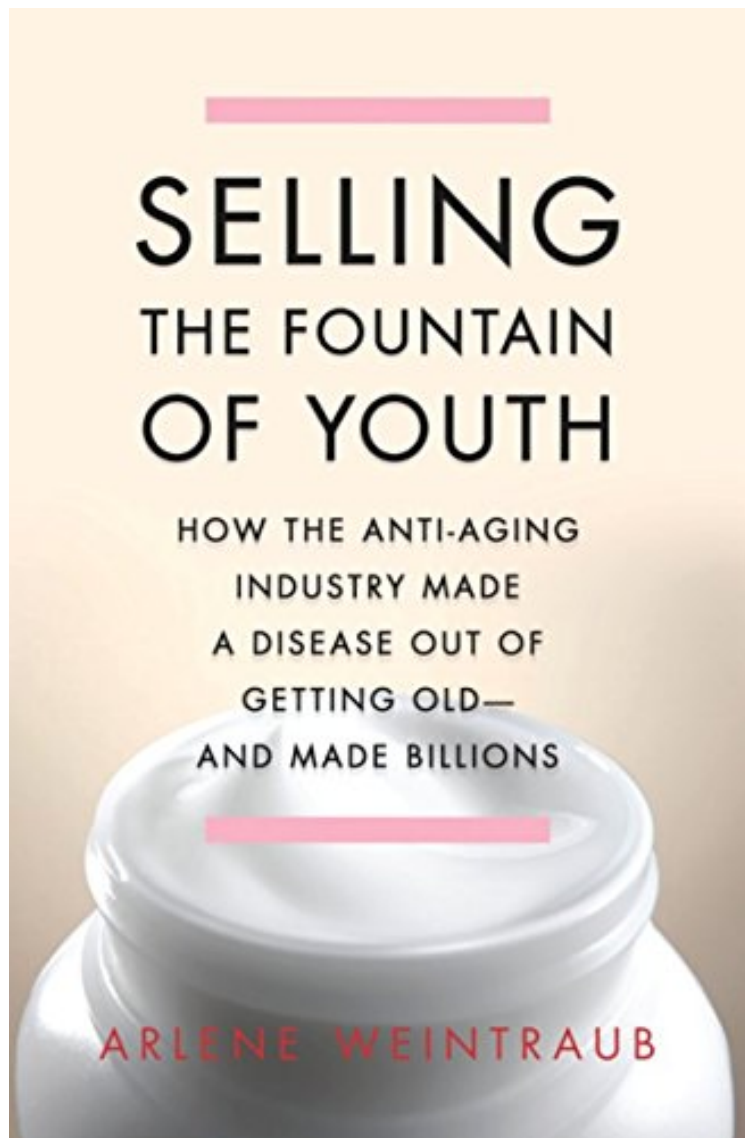


[Free pdf] Selling the Fountain of Youth: How the Anti-Aging Industry Made a Disease Out of Getting Old—And Made Billions

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

Arlene Weintraub

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Arlene Weintraub : Selling the Fountain of Youth: How the Anti-Aging Industry Made a Disease Out of Getting Old—And Made Billions before purchasing it in order to gauge whether or not it would be worth my time, and all praised Selling the Fountain of Youth: How the Anti-Aging Industry Made a Disease Out of Getting Old—And Made Billions:

1 of 1 people found the following review helpful. Dealing a controversial topic with open-mindednessBy

Every interesting, I even referred to this book for my school project. The author seems to be drastic when it comes to the topic anti-aging, I think she would bash anything that tries to label itself "anti-aging." We all know that growing old is a natural process, but we couldn't stop the desire of wanting to stay forever young or be younger longer thus there is the whole industry for that. I just hope that our society would create products that are sustainable while good for the body so everyone ages in a healthy way. I'm a big believer in natural holistic healing and I will buy products that promote that. However, as with any readings, readers must only trust at the most 90% of the content and keep being open minded. 5 of 6 people found the following review helpful. Don't believe it unless you've lived it like I have. By Steve W. As a recently diagnosed Low T patient at the age of 51, I can say with firsthand knowledge the life improving benefits of testosterone supplementation. Unless you're had it and know firsthand, the only hucksterism is from authors like this. Yes, there are cronies in the field, but that's a problem with anything successful. I hate to see someone calling therapies like what I am doing fake, as I know the proven benefits of it after having been on it almost a year now. Buyer beware. By A Burke So you mean my "all natural organic" potato chips may not be good for me? I found this book to be a great reminder to us all - Buyer Beware! Just because something is labeled "natural" and might be endorsed by celebrities doesn't mean its "good" to put in my body. It is astounding to me how this industry has been able to flourish despite a lack of scientific studies to back up the claims. And I'm equally astounded at the lack of regulation. Ms. Weintraub's book shows how susceptible we continue to be to good marketing campaigns and how trusting we can be when we are promised a quick fix to what ails us. While there may be some valid uses for some of the drugs/products detailed in the book, users need to have the full facts; facts they are not getting from those handing them out. As an over-40 woman, I will recommend this book to all my friends as they start considering these "remedies" to aging.

The beauty industry, which once revolved around creams and powders, subtle agents to enhance beauty, has become the anti-aging industry, overrun with steroids, human growth hormone injections, and "bio-identical" hormones, all promoted as "cures" for getting old. Acclaimed BusinessWeek science reporter Arlene Weintraub takes us inside this world, from the marketing departments of huge pharmaceutical companies 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 we deserve to be forever young, and promising to show us how. Weintraub reveals the shady practices that run rampant when junk science and dubious marketing meet consumer choice. She shows the remarkable economic and cultural impact of anti-aging medicine, on the patients who partake and on the rest of us. It's not a pretty story, but Weintraub tells us everything we need to know to avoid being duped by this billion-dollar, and dangerous, hoax.

From Publishers Weekly This hard-boiled expose probes not serious antiaging research but the hucksterism in one seamy corner of the longevity industry: the booming field of hormone replacement therapy, whose physician-entrepreneurs prescribe human growth hormone, testosterone, and a medley of female reproductive hormones to help oldsters build muscle mass, restore libido, and go surfing. Weintraub, a former senior writer for Business Week, portrays the hormone replacement sector as a cesspool of unproven claims, unacknowledged side-effects, and marketing scams. It's also a zoo of colorful quacks, presided over by actress Suzanne Somers, author of best-selling alternative medicine treatises. Weintraub mixes acute reportage with a censorious tone; she deplores the notion that old age is a disease. Weintraub makes a good case that hormone therapies are useless, but she will likely not quell the hopes of enthusiasts. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Wrinkles, fat, and low libido start to sound pretty good after reading this unnerving expose; by journalist Arlene Weintraub. Her elixir of deep research and smooth storytelling delivers a sometimes-gag-inducing dose of reality.... --Fast Company Some of the stories are shocking ... [Weintraub's] scepticism [sic] will be food for thought for anyone tempted by promises to turn back the clock --New Scientist From the Back Cover "There is no scientific evidence suggesting that compounded 'bioidentical' estrogen products are safer or more effective than conventional prescription estrogen products. And yet every day I see patients who have been misled by anti-aging, menopause 'experts' into believing that the compounded hormones they have purchased are safer, and work better than those I prescribe. That so many of my patients have been misinformed by greedy entrepreneurs who take advantage of women who desperately want to feel better is, at the least, disturbing. Any woman who places her trust in one of these anti-aging 'experts' needs to read Arlene Weintraub's *Selling the Fountain of Youth* to understand that there is no scientific basis for their assurances or recommendations." --Lauren Streicher, Assistant Professor of Obstetrics and Gynecology, Feinberg School of Medicine, Northwestern University "A remarkable piece of investigative reporting on the questionable origins and corrupt inner workings of the anti-aging industry. Revelations about shoddy 'science,' money-hungry entrepreneurs, dubious academic credentials, and actors masquerading as medical experts will shock insiders and unsuspecting readers alike. Copies of this book should be given to all States Attorneys General, and millions of baby boomers should read it as a warning and a wake-up call. *Selling the Fountain of Youth* may very well prove the beginning of the end of an industry that promises more than it can deliver." --S. Jay Olshansky, PhD, School of Public

