



I confess that the title of this book has one aim; for you to pick it up and find out what it is all about. My co-writer and partner - and I - wrote down around fifty different “The Untold Truth About...” alternatives before choosing what you see today.

It was a difficult choice because we so want to awaken people to this amazing untold truth.

If enough people heard the facts we are about to relate, thousands of people would be re-employed, a serious poison would be taken off the market due to loss of sales, and millions of people across the world would enjoy a happier, healthier, more vital and thinner lifestyle.

The hardest thing today is to change the way people think, and we have come to understand the way big business uses fear and misinformation to change the way we all think, buy and react. When it is the biggest corporations in the world, with marketing budgets larger than some of the countries it competes against, it is quite absurd to think that we can withstand the combined force of market psychologists, strategists, media experts, global press and political lobbyists. Corporations of this size don't change to suit the market; they change the market to suit their products.

We are reminded of the story about one mega corporation that had a problem with its genetically modified soybean. The 'new improved model' had pesticides in its outer skin far above the accepted legal limit. The answer was simple. Fix the problem? Of course not!

Lobby the government, talk to the politicians they support with donations, call in a few favours, and have the law changed to allow a higher limit. All you need is money - *in brown paper envelopes*.

So our 'sensationalist' little book title is small change compared to the market manipulations that happen every day, programmed to subvert and channel us all into more compliant and profitable consumers.

But now that you're here... take a look at what this book is all about.

- You'll learn about an edible oil that promotes weight loss!
- You'll find out about an edible fat that doesn't get stored in the body but converts instantly to energy.
- You'll learn about a natural organic oil that people use as a deodorant rather than toxic cocktail commercial underarms
- You'll learn about an oil that people report is better than sunblock, but has no nasty chemicals. You'll also learn why you burn so easily these days - and it's not the Greenhouse effect!
- You'll learn about the massive megacorp campaign that enlisted 400,000 farmer's wives to get it off our shelves.
- You'll learn about the flawed but convenient 'scientific' evidence that was used to prevent us benefiting from this oil... and persuaded us to use proven toxic oils in its place!
- You'll learn about how this oil has been exhaustively studied for its side-effect-free effectiveness in the treatment of AIDS, heart disease, cancer and diabetes, arthritis and many other degenerative diseases.
- You'll learn about how this oil has detoxified, and assists, the digestive system of people with

first-hand reports by users.

- You'll learn about its ability to strengthen the immune system while beautifying your skin and hair.
- You'll access great proven recipes to incorporate this oil into your daily health regimen, and you'll be able to read the experiences of some 40,000 people who applaud this rediscovered untold truth about edible oils.
- You'll also learn why the oils the vast majority of us are using are so toxic, and how this has been covered up.
- You'll also become part of a new and growing wave of informed people who will be directly assisting the very families who had their livelihood stolen by the megacorps. You'll learn about the man who started it all and his amazing self-help program for rural villagers.

Finally, you'll learn how to make sure you get the right product - in a retail *forest* of chemically altered look-alikes.

Thank you for opening this "Untold Truth" book. We believe your purchase will be the best value buy you have ever made – for yourself, for your family, and for thousands of people on the other side of the world who will regain a future because you cared enough to say 'No' to the "Big Lie" people in their glass towers.



The Real Facts about Coconut Oil

If you are among the 99.9% of people who regularly avoid using coconut oil, there must be a reason, even if you are not aware of it, for your decision against its use.

Whatever happened to make us think coconut oil was bad?
Why haven't we heard about the great benefits of coconut oil?
Why don't we hear about its use in hospitals, in baby formula?
If we feed our sick and our young with it, why don't we feed ourselves with it?
If there is information available about the benefits of this oil, why isn't it there for everyone?

One answer. Big Money.

The information *is* available in research journals, but research journals are never made available to the public unless there is someone with a vested interest in its public knowledge, willing to put up the dollars to disseminate it. In a recent report, 15% of research scientists admitted fudging figures when sponsors asked them to. these are the honest ones.

A coconut farmer in the Phillipines doesn't have



much clout in our mainstream western press. But Big Business has the means and the motive to tell us why we shouldn't use coconut oil, especially if Big business also sells the enormously profitable soybean.

Until the advent of the Internet, detailed scientific information on any subject was almost impossible for the public to access. However the Internet makes things happen. People in need, especially people who are sick, have been given the goose that laid their golden egg, the trail to knowledge, health and power, and it's called "Google".

To illustrate, Brian Shilhavy of Tropical Traditions, the first supplier of organic virgin coconut oil, began in a tiny village far inland from Manila, connected to the only phone line into town. Today, many thousands of people visit their website daily in search of the truth and the facts about coconut oil.

The Internet has changed the power structure of information dissemination. Power is now *with* the people.

Today a few clicks will take you to hard facts by people like Dr Bruce Fife, Dr Mary Enig, Sally Fallon, Brian Shilhavy and many others who have chosen to pass on the truth about the American Soy Association's highly successful but dastardly campaign to discredit coconut oil and turn consumers like you and me to the alternative, far less healthy, soy based oils and margarine.

One early researcher was Dr Bruce Fife, who penned "The Coconut Miracle". (*Available at www.amazon.com*)

He recommends coconut oil to his patients for: Chronic Psoriasis, Dandruff, Precancerous skin lesions, Influenza, Bladder Infections, Chronic Fatigue, Haemorrhoids and general health.

He cites scientific literature that adds possible use of coconut oil for Dental caries, Peptic ulcers, Benign Prostatic hyperplasia, Epilepsy, Genital Herpes, Hepatitis C, HIV/AIDS and Heart Disease prevention.

He also admits to complete ignorance of its benefits until he began to research for himself.



Coconuts and coconut oil have been in use for thousands of years by countless generations of happy, healthy people in Asia, the Pacific, Africa, and Central America.

In fact the present sorry state of health in many of these small nations has only happened since these people abandoned their traditional coconut-based fare – under the influence of well-intentioned but uneducated Westerners.

Before that, their almost non-existent rates of heart disease, cancer, arthritis, diabetes, gout, obesity, hypertension and degenerative disease should have made scientists beat a path to their door. Unfortunately, with our highly 'sophisticated' cultural superiority complex, we couldn't see the wood for the coconut palms.

In India, coconut oil forms the basis of many Ayurvedic remedies.

In Panama, a common palliative is a glass of coconut oil.

In Jamaica, coconut oil is used as a heart tonic.

In Nigeria coconut oil palm oil (very similar to coconut oil) is trusted to treat many illnesses.

In Polynesia the coconut is revered for its health giving properties.

It's not that Western Scientists aren't *aware* of coconut oil's remarkable properties.

Where there is no possibility of using soy products due to the imperative for highest health results, you'll find coconut oil – in baby formula, and in hospitals, where patients are suffering digestive or absorption problems. During sickness, coconut oil supports the immune system, warding off disease and infection.

It is the only oil that promotes weight loss. It is the world's only low calorie fat.

We are urged to reduce fat intake to a maximum of 30% of total diet per day, yet Polynesians (before being introduced to 'superior' western nutrition in cans) - would consume up to 60% of their total diet as coconut oil with no adverse effect.

The 30% rule is for the sort of fats we Westerners have been taught to consume, but it appears that it has *nothing at all* to do with an oil like coconut oil.

Coconut oil has emerged as the crème of all oils, offering health benefits that give us a whole new way of life.

Coconut oil is saturated fat.

But as you'll see later, all saturated fats have been labeled as bad by the American Soya Association, in a very clever single swoop approach that tarred the reputation the good oils along with the bad.

The Oil Wars

It is perfectly understandable that most readers would be skeptical of the claims made here.

After all, it's a 'fact' of our society that saturated fats are bad. It's also a 'fact' that more fats are bad rather than good for you. Isn't that *'the way it is'*?

Take this quick quiz to see how much you really know about the truth of edible oils.

1. Soya based oils are healthier than coconut oils because they are polyunsaturated. T/F
2. Soya has a long history of use in China T/F
3. Trans fatty acids are only found in saturated fatty oils. T/F
4. Hydrogenation, used to partially solidify and stabilize vegetable oils, create trans fatty acids. T/F
5. Pure Soya/vegetable oils store well without refrigeration. T/F
6. Coconut oil is saturated and therefore unhealthy. T/F
7. All saturated fats cause heart disease. T/F
8. Hydrogenated polyunsaturated vegetable oils/fats have less fat than coconut oil. T/F
9. French Fries cooked in animal fat absorb more fat than fries cooked in vegetable oil T/F
10. "Olestra can be a tool for a healthier diet," said Dr. John Foreyt, Director of the Nutrition Research Clinic at the Baylor College of Medicine. "Olestra works to reduce fat and calories for a very simple reason: because it tastes good." (Quote from Procter and Gamble website) T/F
11. Saturated fats are like Trans fatty acids T/F
12. You can easily tell if polyunsaturated oils are rancid by the taste. T/F

Answers;

1. **False.** Polyunsaturated fats or oils are hydrogenated to stabilize them for longer shelf life.

This process creates trans fatty acids, the true villains of the picture.

2. **False.** A study of the history of soy use in Asia shows that the poor used it during times of extreme food shortage, and only then the soybeans were carefully prepared (e.g. by lengthy fermentation) to destroy the soy toxins. According to KC Chang, editor of Food in Chinese Culture, the total caloric intake due to soy in the Chinese diet in the 1930's was only 1.5%, compared with 65% for pork.
3. The Opposite is true.

4. **True.** Trans fatty acids are a byproduct of hydrogenation, the forced addition of Hydrogen ions into the oil's carbon chain.

5. **False.** Without hydrogenation, pure soy or vegetable oil must be kept cool and in a dark place to prevent rancidity.

6. **False.** Coconut oil is a medium chain fat. Unlike long chain fats, it has the amazing ability to be completely converted into energy. Further, no bile is required to break it down for assimilation. Unlike polyunsaturated vegetable oils, it has no oxidant capability and therefore does not create free radicals.

7. **False.** Fat that collects in arterial plaque is mostly unsaturated fats. (74%) Coconut oil is a saturated fat and unlike poly and monosaturated fats, it is not easily oxidized. Arterial plaque only consists of oxidized fats. Vegetable oils oxidize quickly when they are heated.

8. **True,** but we need to understand the difference in fats. Polyunsaturated oils have up to 48% trans fatty acids, described by Bruce Fife as perhaps the most dangerous food additive around. Coconut oil has up to 64% medium Chain Fatty Acids. All of the health benefits already outlined are dependent on the presence of this 'good fat'.

9. **False.** It's another furphy put around by the vegetable oil industry. You'll eat more saturated and trans fatty acids in every Fry fried in veg-

etable oil.

10. **False.** An oil's taste has nothing to do with its fat and calorie count. This quote is typical of the 'dumbing down' marketing jargon used by the industry. (Source: Proctor and Gamble website)

11. **False.** Trans fatty acids are deadly poison. The more trans fatty acids we consume, the greater the destruction of our bodies at a cellular level. Margarine may be as high as 35% trans fatty acid, up to 48%. Saturated fats come in two significantly different forms, so we can't really generalize. Coconut oil, far from being poisonous, is incredibly beneficial.

12. **False.** Jurg Loliger, Ph.D of the Nestle research Institute says that primary oxidation products of vegetable oils are generally tasteless.

How did you fare? Can you see that the mega corporation's spin doctors have done a great job on us? Their masters would be well pleased.

Let's investigate how we got to such a state of propaganda-fed misinformation. It has been said that the history of margarine (vegetable oil/fat) should have been made into a movie because of its many political intrigues.

By 1920 coconut oil accounted for 45% of all margarine oils and fats consumed in the USA.

By 1929 the figure had risen to 60%. At this time the use of relatively small amounts of beef fats with coconut oil allowed it to be made into a quality margarine without hydrogenation.

During the post WW1 recessionary years of the 1920s, as farm prices fell, dairy interests poured out hostile publicity against "oleomargarine." They lumped coconut oil in with margarine, picturing the use of cheaper, imported coconut oil as the "coconut cow," which threatened every American farmer.

Cottonseed and soybean farmers, were quick to jump on the bandwagon. Because their oils were also used in cooking and spreads, they seized their opportunity. With their growing strength during the early 1930s, they joined the "Battle of the Coconut Cow," opposing the import of low-cost coconut oil, arguing that domestic oils should be used instead, to help a depressed farm economy (*Strayer 1980*). Oilseed farmers, backed by the margarine industry, formed a convenient alliance with dairy farmers against imported coconut oil - but at the same time, worked *against* dairy farmers in efforts to promote vegetable oil-only margarine. In the late 1930s they had their first success; a tariff of 3 cents a pound levied against imported coconut oil. Hammered by the dairy industry, the soya industry and the cottonseed industry, King Coconut was looking decidedly shaky.

Soy oil moved quickly to take its place. The American Soy Association began work in 14 states to change state margarine laws.

During the 1930s the first all-vegetable-oil margarines were developed. They were composed initially of cottonseed oil and later of blends of cottonseed and soya oils. The first all-soya, all-vegetable margarine, containing no products of animal origin, was introduced in 1942 by Butler Food Products at Cedar Lake Michigan.

Sold as Soy Butter, its main ingredients were a blend of liquid and hydrogenated soy oils, soymilk used in place of dairy milk, and perhaps soy lecithin (plus salt, carotene, vitamin A, and butter flavor).

During the war, the use of soy oil in margarine increased



dramatically, conveniently replacing much of the coconut oil cut off by the war effort and fueling the additional growth in margarine production.

In the first 2 years of the war, soy oil use in margarine jumped 160%, from 34,292 tonnes in 1941 (accounting for 25% of all oils and fats in margarine) to 89,812 tonnes in 1943 (accounting for 40% of the total fat sales). Yet still only 17% of all soy oil was used in margarine; the lion's share was used in shortening (50%) and about 19% was used in salad and cooking oils.

The spread of home refrigerators after World War II proved to be a profitmaker extraordinaire to the margarine makers, who rushed to developed a whole new range of margarines with good consistency and spreadability straight out of the refrigerator. Do you remember the ads on TV showing how well margarine spread?

A second major factor that helped to boost margarine sales was the growing industry-supported concern over saturated fats and cholesterol. Suddenly the nutrition debate 'seemed' to shift in strong favour of margarine over butter, since the former was free of cholesterol, low in saturated fats, and rich in polyunsaturated fatty acids and linoleic acid.

Moreover margarines rich in polyunsaturates were easy to spread and thus doubly appealing. However they still had a problem with coconut oil. It was just too darn healthy to market against.

In those days few people recognised the hand of th spin doctor in health warnings. It must have been so easy for the men in suits!

Margarine and soya oils had become a real market force, with a dollar value in the multi-millions. When a market gets big enough, the marketers always move to protect their invest-

ment. That's what globalisation is about. By 1986's 400,000 US farms supplied the industry and its own Association had the task of consolidating its market.

Coconut had to go, and a campaign was evolved that would make modern spin doctors proud. In a campaign with tactics as dirty as any modern one, based on market psychology and ignorance, the ASA developed a 'Fat Fighter Fit', a D.I.Y. press kit 'dumbed down' to allow a Nebraska soyabean farmer's wife to contact all of her local politicians, with preformatted letters and petitions calling for the banning of, or tariff restrictions on, the dreaded coconut oil.



SOYA BEANS

Their argument was simple - yet fundamentally dishonest. By lumping coconut oil in with less healthy saturated fats, they were able to swing the public against all saturated fats, conveniently sweeping coconut oil under the same 'umbrella' of criticism. Coconut oil, they pro-

claimed to anyone and anyone who would listen, was a 'bad' saturated fat like all the other bad saturated fats and would therefore kill you.

America had nowhere near the education we have today and took the word of 'experts', blindly accepting the line;

saturated fat = bad, polyunsaturated = good.

Third world countries that produced and exported coconut oil to the US attempted a fightback. Malaysia tried, but they had neither the farmer's associations or the money or political influence to compete with the spin doctors' combination of money, flag waving, political 'influence' and organisation that was lined up against them.

Promotional literature including one called "Saturated Fat Attack", news releases, and intense lobbying were the farmer-footsoldiers' weapons, and a few scientifically flawed reports from laboratories supported by the lobbyists was



all it took to kill King Coconut, condemning Americans, and eventually the world, to one of the most unhealthy dietary oils ever made.

Accuracy was not an issue. Nutritional biochemist Mary G. Enig Ph.D says, "There were a lot of substantive mistakes in the booklet, including errors in the description of the biochemistry of fats and oil composition of many of the products."

To the average American, however, it was from the revered mouths of 'science', and that was good enough to convince millions to shun coconut oil.

THE UNTOLD TRUTH ABOUT FATS

So let's now take a closer look at the real science of fats. This data is readily available courtesy of Google and everything you see here has been exhaustively crossreferenced for accuracy.

David Suzuki calls the Internet the 'Information Super Hype-Way' and so we have taken great care to source original data.

There are four basic forms of fats.

Doctors and scientists often use the term **lipid** in referring to fat. The only difference between a fat and an oil is that fats are considered solid at room temperature while oils remain liquid.
Both fats and oils are fats.

Fats consist of **Fatty Acids**. These have four groups:

1. Very Long Chain Fatty Acids:

Contains: Omega 3 EPA (*Eicosapentaenoic*), Omega 3 DHA (*Docosahexaenoic*) fatty acids

Highest Source: Fish Oils

Contains: Omega 6 (*Arachidonic*) fatty acid
Highest Source: Lecithin

Contains: Erucic Fatty Acid: Very toxic to the heart.

Highest Source: Rapeseed Oil has genetically changed to take out most of the Erucic acid and is now called Canola Oil



CANOLA OIL

2. Long Chain Fatty Acids

Contains: Linoleic acid (Omega 6 when converted by the body)

Richest Source: Sunflower and Safflower Oil

Contains: Alpha Linolenic Acid (Omega 3 when converted by the body)

Highest Source: Linseed Oil

Contains: Oleic acids:

Highest Source: Olive Oil

Contains: Palmitoleic fatty acid

Highest Source: Butterfat

3. Medium Chain Fatty Acids:

Contains: Lauric, Caprylic, Capric, Myristic fatty acids

Highest Source: Coconut Oil

Contains: Palmitoleic fatty acid

Highest source: Butterfat

4. Short Chain Fatty Acids:

Contains: Butyric and Caproic fatty acids

Highest source: Butterfat

Contains: Acetic fatty acid

Highest source: Vinegar

