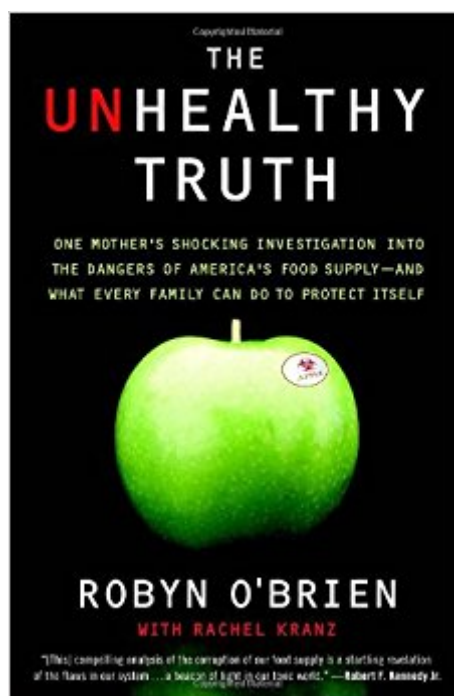




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The Unhealthy Truth: One Mother's Shocking Investigation Into The Dangers Of America's Food Supply-- And What Every Family Can Do To Protect Itself



Synopsis

Robyn Oâ™Brien is not the most likely candidate for an antiestablishment crusade. A Houston native from a conservative family, this MBA and married mother of four was not someone who gave much thought to misguided government agencies and chemicals in our foodâ™until the day her youngest daughter had a violent allergic reaction to eggs, and everything changed. The Unhealthy Truth is both the story of how one brave woman chose to take on the system and a call to action that shows how each of us can do our part and keep our own families safe. Oâ™Brien turns to accredited research conducted in Europe that confirms the toxicity of Americaâ™s food supply, and traces the relationship between Big Food and Big Money that has ensured that the United States is one of the only developed countries in the world to allow hidden toxins in our foodâ™toxins that can be blamed for the alarming recent increases in allergies, ADHD, cancer, and asthma among our children. Featuring recipes and an action plan for weaning your family off dangerous chemicals one step at a time The Unhealthy Truth is a must-read for every parentâ™and for every concerned citizenâ™in America today.

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Book Description Robyn Oâ™Brien is not the most likely candidate for an antiestablishment crusade. A Houston native from a conservative family, this MBA and married mother of four was not someone who gave much thought to misguided government agencies and chemicals in our food--until the day her youngest daughter had a violent allergic reaction to eggs, and everything changed. The Unhealthy Truth is both the story of how one brave woman chose to take on the

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Question: What inspired you to write The Unhealthy Truth? Have you worked in nutrition or science over the years? Robyn O'Brien: My background is motherhood and finance (I helped manage \$20 billion in assets prior to having four children). When I realized that the United States recently allowed certain chemicals into the US food supply in order to enhance corporate profitability while countries around the world either banned or labeled these ingredients, I felt an obligation to convey to American eaters what eaters around the world have known for the last 15 years. Question:

Scientists claim that these ingredients have never been proven harmful. What is your response?

Robyn O'Brien: That these ingredients have never been proven safe, either, which is why governments around the world have not allowed them into their food supply. Health data presents a different picture than the one being claimed by industry funded scientists: for example, according to the American Cancer Society, the United States has the highest rates of cancer of any country in the world and migration studies show that if you move here from another country, your likelihood of developing cancer increases fourfold. Additionally, it is important to note who is funding the scientists making these claims and whether they serve on speakers bureaus for industry. Question:

Why is the U.S. the only developed country to have allowed these substances into our food supply?

Robyn O'Brien: In the United States, we allow ingredients into our food supply until they are proven dangerous. In other developed countries, substances are not allowed into the food supply until they are proven safe--a precautionary measure that puts additional burdens on corporations in the form of testing requirements and extensive research and development. This precautionary principal

protects consumers, not profits. Question: Why would the U.S. do this? Robyn O'Brien: I think that the answer is two-fold. Looser standards and deregulation allow for enhanced corporate profitability. On top of that, I believe that we have a flawed federal policy when it comes to health care: under our commercial health care system, there is profitability in our illness. In the U.S., almost half of all Americans have at least one chronic disease. If other developed countries had populations as sick as ours, their economies would suffer given that health care is not a for-profit industry overseas.

Question: If you could speak to our government leaders about this issue, what would you say?

Robyn O'Brien: I would grab Michelle Obama and make sure that she joined us! And then I would talk about budget allocation: If we allocate \$600 billion to the Pentagon and only \$2.4 billion to the FDA, how can we expect the FDA to ensure the safety of the food supply? If we allocate government and taxpayer funded subsidies to farmers growing crops laced with chemicals and then charge organic farmers fees to prove that their crops are safe and then fees to label them, how could organic food ever be affordable to everyone? Safe food is a social justice issue. We are a nation of 300 million eaters, and I think we deserve to have the same food standards that other developed countries have. Question: Until there is change on a national level, what can we do as individuals? Robyn O'Brien: Take baby steps. It's important to remember not to make "the perfect" the enemy of "the good." We live in a real world, where kids go to Chuck E. Cheese for birthday parties and get blue cupcakes. Do what you can, when you can. Target the 80/20 rule, as I highlight in the book: do as much as you can to try to reduce your families' exposure to these substances 80 percent of the time, then give yourself a "free pass" for the other 20. Instead of blue yogurt, opt for white yogurt and add sprinkles. Instead of using the full packet of fluorescent orange powder on your kids' mac & cheese, use half of the packet. Chances are that these baby steps are going to feel so good that you will want to do more. There is a lot that we can do to protect the health of our families, we just have to get savvy about it! (Photo © Brooks Freehill)

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“ In the absence of the truth, all of us stand helpless to defend ourselves, our families and our health, which is the greatest gift we have. Robyn O'Brien's courageous pursuit is an example of how we can all do our parts to protect the health of our families.” ---Erin Brockovich

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I was extremely fortunate to grow up with parents from Europe who were always aware of environmental issues and the obscene ways in which food manufacturers doctor up the American food supply (they subscribed to environmental health journals and I happily read them because, especially as a kid, it was fascinating to learn about the horrors they warned of, e.g. rBGH, and so on). Nonetheless, it was a bit of a tough lesson for me to realise that most people aren't aware of these issues and often get irrationally angry when you try to warn/enlighten or correct them! Ignorance is dangerous, and pride in these matters only hurts you more! Nonetheless, these experiences helped me to appreciate how essential it is that good eating habits start at home with

good examples from parents. That being said, I deeply appreciate that the author 1.) discovered these issues on her own and makes a compelling link between the pollution of the American food supply and health issues (allergies!) within her family and 2.) acknowledges her struggles with educating others and changing how she fed her family. It makes the story relatable and believable. I think this is a great guide for any family struggling with allergies and/or looking to clean up their diets. In fact, all Americans should read this book, because it is truly frightening how misinformed most of them are about their food supply! Glad that someone is attempting to fight this battle!

If you've had no exposure to information about GMOs, Rbgh, and the conflict of interest that permeates the health, food, and agriculture industries, then this book is a good start. The research performed is presented clearly, and the author's personal beliefs are transparent so you can tell where the research ends and her own suggestions and biases begin. This isn't a criticism, we all have biases and can all draw our own conclusions after interpreting research. Personally, I found the writing style tedious and I grew weary of the "Mama Guilt" references. To be fair, I am not a parent, so not her target audience. I lost trust in the author's analytical skills the more she repeated how shocked (shocked!) she was that collusion runs rampant in business and government. She has an MBA and worked as a business analyst. This shouldn't have been a shocking revelation for her. I didn't care for the book in the long run and I was aware of much of the information presented already, but I did learn more about how GMO food is created, more about the history of GMOs, and a few other things.

Told in a memoir style, author and activist Robyn O'Brien shares with readers about her re-education of the American food supply, and how she decided to change her family's food "lifestyle" while considering the family budget. If you don't know about the affects of pesticides, the importance of organics, the issues with GMO crops, this book is for you. Robyn went from a mom who thought the "organic buying" moms were crazy to the mom seeking out organics, rBST free milk and food products free of GMO's. All the while gaining a better understanding of the inherent conflict of interest existing between industry and government regulatory boards (USDA and FDA specifically). The last sections are a "how to" on making changes with young children. Would suggest her food "replacement" list could be updated as the replacements are not always the healthier option that is available today (book written in 2009). [Robyn is not a nutritionist and is not taking from a AAP manual on healthier food recommendations.] The book does not touch on different diets that can support healthier food choices for common allergies (celiac and wheat

intolerance for instance). But the book does hit on many little known facts about allergies, "cross" issues with different foods (ones that incite an allergy for another) as well explain food allergies and intolerances for what they are. If you are interested in this topic, other good books extensions on the subject of allergies include Wheat Belly by William Davis, MD. If you are interested in the topic of understanding Big Food and Big Pharma and the Federal Government, The Hundred Year Lie by Randall Fitzgerald is a must read.

Until I experienced breast cancer at age 38, I had no idea about America's highly processed, genetically engineered, artificially flavored, chemically manufactured, antibiotic feed, growth hormone injected, factory-farmed food supply. Robyn's matter-of-fact first hand experience will touch you as it did me. Unfortunately, many of us have no idea about our food supply until it impacts our lives directly and sends our families down a road we never knew existed. Robyn shares her truths in this first hand account that also offers practical solutions. A must read for any parent who wonders why America gladly serves our children food additives and chemicals that are banned in other countries meanwhile, we can't figure out why America (and her children) have never been fatter or sicker and study after study keeps telling us everything is fine with our food supply. There are so many great books out there speaking the truth on America and her "diseases of affluence" and Robyn's is one of them. p.s Congrats on being an Number 1 Best Seller! Best health always, SuperMom-in-training

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