



The Apple Press

Caring For Tomorrow Today

Volume XXII Number 9 /10

September / October 2007

About the *Apple Press*

The newsletter of Preventive Medicine Group, the private medical practice of:

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The practice emphasizes family care, healthy eating and nutritional supplements, healthy lifestyles, anti-aging medicine, energy medicine, acupuncture and preventive medicine. This complementary and alternative medical practice also offers non-surgical therapy as an option in the treatment of cardiovascular disease.

Published bi-monthly

Editor: Maria Ann Patrick

**Preventive
Medicine Group**

31 Years of Caring For
Tomorrow Today

1976—2007

WHEN IS CRAVING *ADDICTION?*

By Derrick Lonsdale, M.D.

The American Heritage dictionary defines addiction as “to cause to become compulsively and physiologically dependent on a habit-forming substance” or “to give (oneself) habitually or compulsively”, as for example in gambling. There is societal importance in differentiating addiction from craving, since the former is considered to be a medical condition with negative connotations, whereas the latter is looked on as just a bad habit or natural inclination. Habits, it is generally understood, can be broken. A person who “gives in” to a craving, even if it is understood that symptoms will be generated by ingestion of the substance craved, is considered to be just “lacking in will power” and nothing more by society.

What are the mechanisms of craving and addiction? Perhaps “craving” is at the lower end of a spectrum of sensory input to the brain and addiction is at the higher end. How do we taste? I ask people where they are able to experience the sense of taste. They invariably answer “with my tongue.” The tongue is an organ equipped with cells capable of

sending a message to the brain. The brain receives the signal and sorts out the result, in this case, taste.

There are cells in the brain that have the special ability to respond to one of six components that make up our sense of taste. Some cells respond to sweet, others to salt and yet others respond respectively to sour, bitter, astringent and metal. These cells then collectively provide us with the taste variation produced by permutations and combination of the input signals from the tongue. All natural foods provide different combinations of these tongue signals and provide us with what we call flavor. Our primitive ancestors had to find out what was poisonous and what was nutritious, presumably by trial and error. Good or bad taste may have been an important indicator as they learned to survive.

Sugar and salt are, of course, naturally occurring substances occurring as active principles of edible plants. But, if we extract them as pure substances from their naturally occurring state without the other components that provide flavor, the sensory input signal is



When is craving addiction? (cont'd.)

different. They give us an overwhelming pleasure signal that may well become so stimulating that it can rise to an addictive level. I have seen many people that are unable to “kick” the sugar “habit”, even when they know perfectly well that they will develop all kinds of unpleasant symptoms. Can this be placed in the category of addiction?

We are capable of appreciating a sense of pleasure from many different sensory stimuli besides taste. Our brains also receive tactile, visual, auditory and olfactory sensory input. Each of these components is able to give us a sensation that may be extremely pleasurable or extremely unpleasant representing the opposite ends of the spectra with all points of variability in between. Our sense of taste is well developed since hunger, resulting in the ingestion of food, obviously represents an important combination for survival. Over time we have more or less learned the natural rules.

I ask the question, what kind of food should we be eating? My answer is always the same. Eat “God-made food.” Sugars are found in God-made food. Simple sugars, such as fructose occurring in fruit and other natural sources, are metabolized to glucose, the fuel that the brain uses. It has to be processed by the body, however. Fiber found in natural foods, is an important part of that processing. The sugar is released more slowly as the fiber is digested. Sweetness, found naturally occurring in food such as fruit, also stimulates the other components of our taste perception thus giving variation in dietary flavor. It is important to stress that naturally

occurring sugar is indeed part of our diet and is not “bad for us” in caloric terms. The drug-like effect of sugar, even naturally occurring, comes when the sugar is isolated from the natural food. In some cases, the drug-like effect can be stimulated just from the taste of something sweet. Taste input and sweeteners have the same role. This is why switching from sugar to chemical sweeteners for weight control is unsuccessful.

The same kind of thing occurs in our perception of light. As everyone knows, pure sunlight, also known as white light, consists of a spectrum of red, orange, yellow, blue, green, indigo and violet. If a pure red or pure yellow light, or any other member of this spectrum, is shone in a person’s eyes, the brain waves generated will alter slightly from when that person is looking at white light. We have to readapt if we use a particular color. The choice of color on the walls of a living room can speed up our appreciation of the passage of time creating stimulation while another color will slow down our awareness of the passage of time resulting in relaxation. The measurement of time does not alter. It is only our perception of time that changes.

We are, in fact, creatures born from the natural evolution of our world. The further we move away from our biologically constructed mechanisms, the greater the risk of our decay and ultimate destruction. Unfortunately, our species was never supplied with an owner’s manual. We have had to learn the rules, and now that we have been around long enough to discover them we have the choice of obeying

or disobeying. Our brains have evolved with distinct and incredible mechanisms that give us the phenomenon called pleasure. Hedonism may eventually be our undoing. We have very restricted knowledge about over-stimulation of our pleasure zones in the brain.

One of the things that I have learned as a physician is that the stimuli derived from a constant and repetitive intake of pure sweet, and sometimes salt, flavor has an effect on the brain that makes it more susceptible to other sensory input. This effect makes it difficult for an individual to control emotional responses. Emotions are programmed into brain “hardware” and are generated automatically. The “thinking brain” modifies the threshold of the emotional response and, if that threshold has been lowered, an expected or predictable response can be exaggerated. The result is that the emotion, although essentially normal, has its “volume turned up”. Anger from a minor insult can be enormous and completely out of proportion to the nature of the insult. I have seen persons with emotional responses that occur without any stimulus at all. For example, women with premenstrual syndrome become much more emotional just before the onset of menstruation, usually associated with a craving for sugar, chocolate and/or salt. This syndrome is caused by turbulence in the brain and is not a gynecological disease at all. This concept may be extended to suggest that much juvenile behavior such as vandalism, and even some crime, might be related to the ingestion of “junk” in the diet, especially when insufficient nutritious foods are consumed.

The Book Worm

❧ *Politically Incorrect Nutrition* by Michael Barbee, CDC, is an interesting read providing a totally different slant on many common food perceptions. Even for the person already knowledgeable about natural foods consumption & nutrition, this book offers challenging opinions to consider!

❧ *Walking the Walk* by Leslie Sansone is the latest addition to her many walking tapes, videotapes, DVDs & books. to get you off that chair and on your feet walking your ills away. In this book, she combines inspiration with walking to nourish mind, body & soul.

❧ *Ageless* by Suzanne Somers is a follow-up to her initial blockbuster on the subject of bioidentical hormones.

Tip Top Tips

Do you eat whole grain barley regularly? Barley is high in fiber, B-vitamins and various minerals, especially chromium. It has an extremely low average glycemic index and average glycemic load. It is rich in a viscous, soluble fiber called beta-glucan which can lower serum cholesterol, glucose and insulin levels and may contribute to weight loss. USDA research showed it significantly reduced total cholesterol, LDL cholesterol & triglycerides and increased HDL (“good”) cholesterol. The USDA research concluded “the addition of barley to a healthy diet can reduce risk of cardiovascular disease.” Cook and use barley as you would rice, add it to soup, sprinkle on a veggie salad, mix it with confetti vegetables and serve warm as a pilaf or cold as a grain salad, or puree cooked barley with banana and an allowable milk and heat to make a cream of barley hot cereal. Buy whole grain barley. Pearled barley is degerminated & dehulled.

The Wise Old Apple

I asked God to take away my pride, and God said “No.” He said it was not for Him to take away, but for me to give up.

I asked God to make my handicapped child whole, and God said, “No.” He said her spirit is whole and that her body is only temporary.

I asked God to grant me patience, and God said “No.” He said patience is a by-product of tribulation. It isn’t granted it is earned.

I asked God to give me happiness, and God said “No.” He said He gives blessings and that happiness is up to me.

I asked God to spare me pain, and God said “No.” He said, “Suffering draws you apart from worldly cares and brings you closer to me.”

I asked God to make my spirit grow, and He said “No.” He said I must grow on my own but He will prune me and make me fruitful.

I asked God if He loved me and He said “Yes.” I asked God to help me love others as much as He loves me and God said, “Ah, finally you have the idea!”

The Recipe Corner

duce cooking time following directions on package.

Pearl barley is less nutritious. If you use it, however, re-

BARLEY “PASTA” SALAD

1 cup dry whole grain barley (from natural foods market — not pearl barley from grocery)
3 cups water
2 T. fresh lemon juice
1 c. thinly sliced spinach
1/2 c. diced part-skim mozzarella cheese
2 t. dry oregano
1 T. extra virgin olive oil
1/2 c. diced bell pepper
1/2 t. salt (opt.)
2 c. finely chopped seeded tomato
1/2 c chopped seeded cucumber
1/4 c. diced pepperoncini peppers

Bring water to boil. Add barley. Cover. Reduce to simmer. Cook 1 1/4 hours or until barley tender and water gone. Cool barley. Combine juice, oil (and salt) in large bowl. Whisk well. Add barley, tomato and remaining ingredients. Toss gently to coat. Barley may be made a day or two ahead of time, refrigerated and combined with other ingredients closer to serving time. *Adapted from COOKING LIGHT.*



Free Lecture Series

“Alternatives to Traditional Medicine”

Learn more about complementary alternative medicine and integrative medicine!

Stan Gardner, M.D. 6:30 p.m. Tuesday, October 2, 2007

“Malignant Medical Myths”

A different scientific opinion about medical recommendations including cholesterol, blood pressure, cancer, carbohydrates, aspirin, water, exercise & more

James P. Frackelton, M.D. 6:30 p.m. Wednesday, October 10, 2007

“Become a More Vibrant You!”

Women’s health issues: bioidentical hormones, PMS, menopause, osteoporosis, etc.

Stan Gardner, M.D. 6:30 p.m. Tuesday, October 16, 2007

“Living with Pain? There is a Solution!”

Whatever aches and pains you have, including fibromyalgia, this talk is for you!

Stan Gardner, M.D. 6:30 p.m. Tuesday, October 30, 2007

“Shifting the Cancer Paradigm: Must We Kill to Cure?”

An alternative approach to cancer therapy!

James P. Frackelton, M.D. 6:30 p.m. Wednesday, November 7, 2007

“About Your Heart”

Cardiovascular disease, chelation therapy, blood pressure, cholesterol & more!

Stan Gardner, M.D. 6:30 p.m. Tuesday, November 27, 2007

“Preventive Medicine Questions & Answers”

You bring the questions and the doctor has the answers in this open forum!

Derrick Lonsdale, M.D. 6:30 p.m. Tuesday, December 4, 2007

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On occasion, lectures may be rescheduled due to weather or emergency. All advance registrants will be notified in such event.