



“Spring Nasal Allergy Season is Expected to Start in Your Local Area on April 12<sup>th</sup>”

Why an ad such as this should be ignored

By Ronda Behnke ND, CHomP, RN

I often like to check the weather report on the WBAY website, one of Green Bay, Wisconsin's local TV station news source. But today (March 2, 2010), I was shocked to see the ad promoting the prescription sinus spray Nasonex®. Did you know that the medical experts and pharmaceutical industry can now pinpoint exactly when allergy season will begin in your area?

It was an unusual marketing ploy, that's for sure, but what else is it?

In the United States, we have three actual seasons, at least according to the medical industry: Cold & Flu Season, Allergy Season and Hay Fever Season. The rest of the world seems to have four seasons: Spring, Summer, Fall and Winter. Why the difference?

### **Your Thoughts Determine Your Reality**

Thoughts are very powerful. I get calls frequently from people who have a cough and say "it must be the flu because it's flu season". Stuffy sinuses during the Allergy Season become allergies, not anything else. Advertisements, such as the one that provoked this article, put into people's minds the belief that any symptom of an illness must be related to whatever season currently exists, even if the symptom has no relationship to an allergy, hay fever or a cold virus.



But it's the *thought* that drives people to the doctor's office for a prescription, or to the drug store reaching for antihistamine drugs or cold capsules. People are doing exactly what the pharmaceutical industry wants: for people to believe they are ill so they will spend money on drugs.

If you believe your sinus stuffiness is because it's allergy season, the actions you take will be the result of your beliefs—often a person will schedule an appointment with their medical doctor, take an antihistamine or limit outdoor activities, sometimes all three.

## Why You Should Not Believe Advertisements for Disease Seasons



Most natural health practitioners believe that thoughts precede any ailment, except for unexpected ones such as a car accident or a fall. Scientific research has now shown medical experts that a person's thought processes influences their health, hence the new advertisements to impact a person's thoughts and emotions in an effort to have a person act favorably for the disease industry (a.k.a. medical industry) by seeing a medical doctor and/or taking drugs. These are the goals of the disease industry.

When a person believes something, it usually comes true. Some call it "manifesting", others call it "faith" and still others call it "karma" or "destiny". For example, if you believe you are poor, then you will not take actions to make yourself wealthy, and all you see will be poverty, thus reinforcing your beliefs about money.

The same is true for health. If you believe you catch the flu every year, then you will catch it every year. It is what you expect. You prepare for it and wait for it. It has to happen because "it always happens".

What you focus on becomes reality...your reality.

"Allergy season is expected to start in your local area on April 12<sup>th</sup>". Is your nose itching already? Are you planning to stock up on antihistamines, or schedule an appointment with your medical doctor?

Are you making allergies your focus?

### **Make Health Your Focus**

If what you focus on becomes your reality, why not focus on something positive, like health, or being healthy? Why focus on disease when focusing on it will only make it happen—or make it worse?

I truly believe that there is no disease or ailment “out there” that cannot be healed. Every person that comes to see me can be healed; it’s a fact that I “work” by.

How can I be so certain?

Because I know Classical Homeopathy and have **complete** faith in its healing abilities.

No one is “pre-diseased”, as in the medical system. Complete health is everyone’s birthright. If a person is ill, they can heal...completely. I have seen it. I have experienced it. And I have witnessed “miracles” when working with Homeopathy.

So don’t settle for seasons of suffering and disease. Choose to have four seasons filled with health and life.

**And ignore the ads.**

Best wishes,  
Dr. Ronda

**Disclaimer:** The information provided by Dr. Ronda is for educational purposes only. It is important that you not make health decisions or stop any medication without first consulting your personal physician or health care provider.



**Dr. Ronda Behnke is a distinguished practitioner of Classical Homeopathy and Natural Healing methods.** Amongst her clients, she is known for her exceptional insight and non-judgmental presence. You can contact Dr. Ronda via the website [www.HomeopathicCentersofAmerica.org](http://www.HomeopathicCentersofAmerica.org) or by calling 920-321-0008. "When it's time to heal, call me...I will listen to you." For a FREE guide to help you along your healing path, visit the HCA website noted above.

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