



## USDA and Dairy Industry Halt Misleading Weight-Loss Ads after Physicians Group Complains to Federal Trade Commission

Two national dairy advertising campaigns will stop claiming that dairy products cause weight loss because such claims are not supported by existing scientific research. Physicians Committee for Responsible Medicine (PCRM) charged that the dairy industry has used false and misleading advertising in its multimillion-dollar, celebrity-filled marketing campaign suggesting that consuming milk, cheese and other dairy products causes weight loss. The milk industry's campaign was based on small studies conducted by a professor of nutrition whose funding came from dairy industry sources. Independent research, including a recent study in the *American Journal of Clinical Nutrition*, has found that dairy product consumption either has little or no effect on weight loss or actually increases body weight. A recent study in the *International Journal of Cancer* found a disturbing link between dairy consumption and increased prostate cancer risk, something previously identified in two Harvard studies.

PCRM's general counsel said: "This case calls into question other advertising claims made by the industry, especially the notion that milk builds strong bones. Evidence shows it does nothing of the kind."

*Source:* Physicians Committee for Responsible Medicine, a nonprofit health organization founded in 1985 and based in Washington, DC, promotes preventive medicine, especially good nutrition. Visit [www.pcrm.org](http://www.pcrm.org).