



Organic
Connections

MAR-APR 2008

The magazine of Peter Gillham's Natural Vitality

Mark Hyman, MD

**Why your body
needs magnesium**

9/11 Rescue Workers

**Who is helping our heroes
in their time of need?**

William McDonough

**Bringing "Cradle to Cradle"
to housing**

REVOLUTION

WE LISTENED.

The people are tired of taking pills and capsules.

They want a good-tasting bioavailable daily liquid with quality nutritional basics to give them energy for their fast-paced lives.

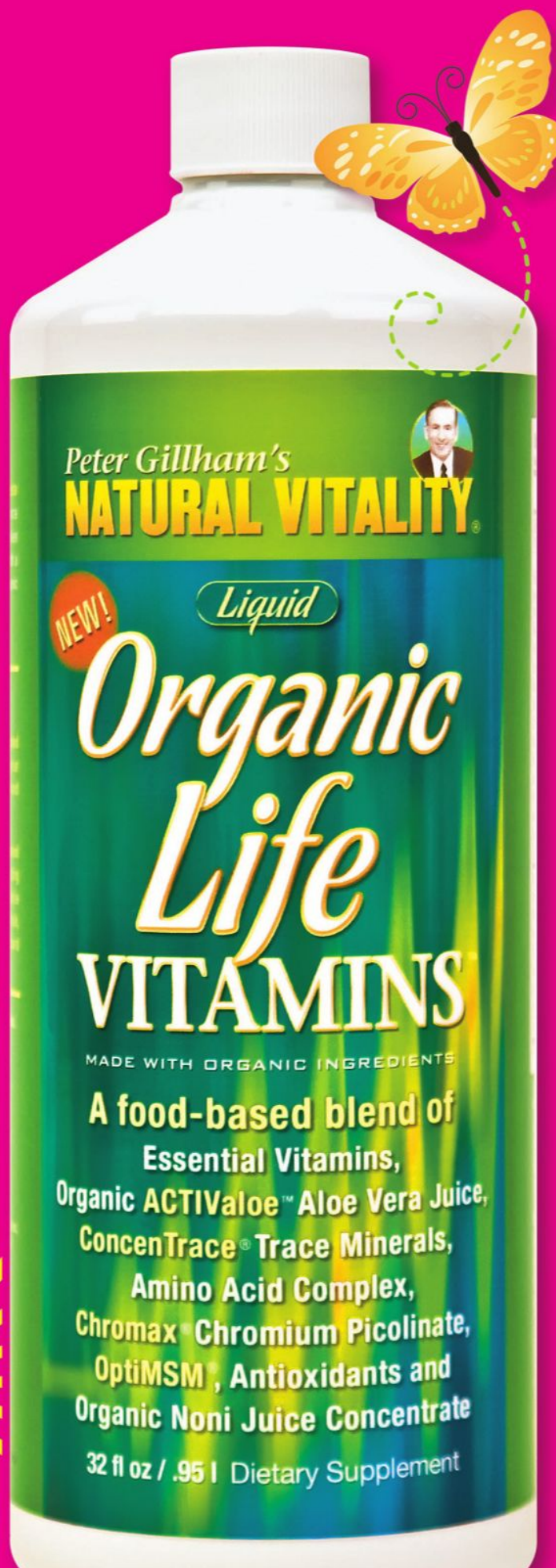
THE REVOLUTION

HAS BEGUN. *Organic Life Vitamins™* gives the people a food-based blend of essential vitamins, multi-functional organic *ACTIValoe™* aloe vera juice, *ConcenTrace®* trace minerals, amino acid complex, *Chromax®* chromium picolinate, *OptiMSM®*, zinc, antioxidants and organic noni juice concentrate—all with a great light fruit taste (organic raspberry and cranberry, sweetened with organic agave nectar).

JOIN THE LIQUID REVOLUTION in daily nutrition!

Available in bottles and convenient Nutri Packs, which come in a box of 30—perfect for travel, office or purse.

For more product information, visit www.petergillham.com.



Are we settling for mediocrity?

What do you want from life? Aside from being a song by seventies' band The Tubes, it's an interesting question. Digging deeper, are our lives becoming an all-you-can-eat buffet of quantity over quality?

Let me be more specific. We'll pick some things off the buffet table at random: *Traffic*—the typical US commuter racks up almost 40 hours a year in traffic. That's almost two days out of millions of lives (and that's just an average). It adds up to \$78 billion in lost time and wasted fuel, not to mention the cost environmentally. *Tomatoes*—the majority are sold in supermarkets and are bred to be durable, *not tasty*. Varieties are grown for easy shipping and storage (spending weeks ripening in warehouses). The result—pink, mealy, tasteless and low in nutrients. And how about *clamshells*—no, not the mollusks—the hard, clear display cases in which so many consumer items are packaged? They are sturdy and resist opening with scissors and knives, producing jagged shards of plastic in the process. In 2004, nearly 6,500 Americans were admitted to emergency rooms with injuries sustained in trying to open these. *Customer "service"*—calling that 800 number often results in even more frustration than you started with. Half of the "service" reps are talking, e-mailing or instant messaging another customer *while* dealing with you. A quarter of these reps handle up to four people at once. (Bet you thought you were being put on hold while the rep followed up *your* situation.) *Education*—the focus is on passing tests, not encouraging creativity or developing life skills. Some who are bored, have objections, or display an excess of energy are in danger of being culled out to be sedated. In fact, there is an epidemic of child drugging (last year 36 million prescriptions were filled for "hyperactivity disorders"—enough for half of the children in the US under 18). Says Peter Breggin, MD, "The drugging of children has gotten so out of hand that America is waking up to this. This is a national catastrophe. I'm seeing children who are normal who are on five psychiatric drugs."

I could go on but I'm sure you have many examples of your own. *It's our world!* Do we demand a better quality of life or just give in and simply lower our standards (and take our "meds" because the result is so depressing)? In this issue, happily, you can read about some people who are setting a higher standard and delivering an effective blow to mediocrity. And that's good news for us all!

Ken Whitman
XXXXXXXXXX

Organic Connections is published by Peter Gillham's Natural Vitality
2530 N. Ontario Street, Burbank, CA 91504-2512
National Office (800) 446-7462 • www.petergillham.com
For a free subscription e-mail: info@petergillham.com

Statements made in this magazine have not been evaluated by the Food and Drug Administration. Products mentioned are not intended to diagnose, treat, cure or prevent any disease. © 2008 Peter Gillham's Natural Vitality. All rights reserved.

In this issue



or•gan•ic [ôr ganĭk]

denoting a relation between elements of something such that they fit together harmoniously as necessary parts of a whole: *the organic unity of the integral work of art* • characterized by continuous or natural development: *companies expand as much by acquisition as by organic growth.*

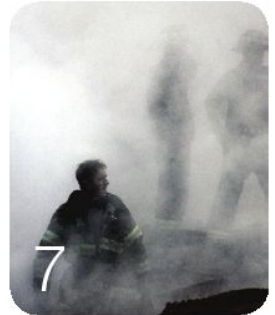
4 Mark Hyman, MD

Best-selling author and leading authority on alternative medicine talks about the importance of magnesium to your health.



7 Helping 9/11 Heroes

The compelling story of the after-effects of the 9/11 tragedy on the health of the rescue workers and how one organization is making a difference.



12 William McDonough

Greenbridge is a condo and commercial complex that puts into practice the philosophy of William McDonough, architect and co-author of *Cradle to Cradle*, the green manifesto that calls for the transformation of human industry through ecologically intelligent design. The result is inspiring.



NATURAL REVITALIZATION

A portion of the profits from the sale of *Natural Calm*® and *Organic Life Vitamins*™ goes to our Natural Revitalization environmental action initiative addressing global warming, which helps fund **Conservation International** (www.conservation.org) and **Remineralize the Earth** (www.remineralize.org).



Mark Hyman, MD, is the medical director and founder of the Ultrawellness Center in Lenox, Massachusetts, and the author of several *New York Times* best-selling books on nutrition, diet and a healthy lifestyle. His clinic is a center for functional medicine, a new field of medicine that addresses chronic disease through its underlying causes rather than just the symptoms. A leading authority on alternative medicine, Dr. Hyman has appeared on numerous television programs including *Today*, *Good Morning America*, and *The View*. Recently Dr. Hyman sat down with *Organic Connections* to give us his views on the subject of magnesium, which his research has found is a vitally essential mineral—in fact magnesium is covered extensively in one of his books, *Ultraprevention*.

M

“Magnesium is something I focused on for a long, long time and I think is one of the key elements in helping repair people’s biology,” Dr. Hyman says. “It’s a macromineral of which most of us are deficient, and this is responsible for many, many symptoms. Magnesium is responsible for over 300 enzyme reactions and is found in all the body’s tissues.”

How Do You Know If You’re Low?

Dr. Hyman states that most of us are deficient in magnesium, but how can we know if we have this deficiency? One might think it can be tested in the blood by a doctor—but unfortunately that’s not the case. “When we test for magnesium, the tests for most people come out ‘normal,’ so we think it’s normal,” Dr. Hyman says. “But that’s a very misleading assumption—that testing for magnesium with conventional blood tests shows an accurate level. We use serum magnesium, which tells us only about what’s in the bloodstream, not about what’s inside the cells. Testing for red-blood-cell magnesium is a little more useful but it’s still difficult to measure.”

So what is the best test? “The best diagnosis for a magnesium deficiency is simply a good medical history,” says Dr. Hyman. “So anything that twitches or cramps or spasms or is tight in any way is a sign of magnesium deficiency.”

Such signs include a long list of symptoms: muscle cramps or twitches, insomnia, irritability, sensitivity to loud noises, anxiety, autism, ADHD, heart palpitations, angina (a spasm of the arteries), constipation, spasms in the muscles, headaches, migraines, fibromyalgia, chronic fatigue, asthma and kidney stones (which are caused by a calcium-magnesium imbalance); even diabetes and obesity are related to magnesium deficiency. Other symptoms connected to magnesium deficiency include high blood pressure, menstrual cramps, irritable bladder, irritable bowel, acid reflux and premenstrual syndrome.

Magnesium affects several crucial areas of health, and Dr. Hyman elaborates more specifically on each:

Heart health: “Magnesium is very important for cardiac function and is essential in stabilizing cardiac membranes and preventing arrhythmias. I also think that it helps with things like angina as well.”

Magnesium is something I focused on for a long, long time and I think is one of the key elements in helping repair people’s biology. It’s a macromineral of which most of us are deficient, and this is responsible for many, many symptoms. Magnesium is responsible for over 300 enzyme reactions and is found in all the body’s tissues.

Bone health: “I think calcium and magnesium are both necessary; your bones certainly have a lot of magnesium and people tend to ignore that. I always recommend calcium and magnesium for osteoporosis.”

Nerves, anxiety and stress: “Magnesium relaxes the nervous system in a number of ways. Besides just relaxing the muscles, it actually is a natural blocker of a receptor in the brain called NMDA. This receptor is stimulated with calcium, actually, and

it’s something that leads to over-excitation and stimulation of the brain and irritability, depression and many other things. Magnesium is a natural NMDA receptor antagonist, which helps to really calm the nervous system overall.”

Depression: “Depression and anxiety are very related and I think magnesium helps reduce the same phenomena in the brain. I would always recommend that people use a nutritional approach to depression before actually using antidepressants because mostly they don’t work well.”

ADHD: “ADHD is a hyper-irritability of the nervous system. Many of these children are very depleted in magnesium because their diets are poor—they eat high amounts of sugar. I think magnesium is a critical deficiency in kids with both ADHD and autism and it has a very calming, relaxing effect on them.”

The basic reasons go all the way down to a cellular level. “Magnesium is necessary

for your cells to make energy, to stabilize cell membranes and to help your muscles relax,” Dr. Hyman says.

Magnesium and the Medical Community

When you go to your doctor with the types of symptoms enumerated above, he or she is not likely to prescribe magnesium. But interestingly, magnesium has been utilized by the medical community for many years—almost always as a last resort.

Earlier in his life Dr. Hyman worked in an emergency room and witnessed this firsthand. “When I was in the emergency room, magnesium was used fairly routinely in critical care situations intravenously to prevent or to try to reverse cardiac arrest or if there was abnormal rhythm in the heart,”

Why Are We Deficient?

“The reason many people are so magnesium-deficient is very simple,” says Dr. Hyman. “They do a lot of things to cause their bodies to lose magnesium and eat almost no foods that contain magnesium.”

When I was in the emergency room, magnesium was used fairly routinely in critical care situations intravenously to prevent or to try to reverse cardiac arrest or if there was abnormal rhythm in the heart.

he says. “When all the drugs had failed we pulled out magnesium.”

Magnesium was also used to treat preeclampsia (high blood pressure in pregnancy) and premature labor. It was also administered to alcoholics when they turned up in the emergency room, as they tend to be deficient in magnesium. “We use it all the time as well when people are constipated,” Dr. Hyman points out. “We give them milk of magnesia.”

Of course today’s common diet is a major problem, consisting of processed and refined foods. Average diets consist mostly of white flour, meat and dairy—none of which contain magnesium. “We don’t eat magnesium-rich foods,” Dr. Hyman continues. “When was

The reason many people are so magnesium-deficient is very simple. They do a lot of things to cause their bodies to lose magnesium and eat almost no foods that contain magnesium.

he says. “Two, eat foods that are high in magnesium, and three, take supplements.”

In terms of cutting out elements that drain the body of magnesium, Dr. Hyman recommends limiting coffee, colas, high salt, sugar and alcohol. He points out that medications, such as diuretics, water pills and antibiotics, and many drugs actually cause a person to lose magnesium as well; so if these medications are necessary, a higher intake of magnesium could also be warranted.

There is a long list of magnesium-rich foods that can be added to a diet. These include kelp, wheat bran, wheat germ, almonds, cashews, buckwheat, brazil nuts, filberts, millet, pecans, walnuts, rye, tofu, soybeans, brown rice, figs, dates, collard greens, avocados, parsley, beans, barley, dandelion greens and garlic.

Dr. Hyman also recommends magnesium

the last time the average person had a high dose of sea vegetables like seaweed, or dark green leafy vegetables, or beans or nuts? Mostly if you’re an American your nut consumption comes from chocolate-covered peanut butter cups or high-sugar-content trans-fat-laden peanut butter. This is obviously not high-magnesium food.”

In addition to the average person’s lack of magnesium intake, many aspects of people’s lives actually rob their systems of the little magnesium they contain. Drinking coffee and alcohol, eating sugar and being under chronic stress all cause their bodies to become depleted.

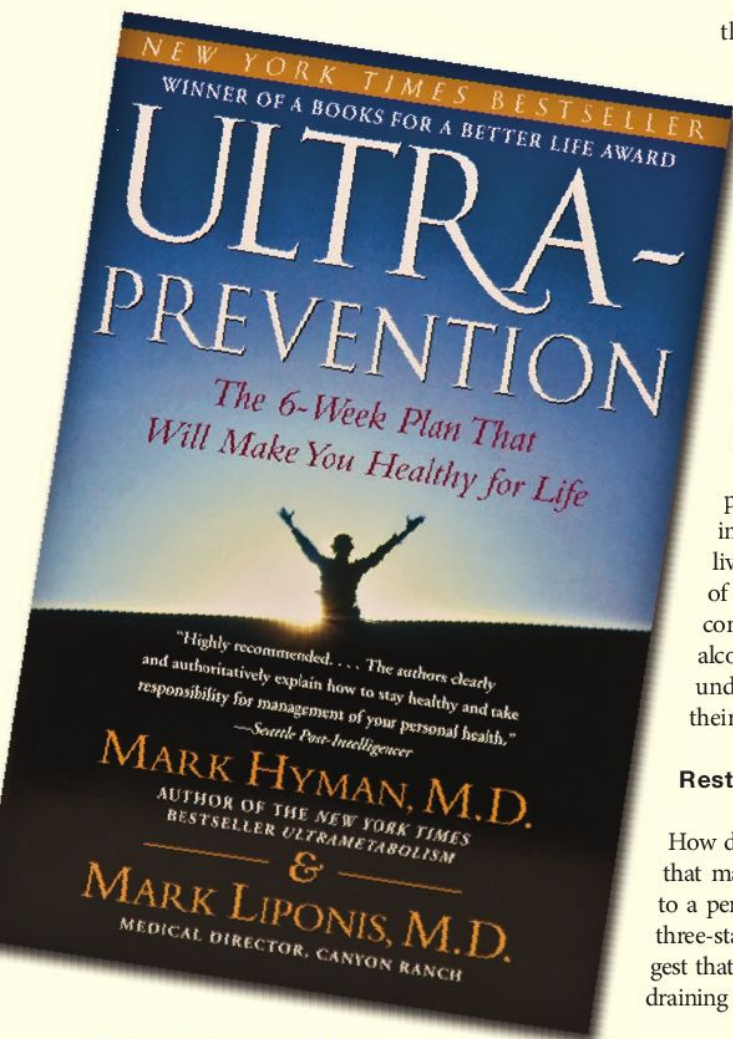
supplements, avoiding the most commonly available forms—magnesium carbonate, magnesium sulfate, magnesium gluconate and magnesium oxide.

“I think it’s great to get people’s awareness up about magnesium, because it’s such a critical factor in terms of the general well-being people can achieve through its use. I find that in my practice it’s probably one of the most powerful, beneficial and therapeutic tools that I have for a whole host of chronic illnesses.”

For more information on Dr. Hyman, to access his video blog or to view his list of books, visit www.drhyman.com.

Restoring Magnesium

How does Dr. Hyman recommend that magnesium intake be restored to a person’s diet? He considers it a three-stage process. “First of all, I suggest that people identify how to stop draining their bodies of magnesium,”



The New York Rescue Workers Detoxification Project

Righting the horrors of 9/11 and restoring quality of life

by Bruce Boyers



For the world in general, there was a kind of closure.

The rescue and cleanup workers had finally, most assumed, returned to their day-to-day lives. But for many of those workers, a new horror was just beginning—one unseen by the rest of the world.

T

There is not a person who was alive on September 11, 2001, who does not remember exactly where they were when they heard of the horrific terrorist attacks on New York's World Trade Center towers. And in the days, weeks and months that followed, we watched with awe as tens of thousands of firemen, policemen, National Guardsmen and volunteers charged into the rubble with no considerations for their own lives to search for survivors and begin the



massive cleanup that was to last for the next nine months.

On July 1, 2002, an announcement came that workers had finally finished cleaning up the estimated 1.8 million tons of debris, eight months ahead of schedule. An interfaith memorial service was held at the site at which candles were lit and nine white doves were released, which soared out of sight after circling where the World Trade Center had once stood. A few days later, another ceremony was held for thousands of silently watching public, during which the last beam was ceremonially removed and an empty American-flag-draped stretcher was carried from the site, representing the missing who had never been found.

For the world in general, there was a kind of closure. The rescue and cleanup workers had finally, most assumed, returned to their day-to-day lives. But for many of those workers, a new horror was just beginning—one unseen by the rest of the world.

The Unseen Terror

From 9/11 onward, thousands of cases of skin rashes, serious digestive issues, breathing disorders, mental disorders, heart problems and many others were reported by WTC rescue and cleanup workers to hospitals and medical professionals throughout the general New York area.

Firefighter Joe Higgins

One example is firefighter Joe Higgins. He served in the FDNY as a firefighter for 18 years, and in his career fought more than 1,000 inner-city fires. He also served as the drill instructor for over 6 years and trained upward of 4,200 firefighters, who are currently on the job. Firefighting was a family affair for Joe; together his father, three of his brothers and he have given more than 100 years to the fire department, and his brother Tim was lost in the collapse of the WTC North Tower.

Joe wasn't on the duty chart on 9/11, but like most off-duty firefighters he reported on that day. "No one was really thinking about toxic exposure those first few days," he says. "We were thinking about finding people who were still alive."

For months, Joe worked on rescue and recovery operations, running on pure adrenaline. He watched others become ill and was wondering what was happening to them.

In April of 2002, after fighting a relatively small fire, Joe began to have a very difficult time breathing. The breathing problems escalated into an asthma attack, and at the end of May he was hospitalized for seven days during which he suffered multiple asthma attacks. "Not being able breathe frightened my children and I was fearful for my life," Joe says. "I recovered, but I was told my firefighting days were over, and I ended up on six meds that I was told I would need for the rest of my life."

Then Joe began having nightmares and couldn't sleep more than two hours a night—and even that was in intervals of 20–30 minutes. By July, the inability to sleep was taking its toll; he would awake in a sweat, caught in vivid dreams of the event. With no other help in sight, Joe resigned himself to spending the rest of his life in this torment.

Captain Sean Donahue

Another example was Captain Sean Donahue, a pilot and commander in an aviation detachment of the US Army. On September 11, Captain Donahue had been working near the World Trade Center. When the attacks occurred he went to the WTC, managing to escape just as the towers collapsed. Later in the day, he returned with a group of military volunteers and remained straight through to the evening of September 12, the entire time engulfed in deep smoke and airborne soot. But like the rest of the volunteers, he ignored it and bravely continued searching for survivors. He remained in the Manhattan area from September 15 until March 2002, and was continuously exposed to smoke, dust and airborne particles.

On September 16, Donahue was rushed to St. Vincent's Hospital because he couldn't breathe. Simultaneously, he developed a variety of chronic physical conditions including shortness of breath, skin rashes, severe stomach and chest pain, chronic nausea, vomiting and diarrhea.

Donahue also developed serious mental problems. "In February 2002, I experienced a complete flashback of the events of September 11 while watching the Super Bowl," Donahue said. "I was reliving the events as if they had just happened again. I was badly shaken by this, and was referred to an Army chaplain and a psychiatrist. The help that I received from them was appreciated, but it did not cause a change in my condition."

The problems only worsened. Donahue was unable to concentrate; he would arrive

at a job site and then “space out,” unable to orient himself to the job. He was forced to discontinue his work as a computer consultant. “My outlook on life was constantly bad,” he said. “I was unable to get up in the morning. I was relying on ten medications, four inhalers and six different pills just to get me through the day.”

Donahue’s condition continued to deteriorate and in December 2003 the Army revoked his flight status. He finally reached the point where the only remaining medical option was for him to begin taking full-body steroids. “As bad as I felt, I did not want this to happen,” he said. “I knew that if it did, I would be permanently disabled.”

As time went on, such cases mounted. A Port Authority Police lieutenant present at the collapse of the WTC and who continued to work twelve-hour days for six days a week over the following nine months experienced sinus infections, gastroenteritis, rashes and serious physical weakness. A firefighter who worked three or four months following the collapse ended up with asthma attacks and two to three hours’ sleep a night with constant nightmares. A rescue worker who spent significant time on the site developed respiratory problems, lack of energy, loss of concentration, short-term memory loss and mood swings. The medical community did the best they could with what they had, addressing these illnesses with antibiotics, inhalers, steroids and any other treatments recommended by their training. Unfortunately these treatments were far from cures; they only gave

included steroid inhalers, painkillers, acid reflux medication and much more. The man had been employed as a doorman but, driven by duty, had reported to the WTC site on 9/11 as a volunteer. After 9/11 he became severely ill with asthma, reactive airway disease, chronic acid reflux, fatigue, post-traumatic stress disorder, depression and severe anger problems. He also gained 100 pounds.

The potential problem is enormous. There were 40,000+ rescue workers, cleanup workers and volunteers at the WTC site, all exposed to the same dangers as the cases detailed above. Even more significantly, there were 1.2 million people living and working in lower Manhattan who were exposed to these environmental dangers both during the crisis and in the subsequent months of the cleanup. Winds also carried these toxins into Brooklyn, parts of Queens, and the New Jersey municipalities of Hoboken, Weehawken and Jersey City—raising the potential exposure to 2 to 4 million people.

The Cause

The culprit behind these illnesses was hundreds of chemical compounds—which would normally never become airborne—released into the atmosphere at the WTC site. It began with a mammoth dust storm of pulverized concrete, steel, asbestos, office equipment, carpeting and other matter. All of these materials literally evaporated into the air.



The toxic particles were among the smallest ever seen—so small that normal body defenses employed by site personnel were useless. Many of the personnel, having rushed to the site in an attempt to save lives, were not protected at all or had minimal, inadequate protection.

The toxins included heavy metals such as aluminum, lead, mercury, manganese and cadmium. They also included 33,000 to 44,000 gallons of polychlorinated biphenyls (PCBs), a group of synthetic chemicals once widely used in electrical equipment, hydraulic systems, heat transfer systems and other industrial products. They are highly toxic and potent carcinogens (cancer-causing agents) actually banned from use 30 years ago.

This titanic release of poisons into the atmosphere constitutes the worst environmental disaster in US history.

Detoxification

Residues of many of the most dangerous chemicals released at the WTC site accumulate in fat tissue. By storing these chemicals in fat, the body limits their power to harm. Although much

No one was really thinking about toxic exposure those first few days. We were thinking about finding people who were still alive.

slight relief and patients were told they would probably have to remain on these treatments for life.

The Magnitude of the Problem

Have these illnesses dissipated in the six years since 9/11? Regrettably, they have only become worse. Only recently, a 40-year-old man turned up at the New York Rescue Workers Detoxification Project—a non-profit group providing rehabilitative services to rescue workers—carrying with him a bag containing 21 different medications that he’d been taking for two years. These

“After the collapse, you couldn’t find anything,” said Jim Woodworth, president of the New York Rescue Workers Detoxification Project. “There were no phones, no garbage cans, no doorknobs, no doors, no light switches, no pictures, nothing. They had all literally turned into a gas or, if they were on fire, they turned to smoke.” Much of this material attached to silica dust because silica is highly absorbent of moisture and gases, and was inhaled or absorbed through the skin. Silica is the prime element in glass and concrete, and given the amount of such in the WTC towers this comes as no surprise.

research has been devoted to establishing acceptable levels for these residues, none of these substances truly belong in the body. A growing quantity of research and clinical experience has identified a range of symptoms that are associated with low-level chemical exposures, including many of the conditions experienced by rescue workers.

For nearly three decades, physicians and rehabilitation specialists have utilized a natural detoxification procedure developed by L. Ron Hubbard to reduce or resolve these symptoms. The program utilizes a

the rescue workers could have access to the program immediately," said Woodworth. "We felt that their options should include this natural, non-invasive program that had long been shown to resolve the kinds of symptoms that were plaguing them."

The project opened its doors to rescue workers in September 2002.

The Program and Its Success

Almost immediately the program began seeing incredible success. Rescue and

the program could not walk up a flight of stairs, can today run three miles. His chronic cough is gone and he no longer needs any medication. He has a new, stress-free outlook on life. And in testament to the totality of his recovery, he has now fully regained his flight status.

"I was without hope before I began detoxification," Donahue says. "This program was everything that I was told it would be. I was facing a lifetime of suffering. That is behind me now."

How about the 9/11 volunteer who recently



precise regimen that consists of exercise, sauna bathing and vitamin, mineral and oil supplements to help eliminate stored toxins and to reduce their health effects. An ongoing series of pilot projects and studies in the US, Europe and Russia, as well as three international conferences, have yielded considerable evidence of its safety and efficacy.

Responding to a Cry for Help

Within weeks of the attacks, firefighters and union representatives who were familiar with this work began to contact detoxification specialists about the feasibility of making the Hubbard program available to rescue workers. Among the groups they contacted was the Foundation for Advancements in Science and Education (FASE), a non-profit organization that has organized or facilitated studies of the program for more than two decades.

In January of 2002, foundation associates traveled to New York for the first of a series of meetings with city officials, rescue workers and union officials to gain a firsthand view of the situation. In response to repeated requests for a detoxification clinic in Manhattan, the New York Rescue Workers Detoxification Project was established. Co-founder Tom Cruise, whose involvement in relief efforts began immediately after the attacks, helped to guide the planning for such a center and the related capital campaign—donations were needed as the program would be offered to rescue and cleanup workers free of charge.

"We went to the private sector to make sure

cleanup personnel slept through the night for the first time since 9/11, and found they could breathe comfortably without inhalers or other medication.

Just as firefighter Joe Higgins had resigned himself to spending a life of inhaler-assisted breathing, constant nightmares and little sleep, he found out about the project. On the detoxification program he was put on a regimen of vitamins, minerals and amino acids to help him get to sleep. By the third day he was sleeping seven to eight hours a night for the first time since 9/11 and was safely off all his inhalers.

"As the toxins were being removed I started to think more clearly and not feel as depressed or anxiety ridden," Higgins says. "By the time I was done, I felt like I had been shot out of a cannon. I felt fantastic.

"It's now been over two years since I completed," Higgins concludes. "I continue

checked into the program? Following the detoxification program guidelines under medical supervision, he was able to quit every one of his 21 medications within two days. Still on the program, he has regained the ability to run for 30 minutes straight.

There are many other such dramatic results. One 31-year-old athletic fireman who responded on the day of the disaster, who had deteriorated to the point where he couldn't even climb a flight of stairs without shortness of breath, made a complete recovery both mentally and physically. Another firefighter who had been hospitalized with asthma and could only breathe with the use of multiple steroid inhalers has also fully recovered, is off all inhalers, back to a normal night's sleep, and can now run for 25 minutes straight. Another rescue worker who was so sick he thought he'd be forced to an early retirement reports

Within weeks of the attacks, firefighters and union representatives who were familiar with this work began to contact detoxification specialists about the feasibility of making the Hubbard program available to rescue workers.

to feel great. I have also had the opportunity to see many more members of FDNY complete detoxification and their gains have been as dramatic as mine."

Captain Sean Donahue, who had suffered from a staggering number of physical and mental problems and who had been told his only option was permanently disabling full-body steroids, and when admitted for

that he now feels as healthy both mentally and physically as he did in his college days. There are hundreds of such reports.

"The truth of the matter is that the traditional medical offerings—steroidal inhalers, antidepressants, antianxiety medications, sleeping pills, painkillers—are not going to address the toxic body burden of these chemicals that these men

and women were exposed to,” Woodworth said. “You have to remove the cause, which in this case happens to be toxic heavy metals and chemicals that are causing the symptoms. If you have a body that’s completely toxic from chemical exposure, typically adding more chemicals in the form of drugs isn’t going to help that person. It’s only going to hurt them.”

A total of 843 people have now completed the program and hundreds more are requesting the service.

the result of toxin-induced damage—all this argues strongly for and adds urgency to this initiative,” the report concludes.

Union Support

The program has also received considerable support from local police and firefighter unions.

“It is not too much to ask that the brave men and women who willingly gave their best for the benefit of so many be able to choose the medical care that promises a



Support from the Medical Sector

Medical authorities have lauded the project and the Hubbard Detoxification Program. “The Hubbard Program is the only method that exists that offers the possibility of reducing the body burdens of toxics that can cause disease,” says James Dahlgren, MD, clinical faculty at the UCLA School of Medicine. “Let me repeat that: it is the only method that has shown promise in this regard.”

Dr. Gerald Ente, chief surgeon for the New York State Fraternal Order of Police (FOP), toured the Manhattan facility and interviewed program participants. He praised the program for its service to police officers and its aim to restore health rather than to medicate symptoms. “I am throwing in all my weight for the NYSFOP to support this endeavor,” he said. “They are helping our people.”

The results in nearly 500 cases were reported in *The Townsend Letter*, a highly regarded forum for researchers and physicians involved in alternative medicine. “The improvements attained in almost 500 cases argue for broader implementation of the program, supported by additional evaluation and research efforts.

“That a large percentage of those affected by 9/11 exposures are not responding to existing treatments after more than four years; that the opportunity to improve the job fitness of first responders in one of the nation’s most important cities exists; and that the possibility that syndromes being treated as ‘post traumatic stress’ are in fact

return to the full and productive life they enjoyed before that day,” said Charles J. Caputo, president of the New York State Fraternal Order of Police. “We believe that

You have to remove the cause, which in this case happens to be toxic heavy metals and chemicals that are causing the symptoms. If you have a body that’s completely toxic from chemical exposure, typically adding more chemicals in the form of drugs isn’t going to help that person. It’s only going to hurt them.

the already proven success of the treatment offered by the New York Rescue Workers Detoxification Project is making that dream come true and unequivocally endorse it.”

“Clearly, we need to do everything we can to help these individuals, to restore their quality of life and to prevent long-term impacts from toxic exposures,” said Steve Cassidy, president of the Uniformed Firefighters Association. “The work that you are doing in this regard is unique in the city, and is very welcome.”

Until the hidden terror of 9/11—the lethal toxic poisoning of our heroes that were right on the front lines—is fully, publicly and accurately addressed, the New York Rescue Workers Detoxification Project stands ready, willing and able to give life back to those who gave so much to us in our time of crisis.

The New York Rescue Workers Detoxification Project continues to service an escalating number of 9/11 rescue and cleanup workers, and is supported only by donations. Peter Gillham’s Natural Vitality is proud to be a supporter of the project. To find out more and to make a donation, please visit the project’s website at www.nydetox.org.



GREENBRIDGE A Building That Gives Back to the Environment



When you think of building construction, you probably don't think "environmentally friendly," and for good reason. Buildings utilize components made of PVC, which never decomposes. Wood is taken from lands being denuded and deforested. Petroleum and chemical-based materials are generously used resulting in harmful vapor off-gassing. And at the end of the life cycle, most components are never recycled but continue to pour into landfills spreading across our quickly disappearing landscape.

One very visionary architect named William McDonough, however, has taken an approach directly contrary to these practices, evolving and implementing principles that are not only environmentally safe but which actually contribute to sustaining life. "How sophisticated are human designers?" McDonough poses. "Think about a tree. How many human designers can go out and put something in the ground that they've designed that starts making oxygen, distills water, provides habitat for hundreds of species, builds soil, uses solar energy as fuel and self-replicates? And how many buildings that you know of have made oxygen lately? What we're talking about is the idea of a building like a tree. It could actually happen."

McDonough's philosophy is expressed fully in his 2002 book *Cradle to Cradle: Remaking the Way We Make Things*, co-authored with Michael Braungart. The Cradle to CradleSM framework encourages a thorough understanding of what materials are, how they behave, whether they are

technical or biological nutrients, and how they can be recycled and up-cycled (up-cycling is the use of waste materials to provide useful products). In the natural world, the sun continually generates new growth and feeds living systems. One organism's waste is food for another—waste equals food. Under Cradle to Cradle thinking, the goal is for everything to contribute positively to society, the economy and the environment.

It's a grand vision, no doubt. But is it possible to put into practice?

Welcome to Greenbridge

A company called Greenbridge Development has taken McDonough's vision and put it very much into practice. Their first venture, a complex of luxury condominiums and commercial spaces, is now being built in Chapel Hill, North Carolina, and William McDonough and his company are

design projects," says Mark Rylander, architect with McDonough + Partners. "From the outset, the Greenbridge developers supported our effort to think about the project as a system and find ways to explore eco-effective solutions in every aspect of the project, from the building form to energy to materials."

Building Materials

Yes, they are really doing it. From the start, the Greenbridge developers have committed to the utilization of environmentally safe materials. "Wherever possible, we are seeking to specify Cradle to Cradle certified products and other products and materials that are healthier and safer than conventional alternatives," says Jose Atienza, award-winning designer with William McDonough + Partners.

The design team is following the LEED (Leadership in Energy and Environmental

How many human designers can go out and put something in the ground that they've designed that starts making oxygen, distills water, provides habitat for hundreds of species, builds soil, uses solar energy as fuel and self-replicates?

the lead design architects. Greenbridge will offer 98 condominium residences at various price points, 35,000 square feet of retail, and underground parking throughout a 216,850-square-foot complex on a 54,724-square-foot plot in Chapel Hill's historic Northside neighborhood.

"William McDonough + Partners' design thinking is inspired by the Cradle to Cradle framework; this shapes the approach to all of our architecture and community

Design) Green Building Rating System, a voluntary, consensus-based national standard for developing high-performance, sustainable buildings that can restore the natural environment and encourage use of local labor and material resources. Based on well-founded scientific standards, LEED emphasizes state-of-the-art strategies for sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.



All finishing wood at Greenbridge will be certified by the Forest Stewardship Council (FSC), and no harmful materials such as MDF (medium-density fiberboard) or formaldehyde will be used at all. Hardwoods will also be from salvaged and reclaimed woods. Local Mt. Airy (North Carolina) and Virginia granites will be used. Many surfaces will be covered with a hard-wearing, waterproof, fully recycled and recyclable surfacing material known as TEFOR. All the carpets will be of natural renewable wool, linen and cotton. Paints used will be free of volatile organic compounds.

Environmentally Contributive Operation

Of course, once the building is completed, its friendly interaction with the environment is key.

The roof of the building will be utilized for functional as well as aesthetic purposes, playing host to beautiful landscaped gardens. Besides being attractive, these gardens will create oxygen, harvest rainwater for reuse, and diminish rainwater runoff to storm drains. Storm water will be captured by special water retention layers installed beneath the soil of the plantings. Each layer will be made of egg-crate-shaped material that can hold up to two inches of rain before overflow into the roof drains. This simple technique will keep rainwater in reserve beneath the soil, making it available to plants through a wicking process when the surface soil is dry.

Collecting rainwater will also offset dependence on city water supplies. In addition to preventing runoff and being used to water the gardens, it will also possibly be used to flush toilets in public spaces.

Decisions on plumbing systems throughout the building are also being guided by the goal of maximum water conservation. Water-saving plumbing fixtures and appliances and wastewater reuse will help to reduce the

building's potable water consumption by more than 50 percent compared to a similar size building.

Greenbridge will use 35 percent less energy than a similar building designed to National Energy Code requirements, and will provide a 65 percent reduction in summer peak demand. In addition, 5 percent of the building's base electrical load will be generated by on-site solar power.

The building will utilize a central air filtration system that will pull in fresh air from the structure's highest point and filter 85 percent of particulates before providing each apartment with fresh filtered air. Working in tandem with the building's geothermal heating and cooling system, the air will be heated and humidified during cold weather and cooled and dehumidified during warm weather.

A single computerized system will coordinate controls for heating, ventilation, air conditioning, lighting, security and other building systems. It will automatically alert maintenance personnel when required.

Social Interaction

The building is designed to mesh not only with the environment but with society as well. "At Greenbridge, the developers were very conscious of this project's potential as a

close it is to services, jobs, schools and more. Greenbridge tackled this issue aggressively."

Greenbridge Developments is committed to following "smart growth" principles of revitalizing town centers, rather than gobbling up farms and forestlands and contributing to urban sprawl. Their intention is to place buildings close to mass transit systems and urban infrastructure. Residents are able to park their cars, opting to take the bus, walk or ride bicycles as an alternate mode of transportation.

The Greenbridge site location was chosen for both its practical qualities and potential possibilities. Practically, the current infrastructure has water, sewer, telephone, power, paved roads and three bus stops, and is centrally located between the main streets of Chapel Hill and Carrboro.

The neighborhood in which the site is located is experiencing an economic revitalization, and developing this site will greatly add to the momentum. This potential is recognized by the city, as the Greenbridge site is located within the "opportunity zone" as created for Chapel Hill's downtown small area plan.

Historically the site dates back to a time when it was the hub of a vibrant and sustainable community. The new Greenbridge building will bridge the neighborhood's future to its past, and its planned large plaza will become a town gathering place for years to come.

Other Projects

The design services of William McDonough + Partners have also been retained for a commercial office building and distribution center called Boutique JACOB in Montreal, Quebec, Canada, incorporating both the diversity and the richness of Montreal and the Quebec region. The firm is also



Wherever possible, we are seeking to specify Cradle to Cradle certified products and other products and materials that are healthier and safer than conventional alternatives.

regional catalyst and example, which meant that where it is located—within existing infrastructure—was an important driver, and one that links to all of these issues," says Rylander. "Tremendous economic, social and environmental impacts flow from where the building is: whether it allows and encourages walking, cycling and transit use, and how

participating in Make It Right, a non-profit project dedicated to building 150 homes in New Orleans' Lower 9th Ward. The project serves as a catalyst for redevelopment by building a neighborhood comprised of safe and healthy homes that are inspired by Cradle to Cradle thinking.

Natural Calm is the best-selling magnesium supplement in any form for the second year in a row!

(Source: SPINS data 2008)



For more product information, visit www.petergillham.com.