

Pfizer Abandons Biggest Selling Drug

Can it be a shift in the balance toward Health?

A question I hear frequently, if not ask myself is, what will it take to change the failing and outright disturbing approach of managing health and wellness? As always, I emphasize that the flaws are not in our world leading critical care facilities, but in the conventional methods of managing health, often based on commercial influence and misinterpretation of science. Contrary to tremendous media bias, the growing problems of disease in our country are not coming about from a shortage of synthetic drugs. The writing is on the wall that at some point the temporary and ineffective solutions will collapse around us. Well perhaps the walls are beginning to tumble and it's time we take heed to the message!

Pfizer, the world's largest drug company has declared it will abandon further development of medicine to prevent or treat atherosclerotic heart disease. This announcement released in the Wall Street Journal, September of 2009 may seem like a startling announcement, but the reality of it all may be even more surprising. When a behemoth company that sells the two most profitable cardiovascular drugs of all time decides to throw in the towel, something must be going wrong. But of course their excuse is strictly from monetary interests.

Lipitor alone tops \$120 billion in cumulative sales, yet after decades of research and marketing to the tune of tens of billions of dollars, their claim is that the patent will soon end, but more important, there is "greater profit" in the development of cancer, diabetes and Alzheimer's drugs. While that may be true from a strictly financial perspective, the reality is entirely different when it comes to our health.

From the perspective of health, of true prevention and effective treatment, consider these facts. Despite years of medical and drug interventions, cardiovascular disease still tops out as the country's leading cause of death for nearly six decades. Moreover, even though the death rate of heart attacks have lessened over the past several years, the incidence of cardiovascular disease only continues to worsen mostly in association with the staggering increase in type II diabetes and obesity. So although synthetic drugs can provide great reduction of some symptoms while prolonging and managing a state of illness and disease, in this case at least, they have not been able to prevent nor successfully treat the disease. This is significant yet consistent evidence of how incapable medications are at defeating degenerative disease.

Well let's contrast that with good news; that there are very effective means of promoting better health and preventing cardiovascular as well as most all degenerative or age-related disease. Based on plentiful and equally valid research, there is an abundance of nutritional products that are vastly superior in preventing and even reversing heart disease than anything the pharmaceutical industry is capable of producing. Even though most Americans may find difficulty in making many necessary lifestyle changes, very few people want to accept a fate of life changing disease and early mortality. For the rapidly growing population of adults that are coming to realize the benefits, overall cost effectiveness and overwhelming success of better nutritional intervention, a better option awaits.

There are at least 17 separate factors identified to be associated with the development and advancement of cardiovascular disease. All of which are most effectively managed with nutritional factors, supporting and improving physiological and metabolic factors through physical exercise and maintaining or restoring hormone balance. Cardiology experts are recognizing that it takes more than a single drug to support and remedy these factors. And it's likely that Pfizer came to the realization that they were unlikely to discover a new cardiac drug that they could sell for a lot of money when more effective, safer and much more affordable nutritional solutions are readily available.

As easy as it is to discredit the failure and incompetence of taking drugs for health, it unfortunately bares mention. Too many citizens are still missing the big picture of the difference between a proactive and healthful lifestyle versus being duped into a mentality of planning for and managing poor health with drugs. The sooner we identify that our health begins right here - right now, the more we will succeed to live without disease.

We are teamed up with a company that has a tremendous growth of research and development in remarkable and cost effective nutritional products, and has one of the most sought after cardiovascular-support supplements ever developed. If you want more information or want to improve your heart health with better natural solutions, please contact us right away!