

Raising the Demon – Big Pharma, and the Little People

By Faust Ruggiero, M.S.

We live in a world that has become volatile, undefined, and divided, and where weak, unfocused leadership has opened the door to immoral and unethical social predators. It is a world that is rapidly losing its humanity. The profit and power moguls run rampant, while the social herd tries desperately to establish a direction in a threatening and ambiguous social fraternity.

Anxiety, depression, and anger, already at epidemic levels, continue to be fed by an unscrupulous media platform, maliciously exploiting fear and apprehension as it misleads its unsuspecting audience. Hungry for direction, and without the ability to understand the bigger picture, the herd follows along. Healthy leadership and an efficient direction are conspicuously absent.

Enter Big Pharma

When one cannot find direction in one's life, the herd becomes important. However, when the herd cannot find direction, its movement forward becomes blind and vulnerable. The wolves lie in wait.

All too often, leadership is about convincing prospective followers that you possess what they need, and that following you will, in some fashion, reduce their pain, and enhance the quality of their lives. It is showmanship, optics, and opportunity. It is the empty box dressed in shimmering wrap.

Big pharma knows this. With one stroke of the medicinal wand, the pharmaceutical wizards have convinced an unsuspecting, anxious, and direction deprived herd, that medicine is the answer. Without leadership and direction, the herd follows along. The box remains empty, but no one seems to care.... another satisfied customer!

Better Living Through Chemistry

Spend some time in front of a television these days, and where commercials apply, count the number of ads about, and sponsored by big pharma. Notice that you cannot buy the products they are selling without a physician's prescription. So, why advertise to a population, who on their own, cannot buy your products?

Thirty years ago, it was typical for counselors and psychologists to report that roughly 20% of their clientele used prescription drugs for depression and anxiety. Today, it is not uncommon to see that number approaching 70%. Did we, somewhere along the line, learn that antidepressants and anti-anxiety medications are the most productive methods to treat these conditions?

Welcome to the new drug culture. The marriage between big pharma and the herd is in full swing. The herd members have bought into pharma's empty box marketing scheme, and firmly believe that medications are needed to attain happiness and personal balance. Big pharma did it. They have established a drug culture as a way of life in a nation so desperate to follow,

and so willing to put aside the dangers which are inherent in a new life direction that is packed with low shelf life, quick fix quasi-solutions, and poisoning toxins.

Internal balance, and a Unified Direction

Regardless of what life philosophy one chooses to follow, human beings are physical, intellectual, emotional, and spiritual beings. With the concept of chemical imbalance being laid to rest, and the understanding that personal happiness is a product of addressing the causes of any affliction, big pharma's empty promises and drug culture mirage needs to be exposed for what it is, a hoax.

Medications are simply one of the tools that can be used in a society choosing to rely on intelligent decision making, intelligent planning, and solutions that can stand the test of time. They should be used only when absolutely necessary, and as the result of medical procedures and protocols that are soundly formulated and delivered.

Our goals personally, and as a society, should reflect a passion for balance, clarity of thought, and emotional stability. Big pharma's treat the symptom not the cause empty box hoax will never establish the direction this nation so desperately craves. In the end they will only foster continued disunity, and a blind herd mentality marching in circles.

Humans have survived the millenniums without big pharma and the empty promises. Separate from the herd on this one. Be willing to invest the time to address the causes of any of your

life concerns. Often, the first step in finding your direction is to remove what is holding you back. Remove yourself from big pharma's lies, and the unscrupulous and misleading media platform that supports it. You have more power than you know. Unity is a combination of faith, sound reasoning, emotional stability, and physical health.

Don't let big pharma rob you of the power you have. Don't follow the herd into the abyss. Get the help you need, stay focused, and establish your own direction in life. You'll find your balance, and your happiness there.

Note: if you are taking prescription medications, and are considering a decision to remove them from your life, consult your physician for advice regarding how to do this.