

# P R E S S   R E L E A S E

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## **NATURAL HEALTH AWARENESS DAY TO FOCUS ON HEALTH FREEDOM**

On Saturday, November 12, 2005, natural health freedom advocates at health food stores and public areas across the country will actively defend health freedom in the United States as part of the nation's second Natural Health Awareness Day.

In the \_\_\_\_\_ area, a table will be set up at \_\_\_\_\_, from \_\_\_\_ to \_\_\_\_\_. Concerned citizens are encouraged to visit to pick up material on health rights.

The event is being sponsored by the Dr. Rath Health Foundation, in response to aggressive lobbying by the pharmaceutical industry. Legislation pending in Congress, including H.R. 3156, S. 729 / H.R. 1507, H.R. 2485, and H.R. 2510, threatens Americans access to dietary supplements. These bills would undermine the Dietary Supplement Health and Education Act (DSHEA). DSHEA is the bedrock of natural health freedom in America, and protects the rights of Americans to access vitamins and natural supplements.

Dr. Matthias Rath, the scientist and humanitarian, has been leading a worldwide effort to protect the right to free access to natural supplements for more than a decade. Since 1994, interest in natural healthcare therapies has grown dramatically in the United States, to the point where it is now estimated that 70 percent of the US population uses dietary supplements at least occasionally, and 40 percent use them on a regular basis. Nevertheless, there are now numerous threats to DSHEA from a wide variety of sources. International threats such as the Central American Free Trade Agreement (CAFTA), Codex Alimentarius Commission and the FAO/WHO Nutrient Risk Assessment Project would force the U.S. to adopt restrictive international policies on the sale of dietary supplements.

Natural product consumers and retailers across America are eager to support Natural Health Awareness Day. One strong supporter is Joe Bassett, past president of several national health food organizations, including the National Nutritional Foods Association (NNFA). In his recommendation for people nationwide to get involved with this event, Mr. Bassett said, Dr. Rath has always been a fighter for health freedoms, even more, he has done scientific studies to prove that point. He has taken on governments with our battle with his own money and effort, and won the battles. He has done this in spite of fierce opposition. We as natural health advocates, of necessity, have this same battle. Dr. Rath is one of our heroes and fellow warrior.

Thousands of signatures were gathered at the first Natural Health Awareness Day, held in front of health food stores across the country on Sept. 10, 2005. Organizers expect an even greater response at the upcoming event, which has been scheduled one year before the next federal election. Participating storeowners and activists will be provided with letters for customers to send to their Congressional Representatives, petitions for signatures, and materials to learn more about protecting health freedom.

Information on all threats to DSHEA will be available at event tables nationwide. Store owners can order free materials by contacting the Dr. Rath Health Foundation online at [http://www4.dr-rathfoundation.org/us/dshea\\_nhad.htm](http://www4.dr-rathfoundation.org/us/dshea_nhad.htm) or by calling 1 (800) 624-2442.

### **About the Dr. Rath Health Foundation:**

The Dr. Rath Health Foundation is a non-profit organization dedicated to natural health education and promoting a world of health, peace, and social justice. To learn more: [http://www4.dr-rathfoundation.org/us/dshea\\_nhad.htm](http://www4.dr-rathfoundation.org/us/dshea_nhad.htm)

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