suit was itchy when dry, smelled like a wet dog when damp, and was so prone to ripping that he could not bend over or cross his legs.

28. Vegetarian Adolf Hitler was a fan of soy, but considered soy margarine "unnatural."

29. The Communist party in the Soviet Union once pushed soy protein and soy margarines as the solution to low-cost feeding of the masses and called the soybean "our young revolutionary Chinese ally."

30. In 1973 Richard Nixon went to Japan and alienated US soybean farmers by confessing he had never seen, much less eaten, a soybean.

31. Soybeans quite naturally taste beany and greasy with bitter aftertastes and other deal breakers. Hardworking food scientists though have found ingenious ways to make soybeans palatable with sugar and other additives. The tasks are many: to improve and disguise the color, flavor, "bite characteristics," "mouth feel" and aftertaste.

32. Even the soy boys admit their products are missing something. As a booster told a writer for the New Yorker in 1985, "There's something about the soybean that just seems to put a lot of people off. You know if soybeans are in storage along with cereals, rats will always eat the soybeans last. Even the rats don't like us."

44. Humorist Dave Barry has described a soyburger as “a well-constructed extremely cylindrical frozen unit of brown foodlike substance. Dave recommended it highly to anyone who either “needed more soy” or wanted a “backup hockey puck.”

45. Back in 1979, the US military dictated precise specifications for purchase of 60 million pounds of ground beef extended with soy protein concentrate at a level of 20 percent. The military approved SPC — even though it is considerably more expensive than soy flour — for two reasons: “better taste and lower flatulence potential.”

46. In an episode of *The Simpsons*, Lisa, the vegetarian, goes to a vending machine for a snack and buys a “Soy Joy” energy bar. The wrapper does more than make inflated health claims, it boasts “Now with gag suppressor.”

47. “Eat Here, Get Gas.” Many health experts believe soy burgers, soy hot dogs, TVP chili and other modern soy products provide high octane fuel. Figures released by the American Oil Chemists Association prove them right! SPI (soy protein isolate — the ingredient you most often find in veggie burgers, energy bars and other modern products — contains some 38 petroleum compounds including, but not limited to: butyl, methyl and ethyl esters of fatty acids, phenols, diphenyls and phenyl esters, abietic acid derivatives, dihydroabietinal, hexanal and 2-butyl-2-octenal aldehydes; dehydroabietic acid methyl ester; dehydroabietene and abietatriene. The American Oil Chemists Association did not provide data on what kind of mileage soy eaters can expect.

48. In the late 1970s, the Federation of the American Society for Experimental Biology (FASEB) concluded that the only safe use for soy protein isolates was as a binder and sealer for cardboard boxes. No one then would have ever guessed soy protein isolate would be the product sold in those boxes!

49. Afraid to eat up that soy oil in your cupboard? You needn't throw it out even though it's sure to be rancid. Joseph Mazzela, an eighth grader who exhibited at the 2002 California State Science Fair, proved old vegetable oils can shine as lubricants for skateboards, bikes, boats, cars or door hinges.

50. In 1967 North Dakota legislators pressed for a law that would have forced margarine manufacturers to dye it pink or green. Yellow was reserved for real butter, and legislators thought it best that consumers not be fooled.

51. Robert Novak a medical entomologist at the University of Illinois, reports soy oil is an excellent mosquito killer. If that seems unfair to mosquitoes, consider this buzz from the soy industry: that soy could later save them from developing cancer, heart disease, hot flashes and osteoporosis!

52. And now “The Mysterious Case of the Squirt Attacks.” A Brisbane, Australia, man was arrested for repeatedly squirting soy sauce at another man in a shopping mall. The victim told police he did not know the man or agree to — or in any way encourage — a soy sauce squirting game. The soy sauce assailant refused to talk to police or explain his behavior in court. He was ordered to pay \$300 so the man could buy a soy-free new pair of trousers and pay a fine of \$150.

53. Soy is an incomparable gas producer — the King of Musical Fruits. Accordingly research dollars have poured into studies with titles such as “Flavor and flatulence factors in soybean protein products,” “Effects of various soybean products on flatulence in the adult man,” and “Development of a technique for the in vivo assessment of flatulence in dogs.”

54. About those studies . . . test subjects have included rats, college students and other animals. “Containment devices” have included gas tight pantaloons sealed to the skin at the waist and thighs using duct tape and equipped with two ports.

55. Soy eaters who complain that their favorite foods make them gain weight and pass gas at the same time will soon have their prayers answered with a hot, new product named Thermobean. It’s a gas-suppressing legume-protein formula that’s literally full of beans — and the enzymes that will not only make those beans behave but go to work fueling your body generator.

56. Get wind of this! Texas inventor Frank Lathrop came up with the perfect solution to the soy flatulence problem — a seat cushion known as the Toot Trapper Billed as a “reverse whoopee cushion,” it is packed with a carbon air filter that is guaranteed to absorb odors and stop toots in their tracks.

57. Pandas in zoos have problems mating and becoming pregnant. Rather than look at the soy in the panda diet, however, the researchers are doing behavioral therapy and even showing the pandas videos of humping pandas.

58. Like edamame, those green vegetable soybeans found in the freezer case at your store? The Chinese considered them useful to kill bad or evil chi

60. Bumper sticker time: “Soy, Aspartame, Vioxx – FDA Approved!”

61. “Soy – Not Worth Beans!”

62. “No Soy is Good Soy!”

63. “Soy Infant Formula – Formula for Disaster.”

64. “Real Men Don’t Eat Tofu!”

65. “Oy, Soy, Veh!”

66. And for the naughty among us, “I Love To Fu” (though enough soy will eventually stop the “fu-ing.”

67. Gotta stop thinking about soy. Going crazy. Soy loco!

68. Time to go “cold tufurky.”

69. Christmas 2006 coming up soon. No Soy to the World!

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Kaayla T. Daniel PhD, CCN, is The Whole Nutritionist® and **The Naughty Nutritionist™**. She is the author of *The Whole Soy Story: The Dark Side of America's Favorite Health Food* (New Trends, 2005) where many of these facts first appeared. A popular guest on radio and television, she looks forward to reporting on next year's Los Angeles Tofu Festival, where she hopes to meet Mr. Tofu and write a "tell all" about him. She can be reached at 505-984-2093 and [wholenutritionist@earthlink.net](mailto:wholenutritionist@earthlink.net). Her website is [www.wholesoystory.com](http://www.wholesoystory.com) ←

## **Help Wanted at the FDA**

October 16th, 2006 Posted in News

### **HELP WANTED**

Need a job? Apply to the FDA.

According to the satirists at NewsTarget, several positions are available.

- Propaganda Officer: Help the FDA create and spread information that discredits products, companies and ideas that threaten FDA control. No scientific background necessary.
- Science Censor: Bury scientific findings that harm the prestige and credibility of the FDA.
- Chief Oppression Officer: Conduct armed raids on places where dangerous criminals are teaching patients about nutrition.
- Kickback Coordinator: Keep tabs on FDA managers' investments in pharmaceutical companies. Criminal background preferred. Mob ties are a plus.
- Morale Officer: Keep FDA employees in line to boost morale and work efficiently.
- Public Safety Program Director: Not really a full-time job. In fact, you don't even need to show up.

Darn! **The Naughty Nutritionist™** here thought she could serve in the kick back position but it's just not her kind of kicking back! ←

No Comments

## **Practice Safe Soy**

September 28th, 2006 Posted in News

Lots of talk these days about sex education and safe sex. That got **The Naughty Nutritionist™** thinking about what it might mean to "Practice Safe Soy." Here's seven hot tips, with none too hot to handle ←

- Use soy as a condoment . . . err, condiment. Soy was traditionally eaten in Asia as a condiment, not as a staple food.
- Less is more! Stick to small portions of the Good Old Soys — Miso, Natto, Tempeh and unpasteurized Shoyu. Old-fashioned fermenting makes these foods nutritious, delicious and healthful. And few people are inclined to eat these foods to excess.

• Beware the seductions of Mr Tofu! He looks pure and white, and thinks it's "hip to be square," but the truth is he's a bland cube without a leg to stand on! Seriously, he's a precipitated product and not fermented. That means you can precipitate a health crisis if you do more than flirt with him occasionally. A few cubes in your soup, okay. A half pound slab, too much of him!

• Avoid udder alternatives! Soy milk is not the worst soy product in the marketplace, but it's the one most likely to be consumed to excess. It's certainly good that soy's hormone havoc-producing isoflavones go missing in rice, hemp, almond milks, but those products too are high in sugar and propped up with dubious flavorings and additives.

• Don't be a Pod Person! Enjoy a few edamame at your favorite Japanese restaurant if you will, but a whole bag for snacking in front of the TV? This is not a case of success from excess.

• Watch out for Ex Rated! That means don't eat anything squeezed out of an ex-truder. You wouldn't eat styrofoam packing materials or plastic toys, would you? Textured vegetable protein and some soy protein isolate products are manufactured using virtually the same technology. The difference is extrusion techniques for food put more flavorings and colorings into the mix.

• Fear the Hydra Monster! Hydrolyzed plant protein is usually soy. Hydrolyzed whey, corn, wheat and other products are every bit as bad.

For most of us, practicing safe soy is good enough. However, those who are allergic or sensitive to soy might need to stay soy celibate. Not necessarily, but here's a few points to ponder:

• Allergic to soy? Know "where the soys are" and avoid them at all costs. Simple enough in theory, but well-nigh impossible in practice, at least for anyone who eats processed, packaged and fast foods. More than 60 percent of supermarket and health food store products contain soy ingredients. Nearly 100 percent of fast foods contain soy. Although most allergic people attempt to stay soy free by reading labels, a better way is to eat "real foods" and cook everything from scratch. That avoids the risks of mislabeled and cross contaminated products not to mention the ongoing frustration, exasperation and time wasting of label reading.

• Sensitive to soy? It's possible you react poorly to modern industrially processed soy products, but can enjoy the occasional serving of miso soup, natto or tempeh. The operative word is "occasional." And the way to go is real foods, whole foods and slow foods.

• Suffering from digestive distress, thyroid disease, reproductive disorders or infertility? At risk for cancer? You might want to carefully consider your soy intake. The Israeli Health Ministry last year urged women at risk for breast cancer to take it easy on the soy. Will the U.S. be next?

That's it, folks. Go out, have fun, eat well, and always practice safe soy.

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**My Soy "Tell All Book"**



July 6th, 2006 Posted in News

The soy controversy is going mainstream. The headline to a May 27 article in the *Los Angeles Times* read "Is Soy a Fab Bean or Health Danger? The benefits of soy, once lauded are now coming under attack." The article even noted that soy now even has its own "tell all" book – *The Whole Soy Story*. Gotta love that kind of "exposure" now that I'm **The Naughty Nutritionist™!** ←

Not much of this press though is amusing. *Newsweek* (May) wrote that children given rice milks and soy milks are showing signs of malnutrition associated with children in third world countries. And *The Daily Mail* in the United Kingdom ran with the title "Is soya a has-bean?"

Unfortunately, the *Wall Street Journal* continues to steer clear of the soy controversy. It has even ignored major business news such as plummeting sales in Israel due to the Israeli Health Ministry's warning that babies should not receive soy formula, that children under 18 should eat soy no more than once per day to a maximum of three times per week and that adults should exercise caution because of adverse effects on fertility and increased breast cancer risk. Likewise, not a word in the *WSJ* about French regulations that will require manufacturers to remove soy isoflavones from infant formula and to put warning labels on soy milk and soy foods advising consumers of risks to children under 3, children with thyroid disease and women who have been diagnosed with or have a family history of breast cancer! The *WSJ*'s health columnist Tara Parker-Pope, however, did write in a column that soy eaten during adolescence might prevent breast cancer! Although a study by Anna Wu did link soy to reduced risk of breast cancer in Chinese, Japanese and Filipino-Americans, it failed to properly consider other dietary and lifestyle factors.

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Dr. Daniel is the Whole Nutritionist® and **The Naughty Nutritionist™**. She is the author of *The Whole Soy Story: The Dark Side of America's Favorite Health Food* (New Trends, 2005). ←

No Comments

## **LAUGHTER – YOUR BEST MEDICINE AND IT'S ALWAYS SOY FREE!**

July 6th, 2006 Posted in News

**The Naughty Nutritionist™** can't resist sharing this spoof that has been circulating on the internet – author unknown: ←

In Pharmacology, all drugs have two names, a trade name and generic name. For example, the trade name of Tylenol also has a generic name of Acetaminophen. Aleve is also called Naproxen. Amoxil is also called Amoxicillin and Advil is also called Ibuprofen. The FDA has been looking for a generic name for Viagra. After careful consideration by a team of government experts, it recently announced that it has settled on the generic name of Mycoxafloppin. Also considered were Mycoxafailin, Mydixadrupin, Mydixarizin, Dixafix, and of course, Ibepokin.

Pfizer Corp. announced today that Viagra will soon be available in liquid form, and will be marketed by Pepsi Cola as a power beverage suitable for use as a mixer. It will now be possible for a man to literally pour himself a stiff one. gives new meaning to the names of "cocktails", "highballs" Obviously we can no longer call this a soft drink, and it and just a good old-fashioned "stiff drink". Pepsi will market the new concoction by the name of: MOUNT & DO.

Thought for the day: There is more money being spent on breast implants and Viagra today than on Alzheimer's research. This means that by 2040, there should be a large elderly population with perky boobs and huge erections and absolutely no recollection of what to do with them!

## Naughty, Not Nice: Soy as the King of Musical Fruits

March 4th, 2006 Posted in News

Soy is an incomparable gas producer—the King of Musical Fruits.

Abdominal bloating, rumbling and flatus experienced by vegetarians and other heavy soyfood eaters make soy the butt of a great deal of bathroom humor. Unfortunately it is no laughing matter for the many people struggling with health problems who have been advised to eat more soy but cannot abide the consequences to their marriages, relationships, jobs and self image. Such people often ask Dr. Andrew Weil and other soy proponents to help them choose the types and brands of soy that will give them the supposed health benefits of soy minus the killer gas.<sup>1</sup>

### THE BOTTOM LINE

In fact, neither Dr. Weil nor anyone else has completely solved this problem. The obvious solution is to steer clear of soy. Since the average American prefers to do just that, the soy industry has acknowledged that the "flatulence factor" must be overcome if soyfoods are ever to become a major part of the American diet.<sup>2,3</sup>

Accordingly, research dollars have poured into studies with titles such as "Flavor and flatulence factors in soybean protein products," "Effects of various soybean products on flatulence in the adult man," "Development of a technique for the in vivo assessment of flatulence in dogs" and so forth. Studies comparing types of soyfoods (tempeh, tofu, soy protein isolate, etc.) and/or different strains of soybeans (hybrid or genetically engineered) in terms of their flatulence potential are commonplace. Test subjects have included rats, college students and other animals. "Containment devices" have included gas-tight pantaloons sealed to the skin at the waist and thighs using duct tape and equipped with two ports. Qualified scientists have measured numbers of incidences per hour and day: the quantities of gas ejected per incident, the proportions of hydrogen, methane, carbon dioxide, hydrogen sulfide, methanethiol and other gases; and even propulsion force and noise levels. In addition, researchers have called on professional "odor judges" to make subjective measurements of bodily emissions. I may be a Naughty Nutritionist™ but truth is stranger than fiction here and I am NOT making these up. Despite these fine efforts, scientists have not completely identified the "flatulence factor" in soybeans and can propose only partial solutions.

THE TWO STOOGES: RAF AND STACH

The chief culprit, as with all beans, is the oligosaccharides in the carbohydrate portion. The word oligosaccharides comes from oligo (few) and saccharides (sugars). The best known oligosaccharides in beans are raffinose and stachyose. They require the enzyme alpha-galactosidase to be digested properly. Unfortunately, humans and other mammals do not come so equipped.

The result is that the pair—whom we'll call Raf and Stach—pass through the small intestine unscathed to arrive in the large intestine, where they are attacked by armies of hungry bacteria. The digestive fermentation that takes place always results in gas and sometimes in odor. The precise amount and specific smell varies widely from person to person and also depends upon gender, age and the demographics of each individual's gut population.<sup>4</sup> Several reports indicate that the increased availability of flatulent foods causes anaerobic bacteria to reproduce. Eating more such foods results in a "rapid rate of gas production," with the possibility of faster, more explosive results every time additional foods of this ilk appear in the intestine.<sup>5-7</sup>

Although a few people seem able to eat soy without gassing up, studies on soybean digestion often refer to "excessive volume" and "noxious odor." Malodorous methane (CH<sub>4</sub>) and hydrogen sulfide (H<sub>2</sub>S) gases are produced in greater amounts by infants fed soy formula.<sup>8</sup> The highly volatile and toxic H<sub>2</sub>S has been linked to many intestinal disorders, particularly ulcerative colitis.<sup>9</sup>

Over the years scientists have done their darndest to find a way to either reduce the presence of Raf and Stach in soybean products or to cut out the entire carbohydrate load. Carbohydrates in soy generally constitute 30 percent of the bean and break down into soluble sugars of sucrose (5 percent), stachyose (4 percent), raffinose (1 percent) and insoluble fiber (20 percent). The insoluble fiber consists of cellulose and pectins, which are not digested by the enzymes of the GI tract, and which absorb water and swell considerably. Unlike other beans, soybean carbohydrate contains very little starch (which humans can digest)—less than 1 percent.<sup>10,11</sup>

Neither home cooking nor high-temperature industrial heating processes dispatch Raf and Stach. They are stubbornly heat stable. However, germination, which occurs during the fermentation process, will dramatically reduce the amount of these sugars, with a complete disappearance of the oligosaccharides on the third day. Incubation with microorganisms or enzymes derived from microorganisms also has this good effect.<sup>12</sup> Thus, old-fashioned soy products such as miso, tempeh and natto rarely cause gas but modern, heat-processed products that still contain the carbohydrate portion of the bean (soy flour, for example) create copious amounts. Among the modern processed products, soy protein concentrate is said to produce the least gas because its carbohydrate portion has been extracted by alcohol. Soy protein isolate (SPI) is almost pure protein and thus considered practically free of "flatulence factors."<sup>13-17</sup>

In theory, tofu should be a low gas producer because oligosaccharides concentrate in the whey (the soaking liquid) and not the curds (the part sold as tofu).<sup>18</sup> Some Raf and Stach remain, however, and tofu is a gas producer for many consumers. The probable reason is that the product is eaten in such large quantities that even the small proportion of Raf and Stach that remain in the curd are enough to set off a feeding frenzy among colon bacteria.

In fact, science confirms the anecdotes of many soy consumers—that eating a little soy produces minimal gas, but eating just a bit more can result in discomfort or embarrassment. A study published in the *American Journal of Clinical Nutrition* showed no significant increase in flatus frequency after ingestion of 34 grams (about two tablespoons) of soymilk, but a major increase after 80 grams (about one-third cup). The researchers found that as the rate of gas production in the colon increased, smaller proportions were absorbed by the body and larger amounts expelled

through the rectum.<sup>19</sup> Thus, it is no wonder that soy consumption can so easily become a social problem. To make matters worse, soy inhibits a zinc-containing enzyme known as carbonic anhydrase, which helps transport gases across the intestinal wall. If carbonic anhydrase is neutralized, gas builds up in the colon. Hydrogen sulfide in the cecum has been reduced fivefold by supplementing with zinc, a mineral blocked by the phytates in soy and in short supply anyway in many soy-eaters' diets.<sup>20</sup>

The question remains why certain individuals experience stupendous amounts of gas even when they consume soyfoods that are virtually devoid of Raf and Stach. Imbalances in gut flora caused by trypsin inhibitors (which inhibit protein digestion) may be part of the problem, though undigested protein itself is not. Circulating levels of insulin, gastrin, gastric inhibitory polypeptide, pancreatic polypeptide and neurotensin are affected by trypsin inhibitors, but do not seem involved in flatulent dyspepsia.<sup>21</sup>

Soy-food eaters who suffer from truly excessive amounts of gas may be victims of undiagnosed soy allergies or sensitivities, and/or celiac disease. Obvious allergic symptoms to soy include sneezing, runny nose, hives, diarrhea, facial swelling, swollen tongue, shortness of breath and anaphylactic shock. Delayed allergic responses are less dramatic but even more common, and may manifest as gastrointestinal disturbances, including excess gas. Diarrhea, bloating and flatulence in celiac sufferers result not only from the consumption of wheat gluten and dairy products, but from even tiny amounts of soy.<sup>22</sup> Soy saponins and lectins, which damage the mucosal lining of the intestine, may also be contributing to these gas and bloating problems.

#### RUNNING OUT OF GAS

One solution proposed by the soy industry is genetically modified strains of soybeans that are low in the two stooges Raf and Stach. Plant scientists have already developed a strain known as "High Sucrose Soybeans" that contains more sucrose and less indigestible carbohydrates than ordinary beans. It also lacks the lipoxxygenase-2 enzyme that gives soy its infamous "beany" taste. The industry hopes that the modified bean, with taste improved and flatulence eliminated, will be popular with makers of soy milk and tofu.<sup>23,24</sup>

Another possibility—not seriously proposed for humans—is antibiotics. Animal studies have shown that antibiotics destroy anaerobic bacteria in the intestinal tract that eat Raf and Stach and cause gas, thus improving the smell of chicken coops and barnyards.<sup>25</sup>

#### FULL OF BEANO

Until such "low gas" beans come on the market, soy proponents recommend that afflicted parties take Beano™ with their soy. This was the solution proposed by soy industry spokeswoman Clare Hasler, PhD, to a consumer who said he enjoyed eating tofu and drinking soymilk but wondered what to do about levels of gas that were "almost too embarrassing to discuss" and which made him unable to "stand the smell of myself."<sup>26</sup> Beano™ is an over-the-counter supplement containing alpha galactosidase, the enzyme required to break down the raffish oligosaccharides into simple digestible sugars. Sometimes this works, but many times it doesn't. Beano™ will not reduce gas caused by soy allergies or intolerances, or by celiac disease.

The best solution for people who wish to eat soy is to choose old-fashioned fermented soy products like miso, tempeh and natto. With soaking and fermenting, the content of the oligosaccharides decreases while the levels of alpha-galactosidase increase.<sup>27</sup> Proper preparation helps reduce trypsin inhibitors, saponins and other contributors to indigestion and to bowel disturbances, along with the gas-producing duo Raf and Stach.

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This article is a slightly revised version of Chapter 15 from *The Whole Soy Story: The Dark Side of America's Favorite Health Food* (New Trends, 2005). The chapter was also published prior to the book's publication in *Wise Traditions in Food, Farming and the Healing Arts*, the quarterly magazine of the Weston A. Price Foundation, Fall 2003. Dr. Kaayla Daniel is The Whole Nutritionist® and is emerging as a Naughty Nutritionist™ because of her ability to outrageously and humorously debunk nutritional myths, including the prevailing myth that soy is a health food. In fact, there are many naughty and not so nice facets to soy that can have adverse effects on human health. Her future books will include *Naughty Nutrition: 69 Ways to Feed Your Libido and Fuel Your Lust for Life* and *The Whole Poop: 69 Ways to Digestive Health*. Dr. Daniel lives in Santa Fe, NM and can be reached at [wholenutritionist@earthlink.net](mailto:wholenutritionist@earthlink.net) and through her website [www.wholesoystory.com](http://www.wholesoystory.com)

No Comments

## Coyote and the Soybeans

October 11th, 2005 Posted in News

One of the highlights of having spent the last 20 years living in Santa Fe was meeting Richard Erdoes, compiler, with Alfonso Ortiz, of two of my favorite books, *Indian Trickster Tales* and *American Indian Myths and Legends*. Erdoes is now in his 90s, and I love his stories about the trickster, Coyote, and how Coyote represents all things to native people: creator, bringer of light, monster killer, healer, glutton, liar, lecher, thief.

A surprising number of the tales are explicitly erotic, earthy and downright scatological — well deserving their reputation for making missionaries and tourists blush. As *The Naughty Nutritionist™*, I cannot help but react with belly laughs. Seems to me, Coyote sums up the best and worst of humankind, and furthermore seems to get the credit and blame for everything from mosquitoes and fleas to unplanned pregnancies!

Because storytellers have long used Coyote to educate, warn and help create and maintain community, I could not resist cooking up a Coyote story that will instruct health-conscious consumers on the indigestible cause and gas-producing effect of soybeans. Laughter is truly the best medicine, and I hope this naughty story will also serve to answer the many questions I get about how on earth soy foods became part of the Standard American Diet.

### **Coyote and the Soybeans**

Coyote was roaming down the path of the health food store looking for something to eat. He saw some soybeans in brightly colored packages. "Oh, they might be good to eat!" he thought.

The soybeans said among themselves. "We'd better tell him we are not fit to eat."

He stopped there and said. "How sweet you look. And low saturated fat and no cholesterol too! I think you would be very good to eat."

"No, we are not good to eat at all."

"What will happen if someone eats you?"

"Oh, if anyone eats us, he will have to break wind so heard that it will toss him up into the sky."

"Well, I just want to try one," said Coyote. He picked one out of the package and ate it. The soybeans nudged each other. "Oh, you are so sweet." he said. He gathered them by the handful and ate another and another and another. They didn't nudge each other any more.

Coyote started to walk down the aisles, snacking and looking at all the other soy products. He began singing.

*When I look up, I see soybeans.*

*When I look down, I see soybeans.*

*The hard ones, the soft ones, the powdered ones, the pilld ones. They are the ones I eat..*

At last he had had enough. The little soybeans winked their single eyes and nudged each other when he had gone a little distance away. They began to work on his insides. He ran for the door and hung on. He went off like a horse. He had to do this again and again..

Most of the other shoppers were in a panic, wrapping their children up and running for the exits. A tremendous stink filled the store. "Oh, dear, this cannot be" said Coyote's Aunt, so she dragged Coyote outside, pulled back his tail and stuffed a large fat-free soyburger in his anus. It stopped him up. His farts could not come out. Nothing could come out. His belly swelled up to a tremendous size until at last Coyote was blown apart. The big stink filled the whole country. And soybeans rained onto every table in America.

\* \* THE END \* \*

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## Sacred Foods and Other Aphrodisiacs

Written by Kaayla Daniel, PhD

Wednesday, September 16 2009 00:00

Frisky enough to follow me to Chicago? Join The Naughty Nutritionist™ at Wise Traditions 2009 where I'll be talking about "Sacred Foods for Fertility." This topic might not sound like "Naughty Nutrition," but traditional fertility foods and aphrodisiacs are much the same. That's common sense as an active libido is required for those who would be "fruitful and multiply!"

The idea is simple: real lust requires real food, and it's no accident that people all over the world use the word "appetite" when talking about food and sex. "Real" foods are old-fashioned "naughty" foods high in fat and cholesterol such as eggs, butter, cream, meat, poultry, fish and seafood. Such foods are valued by traditional cultures all over the world as aphrodisiacs and as sacred foods for fertility. Sadly, dietitians and other card-carrying members of the food police bad mouth such foods and talk up low-fat, high-soy and plant-based diets. The results, unfortunately, speak for themselves -- an epidemic of fatigue, lethargy, malaise, anxiety, infertility, PMS and other reproductive disorders and loss of libido. Such recommendations defy common sense. If fat's so bad, then why did Mother Nature put fat into most tasty foods? Did she make a mistake? Is she out to kill us? Were all our ancestors, all over the world wrong? Not likely, and the Naughty Nutritionist is going to tell you why.

Let's start with cholesterol. Far from a bogeyman out to get us, cholesterol is our best friend forever, our "friend with benies." The reason is this: cholesterol is the Mother of all hormones -- including sex and mood hormones -- and biochemistry texts illustrate this fact with "hormone trees" depicting the various hormones on the branches and cholesterol nourishing the roots. Vivid as that picture is, keep in mind that cholesterol does not grow on trees or plants but is found only in animal foods. It is found abundantly in traditional foods like caviar, oysters, red meat, liver and other organ meats, cream and butter, which is why these foods are known worldwide as aphrodisiacs and fertility boosters.

Afraid of saturated fats? Science supports our need for them too. Cell membranes depend on saturated fats for structure plus essential omega 3-and 6-fatty acids for flexibility. Both are needed if the membrane is to efficiently let nutrients in and toxins out. Wouldn't want it permanently rigid (from the trans fats found in margarines and shortenings) or flaccid (from liquid polyunsaturated oils), would we? Bottom line is when people don't eat adequate amounts of saturated fat, the body drives cholesterol into the membrane to save the cell's life, thus lowering overall cholesterol levels. Far from being beneficial, this represents a state of emergency. When cholesterol's busy holding cells together, it's not available for hormone production and other fun uses.

Hormone and prostaglandin production also thrive on saturated fats, as does your immune system and brain. Given that the brain is more than 60 percent fat and cholesterol, how well will it function if clogged up with the rancid vegetable oils and trans fatty acids found in the aptly named SAD (Standard American Diet)? Or starved on a low-fat diet? Woody Allen calls the brain his "second favorite organ." The Naughty Nutritionist says, "Love it and nourish it."

Good fats and cholesterol are also the tickets to kicking addictions, including carb and junk food cravings, to balancing blood sugar for dependable physical and mental energy through the day, and maintaining your ideal weight. Best of all, they not only whet the appetite but satiate it.

Sadly, many health-conscious people fear Mother Nature's traditional foods because of the widespread marketing of Father Technology's processed, packaged and fast foods, including soy and other junk foods tricked out as "health foods." Although low-fat food products are marketed as "healthy" and even "sexy," many of them were first invented as aids to celibacy. Sylvester Graham in the 19th century and John Harvey Kellogg in the early 20th century urged high-fiber cereals and crackers to kill the libido and they warned against meat because of the association of carnivorousness with carnal thoughts and deeds. I am not making this up! In Asia, Zen monks have long used soy to help maintain their vows of celibacy. Seems the monks noticed that when tofu consumption went up, the naughty behavior went down! As for Japanese wives, they've learned the best revenge is extra helpings of tofu for unfaithful husbands! What better way to kill the desire, the ability or both? Clearly, soy has its uses, and The Naughty Nutritionist proposes serving up lots of it to politicians with the "zipper problem!"

What else do we need to know about Sacred Foods for Fertility? Lay off the bread, especially wheat, for the famous



"staff of life" can easily become the "crutch of death." Kiss off sugar, particularly corn syrup and high-fructose corn syrup. And never forget "diet" contains the word "die," which is where your body, brain and "naughty bits" are headed if you consume food products or diet sodas containing the MSG or aspartame. They are known as "excitotoxins," but there's nothing exciting and plenty toxic about what they'll do to your love life. As for chocolate, it does have its "feel good" components, but take care that you don't retreat into private time with chocolate when you could be sharing it with a real live man or woman.

Finally, mom was right Eat your vegetables! And with lots of butter or salad dressings containing olive oil. Dry ones will dry you out, while margarine or shortening will shorten your life, not to mention your love life. Still not sure about butter? Consider some naughty advice from the lusty overachiever and long-lived French Chef Julia Child, "If you are afraid of butter, then use cream!"

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#### About the Author



**Kaayla T. Daniel**, PhD, CCN, is The Naughty Nutritionist™ because of her ability to outrageously and humorously debunk nutritional myths. A popular guest on radio and television, she has appeared on The Dr Oz Show, ABC's View from the Bay, NPR's People's Pharmacy and numerous other shows. Her own radio show, "Naughty Nutrition with Dr. Kaayla Daniel," launches April 2011 on World of Women Radio. Dr Daniel is the author of *The Whole Soy Story: The Dark Side of America's Favorite Health Food*, a popular speaker at Wise Traditions and other conferences, a Board Member of the Weston A. Price Foundation and recipient of its 2005 Integrity in Science Award. Her website is [www.naughtynutritionist.com](http://www.naughtynutritionist.com) and she can be reached at [Kaayla@DrKaaylaDaniel.com](mailto:Kaayla@DrKaaylaDaniel.com).

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## The Legacy of Dr. Hazel Parcels

Written by Kaayla Daniel, PhD, CCN

Tuesday, September 16 2008 00:00

### THE LEGACY OF DR HAZEL PARCELLS

Frisky enough to follow me to San Francisco? Don't miss Wise Traditions 2008 where I'll introduce the original Naughty Nutritionist, the incomparable Dr. Hazel Parcels (1889-1996).

Dr. Parcels was a feisty redhead whom I'm doing my very best to emulate. A total original with a talent for chopping and slicing through nutritional dogma, she had little patience with most health "experts," saying that they were unteachable because their cups were already full. She broke the rules of establishment nutrition by recommending red meat, raw milk, butter, no soy and no margarine. And she understood body/mind/spirit medicine long before it became popular. Dr. Parcels liked to say that "If you want to be healthy, you need to trade your wishbone for a backbone and get to work." That's excellent advice on many levels, including broth making!

I am deeply grateful to The Doctor because I took her advice and became healthy. I noted that she earned several advanced degrees after the age of 50 and gathered the strength to go for my own PhD. I was so intrigued by her findings about the health problems caused by soy protein and soy margarine that I researched and wrote *The Whole Soy Story: The Dark Side of America's Favorite Health Food*. As for her naughtiness, she set a high bar for wit and wisdom delivered with a wide smile, knowing winks and infectious laughs.

It is her story, however that is most inspiring. The verdict Hazel Parcels heard in 1931 was not good. Incurable tuberculosis, a collapsed lung, a hemorrhaging kidney and an enlarged heart. Curable, said the learned MDs, only by death.

She responded by firing the doctors whose 18 years worth of efforts had left her with a deteriorated body and depleted bank account. "They told me there was nothing more they could do for me, and I took them at their word," she said. Though only given a few months to live Parcels looked forward to the chance to experiment on herself and learn what her body needed. "One thing was certain, I wasn't going to get any worse."

Sixty four years later Parcels died in January 1996 at the age of 106 years young. She was, according to Joseph Dispenza, author of *Live Better Longer: The Parcels Center Seven-Step Plan for Health and Longevity* (Harper San Francisco, 1997) "vibrantly and vigorously alive." A sharp dresser who favored bright colors, she was proud of her curly red hair and patronized a beauty shop just a few days before her death, enchanting all who were there.

When Parcels began her healing journey in 1931, she was very much on her own. Few alternative therapies existed and there were few health books to read. "Out of necessity, to keep yourself well, I began to study the chemistry of food," she told Dispenza. First, she tuned in to her own body.

Listening to her inner voices, and hearing the words "fresh" and "green," she began eating the only green vegetable available in quantity in Colorado at that time -- spinach. Though her consumption rivaled Popeye's she rejected the canned variety for raw, steamed and juiced parsley and other greens followed and six months later Parcels was perky enough to report back to Fitzsimmons Army Hospital near Denver to show herself off to the doctors who had condemned her to death.

Her energy soaring and mind wide open to possibility. Parcels made it her life's work to explore the field of health and healing. Drawn to many ideas that appeared -- and perhaps still appear-- improbable or impossible to establishment scientists, she ran her own laboratory and also explored homeopathy, light and color therapy, radionics, Bach Flower Remedies and other modalities. She earned four advanced degrees, including doctors of chiropractic and naturopathy and PhDs in nutrition and comparative religions.

In time, word of the Doctor's unusual methods and miraculous healings spread. "From the first, I recognized her as a master healer and pioneer, far ahead of her time," said Ann Louise Gittleman, author of *Beyond Prilokin* (Bantam, 1988), *Guess What Came to Dinner: Parasites and Your Health* (Avery, 1993) and other books. Parcels introduced Gittleman to many of the underlying causes of disease and malnutrition in the late 20th century, including parasite

infestation, pesticide poisoning, mineral deficiencies, radiation sickness and aluminum and other heavy metal toxicities.

"I never heard of her methods not working," said Sam Berne, O.D., the Santa Fe-based author of *Creating a Personal Vision: A Mind/Body Guide to Better Eyesight* (Color Stone Press, 1994). "Her reputation was impeccable. She didn't work with disease. She just cleaned up the body." And she never spoke of "cures." "Only taxidermists and undertakers do curing," she told Dispenza. "As for miracles, no it's just nature's way."

The doctor's most frequently used methods included fasts and bowel cleanses, parasite riddance programs, therapeutic baths and food cleansing baths. Food cleansed using the Doctor's special methods gain levels of freshness and energy that belie that reality of long transports and extended stays on supermarket shelves. According to Parcels' measurements, untreated foods -- whether commercial or organic -- generally rate so low in life energy that they can scarcely support health. The same foods cleaned with the Clorox bath, however, become health promoting. Parcels also designed special lights incorporating magnets that help clear foods of negative energies -- including the "fear" energy left in the flesh of slaughtered animals. Known as Thea Lites or Balancing Lites, they also raise the energy of foods -- such as milk, salt or Chinese takeout -- that could not survive a Clorox soak.

Radiation was another of her deepest concerns. She said she found it everywhere in America, even in remote, beautiful locations such as Sapello, NM, where she lived during the last few years of her life. Accordingly, she recommended that people clear themselves several times weekly with sea salt and baking soda baths and as soon as possible after X rays or plane trips. "She would say, "You can't stay dry if you keep going out in the rain," said Larry Martin, a friend and follower who worked closely with her during her last few years of life. "You clear it but it comes back because you are exposed."

"Doing this work, you start to really know what the environment is like," said Terry Kast, who followed Parcels for two decades learning her methods and who teaches workshops in Albuquerque. "She found high readings nearly everywhere of dioxins, arsenic trisulfate, cobalt 60, you name it." In her final years, the doctor also began detecting mutant viruses, mutant fungi and other microbiological aliens. Night after night she worked in her laboratory seeking and praying for remedies, only to catch yet another mutation a few months later.

Over her 65 year career, Parcels recognized many of her peers but esteemed very few. She especially admired Weston Price and illustrated points with the photographs in his book *Nutrition and Physical Degeneration*. Parcels was also drawn to another dentist -- Royal Lee (1895-1967) a nutritionist, inventor and forward thinker who exposed the adulteration and commercialism of our food supply.

Despite her long career and unquestionable success, Parcels was little known to the general public. One reason was that she preferred to work in peace. Another, she did not want to butt heads with the FDA, the AMA and other medical police. "She kept a low profile because of her unorthodox work," said Gittleman. "She was very, very careful. She had students, not clients or patients. She didn't want to be made a spectacle of like Ruth Drown, Max Gerson or Royal Lee." All three were persecuted for their pioneering work. Indeed when Dispenza first discussed a book, Parcels resisted saying that the world wasn't ready and her message would be misconstrued and mocked. She agreed to work with him, however, when her spirit guides told her to get the information out to as many people as possible.

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#### About the Author



**Kaayla T. Daniel**, PhD, CCN, is The Naughty Nutritionist™ because of her ability to outrageously and humorously debunk nutritional myths. A popular guest on radio and television, she has appeared on The Dr Oz Show, ABC's View from the Bay, NPR's People's Pharmacy and numerous other shows. Her own radio show, "Naughty Nutrition with Dr. Kaayla Daniel," launches April 2011 on World of Women Radio. Dr Daniel is the author of *The Whole Soy Story: The Dark Side of America's Favorite Health Food*, a popular speaker at Wise Traditions and other conferences, a Board Member of the Weston A. Price Foundation and recipient of its 2005 Integrity in Science Award. Her website is [www.naughtynutritionist.com](http://www.naughtynutritionist.com) and she can be reached at [Kaayla@DrKaaylaDaniel.com](mailto:Kaayla@DrKaaylaDaniel.com).

# Handout at Lectures

## Practice Safe Soy

Ready to practice safe soy? Here's how:

- Use soy as a condiment . . . err, condiment. Soy was traditionally eaten in Asia as a condiment, not as a staple food.
- Less is more. Stick to small portions of the Good Old Soys -- Miso, Natto, Tempeh and unpasteurized Shoyu. Old-fashioned fermenting makes these foods nutritious, delicious and healthful. And few people are inclined to eat these foods to excess.
- Beware the seductions of Mr Tofu. He's looks pure and white, and thinks it's hip to be square but the truth is he doesn't have a leg to stand on! Seriously, he's a precipitated product and not fermented. That means you can precipitate a health crisis if you do more than flirt with him occasionally.
- Avoid udder alternatives. Soy milk is not the worst soy product in the marketplace, but it's the one most likely to be consumed to excess. It's certainly good that the hormone havoc-producing isoflavones go missing in rice, hemp, almond milks, those products too are high in sugar and propped up with dubious flavorings and additives.
- Don't be a Pod Person! Enjoy a few edamame at your favorite Japanese restaurant if you will, but a whole bag for snacking in front of the TV? This is not a case of success from excess.
- Avoid anything squeezed out of an extruder. You wouldn't eat styrofoam packing materials or plastic toys, would you? Textured vegetable protein and some soy protein isolate products are manufactured using virtually the same technology. The difference is extrusion techniques on food put flavorings and colorings into the mix.
- Fear the Hydra Monster. Hydrolyzed plant protein is usually soy. Hydrolyzed whey, corn, wheat and other products are every bit as bad.

For most of us, practicing safe soy is good enough. Those who are allergic or sensitive to soy though might need to be soy celibate. Not necessarily, but here's a few points to consider.

Allergic to soy? The answer is simple -- none. Know "where the soys are" and avoid them at all costs. Simple enough in theory, but well-nigh impossible in practice for

anyone who eats processed, packaged and fast foods. More than 60 percent of supermarket and health food store products contain soy ingredients. Nearly 100 percent of fast foods contain soy. Although one can attempt to stay soy free by reading labels, a better way is to eat "real foods" and cook everything from scratch. That avoids the many risks of mislabeling and cross contamination not to mention the ongoing frustration and exasperation and time wasting of label reading.

Sensitive to soy? It's possible you react poorly to modern industrially processed soy products, but can enjoy the occasional serving of miso soup, natto or tempeh. The operative word is "occasional."

Suffering from digestive distress, thyroid disease, reproductive disorders or infertility? You might want to carefully consider your soy intake. The Israeli Health Ministry and French Food Agency have already urged that population of women to take it easy on the soy. Will the U.S. be next?

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**Kaayla T. Daniel is The Whole Nutritionist® and  
The Naughty Nutritionist™**

She earned her PhD in Nutritional Sciences and Anti-Aging Therapies from the Union Institute and University in Cincinnati, is board certified as a clinical nutritionist (CCN) by the International and American Association of Clinical Nutritionists in Dallas and is a member of the Board of Directors of the Weston A. Price Foundation.

Dr. Daniel is the author of *The Whole Soy Story: The Dark Side of America's Favorite Health Food* (New Trends, March 2005), which has been endorsed by leading health professionals, including Kilmer McCully

MD, Doris J. Rapp MD, Jonathan V. Wright, MD, Russell Blaylock, MD, Larrian Gillespie, MD, Joseph Mercola, OD, Debra Lynn Dadd and Larry Dossey, MD, who called it "science writing at its best."

Comfortable in front of radio, television and live audiences, Dr. Daniel has been "media trained" by Joel Roberts, formerly co-host of KABC, Los Angeles' most highly rated talk radio program, who calls her a "class A entertainer" and a "naughty nutritionist" with the ability to outrageously and humorously debunk nutritional myths." Dr. Daniel has been extensively quoted in major newspapers and magazines, including the *San Francisco Chronicle*, *Washington Post*, *Toronto Globe & Mail*, *Glamour*, *Utne Reader* and *Alternative Medicine*, and has appeared as a guest on NPR's *People's Pharmacy*, the Discovery Channel's *Medical Hotseat* and ABC's *View from the Bay*. Online her book has been featured prominently on <http://www.mercola.com/>, the world's leading natural health and dietary website. She has also appeared as an expert witness before the California Public Safety Committee and the National Institute for Environmental Health Science.

Dr Daniel is a clinical nutritionist in private practice based in Santa Fe, NM, and specializes in digestive disorders, women's reproductive health issues, infertility, and recovery from vegetarian and soy-based diets. She is available for private consultations in office or by telephone. She can be reached at 505-984-2093. or by email at [wholenutritionist@earthlink.net](mailto:wholenutritionist@earthlink.net) . To sign up for her informative, and naughty newsletter, visit her websites [www.wholesoystory.com](http://www.wholesoystory.com) and [www.soyfreesolutions.com](http://www.soyfreesolutions.com)

\* \* \* \* \*

Advertisement in "Radio TV Interview Report" (2005)  
and Enclosure in Media Kits

# SEX AND THE SOYBEAN

"If that woman and I had eaten soy, I would have been spared a lot of embarrassment during my presidency . . ."

Soy. It's the "all natural" solution to "the zipper problem" but it's definitely not for everyone.

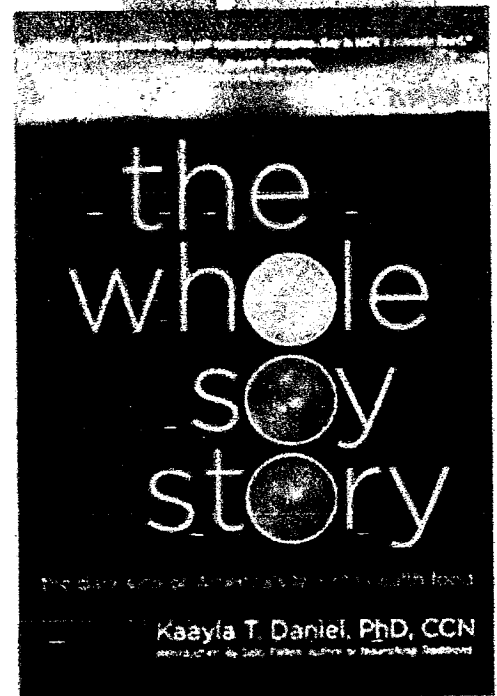
Top nutritionist **Dr Kaayla Daniel** tells why:

- Real men don't eat tofu
- Straying husbands need extra helpings of soy
- Priests need soy to help maintain their vows of celibacy
- Dietitians slip soy into school cafeteria lunches

With soy a key ingredient in more than 60 percent of food products, that's a lot of lost libido. Worse, those bad-tasting, gas-producing veggie burgers, soy milks, protein powders and energy bars are not even healthy but a leading cause of allergies, asthma, ADD/ADHD, flatulence, brain fog, thyroid damage, infertility, birth defects even cancer and heart disease. In short, there's no joy in soy.

Book Kaayla Daniel to "edu-tain" your audience and light up your phone lines as she exposes the shocking truth behind the soy industry's false advertisements and the FDA's phony health claims. Soy is not a health food, not a panacea and has not even been proven safe.

→ CREDENTIALS: Kaayla T. Daniel, PhD, CCN, is the author of *THE WHOLE SOY STORY: The Dark Side of America's Favorite Health Food*. Media coach Joel Roberts, formerly co-host of KABC, Los Angeles, most highly rated talk radio program, calls her "a class A entertainer" and "a naughty nutritionist" with the ability to outrageously and humorously debunk nutritional myths."



AVAILABILITY: Nationwide and by Appointment

CONTACT: Dr Kaayla Daniel, 505-984-2093

[www.wholesoystory.com](http://www.wholesoystory.com) [wholenutritionist@earthlink.net](mailto:wholenutritionist@earthlink.net)

Enclosed in Press Kits 2005 to present

# SEX AND THE SOYBEAN

## Naughty Bits and Bytes

Edu-taining Questions for Dr. Kaayla Daniel

The Naughty Nutritionist™ and author of *The Whole Soy Story: The Dark Side of America's Favorite Health Food*

- How did tofu help Zen monks maintain their vows of celibacy?
- How might soy help politicians with the "zipper problem"?
- How do Japanese wives take revenge on unfaithful husbands?
- Why do you tell men "If you want a hot dog, don't eat the tofu pups?"
- Which is healthier, Rocky Mountain Oysters or Rocky Mountain Soysters? And just what are they anyway!
- Was Mickey Mouse's mother involved in any soy rodent experiments back in 1928?
- Is it true that Lisa on The Simpsons buys a soy energy bar that says "Now with gas suppressor?"
- Who is Mr. Tofu and why does he think it's "hip to be square"?
- Why is tofu revered in Asia as the "meat without a bone"?
- Would soy eaters benefit from TootTrappers?
- What might happen if men taking the little blue pills eat little yellow soybeans?
- What can you tell us about the smell of Henry Ford's soymobile?
- What is a Tofudebeast and how does it compare to a Tofurky?
- What soy product does humorist Dave Barry recommend as a "backup hockey puck"?
- Was "The Mysterious Case of the Squirt Attack" ever solved?
- Why does the Israeli Health Ministry say "Oy Soy Veh"?

AVAILABILITY: Nationwide and by Appointment

CONTACT: Dr Kaayla Daniel, 505-984-2093

[www.wholesoystory.com](http://www.wholesoystory.com) [wholenutritionist@earthlink.net](mailto:wholenutritionist@earthlink.net)

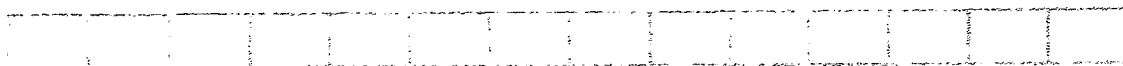


## Examples of Postings on Facebook and Twitter in 2009



### **Kaayla Daniel**

The Naughty Nutritionist - The Whole Nutritionist at The Naughty Nutritionist - The Whole Nutritionist Studied Nutritional Sciences at Union Institute and University Lives in Albuquerque, New Mexico Add your hometown Add languages you know [Edit Profile](#)



### **The Naughty Nutritionist Fan Club**

#### **Kaayla Daniel**

Frisky enough to keep up w/ me? Follow me on Twitter. Thanks!

#### **Kaayla T. Daniel PhD (DrKaayla) on Twitter**

twitter.com I'm The Naughty Nutritionist because of my ability to outrageously & humorously debunk nutritional myths.

Like · · [Share](#) · [October 28, 2009 at 8:33am](#)

**Kaayla Daniel**

Guess who's coming to dinner? The Naughty Nutritionist, among many other people you'll love to meet. I'm set to do three talks: Sacred Foods for Fertility, The Healing Power of Broth and The Surprising Toxins in Plant Foods. Please join us.

**Yummy Details about Wise Traditions Chicago Conference | Hartke Is Online!**

hartkeisonline.com What's on the Menu for Wise Traditions 2009? Who's Coming to Dinner? Will You Be There?!! Join us to learn more than you ever imagined about nutrition, health and farming!

Like · · [Share](#) · [October 28, 2009 at 8:33am](#)

**Kaayla Daniel**

It's Chocolate Awareness Month, & a British study that says women prefer chocolate to sex is in the news once again. As the Naughty Nutritionist, I recommend lots of eggs, butter & cream, foods that feed the hormones that feed our lust for men & life. Women on low-fat "healthy" diets are far more likely to crave chocolate.

Like · · [October 11, 2009 at 9:31am](#)

**Kaayla Daniel**

The Naughty Nutritionist's Lipstick on the Pig Award this week goes to Soy Joy, energy bars "packed with soy, baked with history," and touted to be the ticket to enlightenment. Zen monks do indeed eat extra soy. Seems that when the soy consumption goes up, the naughty behavior goes down!

Like · · [October 7, 2009 at 1:27pm](#)

**Kaayla Daniel**

BONK author Mary Roach gives new meaning to "sowing your wild oats!" Seems that fulfilled pigs make the juiciest, most succulent and nutritious ham and bacon. So support local farmers that fully satisfy their pigs. That's only fair given mounting evidence that bacon can prevent & cure headaches & hangovers. Although I AM the Naughty Nutritionist, I am NOT making this up.

Like · · [October 6, 2009 at 5:09pm](#)

**Kaayla Daniel**

Swine flu? It's our choice to oink vey & get hog tied OR root around, snort and create a silk purse out of that sow's ear! As the Naughty Nutritionist, I welcome swine flu fever as a priceless opportunity to sizzle and smell as good as bacon!

Like · September 24, 2009 at 2:49pm

**Gary D. Berg**

It's nice to meet you. My wife, too, is a nutritionist and registered dietician. I see we run with some of the same people. I'm curious about the naughty nutrition thing...I'll have to check that out. Take care.

Like · See Friendship · September 24, 2009 at 8:01am

**Kaayla Daniel** I'm the Naughty Nutritionist because of my ability to outrageously and humorously debunk nutritional myths. September 24, 2009 at 8:08am · Like

**Kaayla Daniel**

I'm bound to catch swine flu this winter. I LOVE truffles, lick my plate clean and think low-fat foods bitter swill to swallow. I even like to root around and snort. As for the dread flu fever, have no fear; it's an opportunity for this Naughty Nutritionist to not only sizzle, but smell as awesome as bacon!

September 21, 2009 at 10:55pmKaayla Daniel

**Kaayla Daniel** Why did the chicken cross the road? To visit Mae West, who'd invited him to "Come up and see her sometime!" September is National Chicken Month AND National Cholesterol Education Month. As the Naughty Nutritionist, I can't resist pointing out that chickens have nearly as much cholesterol as red meat. And that's good news for all of us who appreciate cholesterol's role in sex & mood hormone production.

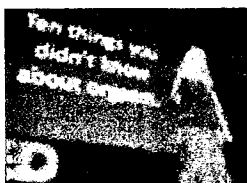
Like · September 13, 2009 at 1:38pmKaayla Daniel

**Kaayla Daniel** It's National Cholesterol Education Month and I plan to keep my cholesterol nice and high. I love it for its many, many vital functions, most especially the hormone production that keeps my brain and body naughty! What's more, it keeps my immune system perking. Thanks Goddess for cholesterol!

Like · · September 11, 2009 at 8:32am

**Kaayla Daniel**

"Bonk" Author Mary Roach gives new meaning to "sowing your wild oats!" As the Naughty Nutritionist, I hold that fulfilled pigs will make the juiciest, most succulent and nutritious ham and bacon.



**Mary Roach: 10 things you didn't know about orgasm | Video on TED.com**

[www.ted.com](http://www.ted.com)

TED Talks "Bonk" author Mary Roach delves into obscure scientific research, some of it centuries old, to make 10 surprising claims about sexual climax, ranging from the bizarre to the hilarious. (This talk is aimed at adults. Viewer discretion advised.)

**Kaayla Daniel**

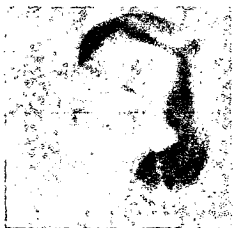
Just got Bach from awesome organ recital by Paul Jacobs. Time for this Naughty Nutritionist to get Bach to playing the organ. However, have kept busy advising clients to eat lots of liver and other organ meats! As Julia Child said, "Save the organs!"

Like · · August 30, 2009 at 5:12pm

Kaayla Daniel

Coming up tomorrow night! Join my TeleClass "The Wit, Wisdom & Naughtiness of Julia Child" DATE: Wednesday evening, August 12, 2009. TIME: 9pm EST (8pm CST, 7pm MST and 6pm PST) PLACE: Your telephone Call in # is 218-339-3600. Access Code is 835426# COST: Free (though you are responsible for your own long distances charges, if any)

Like · · August 11, 2009 at 6:40pm



**Kaayla T. Daniel PhD**

@DrKaayla Albuquerque, NM

*I'm The Naughty Nutritionist because of my ability to outrageously & humorously debunk nutritional myths.*



Share from Kaayla T. Daniel PhD

Worst new food product -- Fried Kool Aid Balls. Wouldn't even want to juggle them!

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My favorite Kool Aid



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Join me and my good friend & marketing expert Marilyn McCray on the radio this Sat. 10-11 AM via

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Hot dog! He calls it sexting sickness. Will a compulsory vaccine for congressmen come next?

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My favorite comedy sketch

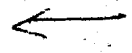


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Soy and other topics on this Naughty Nutritionist podcast w/ Jo Davidson. Tune in!

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My favorite book



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Need to know: To Eat Just Hundred Grains

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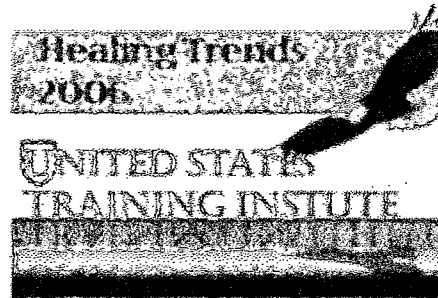
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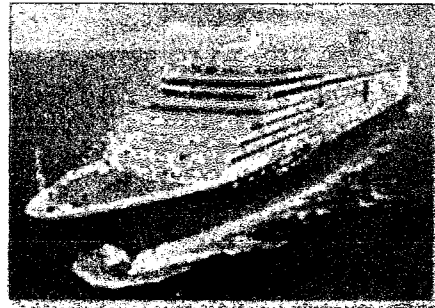
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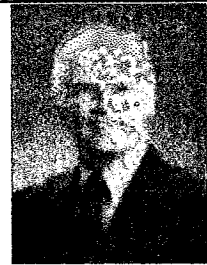
**Harry Preuss, MD, MACN, CNS**  
Professor of Physiology, Medicine and



Pathology, Georgetown University  
 President, Certification Board for  
 Nutrition Specialist (CNS)  
 Past President and ninth Master of the  
 American College of Nutrition  
 Author of 8 books and more than 600  
 medical/nutrition publications

**Ellen Kamhi, PhD, RN**

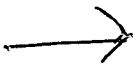
Dr. Kamhi brings the message of alternative, holistic medicine to millions of Americans through radio and television programs broadcast throughout the United States. Dr. Kamhi has been involved in the field of natural medicine for over 30 years. She attended Rutgers and Cornell Universities, sat on the Panel of Traditional Medicine at Columbia Presbyterian Medical School, and is an appointed Clinical Instructor at Stony Brook Medical School College of Family Medicine.



**Chris Condon - Director of United States Training Institute and Program Director of the cruise conference.**

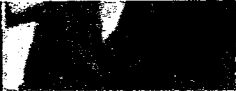




**Kaayla Daniel, Ph.D. - in Nutritional Sciences and Anti-Aging Therapies. Author, The Whole Soy Story Certified Clinical Nutritionist (CCN), Board Certified**



**Carol Simontacchi, MS, CCN - Author of seven books  
 Member of the International and American Associations of Clinical Nutritionists President, Society of**



	<p><b>Certified Nutritionists</b> Frequent television and radio guest (The Maury Povich Show, Here's to Your Health, the 700 Club, The Home Page (NBC), The Jim Bohannon Show, and many others</p>
	<p><b>Barbara Stitt, Ph.D.</b> - Co-founder of Natural Ovens Bakery, Author, Food and Behavior- A Natural Connection, Nutritional Guidelines for Correcting Behavior Pioneer of healthy eating programs in Wisconsin schools.</p>
	<p><b>Paul Stitt, MS, CNC</b> - Co-founder of Natural Ovens Bakery Former food industry biochemist Author, Cholesterol is not the Cause of Heart Disease, Beating the Food Giants</p>

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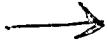
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**For doctors, nurses, health coaches, counselors, educators, massage therapists, personal trainers, coaches, nutritionists, and anyone interested in health and wellness.**

**Program Purpose / Objectives**

## Presentations



**Examining Obesity in America**  
**Metabolic Syndrome/Aging**  
**Naughty Nutrition- Food for Sex**  
**Vitamin D - The Cancer Cure?**  
**Dampening the Fires of Inflammation**  
**Balancing Female Hormones**  
**Changing the way we feed our kids in school**  
**The Truth about Soy products**  
**Drugs vs. Supplements**  
**Energy Medicine**  
**Natural/alternative treatments for America's biggest killers**  
**Integrating holistic treatments into conventional practice**  
**Nutrition and The Mind (ADD/ADHD, Autism, crime, IQ, performance)**  
**Reversing Immune System Disorders**  
**Avoiding and Eliminating Toxic Sludge**  
**unCommon Sense® Nutrition**  
**Real/raw/organic vs. processed foods**

### Workshops

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**Certified Health Coach**  
**Certified Personal Trainer**  
**WINGS - Weight Success for a Lifetime**  
**Drugs/Herbs/Supplements - Interactions**

### Questions

**How can you find "truth" concerning nutrition, diets, aging, healing, healthcare, etc?**  
**Why is America the sickest nation in the world? (Heart disease, Stroke, Cancer, Obesity, Diabetes, autoimmune system disorders)**  
**Where is health, wellness and healthcare headed in the next decade?**

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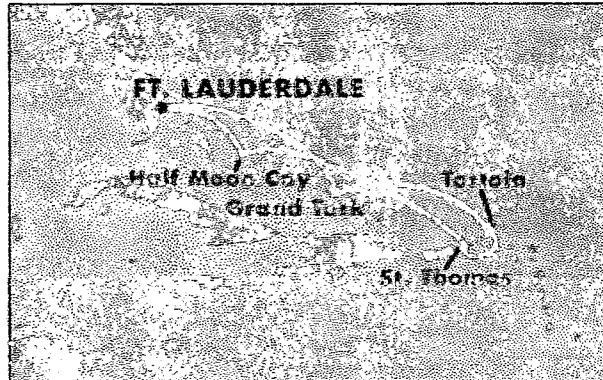


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Sun Oct 22	At Sea	-	-
Mon Oct 23	Grand Turk, Turks & Caicos	7:00am	4:00pm
Tue Oct 24	Tortola, B.V.I.	2:00pm	11:00pm
Wed Oct 25	St. Thomas, U.S.V.I.	7:00am	6:00pm
Thu Oct 26	At Sea	-	-
Fri Oct 27	Half Moon Cay, Bahamas (conditions permit)	7:00am	5:00pm
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# WHOLE SOY UPDATES

Newsletter #6 – October 15, 2005

## No FDA Soy Cancer Health Claim Soon!

The Solae Company has withdrawn its petition to the FDA asking for approval of a soy protein and cancer health claim. This represents a major setback for the soy industry, which had been counting on a new health claim to spur sales and to counteract the growing numbers of adverse news reports about the dangers of soy.

According to Solae officials, the withdrawing of their petition had "nothing to do" with the science but was a strategy designed to allow the company to "re-structure" their petition.

However the FDA had advised Solae on at least one occasion that it had not convincingly established the claim that soy can prevent cancer and that it had failed to counter massive evidence that soy can cause, contribute to or accelerate cancer growth.

As many of you know, I joined the Weston A. Price Foundation, a non-profit nutrition education foundation based in Washington, DC, to present much of the scientific evidence against soy that led to the FDA's concerns and to Solae's withdrawal.

Between June 2004 and April 2005, we submitted three detailed and heavily referenced protest documents that refuted Solae's claims that soy prevents cancer. And more than 500 of you wrote letters pleading with the FDA to reject Solae's petition as well. This summer we drew the FDA's attention to a July 2005 health advisory issued by the Israeli Health Ministry, which warned that soy infant formula should not be given to infants, that children should be fed soy foods no more than once per day to a maximum of three times per week and that adults should exercise caution because of increased risk of breast cancer, adverse effects on fertility and other evidence of endocrine disruption.

In its petition to the FDA, Solae contended that a qualified health claim was warranted because of "substantial scientific agreement" among experts that soy protein reduces the risk of breast, prostate and colon cancers. No such consensus exists. Scientists at the FDA's own Center for Toxicological Research have warned of soy protein's carcinogenic potential and of the health dangers of excess soy-food consumption. We showed the FDA that Solae was highly selective in its choice of evidence and biased in its interpretations. We reported on the fact that they had omitted many studies proving soy to be ineffective in preventing cancer, emphasized favorable outcomes in studies with mixed results and excused the results of the few unfavorable studies that they included to give the illusion of balance. Most importantly, we drew the FDA's attention to the fact that Solae excluded many studies showing that soy protein can cause and accelerate the growth of cancer, particularly breast cancer.

The FDA made a big mistake in 1999 when it sided with the soy industry and allowed a soy-and-heart-disease health claim. Today the FDA is under intense scrutiny because of the Vioxx debacle

and could not afford to approve an unfounded soy-prevents-cancer health claim. Solae withdrew its petition because it knew that its science was unconvincing and that the FDA had no choice but to turn them down. The bottom line is that soy does not prevent cancer.

### **MORE BAD NEWS FOR THE SOY INDUSTRY**

Last month the U.S. Agency for Healthcare Research and Quality reported that most of the research carried out on soy to date is "inconclusive." The scientific literature review, carried out by a team of researchers at Tufts University in Boston, concluded that soy products appear to exert "a small benefit on LDL, cholesterol and triglycerides, but the effects may be of small clinical effect in individuals." But the researchers couldn't even determine from the studies how much soy protein might be needed for lipid reduction! The studies alleging that soy might reduce menopausal symptoms were judged to be either of "poor quality" or "their duration was too short to lead to definite conclusions." The team failed to find clear evidence that soy causes thyroid damage, but that's not surprising given their decision to exclude foreign studies from consideration. The key studies showing thyroid damage from soy have been carried out at leading thyroid clinics in Japan.

### **AND MORE BAD NEWS FOR THE SOY INDUSTRY**

Just in time for Breast Cancer Awareness Month (October), the *Journal of the American Dietetic Association* reported that the studies on soy and cancer are inconsistent and that high soy consumption might increase breast cancer risk. The authors indicated that this lack of "clear, consistent message" confuses many women and that "health professionals should take an active role and communicating and clarifying such information."

### **"THE NEXT BIG THING"**

According to the recent market study "Soyfoods: The U.S. Market 2005," soy food sales hit \$4 billion in 2004 but climbed only 2.1% that year, the slowest growth for the industry since the early 1980s. The industry blames consumer "boredom" with the soy products currently in the marketplace and consumer concerns about news reports and articles that have "questioned the health benefits of consuming soy-based food products."

Just two years ago the market was experiencing double digit growth because of the skyrocketing sales of soymilk, "energy bars," meal replacements (such as shakes) and meat substitutes. However in 2004, only soymilk showed increased sales. "Shoppers are definitely looking for the next big thing in soy foods," says industry spokesman Peter Golbitz of Soyatech. "Some company, somewhere needs to make a bold move similar to the one that White Wave made in 1996 when it moved its Silk brand soymilk into the dairy case next to cow's milk."

As for those adverse news reports, *The Whole Soy Story: The Dark Side of America's Favorite Health Food* came out in March. I've appeared on more than 100 radio shows and been quoted in numerous mainstream and alternative newspapers and magazines including the *Washington Post*, *London Observer* and *Alternative Medicine*. Titles like the "joy of soy" have become "the killjoy of soy." The National Soybean Association has responded to the book with stony silence but has sent Drs. Mark Messina, Mindy Kurzer and other soy industry spokespersons out on the road to hold press conferences about the "positive benefits of soy."

## WORST NEW PRODUCT

It's called CocoVia™ and bills itself as a "revolutionary new line of heart-healthy snacks that combines real chocolate pleasure with ingredients formulated to promote a healthy heart." It's the latest Mars bar, but won't be sold with ordinary candy bars but in the "healthy foods" sections of grocery stores, drug stores and mass merchandisers such as Wal-Mart and Target.

Each CocoVia snack bar will contain a 1.5 grams of plant sterols, a type of plant estrogens found in soy oil. Sterols are widely promoted for their supposed cholesterol lowering effects and are used in a wide variety of "functional" foods such as "healthy" margarines, spreads and even some orange juices. Like isoflavones, the phytoestrogens found in soy protein, sterols can cause endocrine disruption throughout the body. The Australia/New Zealand Food Authority – though not our own FDA – requires that sterol-containing "functional foods" carry warning labels advising pregnant and lactating women, infants and children not to eat them. In fact, they aren't good for any of us.

## HELP WANTED

Need a job? Apply to the FDA.

According to the satirists at NewsTarget, several positions are available.

- Propaganda Officer: Help the FDA create and spread information that discredits products, companies and ideas that threaten FDA control. No scientific background necessary.
- Science Censor: Bury scientific findings that harm the prestige and credibility of the FDA.
- Chief Oppression Officer: Conduct armed raids on places where dangerous criminals are teaching patients about nutrition.
- Kickback Coordinator: Keep tabs on FDA managers' investments in pharmaceutical companies. Criminal background preferred. Mob ties are a plus.
- Morale Officer: Keep FDA employees in line to boost morale and work efficiently.
- Public Safety Program Director: Not really a full-time job. In fact, you don't even need to show up.

Darn! The Naughty Nourishment™ here thought she could serve in the kick back position but it's not my kind of kicking back! ←

## ALLERGY ALERT

Most brands of cod liver oil contain a soy-based vitamin E as a preservative. That's not a problem for most people but could be life threatening for some highly allergic individuals. (One molecule of soy protein in the soy oil could cause hyper sensitive people to go into anaphylactic shock.) What's the best solution? I recommend Dr. Ron's Cod Liver Oil, which uses rosemary as a preservative. I'll be offering it on my new website [www.soyfreesolutions.com](http://www.soyfreesolutions.com), which is coming soon. In the meantime, you can get it directly from Dr. Ron Schmid at [www.drrons.com](http://www.drrons.com). When you order, please be sure to mention my name.

## LETTERS

Dear Dr. Kaayla, In 1999 I was diagnosed with hypothyroidism and put on medication but my thyroid remains low and I feel sluggish even to this day. After an article alerted me to the problems with soy protein, I found your website and began to realize that I'm a victim of damage to the thyroid. I care about my health, have mostly been a vegetarian and been eating soy every day for more than 8 years. I stopped eating soy right away but am desperate to know if there is anything else I can do. I would greatly appreciate your advice. Help! — Janice

Dear Janice: I'm a clinical nutritionist and not an MD so I can't give you medical advice. However, if I were in your situation I would adopt an omnivorous diet such as is recommended in the book *Eat Fat/Lose Fat* by Mary Eng and Sally Fallon. Despite its title, it's not just for people who need to lose weight and contains the information we all need to attain optimum health and high energy. Coconut oil and coconut milk, discussed extensively in the book, nourish the thyroid. If I were suffering from thyroid problems, I would not only avoid soy but avoid other estrogenic foods such as flax oil and flax seeds, clover and alfalfa sprouts, products containing sterols and all supplements containing isoflavones. Many health conscious people take flax oil for omega 3s but a far better choice is cod liver oil, which includes readymade EPA and DHA fatty acids as well as much needed Vitamin A and D.

Hi, I have come across an article about the down side of soy. I have an almost 9 year old daughter who has been on soy formula and soy products since birth. She is lactose intolerant and dislikes meat. Over the past year or so, she has started going through puberty and complains about weight gain, despite getting lots of exercise playing soccer. She also complains about being tired and has angry outbursts for no obvious reason. Do you believe these symptoms are related to soy? If so, what can be done? Can you help us get her tested? — Diane

Dear Diane, There is a massive evidence linking the plant estrogens in soy formula and soy foods to premature puberty, thyroid disorders, moodiness, anger and other physical and psychological problems. I discuss these in depth in my book *The Whole Soy Story*. Here's what you can do now:

- 1) Find an MD who specializes in thyroid health and who looks beyond standard blood tests and considers "optimal" versus "normal" thyroid values. Have this doctor evaluate your daughter's thyroid health. Doctors knowledgeable about the dangers of soy almost certainly will advise avoiding all soy as well as other estrogenic foods (see question above).
- 2) Have your doctor or other health practitioner run a hair mineral analysis test to check for likely zinc deficiency and toxic levels of copper. Zinc deficiency is the likeliest reason your daughter dislikes meat. Not eating meat contributes to zinc deficiency and continues the vicious cycle. People who have eaten a lot of soy often show toxic levels of copper plus an imbalanced copper and zinc ratio. This needs to be checked as it is one possible explanation for mood swings and angry outbursts.
- 3) Because your daughter was on soy formula during the first six months of her life, have her tested for manganese toxicity. Toxic levels of manganese harm the brain and contribute to ADD/

ADHD as well as a variety of behavioral problems, including anger and violence. Although it may be impossible to reverse the long-term effects caused by the plant estrogens in soy formula, zinc can be supplemented and toxic levels of copper and manganese can be removed, greatly improving many behavioral symptoms. If you do not have a trusted holistic MD, naturopathic doctor or clinical nutritionist where you live, I can work by phone and order appropriate lab tests. For more information about my fees and services, go to the "About Dr. Kaayla Daniel" section of my website [www.wholesoystory.com](http://www.wholesoystory.com).

Dear Kaayla, Just curious. Why you been calling yourself *The Naughty Nutritionist*? You used to be *The Whole Nutritionist*, which sounds a whole lot more respectable, excuse the pun. Now you seem to have other things on your mind. What gives? — Randy

Dear Randy, I'm *The Naughty Nutritionist*™ because it's fun to be humorous and outrageous. *The Whole Soy Story* is 457 pages, took four years to write, longer to research and, frankly, all the hate mail and other negativity from vegans and the soy industry really wears me down. Laughter is good medicine; it not only heals, but can help bring important messages to the public. I got the idea to become *The Naughty Nutritionist*™ from media trainer Joel Roberts. I attended one of his workshops last March, and when I said something mischievous, he came back with "My, you are a *Naughty Nutritionist*!" I knew in every molecule of my body that he was right!

### BOOK RECOMMENDATION

*The Fluoride Deception* by Chris Bryson  
(Seven Stories Press, 2004)

Chris Bryson refutes the mass of commercially motivated lies and propaganda about fluoride, giving us the facts and motivation we need to make the effort to keep this poisonous substance out of our lives. The challenge is that fluoride is nearly everywhere — not only in most toothpastes and tap water but in processed, packaged, prepared and fast foods. Most of these are either manufactured using fluoridated tap water or include it as an ingredient. Surprisingly, this is also true of some "health foods," with high levels of fluoride found in soy protein isolate, a key ingredient in energy bars, shake powders, veggie burgers and infant formula.

Babies on soy formula are at special risk not only for developing dental fluorosis but the mental fluorosis of ADD/ADHD. Although the fluoride levels of both soy and dairy formulas exceed that of breast milk, only soy formulas exceed safe levels when reconstituted with non-fluoridated distilled water. The levels increase considerably when parents reconstitute soy formula with fluoridated tap water. Worse, these soy bottle-fed infants are simultaneously exposed to high levels of neurotoxic aluminum, cadmium, manganese and plant estrogens. It's bad enough to expose adults to fluoride with its well-established links to cancer, thyroid and other endocrine system disorders but unconscionable to expose infants and children whose brain, reproductive and other systems are developing.

I urge readers to buy extra copies of this book, give them to public health officials, urge them to stop promoting fluoride as beneficial to our health, warn the public about its toxicity and to press for the legislation needed to remove this waste product from our water supply.



Would you like your Car-Ma to Run Over their Dogma? If so, then you'll want an anti-soy bumper sticker. <sup>TM</sup> here would like you to help us decide which ones to print. Let me know your favorites!

- Soy, Aspartame, Vioxx - FDA Approved!
- Oy, Soy, Veh!
- Soy - Not Worth Beans!
- No Soy is Good Soy!
- Soy Infant Formula - Formula for Disaster
- Real Men Don't Eat Tofu!

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# WHOLE SOY UPDATES

July 2006 # 9

## GOVERNMENT CLOSES TOP SCIENTIST'S LAB

For more than 25 years Retha Newbold, has investigated endocrine disruption caused by soy genistein, DES and environmental estrogens and courageously reported on those findings at symposia and in peer-reviewed journal articles. Now her work has stopped because the U.S. government closed her laboratory at the National Institute of Environmental Health Science's Laboratory of Molecular Toxicology and dispersed her staff. Newbold was given no reason for the closing other than that the "scientific director has decided not to support my research."

The lab closing followed the January publication of a paper in *Biology of Reproduction*, in which Newbold and colleagues showed that soy given to newborn mice disrupted egg cell development, thus pointing to soy infant formula as a likely contributor to America's epidemic of infertility. In earlier work, Newbold showed that soy genistein could be more carcinogenic than the pharmaceutical DES if exposure occurs during critical periods of differentiation – as is the case with fetuses and babies. DES (diethylstilbestrol) was widely given to women from the 1940s to 1960s to prevent miscarriage until doctors belatedly linked it to reproductive defects in daughters and sons.

Most recently, Newbold has been investigating the developmental origins of adult obesity. Using DES as a model xenoestrogen, she discovered that adult weight homeostasis is extremely vulnerable to low-level fetal exposures. Indeed, exposure to DES even at very low parts-per-billion during pregnancy can cause obesity in adulthood even when energy expenditures and food intakes match normal-weight controls.

In a letter of protest to David Schwartz, Director of the NIEHS, John Peterson Myers, PhD CEO/Chief Scientist of Environmental Health Sciences in Charlottesville, VA, Chairman of the Board of the National Environmental Trust, and a coauthor of the seminal book *Our Stolen Future*, wrote, "Given how important obesity and metabolic syndrome are for public health, it makes no sense to close a laboratory that is actively exploring one of the least studied and most promising avenues for public health intervention. . . . Dr. Newbold's work represented the best of NIEHS science."

Meanwhile the National Institute of Environmental Health Science's Center for the Evaluation of Risks to Human Reproduction (CERHR) convened an independent panel to review the safety of soy genistein and soy infant formula. On March 17 the panel announced its decision that soy infant formula should be considered "safe" until proven otherwise and that there is "negligible concern" for reproductive and developmental effects. This sop to the industry flies in the face of warnings issued by

the Israeli and French governments as well as recent studies published by Retha Newbold and others.

Dr. Mary Enig and I testified during CERHR's "public comment period. Representatives from ADM, Solae, DuPont, Ross and other companies were there in force as well as soy industry paid scientists, lobbyists and spokespersons Kenneth D. R. Setchell, Mark Messina and Nancy Chapman. Throughout the public proceedings, Dr. Setchell sat in the rear, rudely making the comment "rubbish" when panel members showed their ignorance of doses, potencies and pathways, which was often.

In the end, the panel ruled in the industry's favor, most likely because they were felt overwhelmed by the sheer mass of studies. Anchorage, said there should be a higher level of concern for infant and/or by industry pressure. Only one member disagreed, Dr. Ruth Etzel, a pediatrician at the Alaska Native Medical Center in exposure to genistein as it could adversely affect brain and reproductive system development. As for the other panel members, whatever happened to the precautionary principle of "better safe than sorry?"

### **FOWL PLAY -- CHOLESTEROL-LOWERING EGGS**

Chicken feed generally contains about 25 percent soy protein so many readers have asked if soy isoflavones would be found in the eggs. The bad news is that they are. University of Maryland and Ohio State University researchers tested 12 brands of regular and specialty eggs that bill themselves as being "natural," "organic," or "vitamin E enriched" and found about 5.5 mg/g total isoflavones, of which 53% was genistein derivatives, 40% daidzein derivatives and 7% glycitein derivatives were transferred into the egg yolks. They found no significant difference in the isoflavone content of regular versus the specialty eggs. The scientists concluded with "good news" -- that companies could sell "commercially available isoflavone-enriched eggs . . . by manipulating the diet of hens" and that "cholesterol-reducing property of isoflavones could make eggs more appealing to consumers."

Those of us who find this unappealing should assume that both commercial and "organic" eggs come from chickens fed soy feed and take our business to those few poultry farmers whose free-range chickens stay soy free.

### **LETTER -- NO SOY CHICKENS**

"I have successfully been raising chickens for eggs and for meat on "no soy" diets for several years. I have personally observed 25 test chickens given "scratch" (cracked corn -- wheat --oats-barley) and 75 controls fed all veg 23% soy protein broiler feed. All came from the same hatch at the same hatcher and came to the farm at one day old. The differences in health and hardiness are easily seen. The rate of gain is much reduced without the soybean meal. Ever wonder about the obesity epidemic? But the most shocking aspect of the no soy chickens is the intellect. The "no soy" birds are at the front of the pen, ready to move forward, anticipating the move and much

more aggressive foragers. The soy-fed birds await for the feeder to be filled and are lazy and sluggish about moving.

"When you butcher the soy-fed birds, they have a larger and lighter colored livers and a larger hearts. The no-soy birds are much brighter in comb and leg color and seem to be much more aware of their keepers. Predators seem to prefer to attack the no-soy birds, Maybe they have a better taste."

-- Cindy Dutcher, Michigan.

## **LAUGHTER -- YOUR BEST MEDICINE AND IT'S ALWAYS SOY FREE!**

The Naughty Nutritionist™ can't resist sharing this spoof that has been circulating on the internet -- author unknown: ←

In Pharmacology, all drugs have two names, a trade name and generic name. For example, the trade name of Tylenol also has a generic name of Acetaminophen. Aleve is also called Naproxen. Amoxil is also call Amoxicillin and Advil is also called Ibuprofen.

The FDA has been looking for a generic name for Viagra. After careful consideration by a team of government experts, it recently announced that it has settled on the generic name of Mycoxafloppin. Also considered were Mycoxafailin, Mydixadrupin, Mydixarizin, Dixafix, and of course, Ibepokin.

Pfizer Corp. announced today that Viagra will soon be available in liquid form, and will be marketed by Pepsi Cola as a power beverage suitable for use as a mixer. It will now be possible for a man to literally pour himself a stiff one. gives new meaning to the names of "cocktails", "highballs". Obviously we can no longer call this a soft drink, and it and just a good old-fashioned "stiff drink". Pepsi will market the new concoction by the name of MOUNT & DO.

Thought for the day: There is more money being spent on breast implants and Viagra today than on Alzheimer's research. This means that by 2040, there should be a large elderly population with perky boobs and huge erections and absolutely no recollection of what to do with them.

## **SOY "TELL ALLS"**

The soy controversy is going mainstream. The headline to a May 27 article in the *Los Angeles Times* read "Is Soy a Fab Bean or Health Danger? The benefits of soy, once lauded are now coming under attack." The article noted that soy now even has its own "tell all" book -- *The Whole Soy Story*. *Newsweek* (May 8) warned that children given rice milks and soy milks are showing signs of malnutrition associated with children in third world countries. And *The Daily Mail* in the United Kingdom ran with the title "Is soya a has-bean?"

Unfortunately, the *Wall Street Journal* continues to steer clear of the soy controversy. It has even ignored major business news such as plummeting sales in Israel due to the

Israeli Health Ministry's warning that babies should not receive soy formula, that children under 18 should eat soy no more than once per day to a maximum of three times per week and that adults should exercise caution because of adverse effects on fertility and increased breast cancer risk. Likewise, not a word in the WSJ about French regulations that will require manufacturers to remove soy isoflavones from infant formula and to put warning labels on soy milk and soy foods advising consumers of risks to children under 3, children with thyroid disease and women who have been diagnosed with or have a family history of breast cancer. The WSJ's health columnist Tara Parker-Pope, however, did write in a column that soy eaten during adolescence might prevent breast cancer. Although a study by Anna Wu did link soy to reduced risk of breast cancer in Chinese, Japanese and Filipino-Americans, it failed to properly evaluate other lifestyle and dietary factors.

### **NOT SO BRIGHT FUTURE**

Ma Me® a "convenient snack pack of healthy pods" debuted this Spring and is billed as ideal for packing in lunch boxes, purses, briefcases and gym bags. The product from Bright Future Foods comes cleverly packaged in a bag within a bag so that consumers can easily discard the edamame pods without littering.

Edamame is the green vegetable soybean, lower in toxins and plant estrogens than the dry, tan old beans. It's not likely to cause health problems for people who eat small servings occasionally. So this isn't a "worst product." But some people are snacking on edamame like popcorn and the toxins and estrogens do add up. This would put future "ma mes" at risk for reproductive problems, including infertility and pregnant women at risk for birth defects. The Israeli and French governments have both warned that children's growing brains and reproductive systems could be adversely affected by soy foods. Given soy's track record in terms of infertility and birth defects, it is ironical that Bright Future Foods plans to donate 10 percent of its annual after-tax profits to the Future Adoption Foundation, which provides financial grants to parents who need help paying the high costs incurred during the adoption process.

### **LETTER**

Dear Dr. Daniel: In spite of your stated privacy policy, I urge you to share my soy story with ANYONE you meet. I want to warn everyone that Rice Dream has added a variety "Heartwise" that contains "CoroWise," which they identify on their box and website only as including "phytosterol ester - a plant based extract." In adding this ingredient, they removed "soy free" from their package, which is what made me nervous. They did not, however, list any soy ingredients or soy warnings.

I contacted the company and was told CoroWise was made from "highly refined soy or peanut oils" and that it was "highly unlikely" that any proteins would show up in the product so they didn't have to list soy as an ingredient on the package. So much for the FDA regulations for new product labeling that any 7 year old can read."

People using Rice Dream instead of soy milk and dairy milk (I have multiple allergies) should be warned not to buy the new product. Cargill, manufacturer of CoroWise, also sells it to Minute Maid OJ (Heartwise) and Nature Valley (Healthy Heart) among others.

-- Patricia

Dear Patricia, Thanks so much for investigating and sharing. We all have to be constantly vigilant and I depend on readers like you to keep me updated. I'd like to recommend that you switch from rice milk (which has very little nutritional value) to a homemade "coconut tonic" made with coconut milk, dolomite powder, stevia, vanilla and water. It's delicious and nutritious. Coconut nourishes the thyroid and supports the immune system – weak points for both clients with allergies and ex-soy eaters. For the recipe, visit the Frequently Asked Questions (FAQs) section of my new website [www.soyfreesolutions.com](http://www.soyfreesolutions.com).

## **SOY FREE SOLUTIONS**

[www.SoyFreeSolutions.com](http://www.SoyFreeSolutions.com) is finally up and running. It features soyfree Vitamin E, CoQ10, multivitamins and energy bars, and other needed supplements. I even offer a top cod liver oil that uses rosemary and not Vitamin E as the preservative. The FAQs section answers questions about how to live soyfree in a soy-filled world, how to heal allergies, and other topics. Visit often and tell all your friends with soy allergies and sensitivities. Thanks.

That finally put to bed, it's time for this *Naughty Nutritionist*™ to get her Naughty Nutrition website up and running. Like good coffee, I expect this project will be hot, rich and keep me up all night!

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# WHOLE SOY UPDATES

#10 -- January 1, 2007

## THE DEVIL'S CURD

Right wing evangelist Jim Rutz has soy in his sights. In his December 12 column for World Net Daily, the MegaShift Ministries' leader accused soy of being a devil's food that is feminizing men, shrinking their willies and even causing homosexuality.

That last has set off a feeding frenzy on the internet, with much of the gay community calling for Rutz's head. Or laughing at his name!

Truth is, we know that soy alters "rutting behavior" – often causing lowered testosterone and loss of libido – but there's no good evidence that it causes homosexuality. After all, homosexuality has been around since the dawn of time – thousands of years before anyone starting eating soybeans. Soy could possibly change sexual preference if eaten prenatally during formation of the sexually dimorphic brain. But that's no excuse for treating gay men and women as defective or deviant.

That said, Rutz rightly rails against soy formula's harmful effects on a baby's developing brain, reproductive system and thyroid. In no uncertain terms, he has warned pregnant women to stay off the soy and adults of all ages to be cautious. Columns on December 19 and 26 even included footnotes, referring readers to more sober discussions, including *The Whole Soy Story* and our petitions to the FDA. A fourth column is expected tomorrow. Let's hope that these articles push this controversy into the mainstream media.

## FEEDING THE FAITHFUL

Cargill, meanwhile, perceives soy as manna from heaven and plans to sell it to a huge new market – the world's 1.5 billion Muslims. Cargill's new ingredient is a restructured vegetable fat that will replace the pork fat used in many meat products. This will make it possible for Muslims to enjoy chicken and turkey sausages without violating Halal dietary laws. (The tastiest recipes use forbidden lard or pork fat.) Cargill's holier alternative is called AdroGel GR. It's white, has a consistency similar to back pork fat and said to "improve organoleptic characteristics such as texture and succulence. Best of all, this organoleptic delight can also be promoted to Jews adhering to kosher laws and ultimately to all of us as a "healthy" vegetable alternative to pork. After all, it's blessed with a lower fat content and no cholesterol. The oil used? Soy oil.

## **WISHFUL THINKING – SOY TO THE WORLD**

The World Initiative for Soy in Human Health (WISHH) bills itself as a benevolent institution

with a two-fold mission: "improving diets and encouraging the growth of food industries" in developing countries. Based in the headquarters of the American Soybean Association in St. Louis, this arm of the U.S. soy industry has been actively reaching for new markets in 23 countries in Africa, Asia and Latin America.

WISHH is particularly proud of its "missionary" work in Kenya, where it has been training bakers and meat processors to use soy flour to "extend" bread and meat products and encouraging entrepreneurs to develop "health food" products. According to Mary Kanyingi, WISHH Project Officer in Kenya, "This is an exciting time in marketing development for soy. The future of soy in Kenya is promising because more people understand the benefit of soy and its application to various foods." Although the 15 to 20 ton shipping containers of defatted soy flour come from far-away Minnesota, soy flour is promoted as a "sustainable solution" for the protein demands of the people.

WISHH's good wish for Kenya is not accidental. Kenya has a population of 30 million potential customers and is a strategic hub for trade throughout East Africa. On World AIDS day (December 1), WISHH announced yet another mission. Completion of a double-blind study at the University of Stellenbosch in South Africa to show that "a balanced diet containing appropriate protein" can help reduce the risk of poor outcomes and progression of disease in AIDS patients. The theory is that soy is such a good source antioxidants and high-quality protein that it will help ward off immune deficiencies and prevent the opportunistic infections that usually cause the death of AIDS patients. Researchers plan to give a soy protein powder fortified with micronutrients to one group and a protein-poor beverage containing only the micronutrients to the control group.

The research will be completed by Fall 2007 and rushed to publication in a peer-reviewed journal. If that sounds speedy, remember that the conclusions are set and only the busy work remains. Andres Shea of the Solae Company, the largest industry representative within WISHH, told NUTRA USA reporter Jess Halliday that the study's primary purpose is "not market research" but "anytime you develop something like this there is a possibility of it being well-received. There could be a significant humanitarian opportunity for bringing a product to market in Africa." The devil's work indeed.

## **NEW BEST FRIEND**

The American Heart Association announced last year that soy does NOT prevent heart disease, but that hasn't stopped the soy industry from claiming it does. Now that both soy protein and soy phytoestrogens have been discredited, the industry has found a new best friend -- an "iron-controlling molecule." That molecule is none other than



phytate, an antinutrient present in all soybeans that blocks mineral absorption, including iron. Phytates in beans and grains are a leading cause of anemia, rickets, immune breakdown and other health problems in Third World countries.

When it comes to heart disease though, the soy industry may not be entirely off base. Iron accumulation IS a well-known risk factor. What the industry has neglected to mention is that the iron that increases heart attack risk is not the "heme" type iron found in meat and other animal products but the "non-heme" type used to fortify cereals, soy milk and cheap vitamin supplements. In other words, soy might prevent the iron build up that processed, fortified soy products and other cheap, mass-produced food products help create.

## **DANCING AND PRANCING**

Ever wonder how Santa's reindeer can find houses all over the world without getting lost? The Naughty Nutritionist™ did too! First of all, Rudolf is a MALE name but the pictures show FEMALE reindeer! (Hence they can ask for directions.) Furthermore, reindeer build smart brains early in life by suckling very high-fat breastmilk. Reindeer milk contains 22 percent fat – that's 6 times more than cow's milk! Donkey milk contains only 1 percent fat. ←

## **BUYING ORGANIC**

Soy eaters often boast that they only buy organic soy foods sold by little companies run by benevolent old hippies. In the past that may have been true but today it's another soy story. White Wave, Hain, Morningstar Farms and many others have all sold out to big business. And often to the very factory-farm meat and dairy industries that vegetarians seek to avoid! Ben & Jerry's, Celestial Seasons, Cascadian Farms and other organic companies have also been bought up by the big boys. Organic standards have already been dropping so it's caveat emptor. Go to [www.cornucopia.org/graphics/](http://www.cornucopia.org/graphics/) for a November 6 posting that provides a revealing look at who owns what.

The solution? Think global, buy local. Know where your food comes from. Support your local farmers.

## **SOY ALERT – THAI KITCHEN'S COCONUT MILK**

Coconut oil is a true "miracle" food that has helped many of my clients lose weight and restore their soy-damaged thyroids and immune systems. It's also the answer for many people who can't tolerate any dairy products. (For the easy recipe for a "coconut tonic"

that is as good as cow's milk, visit my website [www.soyfreesolutions.com](http://www.soyfreesolutions.com) and go to the FAQs section.)

For people without access to natural food stores, the best brand at the supermarkets has been Thai Kitchen. Now we have to check the label every time. Some cans contain only coconut milk and guar gum. But others contain coconut milk, xanthan gum and soy lecithin. Whereas the first product has a nice layer of thick, white coconut cream on the top, the new one oozes a gray slurry. Gruesome.

I contacted Thai Kitchen to learn why. To my surprise, they apologized profusely. Seems they've had problems getting enough coconut milk from Thailand and settled for the soy-lecithin polluted version from Indonesia. The company hopes to return to exclusive use of the Thai coconut milk soon. In the meantime, more and more acceptable brands are coming on the market. Whole Foods now sells a house brand for a mere \$1.29 a can and Wild Oats has one at \$.99. Be sure to always buy the whole coconut milk and not the "lite." Thanks to John Coscarelli for this soy alert.

## LETTERS

Dear Dr. Daniel,

I'm an ex vegetarian who once drank soymilk at least 3 times a day, energy bars, Boca burgers, edamame, you name it if it was soy, I ate it. Thanks to you I've been off the soy now for six months but am still not feeling great. I take Armour thyroid. Maybe not enough but my doctor is conservative and I'm following doctor's orders. I take so much care with my diet – organic poultry, wild salmon, organic vegetables. I've even cut out all bread, cookies and crackers. My daily supplements are 3 tbsp of flaxseed in my coconut milk shake and the multivitamin and Vitamin E you recommend on your website [www.soyfreesolutions.com](http://www.soyfreesolutions.com)

I know you recommend cod liver oil but my naturopath suggested replacing it with the flaxseeds, saying that they would give me the omega 3s and prevent cancer. Cancer runs thick on both sides of my family. What more can I possibly do? -- Sheila

Dear Sheila, Fire your naturopath! Or at least educate him or her. The likeliest problem here is the flax. Flaxseeds are high in lignans, which are highly estrogenic. Most likely, they are keeping your thyroid down. Remove them completely from your diet. Get on a good soyfree cod liver oil – There's one on [www.soyfreesolutions.com](http://www.soyfreesolutions.com) that uses rosemary as a preservative and not soy-based Vitamin E. It might seem more expensive than the health food-store brands but you need a lot less of it so it's actually more economical. My favorite flavor is cinnamon and even people who usually gag on cod liver oils find it palatable. This brand also has the high levels of Vitamin A and D that you will need to help in a full recovery.

Dear Dr. Daniel,

My 19-year old nephew has breasts. The doctor calls it gynecomastia. The doctor recommends surgery. The family is vegan. Did soy do this to him? Is there anything else that might help?--Julie

Dear Julie, First question. Is your nephew a body builder who uses steroids? This side effect is so common that trainers have a name for it -- "bitch tits." If he's using steroids, he should stop right now. Second question, was your nephew on soy formula? Many soy formula-fed boys develop breasts during puberty. I'm not an MD so cannot advise you on the surgery, but if he were my son, I'd first cut soy out of his diet completely as well as other estrogenic foods such as flax oil, alfalfa and clover sprouts and sterol-containing products such as cholesterol-lowering margarines. The best possible diet would be an omnivorous, whole foods diet such as is recommended in the book *Nourishing Traditions* by Sally Fallon. However, he may need supplements for a time because of serious, longstanding deficiencies caused by the vegan diet. I'd recommend a panel of lab tests including fatty acids, amino acids, vitamins, minerals, etc. He may also want to order hormone testing. Men with gynecomastia are overestrogenized but may also suffer from testosterone deficiency. Bioidentical testosterone might help. If so, be sure to monitor with regular lab testing as there are some risks even with bioidentical hormones. This is all experimental, but if it were my son, I'd try diet, supplements and natural hormone replacement before surgery. That said, surgeons report that success is usually achieved, the breasts don't grow back and that emotionally and socially these boys feel a huge "weight off their chest."

Dear Dr. Daniel, I'm worried about my husband. He's 52 and his libido is non-existent -- or at least was before he started taking Viagra. I think the problem is all the soy milk he's been drinking. His doctor recommended it to prevent prostate cancer. His PSA levels are higher than normal. Am I being stupid to worry?-- Linda

Dear Linda, No! Gotta be a lotta stress on the male endowment with the little yellow bean kicking it down and the little blue pill popping it up. Indeed it might wag off altogether! Seriously, no good can come from this. As The Naughty Nutritionist™, I say "Fire your doctor!" Wives in Japan feed soy to straying husbands. Why punish yours?

## NEW YEAR'S RESOLUTION

Will 2007 be the healthiest year of your life? Are you ready to reach your perfect weight, regain your energy, reactivate your libido and solve those "incurable" health problems once and for all? Why struggle on your own when expert and enjoyable coaching is available from The Naughty Nutritionist™? Learn more about my nutritional consultation services in the "About Dr. Kaayla Daniel" section of my two websites [www.thewholesoystory.com](http://www.thewholesoystory.com) and [www.soyfreesolutions.com](http://www.soyfreesolutions.com). Or call me at 505-266-3252. I work in person or by phone, and offer family discounts.

## UPCOMING LECTURES

Meet **The Naughty Nutritionist™** in Santa Fe on January 13 or in Albuquerque on January 20 to learn the **Secrets of the Bach Code**.

These two American Guild of Organists events are open to the general public. For times and directions – email me or call me at # 505-266-3252. Read all about it below.



### SECRETS OF THE BACH CODE

Bach died writing the notes B-A-C-H in the final 18th section of his masterwork, *The Art of the Fugue*.

In this magnificent triple – and implied quadruple – fugue, he spelled his own name in music for the first and only time in his life and left puzzles that have taken music scholars nearly 100 years to solve.

Join legal eagle Ken Bolarsky, who spent countless hours in the stacks breaking the Bach code, and nutritionist Kaayla Daniel, who feeds her soul at the Royal Instrument, to discover the spine-tingling Secrets of the Bach Code.

In this edu-taining presentation, you will learn:

- How Bach played the numbers, particularly 14 and 41.
- How Bach really spelled his first name.
- What happened to *Soli Deo Gloria*.
- Is it *Contrapunctus XIV* or *XVIII*, and what's a "contrapunctus" anyway.
- What's a palindrome.
- Whether Bach slyly left his last work finished and unfinished.
- Whether all this is just a case of coincidence or of grand and intricate design.
- Why Bach's stern look doubles as a cocky Mona Lisa smile.
- That Bach never ate soy!

\* © copyright 2007 Kaayla T. Daniel, PhD, CCN

# WHOLE SOY UPDATES

# 11 -- February 20, 2007

## SOY SALES STILL RISING

Soy protein sales have stagnated in the U.S. but are perking at 7.4 percent per year globally. Peter Golbitz, president of Soyatech, the industry's leading source of information on companies, products and sales, predicts that per capita consumption of soy protein will increase 3.3 percent annually through 2010. He credits population growth and rising incomes in developing nations. Seems that the more "developed" a nation becomes, the more protein it consumes, and the more packaged and processed food products it wants.

One greatly expanding market is China. Although soy proponents tell us that the Chinese eat massive amounts of soy all day, every day, the reality is that the people (on average) eat very little. That means a huge market waiting to be tapped by American corporations selling the Chinese on their "natural heritage." The latest venture is a new Solae plant in Luohe City that will manufacture soy protein isolate ingredients for processing into "convenient food forms" that "deliver nutritional benefits." According to Tony Arnold, president and CEO of Solae, "Healthy eating and diet management will play an increasingly important role in China." Indeed Solae has stated that its products will protect the Chinese from heart disease, obesity and cancer. Hmm. Aren't we Americans told to eat soy because the Chinese don't have those problems!

## GOOD HUMOR FROM WHOLE FOODS

The Naughty Nutritionist™ here never thought she'd see a joke about soy at Whole Foods Market. But a birthday card sold at Whole Foods lists the ingredients for the perfect, fat-free birthday cake recipe: 1/4 cup tofu, 1 1/2 rice cakes and 1 chocolate cake. Inside it instructs: "Combine tofu and rice cakes. Put in garbage. Enjoy cake." ←

## NOT A JOKE FROM "MIKE THE CHEF"

*The Soy Daily* often features SOY COOKING TIPS FROM MIKE THE CHEF. Here's one: "Don't like or want eggs but don't know what to do to substitute? Try this. Now get out 1 great big tablespoon of soy flour, 1/2 cup water and a pinch of sea salt or kosher salt and some soybean oil. Put the flour and water in a pan, stir constantly, and boil until thick. Strain this into a bowl and mix in your soybean oil until mixture is thick. Add your salt, and there you have it, eggless egg."

## LATEST WAY TO ESTROGENIZE BOYS

Parents and pediatricians are reporting increased numbers of feminized boys. Although soy phytoestrogens, plastics and other environmental estrogens are the likeliest culprits, lavender and tea tree oils may also be to blame. These oils -- widely used for aromatherapy -- have long been considered safe. However, the Endocrine Society announced last summer that the oils are estrogen mimickers and that shampoos containing these oils appear to have caused serious hormonal imbalances and breast growth in some young boys. Researchers for the National Institute for Environmental Health Sciences investigated after a Denver pediatric endocrinologist reported abnormal breast development -- known as gynecomastia -- in five boys, aged 4 to 7. The symptoms subsided after the boys stopped using the products.

As yet, the study remains unpublished so it's hard to know how credible the evidence is. While this is important information for parents and pediatricians, we must ask why newspapers from the Washington Post on down were willing to scare parents with articles entitled "Bad Shampoo for Boys?" but stay mum on the proven dangers of soy infant formula.

## FUNGUS AMONG US

"Soy prevents cancer" is in the headlines yet again. This time the "magic bullet" is an antiestrogenic compound called glyceollin. Researchers from Tulane University in New Orleans have found that HIGH levels of glyceollin compounds found in soybeans can suppress the growth of breast and ovarian cancer cell lines. Researchers at Wake Forest University meanwhile have claimed that there's some indication that glyceollin-enriched soy protein will reduce breast cancer risk. Only problem is that the levels of glyceollins normally found in commercial soybeans is LOW. To raise glyceollin levels, the soy industry will have to attack its own soybeans! Plans are to use a "food safe" fungus *Aspergillus sojae*. The idea is that diseased plants spit out high levels of glyceollins in self defense. Disease, drought and other adverse plant conditions also drive soybean plants to produce isoflavones, protease inhibitors and other antinutrients and toxins that kill plant predators but are somehow supposed to be beneficial to humans.

## LETTERS

Dear Dr. Daniel: I live in a city which has a high level of ozone and particulates, but I lived here for many years without making my asthma worse. Then I started drinking soy milk with the intention of improving my health. I was so into soy milk that I even purchased a soy milk machine. I didn't make the connection until reading your article in NEXUS. Quitting soy milk has greatly helped. I am pursuing a nearly vegan diet to lose weight, with occasional side trips for a small steak and ice cream. Not scientifically great, but it could be worse. Thank you for your work. -- MH

Dear MH, Glad you made the connection between soy milk and asthma. I have heard similar stories from many people. It's important to stay as soyfree as possible. That

includes using soyfree inhalers (Flovent and other some other brands include soy in their propellants) and breathing soyfree air. Beware of bulk bin aisles of health food stores (where there may be soybean dust) and highways (where you may be exposed to the exhaust of motorcycles or cars using biodiesel fuel). You may be interested to know that epidemiologists consider soybean dust to be an "epidemic asthma agent." From 1981-1987, soy dust from grain silo unloading in the harbor of Barcelona, Spain, caused 26 epidemics of asthma, seriously jeopardizing 687 people and leading to 1,155 hospitalizations. No further epidemics occurred after filters were installed, but a minor outbreak in 1994 established the need for diligent monitoring of preventive measures. Soy asthma epidemics have also occurred in New Orleans harbor and elsewhere. People who work in bakeries and other places using soy flour or other soy ingredients are prone to developing what's called "occupational asthma." I am happy that your health has improved just from removing soy milk from your diet. However, I would strongly recommend that you reconsider your mostly vegan diet as it will not support the healing of asthma.

The best weight loss plan is found in the book *Eat Fat/Lose Fat* by Mary Enig and Sally Fallon. It recommends coconut oil, butter and other good fats to nourish the thyroid and support the immune system – weak points for anyone suffering from allergies or asthma. Contrary to popular belief, we need saturated fats. Indeed the lungs cannot work properly without them. The reason is that lung surfactant (a fluid that enables the lungs to work properly) needs to be 100 percent saturated. When people consume polyunsaturated fats (as would be true with a vegan diet), the lungs do not work as effectively. Research has linked the consumption of trans fats and excess polyunsaturated oils to the rising incidence of asthma in children. Children who consume a lot of butter have much lower rates of asthma and also lower rates of allergies. Your body has been craving steak and ice cream because of its need for good saturated fat. Help your body by procuring the highest quality grass-fed meat and full-fat raw dairy products. Vegans will improve their chances if they at least use coconut oil.

Dear Dr. Daniel, The deaths of Peter Jennings and Dana Reeve have put the fear of lung cancer into me. Mrs. Reeve had never even smoked and we're hearing about many other cases of lung cancer in people like her. What is causing this? Do you have any reason to think that soy could be responsible. -- ST

Dear ST: As you might guess, the soy industry claims that soy protects against lung cancer. Right now I've got little evidence that soy causes it. However, it's possible that increased vegetable oil consumption-- including soy oil -- in the American diet could be responsible. As I discussed in my answer to the question above, healthy lungs need saturated fats.

## UPCOMING TELECLASSES

Need help with soy recovery? Want to know the secrets to a pain-free menopause and strong, healthy bones? Join me The Naughty Nutritionist™ by phone for one or more educating evening TELECLASSES. ←

Enrollment for each class is limited to 10 people so I'll be able to answer your questions.

There will be a one-hour talk that will incorporate answers to your emailed questions and 15 minutes for phone questions and open discussion.

To learn more or to ENROLL, send me an email at [wholenutritionist@earthlink.net](mailto:wholenutritionist@earthlink.net) or call me at 505-266-3252.

### • RECOVERING FROM SOY

Ready to heal the damage from soy foods, soy milk or even soy infant formula? Is it even possible? In this 1 1/4 hour teleclass, Dr. Kaayla Daniel will help you explore your options. Learn how to best avoid soy, choose healthy alternatives to both soy and dairy products and find the whole foods and soy-free supplements that will best aid your recovery. Whether you are allergic to soy or suffering from digestive distress, thyroid damage, reproductive issues or other health problems caused by soy, you CAN regain your health and energy.

DATE: Thursday evening, February 22 TIME: 9 pm EST (8 pm CST, 7 pm MST and 6 pm PST)

PLACE: Your home or office via telephone

COST: \$35

ENROLL: Send me an email at [wholenutritionist@earthlink.net](mailto:wholenutritionist@earthlink.net) or call 505-266-3252.

### • THE HEAT IS ON

Explore the bewildering choices offered to menopausal women. Is menopause a normal stage in the life cycle or a disease that requires intervention with hormone replacement drugs and other pharmaceuticals? What about those "natural" hormone therapies? Is soy worth the risk? In this 1 1/4 hour teleclass, THE NAUGHTY NUTRITIONIST™ will share the best and safest ways to achieve a pain-free menopause, nourish and protect your thyroid, maintain your perfect weight, enhance your cognitive ability and mature with grace, poise and power. ←

DATE: Wednesday evening, February 28, 2007

TIME: 9 pm EST (8 pm CST, 7 pm MST and 6 pm PST)

PLACE: Your home or office via telephone COST: \$35

ENROLL: Send me an email at [wholenutritionist@earthlink.net](mailto:wholenutritionist@earthlink.net) or call 505-266-3252.



### • **BONING UP**

Want to prevent or treat osteoporosis? Bone up at this 1 1/4 hour teleclass. Learn whether "milk does a body good," why soft drinks are bringing in the osteoporosis generation, whether calcium pills cause more problems than they solve, what combinations of vitamins and minerals really help, why soy is not the answer, why bone density tests fail to tell the whole story, and the cons of pharmaceuticals such as HRT and Fosamax. In short, you'll hear what foods, supplements, herbs, exercise and other natural therapies have a "leg to stand on."

DATE: Wednesday evening, March 7, 2007

TIME: 9 pm EST (8 pm CST, 7 pm MST and 6 pm PST)

PLACE: Your home or office via telephone COST: \$3

ENROLL: Send me an email at [wholenutritionist@earthlink.net](mailto:wholenutritionist@earthlink.net) or call 505-266-3252.

### • **SECRETS OF THE SUPERYOUNG**

Want to slow, stop or reverse the aging process? Is it even possible? In this workshop The Naughty Nutritionist™ will reveal the secrets of being "juicy for life." Learn the secrets of the super young – those rare people who look 20 to 30 years younger than their chronological age, glow with good health and brim with enthusiasm and energy. Learn about optimum nutrition, exercise and attitude from the world of science and, most importantly, from the super young themselves – people like the legendary healer (and soy foe) Hazel R. Parcells, who died in 1996 at the age of 106 years young. ←

DATE: Thursday evening, March 1, 2007

TIME: 9 pm EST (8 pm CST, 7 pm MST and 6 pm PST)

PLACE: Your home or office via telephone COST: \$35

ENROLL: Send me an email at [wholenutritionist@earthlink.net](mailto:wholenutritionist@earthlink.net) or call 505-266-3252.

I am offering these teleclasses because so many people have asked me for information on soy recovery and other health problems. Enrollment for each class is limited to 10 people. Each class will consist of a one-hour talk (incorporating answers to your earlier emailed questions) followed by 15 minutes devoted to phone questions and discussion.

# WHOLE SOY UPDATES

#12 - August 26, 2007

## AND NOW VEGANSEXUALS

Learn all about them from Dr. William Campbell Douglass II MD:

"I'll admit, when I read that headline on Fox News a few days ago, I got a good chuckle out of it, especially when I read the "why" behind this voluntary sexual exile — it's because vegans consider the bodies of meat-eaters to be "a graveyard for animals." Of all the outlandish things I've heard in my 81 years, this one's up there with the best of the best. I don't know if this New Zealand phenomenon has extended beyond the island's borders or not, but it's widespread enough there to warrant an official name for these weirdoes. They're called vegansexuals.

One vegansexual said, "I believe we are what we consume, so I really struggle with non-vegans when it comes to sexual contact." Another said, "I would not want to be intimate with someone whose body is literally made up from the bodies of animals who have died for their sustenance."

Oh brother. I think all that processed soybean junk food has gone to their heads — and their sex organs, too. The research is in, and it's alarming: Veganism from birth causes mal-development of sex organs in males. (Read *The Whole Soy Story* to get the scoop. You'll be astounded.)

Next thing you know, vegans will be cutting out sex altogether, which, come to think of it, wouldn't be much of a stretch. And that's what I think this story is REALLY about. It's not so much that vegans don't want to have sex with meat-eaters — it's that they can't handle being partnered up with someone who actually has a sex drive." — Source: *Daily Dose*, August 21, 2007. To subscribe, [www.douglasreport.com/dailydose/freecopy.html](http://www.douglasreport.com/dailydose/freecopy.html)

As The Naughty Nutritionist™ gotta LOVE Dr. Douglass!

Other omnivores have also shown a great sense of humor. One blogger said he would consider the body of a vegan to be a "rotting compost pile of vegetables." This Naughty Nutritionist™ says "No-Fu" to bodies built of tofu (whether soft or firm). All of which brings us to the marketing theme of this year's Los Angeles Tofu Festival



## DATING GAMES FOR TOFU

The theme for this year's L.A. Tofu Festival held last weekend was finding Tofu's "perfect match." To this end, hundreds of ingredients went on "blind dates" with Tofu and soon after gave birth to "an exciting assortment of specialty dishes." Or so the publicists would like us to believe. Among the winning propositions:

- "Can I get a scoop on you?" -- NiceCream
- "Do you find me a-peeling?" --- Bananafana
- "I bean waiting for you all my life." BeanyBaby
- "I'm ready to add substance to someone's bland existence." -- SoyMeetsGirl
- "I'm looking for someone who needs some spice and substance in the frying pan." -- Vegan17
- "You can meet me at my place or we can soy each other wherever you like." TheSoyWonder
- "I'm adventurous and willing to experiment." ToFuji
- "Don't forget to use a condiment." -- SaucySoy

Interesting indeed given the fact that Tofu was welcome at Zen monasteries to help monks maintain their vows of celibacy! Source: [www.tofufest.org](http://www.tofufest.org)

## EnergyTimes DEBATE

Did you pick up a free copy of the July/August issue of *EnergyTimes* at your health food store? If not, visit [www.energytimes.com](http://www.energytimes.com). The cover story is an "Omnivore vs Vegan" debate that may help you decide whether Mother Nature designed us to eat animal products or we should consider veganism "our next big evolutionary leap."

Speaking for the vegans is Hope Fercowsian, MD, of the Physicians Committee for (Ir)Responsible Medicine. *EnergyTimes* selected me to represent the omnivores because I'm on the Board of Directors of the Weston A. Price Foundation, but did so only on the condition that I NOT speak out about soy. I agreed, expecting to be identified as the author of *The Whole Soy Story: The Dark Side of America's Favorite Health Food*. Apparently that was too much for *EnergyTimes'* advertisers as the book's entire title was eliminated from my biography. And they didn't identify me as The Naughty Nutritionist™ either. Guess, they didn't want to imply in any way that vegans aren't sexy, naughty and fun!

## SOMETHING FISHY

The soy industry has dived headfirst into aquaculture. Using funds from the U.S. soybean farmers' "checkoff" program, research efforts have focused on identifying "barriers to soy" -- *researcher: [unclear] [unclear] [unclear] [unclear]* -- in the diets of marine fish such as salmon, pompano, amberjack, Mediterranean sea bass, sea bream and cobia, as well as increasing the quantity of soy in marine shrimp diets. Soy already constitutes more than half the diets of some farm-raised, freshwater fish. Because different species of fish have different dietary requirements, researchers are building a database to

house the "soy inclusion rates" of each species. To date, projects have been located in the Philippines, Vietnam, and China. Aquaculture is a growth industry (currently growing at 9 to 11 percent per year) and expected to soar over the next decade.

Source [www.soyatech.com](http://www.soyatech.com)

### RISKS OF "FUNCTIONAL FOODS"

"Functional Foods" - also known as "nutraceuticals" or "designer foods" - should be monitored to assess long-term safety and effectiveness. That's the word from the *British Medical Journal*, which recently published findings about the risks of sterol-containing margarines and yogurts. Once regarded as the waste products of the wood pulping or soybean industries, plant sterols are now proving profitable as cholesterol-lowering ingredients added to a variety of nutraceutical foods and drinks.

As reported in the *BMJ*, sterols can trigger adverse reactions in people taking statin drugs. This occurs because both sterols and statins lower cholesterol, thus causing potentially dangerous dosage problems. In addition, plant sterols can increase heart disease risk by thickening the arteries. As I documented in *The Whole Soy Story*, consumers should also be concerned about hormonal disruption as sterols are estrogenic.

In Australia and New Zealand, sterol-containing "functional foods" must carry warning labels, advising against their use by pregnant women and children.

It will be interesting to see if concerns about other nutraceuticals surface in the future. I am particularly concerned about "functional foods" for menopause such as soy-"enhanced" cereals and breads. Proponents of "functional foods" and "functional drinks" argue that they allow people to eat and drink more "healthfully" without radically changing their diet. But as the *BMJ* noted, "at best they are likely to be technical fixes, and at worst, another confounding factor that nutritional epidemiologists will have to unravel for years to come." Source [www.bmj.com](http://www.bmj.com)

### LETTERS

Hi. I was perusing the internet trying to see, for lack of a better way to say it, an explanation for my constant "gaseousness." I have pretty much narrowed it to soy, which is how I think I got linked to your site. Your writing was hilarious and helped me to feel a little less alone. I loved the part where you mentioned a charcoal seating device (funny, is it true?) and that you provide a more lighthearted side. Thanks for the best laugh I've had all day. I'm sure that my soy consumption will continue to produce these lovely little all-day and all-night long side effects, but at least I can smile about it.  
Thanks, Veronica

Dear Veronica, Yes, the charcoal seating device is a real product. Best of course, to just stay off the soy rather than on the cushion! There are plenty of other serious health risks. Thanks so much for writing. You made my day.

Dear Dr. Daniel, I used to be a vegan, but I eat some dairy products and fish now to satisfy the protein craving. I still crave tofu though. A friend of mine who drinks large quantities of soy milk is a vegetarian and says it's the only thing that satisfies her craving. For the most part, we are both pretty intuitive and tuned into our bodies, and can tell when things are good or bad for us. So I was wondering if soy, like a drug, fools us into thinking it is good when it is really causing all sorts of undesirable side effects and can be habit forming too. -Nancy

Dear Nancy, Many people say they crave soy milk and feel "so good" after drinking it. Packaged soy milk is likely to contain two highly addictive substances: sugar and MSG. Sugar or some other sweetener is added to most of the popular brands to cover the "beany" taste. Although you won't see MSG on the label, it's found in any brand of soy milk that uses soy protein isolate as an ingredient. Regular tofu would not contain sugar or MSG but "lite" and/or flavored "ready-to-go" brands might. Another possibility is that the soy phytoestrogens (plant estrogens) have an addictive effect related to hormone fluctuation. You say you are eating "some dairy products and fish." Does that mean several times a week? I would increase consumption to at least once per day and ideally several servings a day. You would also likely benefit greatly from eating eggs. Most long-time vegans are starved for both protein AND fat.

Ready to heal the damage from soy foods, soy milk or even soy infant formula?

Is it even possible?

Join Dr. Kaayla Daniel, The Naughty Nutritionist™ in this edu-taining 1 1/4 hour teleclass, I earn a lot, laugh a little and explore your options. Learn how to best avoid soy, choose healthy alternatives to both soy and dairy products and find the whole foods and soy-free supplements that will best aid your recovery. Whether you are allergic to soy or suffering from digestive distress, thyroid damage, reproductive issues or other health problems caused by soy, you CAN regain your health and energy. Sign up now as class size will be limited. Email me your questions prior to the class to ensure that they will be answered.

DATE: Thursday evening, August 30, 2007

TIME: 9pm EST (8pm CST, 7pmMST and 6pmPST)

PLACE: Your telephone

COST: \$39

To sign up, email me at [wholenutritionist@earthlink.net](mailto:wholenutritionist@earthlink.net). Or call me at 505-266-3252

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# WHOLE SOY UPDATES

#14 May 15, 2008

## Scientists Hope to Reduce Allergic Reactions to Soy

Soy is widely acknowledged as one of the top eight allergens, and many experts claim it will soon be in the top four. Although the soy industry typically claims these numbers are greatly exaggerated, soy scientists now promise help is on the way. Two recent studies at the University of Illinois at Champaign show that fermenting soy can dramatically reduce its allergenicity and even increase the number of essential amino acids in soy products, possibly making them safer for allergic consumers.

"When we fermented soy seeds, flour, or meal by introducing certain microorganisms, immunoreactivity was significantly reduced—by as much as 99 percent," said Elvira de Mejia, Associate Professor of Food Science and Human Nutrition at the University of Illinois. This shows that we have the potential of developing nutritious, hypoallergenic soy products. Dr de Mejia says she achieved these results when she challenged the blood plasma of persons allergic to soy with protein extracts from both fermented and unfermented soy products. Plasma samples were obtained from the World Health Organization.

Why can she report reduced immunoreactivity? "During the fermentation process, proteins are broken down into very small pieces, pieces that can't be identified by the antibodies that produce the allergic reaction," Dr de Mejia explained. If true, this could be hugely helpful to the growing numbers of people suffering from soy allergies. Soy ingredients, after all, are contained in more than 60 percent of processed and packaged foods, most pre made restaurant foods and nearly all fast foods. However, I cannot endorse Dr. de Mejia's desire to help everyone eat more soy and thus achieve soy's health benefits. Her claims that soy is "a source of high-quality protein, oil, B vitamins, fiber, and essential fatty acids, and it also contains phytochemicals that may help prevent chronic diseases, including heart disease, some cancers, osteoporosis, and diabetes," are exaggerated to put it mildly. But she's right all right, that soy is used as in ingredient in many food products and a technique that can eliminate its allergenicity has been sought for years.

The two studies at the University of Illinois at Champaign were done in collaboration with the Instituto de Fermentaciones Industriales (CSIC) in Madrid, Spain. Soy was subjected to both solid and liquid fermentation by exposing samples to a number of microorganisms, including bacteria, molds, and yeast. *L. plantarum*-fermented soy flour showed the highest reduction in immunoreactivity—96 to 99 percent—depending upon the sensitivity of the human plasma, the scientist said. "Our next step will be to optimize the fermentation conditions to produce zero-tolerance allergens," she said.

# WHOLE SOY UPDATES

De Mejia noted that fermentation had also improved the essential amino acid composition in the soy products and produced new peptides that may be beneficial. "We want to evaluate some of the bioactive peptides that were produced during fermentation because we believe they may have other benefits. In particular, we're interested in their effect on lipogenesis, so we'll be testing these hydrolysates in adipose cells," she said.

The increase in the number of small bioactive peptides was attributed to partial digestion of large soybean peptides by enzymes secreted by the microorganisms used in fermentation, she said.

Source: University of Illinois at Urbana-Champaign

## Pickled Peckers: Iceland's Museum of Naughty Bits

What does the Iceland Phallogical Museum have to do with soy? Not much, and probably not a soybean to be found on site. However, we do know that "naughty bit" sizes go down if soy consumption goes up!

This museum collects penises from every mammal in Iceland and pickles some in formaldehyde and displays others dry as taxidermy. The collection of 245 is growing. Some of the larger penises are from humpback and sperm whales, with the most massive of all coming from the blue whale, the world's largest animal. On the smaller side, we find preserved penises from shrews, mice, and rats. No human penis is currently on display, but that will soon change, as several elderly men have willed their penises to the museum. The "folk-lore" section of the museum containing preserved specimens of purported elves, trolls, and sea monsters, including a merman (mate of mermaids) and a kelpie (shape-changing water horse that lured people to watery graves). Given the fact the mermaid anatomy makes reproductive sex impossible, The Naughty Nutritionist takes pity on the merman.

Read more at [Iceland's Phallogical Museum: A Shrine to the Penis, its History, Biology, and Art | Suite101.com](http://www.suite101.com/content/the-icelandic-phallogical-museum-a45437#ixzz1Vsc0jv2H) <http://www.suite101.com/content/the-icelandic-phallogical-museum-a45437#ixzz1Vsc0jv2H>

# WHOLE SOY UPDATES

## WISE TRADITIONS 2008

Frisky enough to follow me to San Francisco? I'm speaking at Wise Traditions 2008 on the dangers of weight loss products and on the work of the late, great Dr. Hazel Parcels. Dr. Parcels was a sassy redhead and the original Naughty Nutritionist. Born in 1889, she died in 1996 at the age of 106 years young. The Naughty Nutritionist™ here can't wait to prepare this one!

## SOY IN THE NEWS

Mike Adams, the Health Ranger, heavily promotes plant-based diets, but he's recently been alerting people to the dangers of excess soy food consumption. No mention of me in this February 12 article by Teya Skae, but she does quote my mentor Dr Mary Enig and also credits the Weston A. Price Foundation.

[http://www.NaturalNews.com/022630\\_soy\\_food\\_phytic\\_acid.html](http://www.NaturalNews.com/022630_soy_food_phytic_acid.html)

Another article went up February 7. It's by Mike Dunkers and entitled: *Fatal and Vital Foods - Popular Nutrition Myths Exposed*. Besides soy it exposes sugar, caffeine, bread and other problematic foods. He even dispels some of the myths about big bad saturated fat and cholesterol, which I truly never thought I'd see on Mike Adams' site. Good for them!

[http://www.NaturalNews.com/022608\\_fat\\_sugar\\_fats.html#ixzz1VsJWZUC3](http://www.NaturalNews.com/022608_fat_sugar_fats.html#ixzz1VsJWZUC3)

## BOOK REVIEW

*Harmonic Wealth* by James Arthur Ray.

James Ray is one of the New Age superstar gurus seen in the bestselling movie *The Secret*. Although it seems like a zillion books have come out on that topic, I like this one because it so ably shatters the notion that it's naughty and not



# WHOLE SOY UPDATES

spiritual to want optimum health, turbo-charged energy and a kick ass, super-fit body. Yet another thing I like is how Ray separates himself from the New Age spiritual crowd by stating that a vegetarian diet won't cut it, at least not for himself and probably not others. No talk about soy, but his recommendation of omnivorism is well made. Let's hope he talks to Oprah about this soon!

## LETTERS

*Dear Kaayla, I thought edamame was like so good for you! Really, seriously, it's not? I mean it's a natural bean still in its shell, how can it not be good for you? — Ariel*

Dear Ariel, A little once in awhile, as in the small quantities served as an appetizer in many Japanese restaurants is fine for most people. No worries unless you are allergic. The problem today is, a lot of people are noshing on edamame like its popcorn. And doing so night after night. Bottom line is the quantities of antinutrients and toxins in the edamame collective add up quickly. Edamame can thus put you at risk for digestive distress, thyroid disorders, immune system breakdown, reproductive problems, etc. I'd also suggest it is "really, seriously" naive to think "natural" is always "safe" and "good for you." Raw or undercooked "natural beans in their shells" are notorious producers of gas and other digestive distress. And if that doesn't convince you that there are some hazards to beans, you might want to Google "favism."

*Dear Kaayla, "Do you say "The edamame is delicious?" Or do you you say "The edamame are delicious?" — Stickler*

Dear Stickler, Would I call edamame delicious? Probably not. I mean it's okay as a lima bean substitute . . . , but please bring back the old fordhooks. But I digress. You really want to know if the word edamame is singular or plural, don't you? As I understand it, its meaning can be either singular or plural in Japanese, but is typically used as a collective. So what I'd say is "Edamame is on the menu but so is ikura (salmon roe). Given the choice between cholesterol and chlorophyll, I'll opt for cholesterol every time."

For more information about edamame, please read Chapter 4 in *The Whole Soy Story*.  
The takeaway here: "Don't be a pod person!"

# WHOLE SOY UPDATES

## CONSULTATIONS

Need help recovering from a high soy or vegetarian diet? Want to eat the Weston A Price Foundation Way. Prefer customized supplements based on labwork. Then consider a nutritional consultation with me. For more information, call 505-266-3252 or email me at [wholenutritionist@earthlink.net](mailto:wholenutritionist@earthlink.net).

c copyright 2008 Kaayla T. Daniel, PhD, CCN



## UPCOMING EVENTS

### THE WIT, WISDOM & NAUGHTINESS OF JULIA CHILD

I'm really excited about the new Julia Child movie, starring Meryl Streep, which opens August 7. Julia was one of my heroes, and she and I shared the same birthday - August 15. To celebrate, I'm offering a free 1 ¼ hour teleclass in which I'll share her secrets for living long, lustily and well

Join me on August 5 as I revel in my role as *The Naughty Nutritionist™* to reveal:



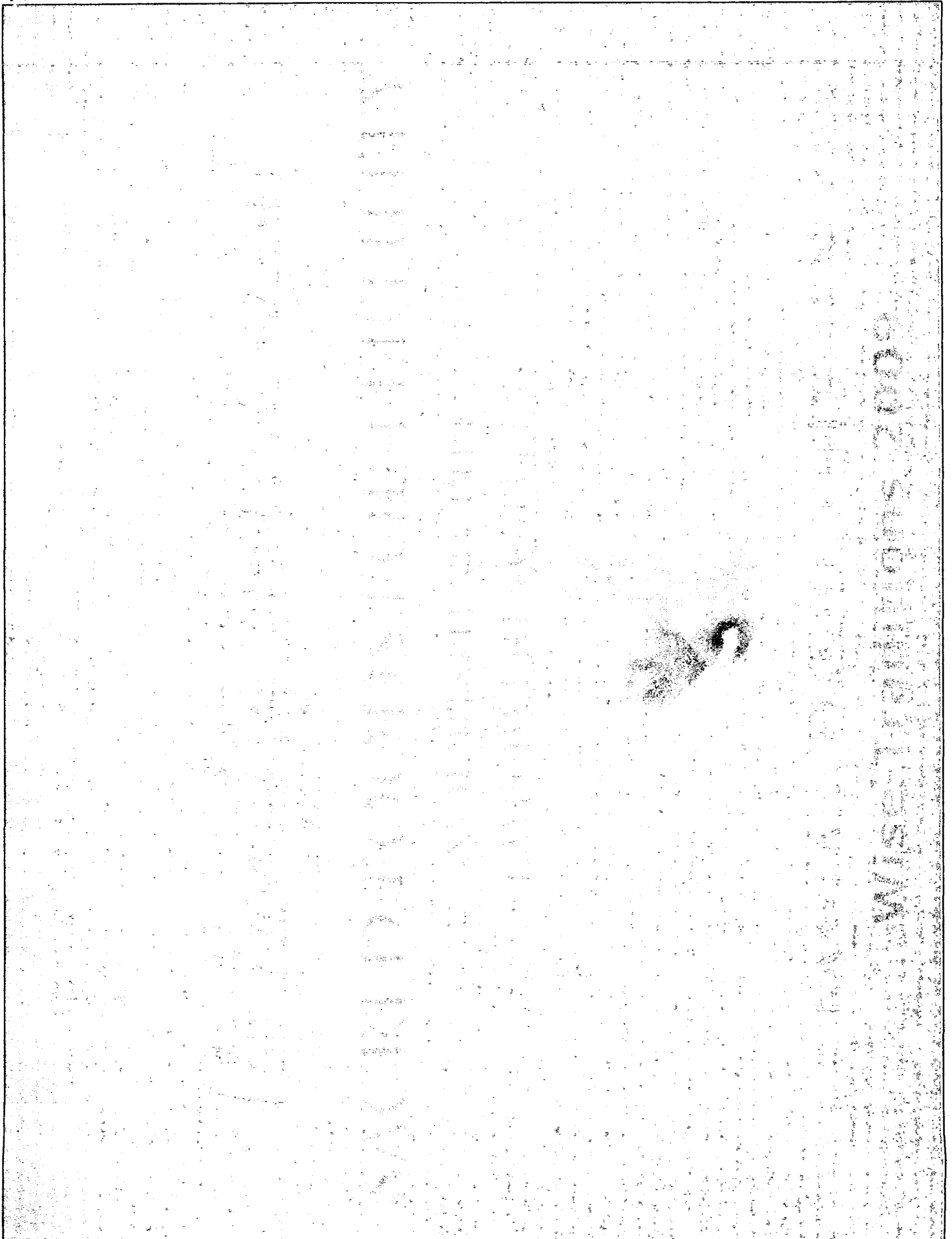
- \*Child's passion for real foods, whole foods and slow foods
- \*Her beef with dietitians, the "food police" and "puritan" fear mongers
- \*Her infamous sayings, including "If you want to avoid butter, use cream"
- \* The skinny on food "flimsies" and "fluffies"
- \*Her lusty relationship with her soulmate and husband, Paul Child.
- \*How this towering 6'2" woman lived large without guilt and with an abundance of "guilty pleasures"
- \*How to become hugely successful after age 50 and live an outsize life.

DATE: Wednesday evening, August 5, 2009.  
TIME: 9pm EST (8pm CST, 7pm MST and 6pm PST)  
PLACE: Your telephone  
COST: Free

To join this call, please email me at [kaayla@drkaayladaniel.com](mailto:kaayla@drkaayladaniel.com) . Thank you.

Kaayla T. Daniel, PhD, CCN  
The Naughty Nutritionist™  
"Nourishing America's Libido"  
505-266-3252

# Examples of Powerpoints



# EMPOWERING FERTILITY

Nourishing Wellness

Nourishing New Life

**NANP**

**May 1, 2010**

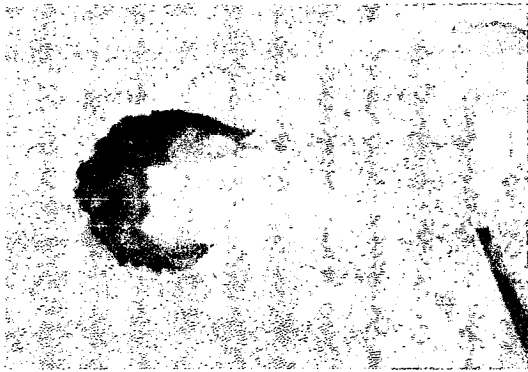
**Keenan Douglas MD, CCN**

# THE SURPRISING ALL- NATURAL TOXINS IN PLANT FOODS



Kaayla T. Daniel, PhD, CCN  
Wise Traditions 2009

# The Pioneering Work of Dr. Hazel Parcells



**Kaayla T. Daniel, PhD, CCN**

*The Naughty Nutritionist™*

*Wise Traditions 2008*

Our Ninth Annual International Conference

Life in Its Fullness:  
Nutrition for Mental and Emotional  
Health

November 7-10, 2008  
**Our First West Coast Conference!**

# NAUGHTY NUTRITIONISTS SWING!





# CONTACT

Dr Kaayla Daniel

*The Naughty Nutritionist™*

**505-266-3252**

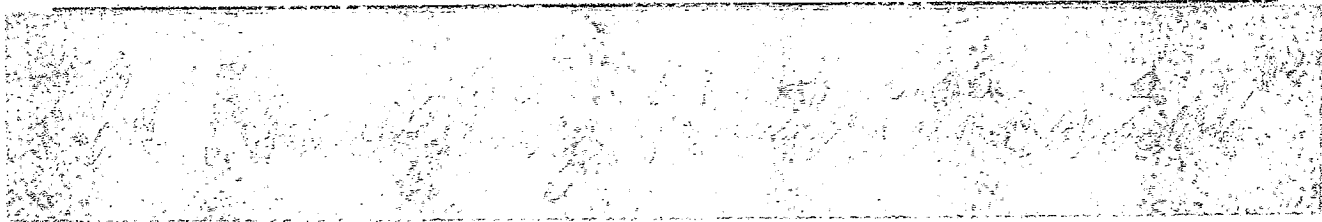
**[wholenutritionist@earthlink.net](mailto:wholenutritionist@earthlink.net)**

**Kaayla T. Daniel v. Catherine V. Arnston**

Cancellation No. \_\_\_\_\_  
Registration No.: 3867345  
Mark: THE NAUGHTY NUTRITIONIST  
Registration Date: October 26, 2010

Opposition No. \_\_\_\_\_  
Application No.: 85119071  
Mark: NAUGHTYBITS  
Filing Date: August 30, 2010

**EXHIBIT B**



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Kaayia T. Daniel, PhD, CCN, is  
**The Naughty Nutritionist™**  
because she outrageously and humorously  
debunks nutritional myths.



Frisky enough to follow me to Dallas?  
**Wise Traditions 2011**  
Meet **The Naughty Nutritionist™** and  
Lose your Veganity! My talk is:  
"Recovery from Vegetarian Diets"  
November 11-13, 2011



Too Hot to Handle!  
Naughty Nutrition w/ Dr. Kaayia  
Daniel  
& Guests!  
W.O.W. (World of Women) Radio

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## Book Dr. Kaayla Daniel

**“A class A entertainer and A Naughty Nutritionist.”**

— Joel Roberts, media coach and formerly co-host of  
KABC Los Angeles, highest rated talk radio program.



Dr Daniel has been a guest on *The Dr. Oz Show*, NPR's *People's Pharmacy*, ABC's *View from the Bay* and Discovery Channel's *Medical Hotseat*, among hundreds of other radio and television shows. Tune in to *Naughty Nutrition* with Dr. Kaayla Daniel on World of Women (WOW) Radio.

In the print media, she has been quoted frequently, including *Washington Post*, *San Francisco Chronicle*, *London Observer*, *London Guardian*, *Toronto Globe and Mail*, *Vancouver Sun*, *Bon Appetit*, *Alternative Medicine*, *Townsend Letter*, *Mat und Helse (Norway)*, *Men's Health*, *E*, *Glamour*, and other publications.

Online, Dr Daniel has been featured prominently as an "Inner Circle" expert on [www.mercola.com](http://www.mercola.com), the world's leading dietary and natural health website as well as [www.westonaprice.org](http://www.westonaprice.org), [www.liberationwellness.com](http://www.liberationwellness.com) and [www.t-nation.com](http://www.t-nation.com).




Downloadable MEDIA KIT

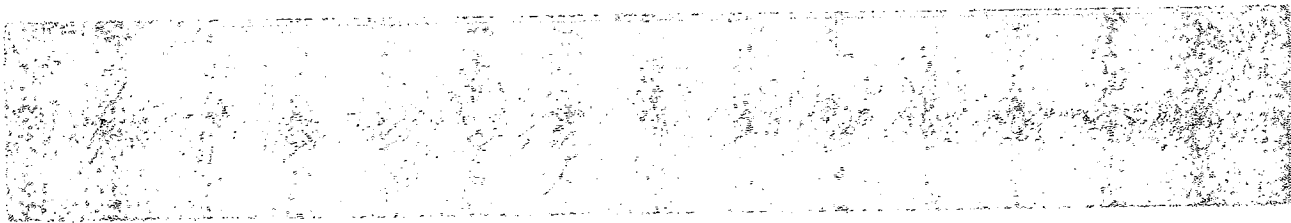


TV and Radio Report Ad: "Sex and the Soybean"



Watch Dr. Kaayla on *The Dr Oz Show* and ABC's *View from the Bay*:

 [http://www.youtube.com/watch?v=F8g84d9\\_Mq8](http://www.youtube.com/watch?v=F8g84d9_Mq8)



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**Kaayla T. Daniel, PhD, CCN is The Naughty Nutritionist™** because of her ability to outrageously and humorously debunk nutritional myths.

Dr. Daniel earned her PhD in Nutritional Sciences and Anti-Aging Therapies from the Union Institute and University in Cincinnati, is certified as a clinical nutritionist (CCN) by the International and American Association of Clinical Nutritionists in Dallas, and serves on the Boards of Directors of the Weston A. Price Foundation and Farm-to-Consumer Legal Defense Fund. In 2005, Dr. Daniel received the Weston A. Price Foundation's Integrity in Science Award.

Dr Daniel's book *The Whole Soy Story: The Dark Side of America's Favorite Health Food* has been endorsed by leading health experts, including Drs Russell Blaylock, Larry Dossey, Joseph Mercola, Kilmer McCully, Denis J. Rapp, Jonathan Wright and many others.

In March 2005, Dr. Daniel was "media trained" by Joel Roberts, who dubbed her "a natural born entertainer" and a "naughty nutritionist" because of her quirky and naughty sense of humor. She has since shared her gifts on the *Dr. Oz Show*, NPR's *People's Pharmacy*, ABC's *View from the Bay* and Discovery Channel's *Medical Helix*, and been quoted frequently in the media, including *Washington Post*, *San Francisco Chronicle*, *London Observer*, *London Guardian*, *Toronto Globe and Mail*, *Vancouver Sun*, *Bon Appetit*, *Alternative Medicine*, *Townsend Letter Mat and Helse (Norway)*, *Men's Health*, *E. Glamour*, and other publications.

Online, Dr Daniel has been featured prominently as an "Inner Circle" expert on [www.mercola.com](http://www.mercola.com), the world's leading dietary and natural health website as well as [www.libertarianwellness.com](http://www.libertarianwellness.com) and [www.t-nation.com](http://www.t-nation.com).

Dr Daniel has also spoken at numerous professional conferences, including Boulderfest, Wise Traditions, Wise Traditions-London and the National Association of Nutrition Professionals (NANP).

Dr Daniel's next book is *Naughty Nutrition: 69 Ways to Feed Your Libido and Fuel your Lust for Life*. She also plans to publish a CD of her organ playing, *The Naughty Nutritionist™ Plays the Organ* and a DVD of her dancing, *The Naughty Nutritionist™ Does Swing*. She lives in Albuquerque, NM, is the mother of two children and enjoys firewalking, hiking, karate, kickboxing and yoga.



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## LECTURES AND SEMINARS



Naughty Nutrition



Juicy for Life



Make Love to Your Life



Lose Your Veganity: Myths and Truths about Vegetarian Diets



The Wit Wisdom and Naughtiness of Julia Child



Secrets of the Bach Code: The Naughty Nutritionist Plays the Organ!



Plants Bite Back! The Surprising, All-Natural Toxins in Plant Foods



The Healing Power of Broth

To arrange a speaking engagement, contact Dr. Daniel at 505-256-3252

Or email her at [Kaayla@DrKaaylaDaniel.com](mailto:Kaayla@DrKaaylaDaniel.com)

**Kaayla T. Daniel v. Catherine V. Arnston**

Cancellation No. \_\_\_\_\_  
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Mark: THE NAUGHTY NUTRITIONIST  
Registration Date: October 26, 2010

Opposition No. \_\_\_\_\_  
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Filing Date: August 30, 2010

**EXHIBIT C**



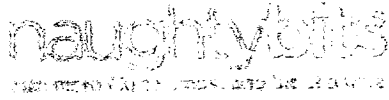


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Filing Date: August 30, 2010

**EXHIBIT D**



Sign up for our newsletter

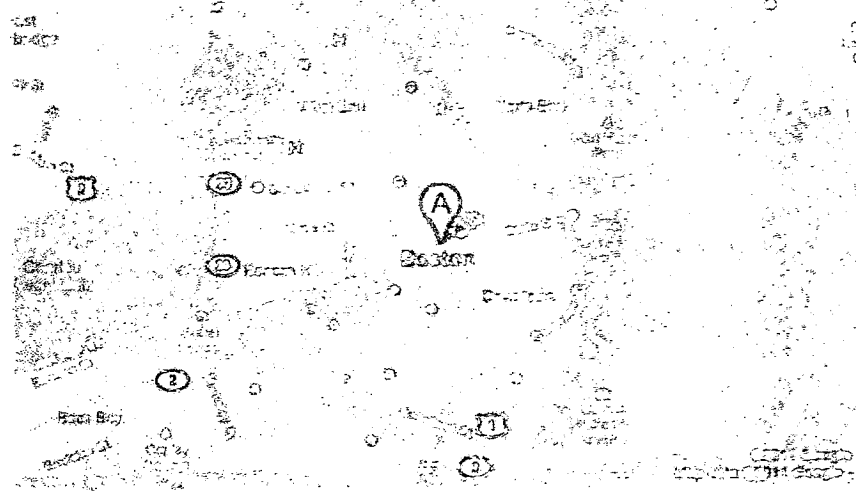
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Home

# About us

The Naughty Nutritionist is based in the heart of Boston, MA. We have just launched our company but plan to be expanding nationwide very soon! Until then, we hope that you will visit us here often or visit our retailers who will soon be carrying our Naughty Bits in their stores or local health clubs.



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COMMUNITY: Naughty Bits, Team, Health, Fitness, Media, About Us, Blog