



Ms Donna Chisholm

Editor-at-large of North & South magazine

Friday, August 09, 2019

(Plenary)

15:20 - 15:40 Cancer in The Public Eye

A yellow geometric frame consisting of a large downward-pointing triangle with a horizontal line at its top, forming a hexagonal shape. The text is centered within this frame.

CANCER **IN THE PUBLIC EYE**

FACTS, FADS AND FALLACIES

Donna Chisholm
North & South/NZ Listener

A close-up photograph of several green and black mussels attached to a dark, wet rock. The mussels have a glossy, iridescent sheen. Small, white, circular barnacles are visible on the rock surface and on the mussels themselves. The background is a blurred, light-colored surface, possibly water or a sandy beach.

First, there was Lyprinol

The cure for cancer?

1. Fish - mussels 2. cancer

31 JUL 1999

NZHT



By CATHERINE MASTERS
medical reporter

New Zealand's humble green-lipped mussel is offering hope to cancer sufferers worldwide.

Australian researchers have discovered that an extract from the mussel, called tyrosin, kills human cancer cells in the laboratory.

They hope the natural dietary marine supplement has beaten scientists and drug companies around the world in the race to find a non-toxic chemical to stop cancer.

In the next few weeks, more than 100 Adelaide men with prostate cancer and women with breast cancer will take part in world-first clinical trials to gauge the marine extract's effect on cancer cells in the body.

Tyrosin has been hailed as a remarkable help for sufferers from the inflammatory illnesses arthritis and asthma.

But its action against cancer was "stumbled" upon by an Australian scientist, Dr Henry Betts, from Queen Elizabeth Hospital in Adelaide.

He has shown that tyrosin is a potent inhibitor of two cell pathways that cause inflammation in humans and animals.

After reviewing medical research papers on cancer, Dr Betts found more than 600 references indicating that the same cell pathways were also involved in cancer.

One pathway — which produces a compound called 5-HT2 — is responsible for cancer-cell growth.

The second pathway — the "production factory" for 12-HETE — is responsible for the deadly spread of cancer cells.

"Nearly every one of the 600-odd peer-reviewed papers pleaded for someone to successfully develop a drug to inhibit these pathways so that cancer could be attacked at these two stages," Dr Betts said.

"Time and time again, there was the same plea from researchers: somebody find a clinically critical



GREAT GREEN HOPE: Grey Lynn Foodtown manager Tanya Wilson with a tray of the green-lipped mussels researchers hope will provide a cancer cure. An Adelaide researcher stumbled on the discovery, and describes it as the most exciting of his career.

used in the treatment of cancer."

He ordered live cancer cells and began growing them, then treated them with various strengths of tyrosin — and found that tyrosin inhibited the cancer.

"We would see the cells proliferating and then slow them stop."

He said he was 90 per cent sure

of my career. If I was diagnosed with cancer I would take as much tyrosin as I could hold down."

Melbourne-based family company MacIb, which has a factory in Nelson, will reap the benefits if the trials are successful.

An owner, Jim Broadbent, said

"and look what happened ..."

He had seen cancer cells growing in the laboratory and to watch them dying was "magnificent."

But he was concerned that New Zealand would not be able to supply enough mussels for world demand and a new supply would have to be

made some hard decisions.

"If the rest of the world says, 'We demand this material because this is going to help so many people', how do you turn around and say, 'Sorry, you can't have it'?"

The Minister for Food and Fibre, John Luxton, said that if trials were successful, expansion would be rap-

"I think we need to treat it pretty cautiously at this stage and await further information that proves it clinically works in humans as has been suggested."

But he warned that if successful, the price for a meal of mussels would probably go up.

HERALD PICTURE: PAUL ESTCOURT



'Miracle' mussel cancer cure a dud – research stops

By ANTONY PALTRIDGE, Health reporter

Trials of a supposed "miracle cure" for cancer found in New Zealand green-lipped mussels, which caused near hysteria in the country in 1999, have been stopped.

Queenstown-based company Pharmalink stopped funding the research after deciding the extract didn't work. Adelaide scientist Henry Betts, who discovered the supposed anti-cancer properties in Lyprinol, described the funding cut as "ridiculous".

"Both of the two managing directors [at Pharmalink] have experience of close friends who had very, very aggressive pancreatic cancer while trying Lyprinol, so they decided it does not work."

Dr Betts said Lyprinol was in phase one of the trial, testing its safety on people who had advanced cancers and had tried all other treatments.

The trial of 50 men with prostate cancer and 50 women with breast cancer began in Adelaide last year.

Trial participants were on up to 12 capsules a day and, even in patients with that poor prognosis, the results were "a little encouraging".

Dr Betts is now working on similar properties in an extract from the gut of a North Atlantic sea cucumber.

Controversy and near hysteria followed an announcement from Adelaide's Queen Elizabeth Hospital in 1999 that Lyprinol killed cancer cells in the

laboratory tests. The claim sparked massive demand for mussels, with supermarkets in New Zealand selling out.

More than a million dollars worth of Lyprinol, a dietary supplement, was sold on its first day of sale on August 2, before it was withdrawn for being promoted as a cancer cure in breach of the Medicines Act. The Ministry of Health took Lyprinol (New Zealand) Ltd and Pacific Pharmaceuticals to court and both were fined about \$15,000 each.

After the hype – which promised so much – washed away, the mussel industry faces an uncertain future with static production, a Government moratorium on new farms and international competition.

Jim Broadbent, director of Melbourne-based MacLab, which first produced the substance and sold the patent rights to Pharmalink, declined to say how much of the extract it was supplying to Pharmalink.

But he said MacLab, which runs mussel farms in the Marlborough Sounds and Coromandel, had doubled its supply of the extract to Pharmalink in the last two years.

Lyprinol is now on sale as HPME, Highly Purified Marine Lipid Extract, without any claims of cancer-fighting properties. A spokeswoman for Pacific Pharmaceuticals said it continued to sell about 150 packs of 50 tablets every month. "It's not as big as it used to be," she said.

The two companies that launched Lyprinol in New Zealand last year, until claims that it was a possible cure for cancer, have been successfully prosecuted.

Drug manufacturer Pacific Pharmaceuticals and Lyprinol New Zealand have also been found guilty of misleading consumers that the medicine would fight cancer.

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COMPANY MEN: Richard Walzer is shielded by his partner as he and Kennedy Garland (right) leave court.

The company is yet to be sentenced because the ministry is appealing against a \$350 fine, relating to two similar charges, imposed by the court.

"This is an industry message we're sending that companies need to be honest."

NEWS

22 SEP 2000

ASIT

Lyprinol firms admit guilt



TVNZ items on so-called cancer cure inaccurate

By MARY JANE BOLAND, Health reporter

Television New Zealand breached broadcasting standards last year when it aired inaccurate items on the so-called cancer cure Lyprinol, the Broadcasting Standards Authority has ruled.

A BSA ruling on TVNZ's coverage of Lyprinol, which screened on One Network News and Holmes on July 30 last year, was released today.

The Ministry of Health complained to the BSA about TVNZ's coverage of a



Susan Wood

about Lyprinol's efficacy.

It also found that an introduction to the Holmes programme, presented by

programmes cautioning people about the product.

The BSA found TVNZ breached standard G1 of the Television Code of Broadcasting Practice by incorrectly claiming that 600 papers had been written

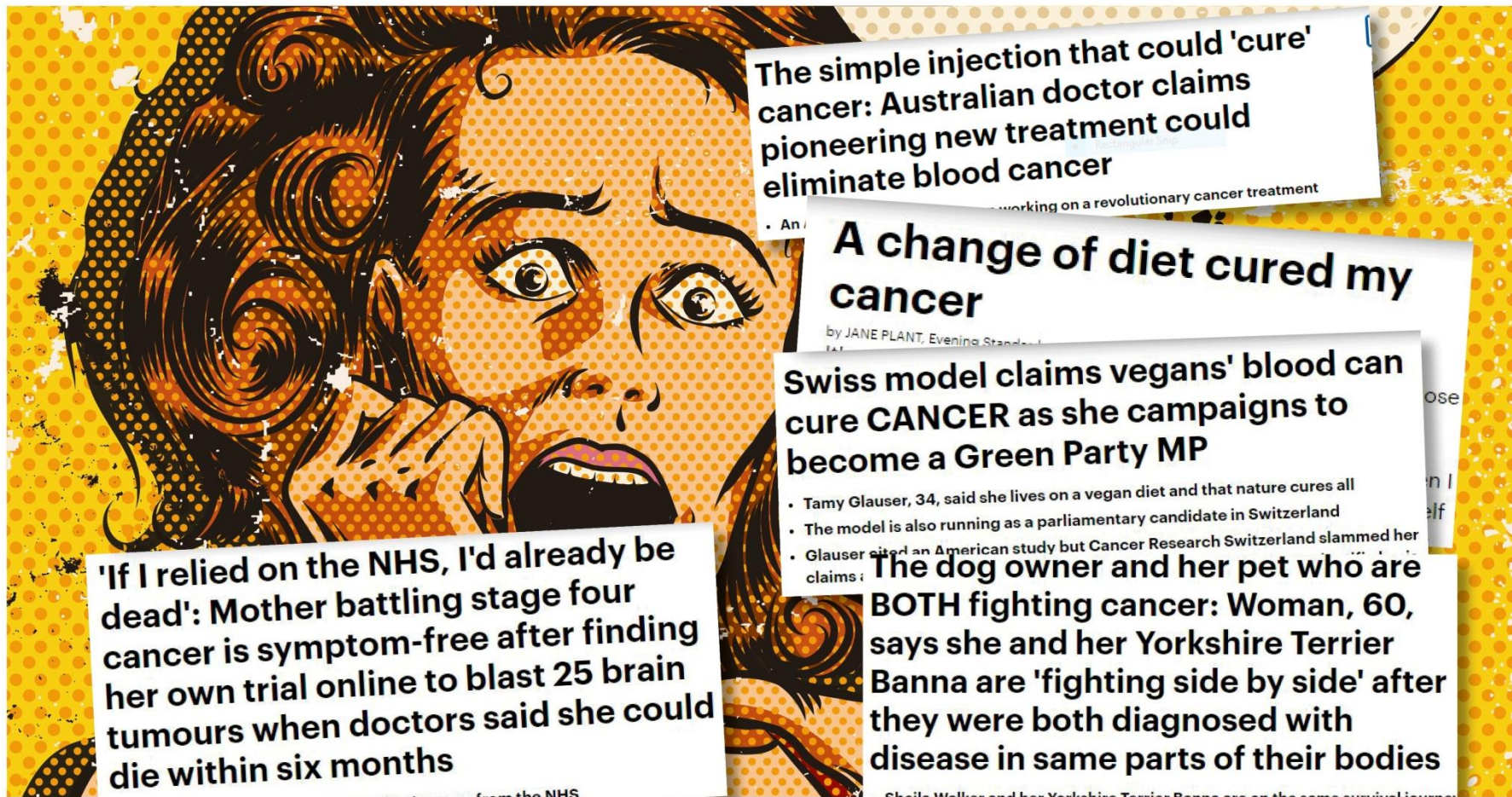
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The simple injection that could 'cure' cancer: Australian doctor claims pioneering new treatment could eliminate blood cancer

• An... working on a revolutionary cancer treatment

A change of diet cured my cancer

by JANE PLANT, Evening Standard

Swiss model claims vegans' blood can cure CANCER as she campaigns to become a Green Party MP

- Tamy Glauser, 34, said she lives on a vegan diet and that nature cures all
- The model is also running as a parliamentary candidate in Switzerland
- Glauser cited an American study but Cancer Research Switzerland slammed her claims

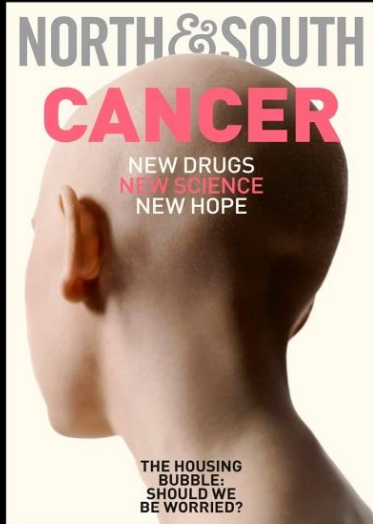
'If I relied on the NHS, I'd already be dead': Mother battling stage four cancer is symptom-free after finding her own trial online to blast 25 brain tumours when doctors said she could die within six months

- Heidi Spencer, 45, was offered palliative care from the NHS

The dog owner and her pet who are BOTH fighting cancer: Woman, 60, says she and her Yorkshire Terrier Banna are 'fighting side by side' after they were both diagnosed with disease in same parts of their bodies

- Sheila Walker and her Yorkshire Terrier Banna are on the same survival journey
- The 60-year-old said she has the disease in her right breast, her bones and spi







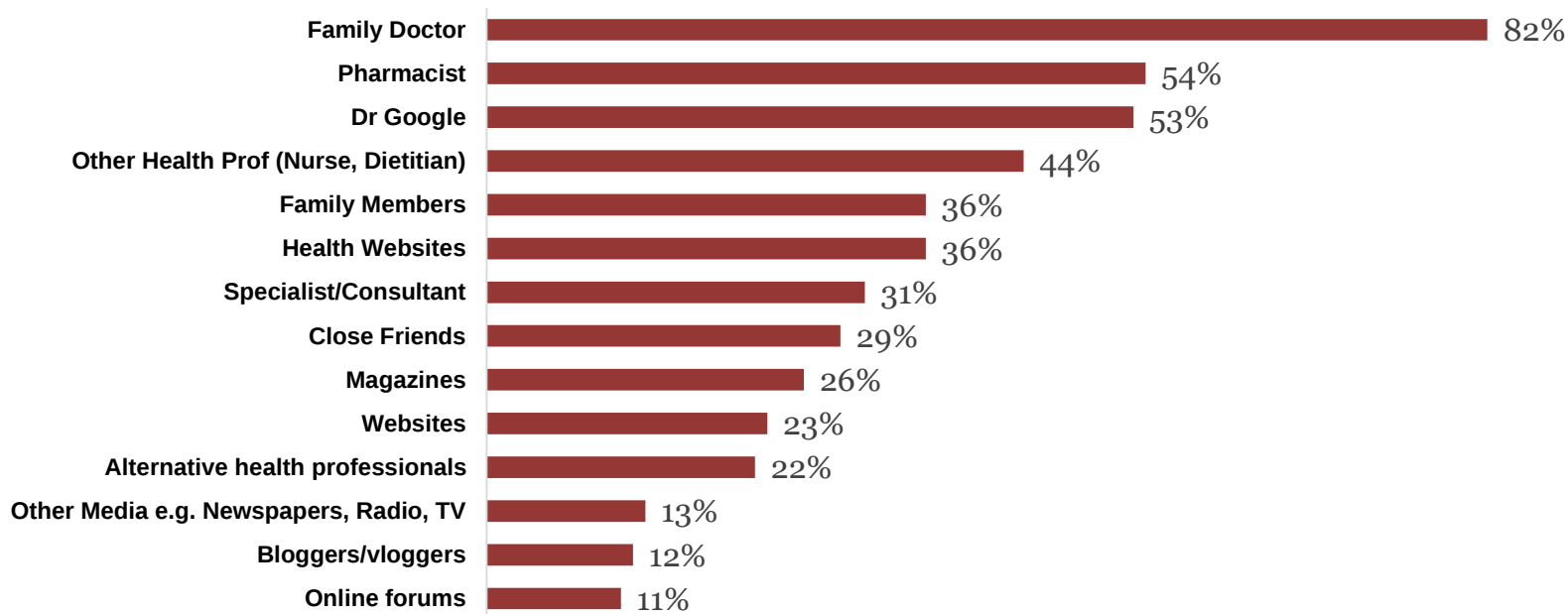
Media Trust

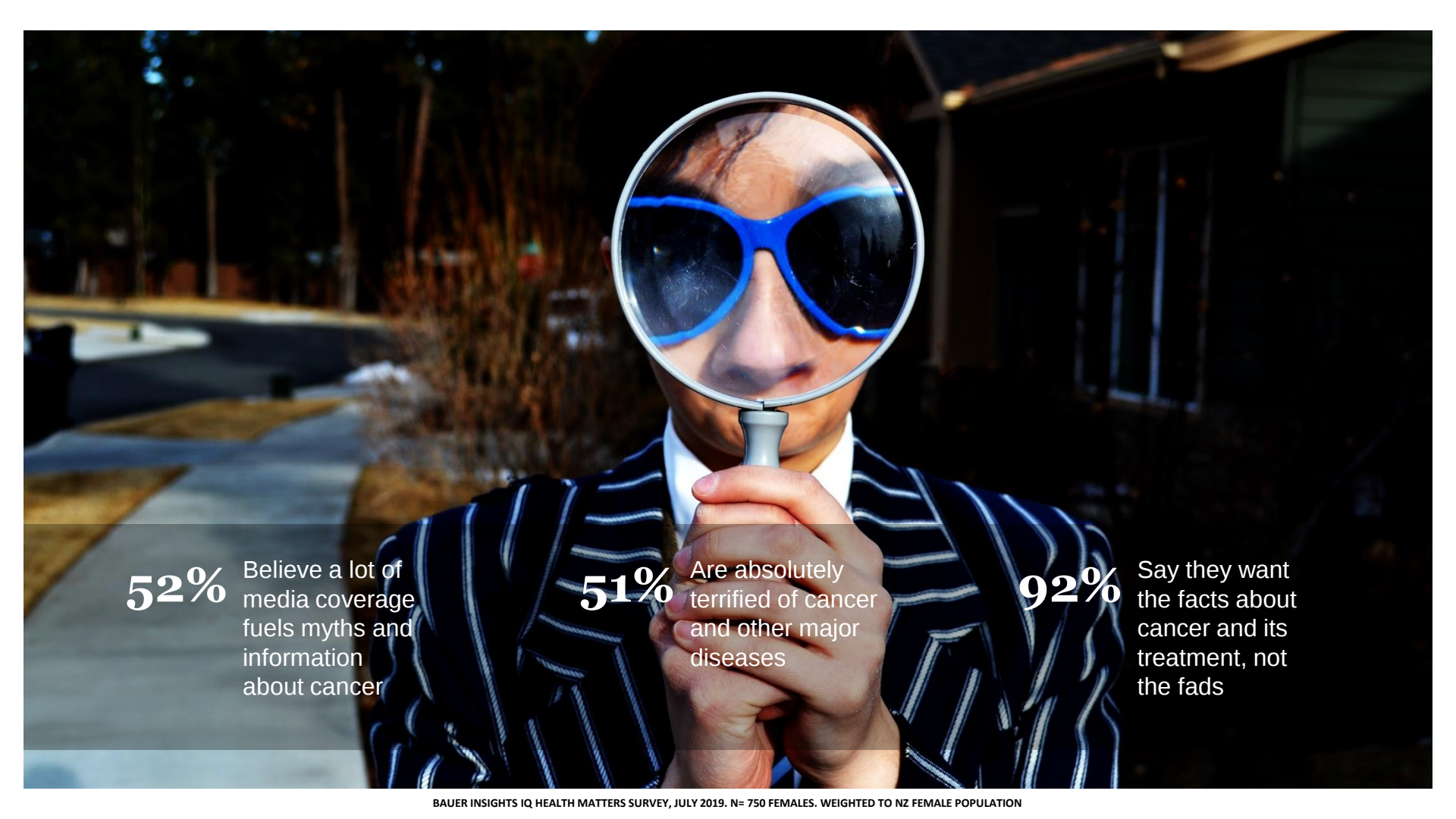
- The media is distrusted in more than 80% of 28 countries.
- In the UK, the number of people saying they trusted the media fell from 36-24% between 2016 and 2017.

Source: Trust Barometer, Edelman

TOP SOURCES OF HEALTH INFORMATION

Who or where do you look to for general health advice & information?





52%

Believe a lot of media coverage fuels myths and information about cancer

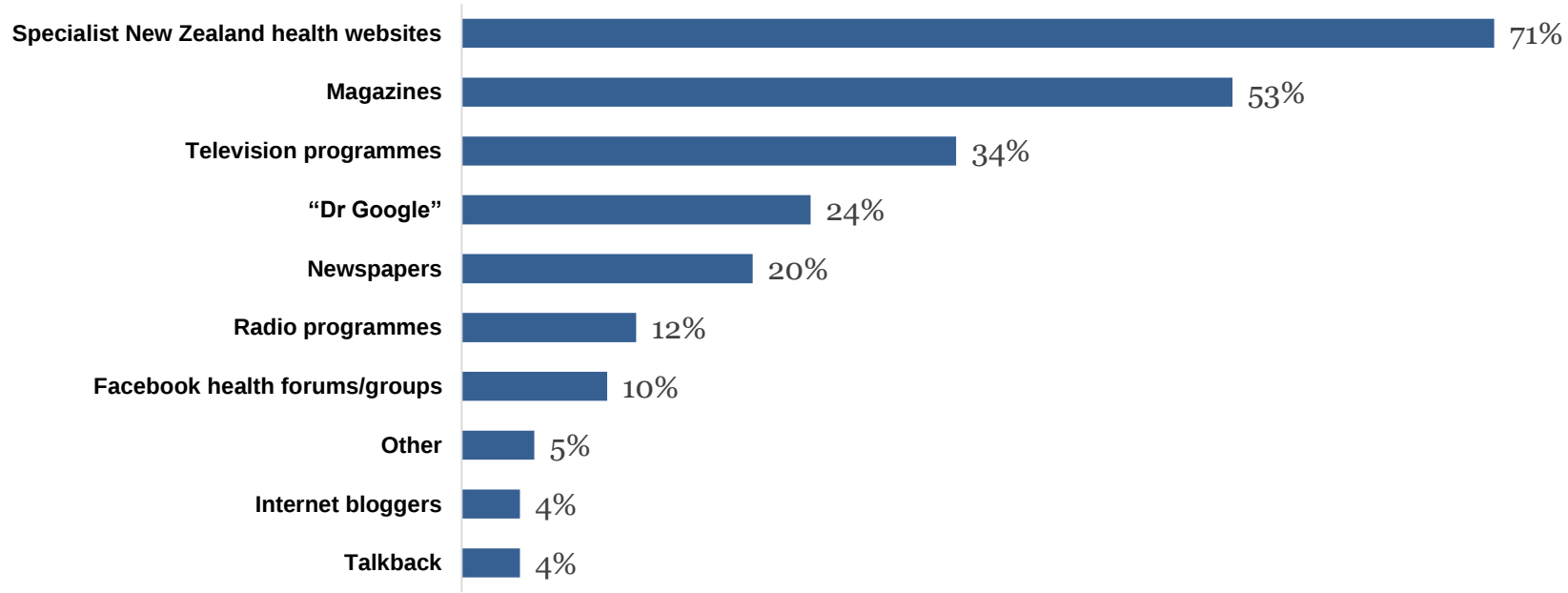
51%

Are absolutely terrified of cancer and other major diseases

92%

Say they want the facts about cancer and its treatment, not the fads

GPs are the most trusted source of medical information
BUT FOR MEDIA COVERAGE OF HEALTH,
WHO DO CONSUMERS TURN TO?



WE'RE NOT STUPID, STUPID

37% Say they don't trust the majority of health information they read online

51% Have a neutral view about the trustworthiness of online information



Trust in information online decreases in those aged 60-plus.

BUT

70%

Will search worrying symptoms online before their GP appointment

60%

Never or only sometimes discuss what they found out online with their doctor

47%

Say they've worried themselves sick after reading about their health condition online





Why do the myths persist?

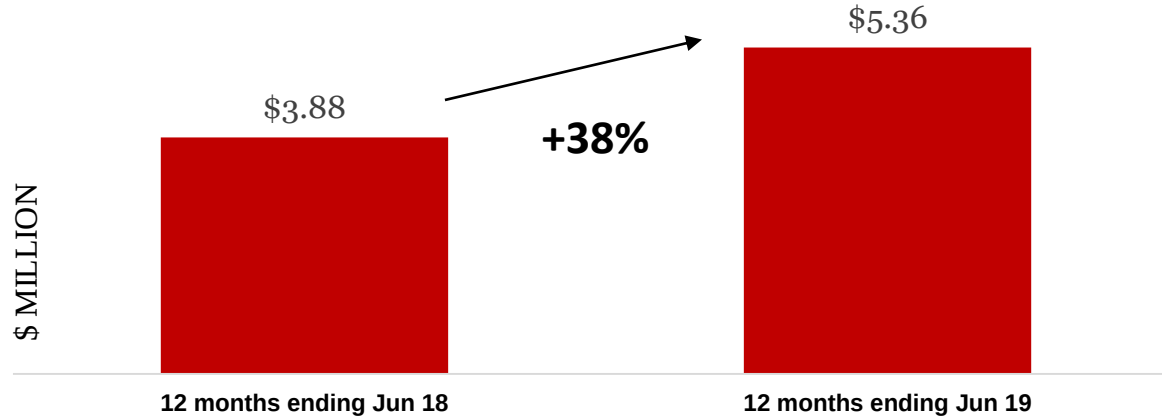
Because people think they no longer need a knowledge mediator; a doctor, scientist or expert to mediate between them and the information that abounds on the internet. Everybody goes into the internet with their own biases to find out things that support their view.

Sir Peter Gluckman



SOME ARE CONTROLLING THEIR OWN NARRATIVE

ADVERTISING SPEND - MEDICAL HEALTH CARE
RATE-CARD VALUE IN \$MILLIONS





Search Mayo Clinic



Request an Appointment
Find a Doctor
Find a Job
Give Now

 Log in to Patient Account

 English 



Patient Care & Health Info 

Departments & Centers 

Research 

Education 

For Medical Professionals 

Products & Services 

Giving to Mayo Clinic 



APPOINTMENTS



FIND A DOCTOR



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PATIENT &
VISITOR GUIDE

BRINGING IT ALL TOGETHER

1. NZ media is getting more help to report science responsibly and in local mainstream media, is doing the job well.
2. The public aren't stupid – most of them know the difference between reputable journalism and clickbait.
3. Health websites are a popular source of information – GPs can use that to their advantage.
4. Patients will already know a lot about what they think they've got – but is it accurate?
5. No matter what the evidence behind you, you'll never convince the disbelievers





Fake News 

@fakenews

Follow



KITTENS CURE CANCER! Purrfect results in clinical trials.
GPs URGE CAUTION.

7:48 AM - 3 Dec 2018

13,808 Retweets 53,187 Likes



24K



14K



53K

