

Coke's Aspartame Campaign to Bring You Pain – Gets Award

The Public Relations Institute of New Zealand just gave Coca Cola's slick ad program called *Aspartame – Facts and Fiction* their top award. "It is a reflection of what communications is all about" they said. Must have really been persuasive. An honest name for the program would be: *Aspartame – Ignore the Facts!*

So why would Coke go to all this trouble in New Zealand, of all places? In 2007 I spent three weeks in those lovely islands, lectured in many cities and was constantly on the media explaining to Kiwis (their name for themselves) how aspartame laced Wrigley's gum and diet drinks nearly destroyed the young and beautiful actress Abby Cormack. Diet Coke sales fell like a rock. Something had to be done! Megabuck PR campaign, of course!

http://www.mpwhi.com/abby_cormack_story.htm

http://www.mpwhi.com/experts_on_aspartame_and_abby_cormack.htm

In the PR industry what counts is how clever you are, not whether you're propaganda/product is pernicious. No matter how sad your sales, you must always declare a victory. The sole consequence of Coke's PR onslaught will be the sacrifice of the health and lives of everyone they persuade. Too late the victims will learn that aspartame is the neurotoxin which the Ramazzini Institute identified in multi-year studies on 2,000 rats as a multi-potential carcinogen.

For perspective, review some past Coca Cola escapades, and my exposes:

1999: COKE SAYS YOU'RE CRAZY!

Now about all of those rumors From European consumers
Who imagine our Coke made them sick
We hired men with diplomas
Rhymes with astrocytomas!
They're impartial, who else would we pick?

They've poured over the problem since yesterday
So we can announce what the EXPERTS say:
It's all in your head
After all, you're not dead
Its a lowdown dirty trick And you only think you're sick!

Its a "sociogenic pathology" (they actually said that!)
Since Coke is paying we agree
That hydrogen sulfide with fungicide
And chlorocresol on the outside
With aspartame is so delicious
And of course it's really nutritious!

Don't imagine that we'll tell you
Of the poisons that we sell you
Formaldehyde and formic acid
Forest Lawn will be so placid
Yours is not to reason why

Yours is just to buy and die
We really care for you a bunch
Now you've made me miss my lunch!
And our stock's not doing well
Over just a little smell
You're just a Belgium consumer, Honey
So get back in line and spend your money!

First they said it was chemicals from the pallets, chlorocresols in the wood. Then they said it was bad carbonation gas, CO2. If so they should have sued somebody because they must buy the gas from an outside firm. It's an excellent guess no suit has been filed, Coke just passed the buck for the PR purposes. Burglars have better alibis! My bet is that Coke substituted aspartame for the 11 teaspoons of sugar in each regular Coke and were caught when people got sick. Meantime Coke threw \$50,000,000 worth of their diet sewage into dumpsters.

1999: COKE'S NEW GOUGE GAGE

To escape Hurricane Floyd thousands of Floridians crowded into Georgia where a few motel operators jumped room prices to as much as 5 times the regular rent. The State acted immediately and levied heavy fines on the culprits for greedily exploiting patrons.

At the Investor Inn, otherwise known as the Coca Cola Company, CEO Douglass Ivester figured it was a fine idea. Coke will put gouge gages in vending machines, so to move their stock out of the cellar. The *London Times* reports thermometers in vending machines will notify Coke when temperatures climb so the price can be kited instantaneously.

So Scalping Is A Crime If You're A Motel: But Fine If You Sell Pop!
Did Ivester Hire Dr. Kevorkian As Public Relations Consultant?

This predatory pricing proves profit is GOD at Coke. Doug How-much-can-we-get-this-time-Ivester should run a carnival shell game. Profits are down because aspartame-laced Coke makes people sick, they wise up and kick the addiction. The secret FDA list of 10,000 consumer complaints names diet soda as the main source of the 92 symptoms identified, ranging from headaches to comas to death.

FIELD REPORT: How Coke handles customer complaints:

Student: I threw up after drinking Sprite. What's in the natural flavors?
Coke: Just sweetener
Student: What is in your natural flavors?
Coke: By federal law we don't have to tell you (!)
Student: Is aspartame in regular Coke?
Coke: Give me your city and zip code. (Interpretation: Yes, in some areas)
Student: I live in Los Angeles Coke: Hung up on her!

The world is hanging up on Coke. But if they remove aspartame people will get well and a hurricane of lawsuits will eradicate Ivester Inn. Personally I think Doug should stick the thermometer right up his checkbook to watch the dollars drop!

Sent worldwide, Ivester was gone in 2 weeks!

2002: COKE'S RECYCLING POLICY: SELL IT TO MINORITIES!

The geniuses at Coca Cola have joined the national recycling push with a low cost process that converts 100% of truckloads of scrap into new merchandise in jig time. Like

many great breakthroughs, this efficient new technology is simplicity itself, and uses but a single raw material whose salvage application has hitherto been ignored.

Modestly Coke kept this recovery system to itself for years, eschewing publicity. But now their secret is out! May 19 *New York Times* announced expired Coke is stripped out of old paks and stuffed in new ones stamped with a future date: Presto! ChangeO! WindexO! Yes, the magical conversion chemical for expunging overage dates from cans is, are you ready for this? Glass cleaner!

What to do, what to do with this stale tasteless junk in shiny new boxes? Coke has a national program, said spokesman John H. Downs Jr.: "We have a clear policy against discrimination of any kind." In line with this, the effete fizzer was carted from white neighbors to poor areas "where the shoppers are just as thirsty but a lot less discriminating," said the *Times*. "It still looks good to the naked eye, but the people in the community don't know what they're buying." explained a 14 year Coke truck driver.

They really don't. If the cans were aspartame-based Diet Coke the customers are carrying home formaldehyde cocktails, because aspartame becomes first formaldehyde, then ant sting poison formic acid as it decomposes. Coke is the leading member of the National Soft Drink Association, which objected to approval of aspartame in soda pop because "it is uniquely and inherently unstable". The NSDA's long damning declaration is in the Senator Congressional Record - May 7, 1985, S5507 - S5511. It breaks down into a witches brew of poisons which produced 92 symptoms including death, as identified in a secret FDA report of 10,000 consumer complaints. The Fatal Drugs Allowed folks won't send it to you any more, but access it on www.dorway.com for the whole story, hundreds of case histories and multiple medical declarations from world famous doctors.

Coke's most recent quarterly report showed a loss of \$123 million. They're in a nose dive. The cause of their woes was explained 12/11/01 in *The Atlanta Constitution*: "Coca-Cola's long list of troubles started with a simple problem: arrogance." AMEN, but not enough! Coca Cola, with the ethics of Enron and Arthur Anderson, pumps millions of gallons of lethal "diet" pop into the population, knowing full well the birth defects, abortions, brain tumors, fibromyalgia, blindness, ruined marriages and destroyed lives their neurotoxin breeds.

Double dealing trickery, chicanery, the flim flam and big bamboozle are the Devil's doctrines in the Cult of Coca Cola. Selling seizures, sexual disability, deformed infants and afflicted children by the millions they craft clever jingles to multiple the world's maladies. By their crummy, contemptible money grubbing Kevorkian conspiracy to pedal poison planetwide Coke brings agony unrivaled since the holy inquisition. And we have thousands of case histories to prove it.

Be sure of one thing: they know how to lie. When investigators checked with Coke's home office they knew nothing about the date changing: Nobody was driving, Officer. We were all in the back seat singing! Mission Possible International, Betty Martini, Founder, www.mpwhi.com, www.dorway.com

2003: Coke's New Math: Pay Boss to Fire Workers

Coca-Cola has announced "considerable progress" under CEO Douglas Daft, who got a \$4,000,000 bonus for his 2002 leadership, plus his \$1.5 million salary, of course.

Daft steered Coke to a 22.5% profit drop as the stock did a swan dive onto the kill-list of investment advisors. In four years, Coke stock fell from 87 to 37.

This is like paying a general for lost battles and body bags; or an outfielder for missing fly balls. Daft's gargantuan bonus comes from savings Coke will make writing 1,900 fewer weekly paychecks. This is in addition to the 6,000 Coke fired in 2,000.

So if Daft discharges 3,800 employees this year his bonus could be \$8 million. This can go on for years, the less the more! More for Daft and his country club cronies who also got big buck bonuses: Brian Dyson, \$1.5 million, Steven Heyer \$2 million.

The Atlanta Journal article "Coke Lost Mystique" tells of a sea change at the firm named America's Most Admired Company in 1997. Today it wouldn't even make the list. Coca-Cola is bleeding from a wound no one can heal.

2000: WHY IS COKE FIRING 6,000?

The photo of a crumpled can of Diet Coke told the story in Coke's hometown newspaper, *The Atlanta Journal*. Fitting, poetic and just, but tragic, for the company once rated "The Most Admired Business in the World". Today Coke wouldn't even make the list. Sales are down, profits collapsing, and 6,000 employees soon will be gone. To make room for 6,000 defense attorneys? The disaster is stupendously larger than 6,000 jobs; it affects hundreds of millions of unwarned, innocent, afflicted consumers across the broad face of planet Earth.

This crisis can't be solved by belt tightening, greater efficiency, more advertising, etc. It's so bad Coke can't say the word; to pronounce it will bring instant cataclysm. That word is aspartame, and their only recourse is denial, denial, denial, though every ad and commercial builds higher the scaffold upon which Coke shall surely hang. Reality is in that twisted Diet Coke can. It's poison. It's killing the unborn, raining tumors and seizures on the population, destroying children, incapacitating workers, mimicking MS, erasing memory and blinding. Inexorably Diet Coke visits a plague of 92 symptoms listed by our FDA on a secret report they'll never show that names diet soda as the top cause of aspartame disease. And yes, Death was one of the 92.

Diet Coke is poison! And it's addictive; some victims drink several liters a day and keep it on their nightstands. If Coke changes the formula to remove aspartame the world will heal and the surge of hatred and vengeance by the disabled and bereaved shall certainly destroy Coca Cola.

The poison in Diet Coke is aspartame. As a member of the National Soft Drink Association, Coke opposed FDA approval of aspartame for beverages. Their objections, running to several pages published in the Congressional record of 5/7/85, said aspartame is uniquely and inherently unstable and breaks down in the can. It decomposes into formaldehyde, methyl alcohol, formic acid, diketopiperazine and other toxins. In a test on 7 monkeys 5 had grand mal seizures and one died, a casualty rate of 86%.

Coke knew; and knowing, broke their good faith contract with customers, a breach shown by their English plot to program vending machines to kite the price with the temperature. Dissatisfied with selling flavored sugar water plus phosphoric acid, they switched to pushing an addictive formula called "Diet". Addiction multiplies consumption,

so Diet Coke soared off the sales charts, spreading obesity. We're fatter because aspartame suppresses serotonin and makes us crave carbohydrates.

So why is aspartame/NutraSweet/Equal/Diet Coke/etc on the market and in thousands of foods? Can you say CORRUPTION? An FDA Commissioner and an Acting Commissioner changed sides to hire into the aspartame industry, plus 6 underlings and 2 federal attorneys assigned to prosecute NutraSweet for submitting fraudulent tests to get it approved.

"It's like a script for Abbott & Costello" wrote honest EPA scientist Adrian Gross (former FDA toxicologist) in a ten page report to Senator Metzenbaum in October 1987. It works like this: "Approve our poison, and when you stop being a bureaucrat we'll make you a plutocrat! After it's licensed we'll pay off the American Dieticians, the American Diabetes Assn, the AMA and anyone we want who'll take a buck."

The jig's up! Worldwide consumer action has exposed aspartame and millions have kicked the habit. Coke's profits are down, Monsanto broke NutraSweet in three and sold it for a fraction of what it would have brought a few years ago. In 1999 they sold NSC Technologies, maker of the phenylalanine in NutraSweet, to Great Lakes Chemical for \$125 million who sued Monsanto for \$71 million for overstating profits. Monsanto sold out to the Swiss firm Pharmacia-Upjohn (P-U for short). Their reported plans were to ditch the Monsanto name as the stench was unendurable. Will CEO Bob Shapiro soon be history like Doug Ivester of Coke who resigned last fall? Will the last one out please turn out the lights!

Shapiro was Shipped out Soon!

One sweet story I must tell: About 15 years ago Coke had their "Most successful ad program ever." It featured Lucky Vanous as the shirtless Diet Coke Hunk. Coke put him on tour, and made the mistake of bringing him here to Atlanta, their city and mine. At a mall appearance I threw him a beautifully wrapped box full of evidence on how aspartame kills, and case histories. 58 days later Lucky was gone. I surmise that Lucky had a conscience and Coke let him out of his contract if he agreed not to tell what he knew.

Before that beautiful Cher was the NutraSweet spokeswoman. I wrote Cher and sent ample documentation about aspartame toxicity. Soon she declined to renew her \$900,000 contract, explaining that it didn't fit her image.

I've campaigned 17 years against aspartame, financed only by my minister husband. Four times I've traveled to Europe, lectured in Ireland just last month. I've been guest on 700 talk shows. Why? Because if I quit people will die, babies will perish in the womb or be borne impaired by this terrible deadly toxin. I'm not alone in proclaiming this vital truth. The voices of medical experts, activists, and damaged victims is being heard louder and louder so that Holland Sweetener, Europe's largest aspartame manufacturer, expired in 2006. In America Merisant went bankrupt for \$230 million this January and it's outlawed in Rumania. Face it, aspartame is in the toilet!

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www.mpwhi.com, www.dorway.com, www.wnho.net

Aspartame Toxicity Center, www.holisticmed.com/aspartame

Aspartame Documentary: Sweet Misery: A Poisoned World, www.soundandfury.tv

Aspartame Medical Text, Aspartame Disease: An Ignored Epidemic, H. J. Roberts, M.D.

Excitotoxins: The Taste That Kills by neurosurgeon Russell Blaylock, M.D.,

www.russellblaylockmd.com