naturalhealth365.com

A website covering alternative medicine and natural health, which has repeatedly promoted false claims about vaccines and the Wuhan coronavirus.

Ownership and Financing

NaturalHealth365.com does not clearly disclose its ownership. Users who are prompted to buy health products from an online store are asked to send payments to Natural Event Productions, LLC, a private company based in Clermont, Florida. Jonathan Landsman, who is named as the site's creator on the About Jonathan Landsman page and hosts the site's podcast and videos, is named as one of the company's directors in business filings with the state of Florida.

The site generates revenue from advertisements, the sale of health products and supplements, and a subscription service called Inner Circle, which offers additional podcast and video content.

Content

NaturalHealth365.com covers natural health products and alternative medicine in articles, videos, and podcasts.

Text articles appear in the News section. Typical headlines in this section include “Common chemical found in cans, toys and receipts threatens heart health,” “How an apple a day keeps disease away,” and “5 ways vitamin D offers whole body protection for optimal health.”

The Videos section includes clips of site creator Jonathan Landsman interviewing natural health practitioners and discussing various forms of alternative medicine. Landsman also hosts the NaturalHealth365 podcast, found in the site’s Podcast section, with episode titles such as “Transforming Your Health Naturally” and “Plant medicine for mental and emotional wellbeing.”

Credibility

Articles on NaturalHealth365.com have repeatedly promoted false and misleading health claims. For example, an August 2019 article titled “9 reasons that you should avoid the flu shot” called the mercury-based preservative thimerosal in the vaccine “neurotoxic.” “Despite the assurances of health authorities that the mercury-based preservative thimerosal is ‘perfectly safe,’ there has never been any proven safe amount of this toxic substance for use in humans,” the article said.

The U.S. Centers for Disease Control and Prevention and the World Health Organization have repeatedly stated there is no evidence to suggest that the thimerosal used in flu vaccines poses a health risk. The mercury compound in flu vaccines, called ethylmercury, is different from a separate compound called methylmercury, which is found in certain kinds of fish and can be toxic at high levels. As the CDC explains, ethylmercury from thimerosal is “cleared from the human body more quickly than methylmercury, and is therefore less likely to cause any harm.”

The same article also asserted that “flu shots can increase the risk of Alzheimer’s disease,” adding that “one recent study showed that those who got a flu vaccine shot for three to five years in a row were at a 10 times greater risk for developing Alzheimer’s than those who got fewer or no shots.” NewsGuard could not find that such a study exists.

According to the U.S. Alzheimer’s Association and the Alzheimer Society of Canada, there is no evidence to support the claim that the flu shot increases the risk of developing Alzheimer’s. According to a November 2001 study published by the Canadian Medical Association Journal, found that adults who received flu shots and other vaccines had a reduced risk of Alzheimer’s.

The site has also promoted false claims about the Wuhan coronavirus. A February 2020 article headlined “Coronavirus vitamin solution NOT revealed by the mainstream media or government health agencies,” stated that “The coronavirus pandemic can be dramatically slowed, or stopped, with the immediate widespread use of high doses of vitamin C.”
Taking vitamin C is not an effective remedy for the Wuhan coronavirus, according to the World Health Organization. The WHO and the CDC have said there is no specific treatment recommended for treating the coronavirus strain responsible for the 2020 outbreak.

In a January 2020 article titled “Do bras cause cancer? Disturbing scientific results revealed,” NaturalHealth365.com promoted the unfounded claim that wearing a bra can increase the risk for developing breast cancer. The article criticized a study from Fred Hutchinson Cancer Research Center in Seattle, published in the journal Cancer Epidemiology Biomarkers & Prevention in September 2014, which compared 1,000 women aged 55 to 74 who had been diagnosed with breast cancer with 469 cancer-free women, and found no significant difference in their bra-wearing habits.

“Actually, this study supports the bra-cancer link, since all the women in the cancer group were lifetime bra wearers,” the article claimed. The American Cancer Society has said on its website that “there is good scientific or clinical basis” for the claim that bras can cause breast cancer.

NaturalHealth365.com has also promoted unsubstantiated claims about the vaccine for human papillomavirus, or HPV. In a May 2017 article titled “Gardasil: The HPV vaccine is linked with permanent devastating health issues,” the website asserted that “the HPV vaccine Gardasil has been linked with the premature menopause condition of POF, or premature ovarian failure,” without citing a source for the claim.

In an August 2018 study published in the journal Pediatrics that involved more than 58,000 women who received the HPV vaccine, researchers identified only one case of premature menopause following vaccination. The CDC says on its website that “there is no current evidence that HPV vaccines cause reproductive problems in women.”

Because NaturalHealth365 has regularly promoted false or unsubstantiated health claims in articles and headlines, NewsGuard has determined the site repeatedly publishes false content, fails to gather and present information responsibly, and does not avoid deceptive headlines.

NaturalHealth365.com does not have a posted policy on how it corrects errors and NewsGuard could not find any corrections.

The site’s About Jonathan Landsman page describes the site’s creator as “educating the public on the health benefits of an organic (non-GMO) diet along with high-quality supplementation and healthy lifestyle habits including exercise and meditation.” However, the page does not clearly disclose the site’s perspective that favors alternative medicine.

For example, an April 2019 article described New York City’s declaration of a public health emergency over a measles outbreak in Brooklyn as “madness and scare tactics,” saying, “The American public needs to stay strong in the face of strong and rising pushback against anyone who questions the validity and safety of vaccines...lest the government starts to take us even further down a slippery slope of coercion and discrimination.”

Another April 2019 article asked readers to oppose legislation in California that limits medical exemptions on vaccine requirements. “Parents and concerned citizens nationwide must continue to speak out and push back against legislation like this,” the article stated. “With so many instances of vaccine injury and vaccine side effects, citizens should be able to retain their right to refuse vaccines – as a matter of personal choice.”

NewsGuard sent two emails to NaturalHealth365.com’s general email address and two messages through the site’s contact form, seeking comment on the site’s history of publishing false health claims, its approach to corrections, and its separation of news and opinion, but did not receive a response.
A biography is provided for Landsman. In some cases, when stories are written by people with a medical background, their biography is provided at the end of the article.

Advertisements are not clearly labeled. Articles often include editor's notes that promote products sold through the NaturalHealth365 store.

For example, a December 2019 article titled “How trace minerals help to heal the body,” ended with an editor’s note encouraging readers to buy minerals from the site: “If you want to avoid mineral deficiencies – I encourage you to investigate the health benefits of QuintEssential Optimum mineralization 3.3,” the editor’s note said. “This super clean product is now available, in limited supply, at the NaturalHealth365 Store. And, yes, I’ve personally been using this high-quality product for over 4 years!”

In a January 2020 article that claimed magnesium supplements are needed to address a vitamin D deficiency, the editor’s note again directed readers to buy those supplements from the site’s store: “The NaturalHealth365 Store offers the most complete, easy-to-absorb vitamin D3/K2/Magnesium formula on the market,” the editor’s note said. “Click here to order today!”

History
The site’s domain name was registered in 2010. Natural Event Productions LLC was founded that same year.

Written by: John Gregory
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Send feedback to NewsGuard: Click Here

Sources
Ownership and Financing
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Credibility
Flu shot article:
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