
SELLING THE FOUNTAIN OF YOUTH

HOW THE ANTI-AGING
INDUSTRY MADE
A DISEASE OUT OF
GETTING OLD—
AND MADE BILLIONS



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Selling the Fountain of Youth: How the Anti-Aging Industry Made a Disease Out of Getting Old—And Made Billions



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The wonder industry— hormones—and dangerous—bio-identical—which once revolved around creams and powders, subtle agents to improve beauty—all promoted simply because “ It’ so you can get old. Acclaimed BusinessWeek research reporter Arlene Weintraub requires us inside this world, from the advertising departments of large pharmaceutical businesses to the backroom of your local pharmacy, from celebrity enthusiasts like Suzanne Somers and Oprah to the self-medicating doctors who run chains of rejuvenation centers, all claiming that people deserve to be permanently young—and promising to show us how.s not really a pretty tale, but Weintraub tells us everything we need to know to avoid getting duped by this billion-dollar— She displays for the remarkable financial and cultural impact of anti-aging medicine, on the sufferers who partake and on ordinary people.remedies”Weintraub reveals the shady methods that run rampant when junk research and dubious marketing meet consumer choice.is just about the anti-aging market, overrun with steroids, human growth hormone injections, and “hoax.



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Dealing a controversial subject with open-mindedness Every interesting, I actually referred to this book for my school task. The author seems to be drastic when it comes to this issue anti-aging, I think she'd bashes anything tries to label itself "anti-aging." We all know that ageing is a natural procedure, but we couldn't prevent the desire of wanting to stay forever youthful or be younger longer thus there may be the whole sector for that. I simply hope that our society would create items that are sustainable while best for the body so everyone ages in a healthy method. John McDougall in another of his books and I thought it would help with my moderate hot flashes and feeling swings, which they did not, not necessarily. However, much like any readings, readers must just trust at most 90% of this content and keep becoming open minded Buyer beware Which means you mean my "most natural organic" potato chips may not be best for me? I came across this book to be a great reminder to us all - Buyer Beware! Just because something is labeled "organic" and may be endorsed by celebrities doesn't mean its "great" to put in my body. Browse the story in back of the clinics, and learn from the the author's cautiously researched and clearly written report on the billion dollar business constructed on hope and promise but shattered in a risk to one's health and failure in achieving the elusive objective of "the fountain of youth". Don't believe it unless you've resided it like I've. Weintraub's publication shows how susceptible we continue to be to good marketing promotions and how trusting we can be when we are promised a quick fix from what ails us. Often FOLLOW THE AMOUNT OF MONEY AND IF IT SOUNDS TOO GOOD TO BE TRUE, IT PROBABLY IS! Instead of reaching for a few miracle pills, reach for, "Selling the Elixir of youth" and call me each morning. Should consumers beware? As an over-40 woman, I'll recommend this reserve to all or any my friends because they start considering these "remedies" to aging. Ms. You merely may discover that you no longer require drugs, and that you'll look and feel better than you have in years. Unless you're experienced it and understand firsthand, the only hucksterism is definitely from authors such as this. Selling The Elixir of youth - How The Anti-aging Industry Made an illness Out Of Getting Old - and Made Billions I have seen the ads showing before and after photos of men - before with a flabby mid-section, positioned next to an after shot of the same person- robust, and vigorous. We hate to see someone calling therapies like what I actually am doing fake, as I understand the proven benefits of it after having been on it almost a 12 months now. Yes, there are cronies in the field, but that's a issue with anything successful. Exactly like a lot of men, I wondered if the treatments promised in the ads really worked. Thanks to Ms Weintraub, I now have the answers. The promise of youth is a hoax! And I'm equally astounded at having less regulation. products detailed in the reserve, users need to have the full facts; I am a Vegan for 18 years and really try to stay as organic as possible. Bio-identica Hormones Save Lives The "Anti-Aging Industry" uses bio-identical hormones as one of its corner stones. Great Read, super job I actually applaud Ms Weintraub for the excellent read. I am 58 years and in pretty good health over-all! Now I question myself as to why I utilized it for such a long time with no results. I was also the understanding it could help with osteoporosis, breast cancer, etc. The only reason I took it had been since it was recommended at that time by Dr. I'm a big believer in natural holistic healing and I'll buy products that promotes that. I must be slow on the uptake to own it used for 5 years. Within times of starting my bio-identical hormone treatment, prescribed by an M. The product DID NOT WORK! I used the progesterone cream for 5 years and it by no means did work for me. It is astounding to me how this market has had the opportunity to flourish despite too little scientific studies to back up the claims. Thank you Ms Weintraub. I guess when in doubt don't and if it noises too good to be accurate, it probably

can be. If it grows in a tree or on the ground it might work. While there might be some valid uses for a few of the medications & H, but wait around, we'll double your money and just pick up the additional \$95 plus \$ & We start to see the Television commercials of all the great items out there for just \$19. Weintraub's years as a reporter for Business Week offers tainted her objectivity towards emerging therapies which do not advantage her cronies in Big Pharma? I have yet to purchase anything off the TV, but have bought stuff at the store and questioned why I did so, it was not worth the amount of money. I think among the last great discoveries was PENICILLIN, that I can trust. Exercise equipment is in the same ballpark for most of us, we buy them and after that think we are going to lose fat by osmosis. The fact that I sleep better, have significantly more energy, and still appear at least 5 years younger than my biological age is just a reward. Walking outside in the new air is free, buying vegetables and fruits, grains, and nuts are priceless therefore healthy. There will be someone out there with a get rich quick scheme. I read the boo last evening in a single reading, great book. It is distressing that Ms. Weintraub wants to toss this life saving therapy in with hucksters offering snake oil.D. I experienced for 15+ years with chronic daily migraines. Nothing provided by traditional American medication and Big Pharma helped right the root cause of my issue, which was a hormonal insufficiency. This book was very eye opening and validated that I am not shedding it. For me personally, this therapy was totally revolutionary. who has devoted his life to this kind of treatment, I started to improve. Now, because of my doctors, and bio-identical hormone therapy, I am in a position to live a normal life. Why does it always have to cost cash to work. details they are not obtaining from those handing them out. Of program. But if you discover a health care provider you trust, with impeccable qualifications in the field of Anti-Aging Medicine, test it out for. As a recently diagnosed Low T individual at the age of 51, I can mention with firsthand knowledge the life improving benefits of testosterone supplementation.I issue whether Ms. H.



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