GERM THEORY VERSUS TERRAIN THEORY

Germ Theory: Pioneered by Louis Pasteur in the 19th century, it asserts that specific microorganisms (like bacteria, viruses, and fungi) invade the body and are the primary, direct cause of specific diseases. Pasteur used diseased tissue in his experiments. Modern Western medical practices are based on this. Pasteur showed that fermentation and putrefaction are caused by organisms in the air; his experiments disproved the idea of spontaneous generation and provided evidence that microorganisms arise from other microorganisms.

Terrain Theory: Championed by Antoine Béchamp (1816–1908) and Claude Bernard, it argues that the body's internal environment—its "terrain"—is what dictates health. The terrain (the body's pH, nutritional status, and overall constitution) determines susceptibility to illness, rather than invading pathogens being the sole cause of disease. It suggests pathogens are ever-present, but only take hold and cause illness when the body is imbalanced, toxic, or has a weakened immune system. God's Natural healing methods are founded upon this understanding.

SCHOOLS OF NATURAL HEALING

Natural healing schools which started in the 1800's greatly outnumbered conventional medical schools in the early 1900's. Natural methods focused on using plants, herbs, sunshine, and hydrotherapy for healing. A few examples follow:

Vitalism: Natural healing schools were heavily rooted in vitalism, the belief that the body possesses an innate, intelligent force to heal itself.

Thomsonian Medicine: Founded by Samuel Thomson in the early 1800s, this grassroots movement rejected formal medical schooling in favor of botanical medicines, steam baths, and "intuitive wisdom". It was premised on the idea that maintaining internal heat and clearing the body of cold or "toxins" would restore health.

Hydropathy (Water Cure): Popularized in the mid-19th century, hydropathy utilized the external and internal use of water to "wash away" disease and restore the body's internal environment.

Eclectic Medicine: This mid-19th-century American medical movement combined various forms of botanical therapy with traditional practices, focusing specifically on preserving the body's native vitality rather than overriding it with harsh pharmaceuticals.

The Hygeio-Therapeutic College: Founded in New York in 1853 by Dr. Russell Trall, this institution was one of the very first natural healing schools in the US to offer a 4-year curriculum that granted an MD degree. Trall's work heavily promoted hydropathy and a hygienic lifestyle.

The American School of Naturopathy: Though opened just at the turn of the 20th century (1901) by Benedict Lust, it formalized the European and 19th-century American traditions (hydrotherapy, herbalism, and terrain-based health) into the recognized field of Naturopathic Medicine.

In 1910 a huge shift occurred from natural means to a pharmaceutical methodology.
The Flexner Report released in 1910 and funded by the Carnegie Foundation, aimed to standardize medical education. It heavily favored pharmaceutical-based, conventional medicine and forced the closure or merger of many unaccredited or non-conventional institutions, including homeopathic and eclectic medical schools.

Major philanthropic entities like the Rockefeller Foundation heavily funded conventional medical schools while actively withholding grants from alternative healing institutions, pushing many into bankruptcy.

By the 1950s, the scientific community widely dismissed natural medicine as quackery. Nearly all naturopathy and homeopathy schools closed, though a few chiropractic and osteopathic schools survived by adopting more conventional biomedical sciences.

Doctors historically receive very little nutrition training. U.S. medical students average 19 to 24 hours of formal nutrition instruction across their four years of medical school. This is less than 1% of total lecture time and falls short of the 25-hour minimum recommended by the National Academy of Sciences.

PROFITABILITY POTENTIAL

Historical Overview: 1900 to Present

1900s–1940s: The Dawn of Mass Manufacturing

At the start of the 20th century, the industry was primarily focused on basic chemical formulations. Profitability spiked dramatically during the 1940s with the mass production of wonder drugs like **penicillin**. This era established pharmaceuticals as a highly lucrative sector, turning companies that historically prioritized humanitarian medicine into massive commercial engines.

1950s–1970s: The Blockbuster Era

The post-WWII years introduced the first wave of "blockbuster" drugs—highly profitable, patented medications ranging from broad-spectrum antibiotics to tranquilizers (like Valium). Throughout these decades, pharmaceutical profit margins frequently led the entire U.S. manufacturing sector.

1980s–2000s: Shareholder Value and Marketing

A significant shift occurred in the 1980s as shareholder-value ideology took hold. Industry profits surged alongside record-setting sales of cardiovascular and gastrointestinal blockbusters, such as Lipitor and Prilosec. During this period, the major drugmakers routinely reported returns on revenue far exceeding the Fortune 500 median.

Modern Profitability (2000–Present)

Comprehensive studies spanning 2000 to 2018 show that major pharmaceutical companies accumulated over $11.5 trillion in revenue, generating nearly $1.9 trillion in net income. Their net profit margins consistently hovered around double the average of the broader S&P 500.

Recent Market Leaders: Modern industry revenue is highly concentrated in oncology, immunology, and anti-diabetic treatments. For example, oncology drugs alone account for roughly one-quarter of total Big Pharma net revenues. Weight-loss and diabetes drugs (like Ozempic, Mounjaro, and Zepbound) have pushed companies like Eli Lilly and Novo Nordisk to record valuations and profit levels.

Research and Development vs. Profits: While industry profits remain strong, top companies frequently balance their returns with massive Research and Development (R&D) and marketing expenditures. In the post-pandemic landscape, companies like Pfizer and Johnson & Johnson have continued to lead global annual profits, though margins fluctuate depending on patent expirations and the development of new blockbuster therapies.

Boosted by a 45% increase in sales in 2025, Eli Lilly has jumped six notches in the annual top-20 revenue ranking, becoming the third-largest company in the biopharma industry. The Indianapolis drugmaker increased its sales from $45 billion in 2024 to $65.2 billion last year, catapulting past Bristol Myers Squibb, Novartis, AstraZeneca, AbbVie, Pfizer and Merck in the rankings.

Accounting for nearly all of Lilly's $20.2 billion increase in sales in 2025 were its diabetes and obesity drugs Mounjaro and Zepbound. In 2025, the duo generated combined sales of $36.5 billion, which were up from $16.5 billion in 2024. The tirzepatide treatments accounted for 56% of Lilly's revenue in 2025, up from 37% in 2024.

Fueled by its own diabetes and obesity products, Novo Nordisk had been on a similar trajectory earlier in the decade, jumping from No. 17 in the rankings in 2020 to No. 11 in 2024. Novo more than doubled its revenue during that period, but the momentum of the Danish company has stalled, as it remained at No. 11 last year after a 6% increase in sales. It was the first year this decade that Novo did not achieve a double-digit sales increase.

At the top of the rankings again in 2025 was Johnson & Johnson with sales of $94.2 billion. J&J has held the top spot every year since 2012, except for 2022, when Pfizer jumped to No. 1, becoming the first drugmaker in history to exceed the $100 billion mark. That leap was largely due to combined sales of $56.7 billion for its COVID products, Comirnaty and Paxlovid.
U.S. per capita spending on prescription drugs grew from about $140 in 1980 to over $1,100 in recent years.

COMMON MEDICATIONS

According to the FDA, There is no single exact number for how many pharmaceutical drugs exist, as there are hundreds of thousands of distinct formulas, and new ones are continuously created. However, they are typically organized into dozens of major therapeutic and pharmacological classes based on how they treat the body.

The primary types of pharmaceutical drugs, categorized by what they treat and how they work, include:

- Analgesics - Drugs that relieve pain. There are two main types: non-narcotic analgesics for mild pain, and narcotic analgesics for severe pain.
- Antacids - Drugs that relieve indigestion and heartburn by neutralizing stomach acid.
- Antianxiety Drugs - Drugs that suppress anxiety and relax muscles (sometimes called anxiolytics, sedatives, or minor tranquilizers).
- Antiarrhythmics - Drugs used to control irregularities of heartbeat.
- Antibacterials - Drugs used to treat infections.
- Antibiotics - Drugs made from naturally occurring and synthetic substances that combat bacterial infection. Some antibiotics are effective only against limited types of bacteria. Others, known as broad spectrum antibiotics, are effective against a wide range of bacteria.
- Anticoagulants and Thrombolytics - Anticoagulants prevent blood from clotting. Thrombolytics help dissolve and disperse blood clots and may be prescribed for patients with recent arterial or venous thrombosis.
- Anticonvulsants - Drugs that prevent epileptic seizures.
- Antidepressants - There are three main groups of mood-lifting antidepressants: tricyclics, monoamine oxidase inhibitors, and selective serotonin reuptake inhibitors (SSRIs).
- Antidiarrheals - Drugs used for the relief of diarrhea. Two main types of antidiarrheal preparations are simple adsorbent substances and drugs that slow down the contractions of the bowel muscles so that the contents are propelled more slowly.
- Antiemetics - Drugs used to treat nausea and vomiting.
- Antifungals - Drugs used to treat fungal infections, the most common of which affect the hair, skin, nails, or mucous membranes.
- Antihistamines - Drugs used primarily to counteract the effects of histamine, one of the chemicals involved in allergic reactions.

- Antihypertensives - Drugs that lower blood pressure. The types of antihypertensives currently marketed include diuretics, beta-blockers, calcium channel blocker, ACE (angiotensin- converting enzyme) inhibitors, centrally acting antihypertensives and sympatholytics.
- Anti-Inflammatories - Drugs used to reduce inflammation - the redness, heat, swelling, and increased blood flow found in infections and in many chronic noninfective diseases such as rheumatoid arthritis and gout.
- Antineoplastics - Drugs used to treat cancer.
- Antipsychotics - Drugs used to treat symptoms of severe psychiatric disorders. These drugs are sometimes called major tranquilizers.
- Antipyretics - fever is nature's way to fight infection. Drugs that reduce fever.
- Antivirals - Drugs used to treat viral infections or to provide temporary protection against infections such as influenza.
- Barbiturates - sleeping drugs
- Beta-Blockers - reduce the oxygen needs of the heart by reducing heartbeat rate.
- Bronchodilators - Drugs that open up the bronchial tubes within the lungs when the tubes have become narrowed by muscle spasm. Bronchodilators ease breathing in diseases such as asthma.
- Cold Cures - Although there is no drug that can cure a cold, the aches, pains, and fever that accompany a cold can be relieved by aspirin or acetaminophen often accompanied by a decongestant, antihistamine, and sometimes caffeine.
- Corticosteroids - These hormonal preparations are used primarily as anti-inflammatories in arthritis or asthma or as immunosuppressives, but they are also useful for treating some malignancies or compensating for a deficiency of natural hormones in disorders such as Addison's disease.
- Cough Suppressants - Simple cough medicines, which contain substances such as honey, glycerine, or menthol, soothe throat irritation but do not actually suppress coughing. They are most soothing when taken as lozenges and dissolved in the mouth. As liquids they are probably swallowed too quickly to be effective. A few drugs are actually cough suppressants. There are two groups of cough suppressants: those that alter the consistency or production of phlegm such as mucolytics and expectorants; and those that suppress the coughing reflex such as codeine (narcotic cough suppressants), antihistamines, dextromethorphan and isoproterenol (non-narcotic cough suppressants).
- Cytotoxics - Drugs that kill or damage cells. Cytotoxics are used as antineoplastics (drugs used to treat cancer) and also as immunosuppressives.
- Decongestants - Drugs that reduce swelling of the mucous membranes that line the nose by constricting blood vessels, thus relieving nasal stuffiness.
- Diuretics - Drugs that increase the quantity of urine produced by the kidneys and passed out of the body, thus ridding the body of excess fluid. Diuretics reduce water logging of the tissues caused by fluid retention in disorders of the heart, kidneys, and liver. They are useful in treating mild cases of high blood pressure.
- Expectorant - A drug that stimulates the flow of saliva and promotes coughing to eliminate phlegm from the respiratory tract.
- Hormones - Chemicals produced naturally by the endocrine glands (thyroid, adrenal, ovary, testis, pancreas, parathyroid). In some disorders, for example, diabetes mellitus, in which too little of a particular hormone is produced, synthetic equivalents or natural hormone extracts are prescribed to restore the deficiency. Such treatment is known as hormone replacement therapy.
- Hypoglycemics (Oral) - Drugs that lower the level of glucose in the blood. Oral hypoglycemic drugs are used in diabetes mellitus if it cannot be controlled by diet alone, but does require treatment with injections of insulin.
- Immunosuppressives - Drugs that prevent or reduce the body's normal reaction to invasion by disease or by foreign tissues. Immunosuppressives are used to treat autoimmune diseases (in which the body's defenses work abnormally and attack its own tissues) and to help prevent rejection of organ transplants.
- Laxatives - Drugs that increase the frequency and ease of bowel movements, either by stimulating the bowel wall (stimulant laxative), by increasing the bulk of bowel contents (bulk laxative), or by lubricating them (stool-softeners, or bowel movement-softeners). Laxatives may be taken by mouth or directly into the lower bowel as suppositories or enemas. If laxatives are taken regularly, the bowels may ultimately become unable to work properly without them.

- Muscle Relaxants - Drugs that relieve muscle spasm in disorders such as backache. Antianxiety drugs (minor tranquilizers) that also have a muscle-relaxant action are used most commonly.
- Sex Hormones (Female) - There are two groups of these hormones (estrogens and progesterone), which are responsible for development of female secondary sexual characteristics. Small quantities are also produced in males. As drugs, female sex hormones are used to treat menstrual and menopausal disorders and are also used as oral contraceptives. Estrogens may be used to treat cancer of the breast or prostate, progestins (synthetic progesterone to treat endometriosis).
- Sex Hormones (Male) - Androgenic hormones, of which the most powerful is testosterone, are responsible for development of male secondary sexual characteristics. Small quantities are also produced in females. As drugs, male sex hormones are given to compensate for hormonal deficiency in hypopituitarism or disorders of the testes.
- Sleeping Drugs -The two main groups of drugs that are used to induce sleep are benzodiazepines and barbiturates. All such drugs have a sedative effect in low doses and are effective sleeping medications in higher doses. Benzodiazepines drugs are used more widely than barbiturates because they are safer, the side-effects are less marked, and there is less risk of eventual physical dependence.
- Tranquilizer - This is a term commonly used to describe any drug that has a calming or sedative effect. However, the drugs that are sometimes called minor tranquilizers should be called antianxiety drugs, and the drugs that are sometimes called major tranquilizers should be called antipsychotics.

TOP 3 MEDICATIONS USED IN UNITED STATES

1. **Atorvastatin (Lipitor), Drug Class: Statin, Primary Use:** Lowers cholesterol and triglycerides to prevent cardiovascular disease, heart attacks, and strokes. Possible side effects and warnings: Muscle pain, tenderness, and weakness (myopathy)**.** Muscle problems, including muscle breakdown, can be serious in some people and, rarely, cause kidney damage that can lead to death. Your blood sugar level may increase while you are taking LIPITOR. The most common side effects of LIPITOR include: nasal congestion, sore throat, runny nose, muscle and joint pain, diarrhea, pain in extremity, urinary tract infection, upset stomach, nausea, musculoskeletal pain, muscle spasms, trouble sleeping, throat pain. Do not take LIPITOR if you: have liver problems (acute liver failure or decompensated cirrhosis), are allergic to atorvastatin or any of the ingredients in LIPITOR. If you have symptoms of a serious allergic reaction including: swelling of your face, lips, tongue, or throat, problems breathing or swallowing, fainting or feeling dizzy, very rapid heartbeat, severe skin rash or itching, flu-like symptoms, including fever, sore throat, cough, tiredness, and joint pain.
Do conditions improve or worsen with long term usage? Long term use can disrupt brain signal communication. Because the myelin sheath of neurons contains cholesterol, statins can damage the protective coating and cause damage to the neurons.

2. **Amlodipine (Norvasc)**, **Drug Class: Calcium channel blocker. Primary Use:** Treats high blood pressure (hypertension) and chest pain (angina) by relaxing blood vessels.
Possible side effects: More common, welling of the ankles or feet.
Less common: Chest tightness, difficult or labored breathing, dizziness, fast, irregular, pounding, or racing heartbeat or pulse, feeling of warmth, redness of the face, neck, arms, and occasionally, upper chest.
Do conditions improve or worsen with long term usage? Long-Term Side Effects: Swelling in the lower legs and ankles (**peripheral edema**) is the most common long-term side effect. This swelling can sometimes worsen over years of continuous use. (https://pmc.ncbi.nlm.nih.gov/articles/PMC6383103/)

3. **Levothyroxine (Synthroid, Levoxyl), Drug Class: Thyroid hormone replacement. Primary Use:** Treats hypothyroidism (an underactive thyroid gland) by providing the hormones the body lacks.

Possible side effects and cautions: Less common: Chest pain, discomfort, or tightness, decreased urine output, difficult or labored breathing, difficulty with swallowing, dilated neck veins, extreme fatigue, fainting, fast, slow, irregular, pounding, or racing heartbeat or pulse, fever, heat intolerance hives or welts, skin itching, rash, or redness, irregular breathing, irritability, menstrual changes, nausea, pain or discomfort in the arms, jaw, back, or neck, sweating, swelling of the eyes, face, lips, throat, or tongue, tremors.

TESTING PROCURES FOR FDA APPROVAL

Most people are under the incorrect assumption that the FDA conducts tests on new foods and new drugs. Not so. According to the FDA website:

Before a drug can be tested in people, the drug company or sponsor performs laboratory and animal tests to discover how the drug works and whether it's likely to be safe and work well in humans. (https://www.fda.gov/drugs/development-approval-process-drugs)

ALTERNATIVES - HOW TO REDUCE AND/OR ELIMINATE MEDICATION USAGE

In every case of diminished heath follow these 3 guidelines:

1. Ascertain the cause. What has caused the condition? Look at dietary habits, lifestyle history, and physical surroundings.
2. Unhealthy conditions should be changed. Wrong habits corrected. Healthy conditions must be restored. Stop unhealthy habits,
3. Assist nature to expel impurities and establish right condition. Remove toxins, and re-nourish system; through a detoxification protocol and plant based whole food nutrients.

World's way	God's way
• Germ causes illness	Healthy terrain prevents disease.-
• Symptoms are illness	Disease develops when nutritional deficiencies or toxins exist
• Medications treat symptoms	Heal by turning off source of toxins Detox, re-nourish and heal using:
• Cause of disease not treated	NEWSTART (RDA's)
• Side effects of common meds	Side benefits of natural healing

LET'S LOOK AT A FEW NATURAL REMEDIES TO USE IN PLACE OF LAB PRODUCED CHEMICAL PHARMACEUTICALS

- Instead of Atorvastatin (Lipitor) to lower cholesterol use natural NEWSTART remedy instead. Eat a whole food, plant based diet, eliminate animal foods which contain cholesterol; daily exercise, water, sunshine, temperance, fresh air, sunshine, adequate rest, trust in the Divine.
- Instead of Amlodipine (Norvasc) to lower blood pressure: use natural NEWSTART remedy

- Instead of Levothyroxine (Synthroid, Levoxyl) use Lugol's Iodine. Iodine is the most essential nutrient for thyroid health and regulation of two main hormones thyroid gland releases: thyroxine (T4) and triiodothyronine (T3).
- Pain relievers. Most pain is due to inflamation. Hydrotherapy or DMSO, castor oil and heat. For headache 1 glass of water every 10 minutes for one hour. Hydrotherapy - 3 minutes hot, 30 seconds cold, repeat 3 times. Hot water stimulates circulation, cold water slows it down. Increased circulation brings in fresh blood, new oxygen cells and white blood cells.
- Antibiotic - Tincture of Echinacea, Purpurea, and Astragulus
- Cough syrup - Onion syrup; layers of onion and honey. In about one hour a syrup forms. After 24 hours strain it and store in refrigerator.
- Cold Remedies - At first sign of sickness, Flu Bomb to strengthen immune system. 1 clove garlic crushed, 1/4 tea ginger finely chopped. Juice from one lemon, 1 tea. honey, 1 drop Eucalyptus or Tea Tree oil, cayenne pepper 1/8 to 1 tea depending upon your tolerance. Add to 1 cup hot water. Drink it all
- Anti-inflamatory - Ginger and turmeric. Golden milk tea using turmeric.
- Natural antifungal - Tea tree oil
- Natural Antihistamines - Cayenne pepper, lemon juice and water
- Natural Antihypertensives - Water
- Natural Antineoplastics (Drugs used to treat cancer) - Detox, avoid sugar and protein, eat alkaline diet.
- Natural Antipyretics - (Drugs to reduce fever) Fever is nature's way to fight infection, so let it be.
- Natural Barbiturates (sleeping drugs) - Camomile tea, hot bath
- Natural Beta-Blockers - Exercise and healthy whole-food, plant based diet
- Natural Bronchodilators - Eucalyptus oil
- Natural Cold Cures - Flu Bomb (Lemon juice, raw garlic, raw honey, cayenne pepper)
- Natural Cytotoxics (Drugs that kill or damage cells) - Why wold you want to kill body cells? Improve habits to grow healthy new cells. Old sick cells will die on their own and be replaced.
- Natural Decongestants - Water, lemon juice, cayenne
- Natural Diuretics - Water
- Natural Laxatives - Water, specific herbs
- Natural Muscle Relaxants - Hot bath, herbal teas
- Insomnia - Passion flower, Skull cap, and St. John's Wart leaf to relax. Add Valerian to sleep.
- Natural Blood thinner - 1/4 tea. cayenne pepper in water, 3 x day - thins blood, strengthens arterial wall, and opens capillaries.
- Heal Reflux - 1 tea Slippery Elm in hot water before every meal and before bed. Drink immediately before it thickens. Slippery elm coats, heals and soothe sore throat, digestive tract, and esophagus.

There are many many other natural and herbal remedies.

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