

Miracle Cure for Diabetes?



**A Message to Canadians from
Health Canada, the Competition Bureau,
the Public Health Agency of Canada and
the Canadian Diabetes Association**



**Competition Bureau
Canada**

**Bureau de la concurrence
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**Santé
Canada**

**Public Health
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**Agence de santé
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**CANADIAN
DIABETES
ASSOCIATION**

**ASSOCIATION
CANADIENNE
DU DIABÈTE**

Canada 

Can Diabetes be Cured?

No. Today, diabetes can be managed, but there is no cure for diabetes yet. Any product that claims to be a miracle cure for diabetes is a fraud that could cheat you of time, money and most importantly, your health.

There are many scams designed to prey on consumers with diabetes who are hoping to find solutions to living with this chronic disease.

Until researchers find a cure, the only safe way to manage diabetes is to follow the treatment program designed by your health care practitioner.

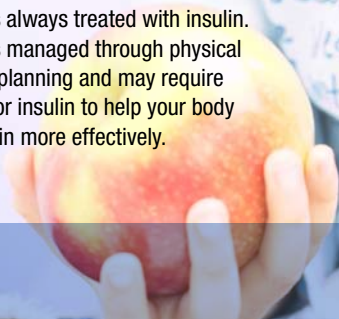
Approximately two million Canadians have diabetes. Diabetes occurs when the body can't produce or properly use insulin. Insulin is a hormone that ensures your body gets the energy it needs to work. Over time, diabetes can lead to complications such as blindness, heart disease, kidney failure, limb amputations, nerve damage and erectile dysfunction. The risk of long-term complications can be reduced through effective health care, education and self-management.

There are three types of diabetes. Type 1 diabetes, usually diagnosed in children and adolescents, occurs when the body makes little or no insulin. Type 2 diabetes, the most common form, occurs when the pancreas does not produce enough insulin or when the body does not effectively use the insulin produced. Type 2 diabetes usually develops in adulthood, although increasing numbers of children in high-risk populations (i.e. Aboriginal, Asian, Hispanic and African) are being diagnosed.

The third type of diabetes, known as gestational diabetes, is a temporary condition that develops during pregnancy but disappears after the baby is born. Both mother and child have an increased risk of developing type 2 diabetes later in life.

Lifestyle changes can help prevent or delay the onset of type 2 diabetes. Healthy eating, weight control and physical activity are important prevention steps.

Type 1 diabetes is always treated with insulin. Type 2 diabetes is managed through physical activity and meal planning and may require medications and/or insulin to help your body make or use insulin more effectively.



What can I do about Diabetes Scams?

Be skeptical: if it looks too good to be true, it probably is! There is no pill, herb or “all natural” health product that will miraculously cure diabetes.

Here are some tips on spotting scams:

- **Beware of ads that promise too much.** Think twice before buying a product that claims it can do it all – stabilize blood sugar, end the need for insulin, regenerate the pancreas, reduce cholesterol, and cause easy weight loss.
- **Steer clear of a product that claims to be a “scientific breakthrough”.** Researchers around the world are racing to find better treatments for diabetes, so genuine scientific discoveries make front-page news. If the first or only place you learn about a new treatment is through an advertisement on the Internet, be suspicious.
- **Keep your guard up when ads mention scientific evidence.** Ads that are long on technical jargon may be short on proof. The presence of a doctor in an ad is no guarantee the product works. Scam artists have been known to dress models to look like experts.
- **Don’t be swayed by a questionable “success story” or so-called “patient testimonial”.** Despite what the company claims, there’s no guarantee that “John Doe of Hometown, Canada” has achieved the advertised results – or is even a real person.
- **A money-back guarantee is no proof that a product works.** Scam artists who offer a guarantee have been known to take the money and run.

Consult your health care practitioner before trying any new treatment. A doctor, nurse, or health care professional who knows your medical condition is your best source of information.



The Roles of Health Canada, the Competition Bureau and the Public Health Agency of Canada

Health Canada

Consumers should be aware that, before a health product can be advertised or sold in Canada, the manufacturer must first provide Health Canada with evidence that the product is safe and of high quality. The product must also perform as claimed. Drugs and natural health products that are authorized for sale in Canada will have either an eight-digit Drug Identification Number (DIN), a Natural Product Number (NPN) or a Homeopathic Medicine Number (DIN-HM) on the label. These numbers indicate that the products have been assessed by Health Canada for safety, effectiveness and quality.

Under the *Food and Drugs Act*, no person is permitted to package, treat, process, sell or advertise any drug in a manner that is false, misleading or deceptive or is likely to create an erroneous impression regarding its character, value, quantity, composition, merit or safety.

Competition Bureau

The Competition Bureau is responsible for the administration and enforcement of the *Competition Act* as well as three labelling statutes that ensure Canadians are provided with accurate and meaningful information to make informed purchasing decisions. Under the *Competition Act*, all advertisers must ensure that their claims are true and accurate prior to putting their products on the market. In particular, performance claims made for the promotion of a product must be true and must be based on adequate and proper tests, such as those undertaken by an accredited scientific facility or recognized expert.

Public Health Agency of Canada

The mission of the Public Health Agency of Canada is to promote and protect the health of Canadians through leadership, partnership, innovation and action in public health. The Agency focusses on effective efforts to prevent chronic diseases, like diabetes, cancer and heart disease, to prevent injuries and to respond to public health emergencies and infectious disease outbreaks. The Public Health Agency of Canada works closely with the provinces and territories to keep Canadians healthy and help reduce pressures on the health care system.



Questions & Additional Information

If you have questions or would like to file a complaint relating to a diabetes product or scam, contact:

Information Centre

Competition Bureau

50 Victoria Street
Gatineau QC K1A 0C9

Toll-free: 1-800-348-5358

National Capital Region: 819-997-4282

TDD (for hearing impaired):

1-800-642-3844

Fax: 819-997-0324

E-mail: compbureau@cb-bc.gc.ca

www.competitionbureau.gc.ca

Health Canada Inspectorate

Graham Spry Building 2003D
Ottawa, ON K1A 0K9

Toll free: 1-800-267-9675

National Capital Region: 613-946-5095

TTY: 1-800-267-1245 (hearing impaired)

Fax: 613-952-9805

E-mail: dgo-adgo_bdg-bdga@hc-sc.gc.ca

www.hc-sc.gc.ca

This information has been provided to you by Health Canada and the Competition Bureau in collaboration with the Public Health Agency of Canada and the Canadian Diabetes Association.

Under the Trilateral Cooperation Charter, the Mexico, United States, Canada Health Fraud Working Group (MUCH), Health Canada and the Competition Bureau work to protect, promote and advance human health in North America. To find out more about this group, visit the following address: www.trilateralcooperation.gc.ca

To obtain more information about diabetes, visit the Public Health Agency of Canada's Web site at:

www.phac-aspc.gc.ca/ccdpc-cpcmc/diabetes-diabete/english/whatis/index.html, or

the Canadian Diabetes Association's Web site at: www.diabetes.ca