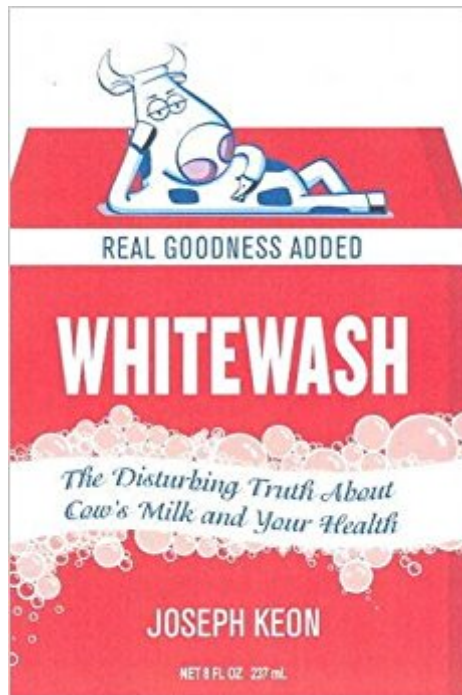




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Whitewash: The Disturbing Truth About Cow's Milk And Your Health



Synopsis

North Americans are some of the least healthy people on Earth. Despite advanced medical care and one of the highest standards of living in the world, one in three Americans will be diagnosed with cancer in their lifetime, and 50 percent of US children are overweight. This crisis in personal health is largely the result of chronically poor dietary and lifestyle choices. In *Whitewash*, nutritionist Dr. Joseph Keon unveils how North Americans unwittingly sabotage their health every day by drinking milk, and he shows that our obsession with calcium is unwarranted. Citing scientific literature, *Whitewash* builds an unassailable case that not only is milk unnecessary for human health, its inclusion in the diet may increase the risk of serious diseases including: Prostate, breast, and ovarian cancers Osteoporosis Diabetes Vascular disease Crohn's disease Many of America's dairy herds contain sick and immunocompromised animals whose tainted milk regularly makes it to market. Cow's milk is also a sink for environmental contaminants and has been found to contain traces of pesticides, dioxins, PCBs, and rocket fuel. *Whitewash* offers a completely fresh, candid, and comprehensively documented look behind dairy's deceptively green pastures and gives readers a hopeful picture of life after milk. Joseph Keon, PhD, has been a wellness consultant and nutrition and fitness expert for over twenty-five years. He is considered a leading authority on public health and has written three books, including *Whole Health: The Guide to Wellness of Body and Mind* and *The Truth About Breast Cancer: A Seven-Step Prevention Plan*.

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Customer Reviews

Dr. Keon's scrupulous research and meticulous documentation will wipe those sinister milk mustaches off all the smirking dairy execs. Whitewash is nothing less than a lifesaver. --Rory Freedman, author, *Skinny Bitch Whitewash: The Disturbing Truth about Cow's Milk and Your Health* is a powerful must for health and nutrition libraries. -Midwest Book Review I defy anyone to read this book and keep on drinking the stuff. -Vegan Voice, Australia Whitewash is by far the best book written on the subject of dairy. It's as convincing as *Diet for a New America* or *The China Study*, and should be required reading for all. -Joseph Connelly, Publisher, *VegNews Magazine* This book has the potential to dramatically change your health. --Neal Barnard, M.D., President, Physicians Committee for Responsible Medicine Joseph Keon's *Whitewash* is another authoritative and well-referenced nail in the cow milk coffin. --William Harris, M.D. Whitewash is an excellent, well-researched book. Read it and don't drink your milk! --Jay N. Gordon, MD, FAAP Joseph Keon has done a remarkable job in revealing the most effective (and expensive) propaganda campaign in US history --Patti Breitman, co-author of *How to Say No Without Feeling Guilty* At long last, the dairy industry's propaganda and brainwashing are exposed. Joseph Keon has collected an impressive body of research to show that far from being nature's perfect food, cow's milk is unnecessary and potentially harmful. *Whitewash* uncovers the biggest health scam ever perpetrated on the American public. --Michele Simon, JD, MPH Author, *Appetite for Profit: How the Food Industry Undermines Our Health and How to Fight Back* Whitewash is the book vegans have been waiting for, and the one book the dairy industry would most want you not to read. With meticulous references and a passion for his subject, Joseph Keon has written a book packed with vital information and invaluable resources. It is easy to read and backed by science. The author has done a superb job in revealing the most effective and expensive propaganda campaign in U.S. history. Patti Breitman, co-author of *How to Say No Without Feeling Guilty* and Director, Marin Vegetarian Education Group. From the foreword: I might be one of the last people you would expect to find questioning the value of dairy products for human health. Not that this is an easy question for most people. The assumption that dairy products are wonderful foods prevails throughout our culture with amazing tenacity. But in my family of origin, this assumption was held with a steadfastness that was virtually religious. There was a reason. My father founded, owned and ran what became the world's largest ice cream company --- Baskin-Robbins. Our house included a commercial-sized freezer with each of the 31 flavors, one for each day of the month. By the time I was 21, my father had manufactured and sold more ice cream than any human being who had ever lived on the planet. And he groomed me, his only son, to succeed him. It was his plan that I would follow in his

footsteps. So what am I doing writing a foreword for a book titled

A wellness consultant, nutrition and fitness expert for over 25 years, Joseph Keon is considered a leading authority on public health and is the author of three books, including *Whole Health: The Guide to Wellness of Body and Mind* and *The Truth about Breast Cancer: A Seven-Step Prevention Plan*.

I am so grateful that someone is finally taking the risk to put some truth out into the world of dairy lies. It's been very hard to be raised in a country that forces milk dairy on its society in particular, its youngest members regardless of their ability to consume it or not. As a child I had severe eczema and asthma. I was a little athlete and a very outgoing kid however I would struggle to run and would often hide out for I felt such shame because of the severe rashes on my arms, legs and at times face. Dr.'s would have me take antibiotics and put me under heat lamps. If I was on an antibiotic run or spending time under the heat lamp, I was fine. The minute I stopped either treatment, I would get the symptoms back. After years of this, I met a doc who got me off cow dairy. I was somewhat dubious and as a teen, quite sad about giving up ice cream and cheese however I was also desperate to get better. Within six weeks I was symptom free. It was amazing! My life changed. Eventually I risked bringing it back into my diet and both, the eczema and the asthma, would return. I learned that cow dairy was not good for me. As I got older, I began to research cow dairy to understand it beyond me. I was disgusted to learn about the treatment of cows, the process of extracting milk from cows, the cow diet, the use of drugs and creepy food fed to the cow (including dead cow parts), the subsidies system in the US which leads to all the dumping of cow products into the public schools etc. As I began to live in other countries, I learned about the limited use of cow dairy in other cultures and hence that was followed up by researching the inability of so many folks of other cultures to digest cow dairy. Some would think this was enough however I then moved on to studying all the myths around calcium and hip replacement narratives that are produced to create fear in people's minds.... Let's just say that I thought I knew a lot about cow dairy and the industry that positions it in our lives and makes American people think that it's good for them and beyond that, needed for health and vitality, until I read this book! Never have I seen all the facts about cow dairy in one place. In addition, some material on this topic can get really wordy and the lingo can be exclusive to folks without medical degrees however Keon presents the info in an approachable lay person form. I have told a few people that it reads "friendly" and when they ask me what I mean, I explain that it's like having someone unfold the subject to you rather than you having to work hard to

understand the subject.If you are hoping to improve your health or that of someone you know and you want the entire story, well that is the truths, about milk and you want it all in one place...this is your book-take it from someone who has been at this milk thing for over twenty years.To your health.

I have been aware of some of the dangers of cow's milk for many years. I have gone through phases of ALMOST eliminating dairy from my diet several times over the past decade or so,only to be slowly drawn back in by cheeses, half and half in my coffee, butter, etc, etc... I convinced myself that if I bought organic, I was okay.After reading Whitewash, I see that organic or not, dairy products are absolutely not meant for human consumption. The seemingly endless list of increased risk of diseases associated with dairy products should make everyone outraged that we have been brainwashed into believing that the milk of another species is necessary or even the slightest bit healthy for human beings.I encourage EVERYONE to read this book, and demand that the milk lobby stop lying to the American public!

Because of the first four chapters of this book, I have once again sworn off milk.Did you know that milk is implicated as the primary vector for many cancers, Crohn's, IBD, asthma, chronic fatigue, and inflammation and pain?? And that many viruses and bacteria are not killed by pasteurization, which only heats milk to 161 F (72 C)?Those are just a few of the many things you will learn from reading this book. You won't just think this book is awesome, you'll probably buy several copies and pass them out to family and friends. I know I did.Please read this book; your health may depend on it!

An important and disturbing book in that it provides a lot of well-documented research material about the danger of consumingcow's milk. This book is a wakeup call regarding taking charge of what you eat and seeking legitimate research to support healthy choices.

I have skimmed it. Now I'm reading it properly. Although I am dairy-free for about 10 years or so, I am still shocked by the material presented in this book. Recently, the Milk industry is re-introducing "free milk for kids" at schools in New Zealand. What a farce! It is mind-boggling to know that all the science and people's experiences are still not enough to stop the poison hawkers doing business as usual.Very educational content, appears extremely well researched and is riveting to read. 10 stars if would let me.

I've read A LOT of different books on similar health topics and this one is a must read. Has new facts not mentioned in other books and even goes into things like fluoride, aluminum, caffeine, etc. Don't let ANYONE in your family eat another dairy product until you/they read this book!

I loved the common sense questioning backed up by the detailed research referencing unbiased science!

This book is just so logical, i can't believe the indoctrination we receive throughout our whole lives and not just us 'common folk' but its bleed through into our health system. Now when ever i see a someone chugging down a big M all i think of is them drinking pus & disease! This book has turned my life around and wholly confirmed my reasons for living a vegan lifestyle.

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