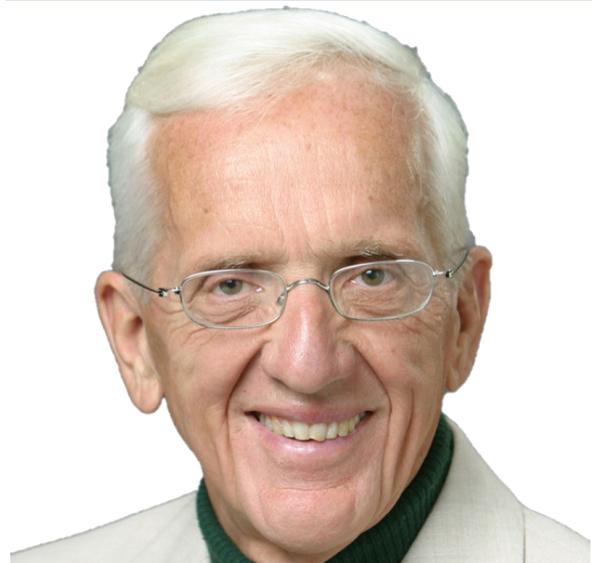


# WHY IS NUTRITION SO CONFUSING FOR SO MANY?

A VSH FREE PUBLIC LIVE ONLINE PRESENTATION

BY

**T. COLIN  
CAMPBELL, PhD**



**SUNDAY, OCTOBER 16, 2022**

**12 NOON HST (3 P.M. PDT, 6 P.M. EDT)**

**YOU'RE WELCOME TO ATTEND THIS FREE  
ZOOM LECTURE FROM WHEREVER YOU ARE!**

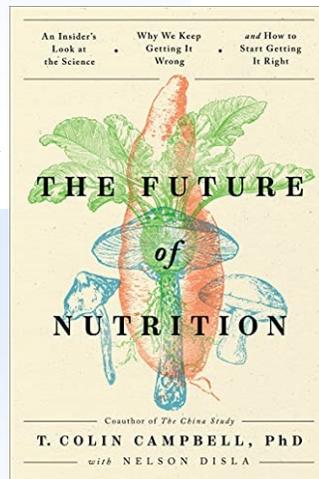
PLEASE ADJUST START TIME FOR YOUR TIME ZONE.

GO TO [VSH.ORG/ZOOM](https://vsh.org/zoom)

WHEN THE TALK STARTS (LATECOMERS WELCOME, TOO!) &  
CLICK ON THE ZOOM LINK TO JOIN VIA YOUR  
SMARTPHONE, TABLET, OR COMPUTER; OR  
USE THE DIAL-IN NUMBERS LISTED THERE TO  
JOIN BY PHONE.

THE LECTURE WILL BE ABOUT AN HOUR, PLUS A  
Q & A SESSION.

Since the discovery of protein in 1939, nutrition has been ill-defined, in a way that primarily depends on the consumption of animal-based protein and on the summed activities of another 30-40 individual nutrients acting independently. Animal protein is not *high quality* as often said and the serious illnesses suffered (cardiovascular diseases, cancers, diabetes, chronic kidney disease and many autoimmune diseases) 70-80% of all deaths can often be reversed (treated) by the same nutritional protocol that prevents these diseases. Instead, we rely on the use of pharmaceuticals whose side effects are the fourth leading cause of death, at least.



T. Colin Campbell, PhD, presently holds his Endowed Chair at Cornell University as the Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry in the Division of Nutritional Sciences. He has been dedicated to the science of human health for more than 60 years.

His primary focus is on the association between diet and disease,

particularly cancer. Although largely known for the China Study—one of the most comprehensive studies of health and nutrition ever conducted, and recognized by The New York Times as the “Grand Prix of epidemiology” —Dr. Campbell’s profound impact also includes extensive involvement in education, public policy, and laboratory research.

Dr. Campbell co-wrote *The China Study: Startling Implications for Diet, Weight Loss and Long-term Health* (2005, 2016), which has sold more than 3 million copies worldwide and has been translated into 50 foreign languages. He’s also written the New York Times bestseller *Whole* (2013), *The Low Carb Fraud* (2013), and *The Future of Nutrition*. *An Insider’s Look at the Science, Why We Keep Getting It Wrong and How to Start Getting It Right* (2020). Several documentary films feature Dr. Campbell and his research, including *Forks Over Knives*, *Eating You Alive*, *Food Matters*, and *PlantPure Nation*.

**Author of  
*The China Study*,  
*Whole*,  
*The Future of  
Nutrition***



**Vegan Society of Hawaii**  
Human Health, Animal Rights  
& Protection of the Environment

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