



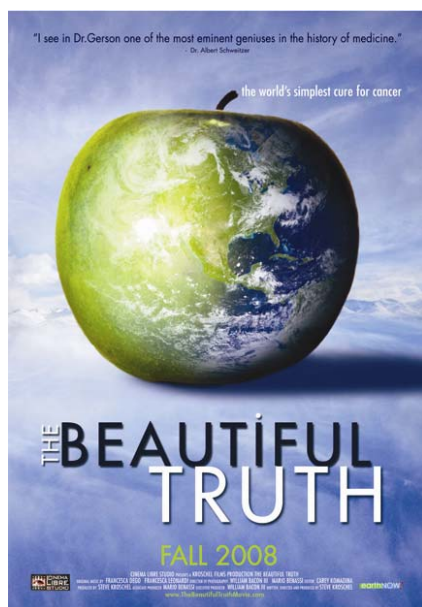
and

**Kroschel Films**

present

# **THE BEAUTIFUL TRUTH**

Written and directed by Steve Kroschel



USA 2008

In English

Running Time: 93 minutes

Stereo Sound

Not Rated

**PUBLICITY CONTACT**

Beth Portello

Cinema Libre Studio

8328 De Soto Avenue

Canoga Park, CA 91304

T: (818) 349-8822

F: (818) 349-9922

[bportello@cinemalibrestudio.com](mailto:bportello@cinemalibrestudio.com)

**DISTRIBUTOR CONTACT**

Richard Castro

Cinema Libre Studio

8328 De Soto Avenue

Canoga Park, CA 91304

T: (818) 349-8822

F: (818) 349-9922

[rcastro@cinemalibrestudio.com](mailto:rcastro@cinemalibrestudio.com)

## **THE BEAUTIFUL TRUTH**

### **SHORT SYNOPSIS**

---

After the unexpected and tragic death of his mother, 15-year old Garrett, who is an animal-loving teenager, was spiraling downward and fast. His father withdrew Garrett to be home-schooled to avoid flunking out. Growing up on an Alaskan animal reserve, Garrett's father recognized his son's interest in the dietary habits of their animals. That prompted him to assign a book written by Dr. Max Gerson, which maintains that there is a direct link between diet and a cure for cancer. Fascinated and curious, Garrett embarks on a cross-country road trip to investigate the merits of The Gerson Therapy. He meets with scientists, doctors and cancer survivors who reveal how the multi-billion dollar medical industry has made it their mission to dismiss the notion of alternative and natural cures.

### **LONGER SYNOPSIS**

---

Garrett is a 15-year old boy living in the Alaskan wilderness with a menagerie of orphaned animals. Growing up close with nature has given him a deep understanding of nutritional needs required by diet sensitive animals on the reserve. Unfortunately, the untimely and tragic death of his mother propelled him into a downward spiral and he risked flunking out of school. This led to his father's decision to home-school Garrett. His first assignment was to study a controversial book written by Dr. Max Gerson.

Written over 50 years ago, Dr. Gerson found that diet could, and did, cure cancer. Controversial at the time (and even today), Garrett took on the challenge of researching this amazing therapy, which drew the interest of his neighbors in the small Alaskan community. With the help of Dr. Gerson's daughter, Charlotte Gerson, and grandson, Howard Strauss, they gave him the ammunition needed to go in search for the truth – a truth that would affect not only him, but his entire Alaskan village – all of whom wanted to know if these claims were true. After a number of cancer patients, who were diagnosed as terminal, shared their stories and their medical records with Garrett, it became abundantly clear that, contrary to the disinformation campaign spear-headed by the multi-billion dollar medical and pharmaceutical industry, a cure for virtually all cancers and chronic diseases does exist – and has existed for over 80 years!

Garrett's mission now is to tell the world.

## **THE BEAUTIFUL TRUTH**

### **DIRECTOR'S STATEMENT**

---

My purpose in making this film is that I wanted to share with people, especially kids, an example of what constitutes environmental sustainability and profound health for all living things. I have been a natural history filmmaker for over twenty years and have lived close to nature my entire life. And for the past two decades, my house has been a 24' x 32' log cabin nestled in the Chilkat Mountains of Alaska – far removed from modern civilization.

I have worked with injured and orphaned wild animals and have been moved by the recovery of wildlife from illness and disease by the nutritional therapies that I used. So when I was introduced to the work of Dr. Max Gerson on human nutrition by an associate, I wanted to investigate these amazing claims. I was startled by these discoveries and frankly, it has changed my life – especially when I was able to meet the people who should have been dead due to terminal cancer.

Since I am a filmmaker, I wanted to meet Dr. Gerson's family and do a short film for charity. The fallout from that early work was so controversial, far-reaching, yet uplifting, I decided to make a feature length film.

I've spoken with hundreds of people about Gerson's therapy and many people related their recoveries, their skepticisms and bias – most of which came from the medical community. But what I quickly found out that those who dismissed the therapy did not have conclusive evidence that it didn't work. In doing more investigation, it quickly became evident that an almost criminal set of priorities have been in play when it comes to treating human diseases. The mixture of frustration and disbelief of the extent of human greed at the expense of human life to make money is what drives my passion and support for Gerson's therapy and what it represents for environmental harmony and sustainability.

As I've mentioned, this therapy has changed my life, but in order to make a convincing, well-balance and entertaining film, it was important to weave together people from the orthodox medical community and other industries who despise Gerson with those who support it.

To put a human face to this story, my 15-year old son, Garrett, accepts the mission to discover (with an open mind), what the Gerson therapy is all about -- positive or negative. My primary motivation for recruiting Garrett was due in large part to the tragic death of his mother and the profound affect on him. He is also passionate about the environmental challenges that face the planet for young people and he feels he can contribute by spreading the word.

But in the end, THE BEAUTIFUL TRUTH for me and for those who watch this film is that there are many, many beautiful truths to give us all hope.

## **THE BEAUTIFUL TRUTH**

### **WHAT IS THE GERSON THERAPY?**

---

The Gerson Therapy is a powerful, natural treatment that boosts your body's own immune system to heal cancer, arthritis, heart disease, allergies, and many other degenerative diseases. One aspect of the Gerson Therapy that sets it apart from most other treatment methods is its all-encompassing nature. An abundance of nutrients from thirteen fresh, organic juices are consumed every day, providing your body with a super dose of enzymes, minerals and nutrients. These substances then break down diseased tissue in the body, while enemas aid in eliminating the lifelong buildup of toxins from the liver.

With its whole-body approach to healing, the Gerson Therapy naturally reactivates your body's magnificent ability to heal itself - with no damaging side-effects. Over 200 articles in respected medical literature and thousands of people cured of their "incurable" diseases document the Gerson Therapy's effectiveness. The Gerson Therapy is one of the few treatments to have a 60 year history of success.

Although its philosophy of cleansing and reactivating the body is simple, the Gerson Therapy is a complex method of treatment requiring significant attention to detail. While many patients have made full recoveries practicing the Gerson Therapy on their own, for best results it is recommended to begin treatment at a Gerson Institute licensed treatment center.

For more information, visit [www.gerson.org](http://www.gerson.org)

## THE BEAUTIFUL TRUTH

### QUOTES FROM THE MEDICAL COMMUNITY

---

"I see in Dr. Gerson one of the most eminent geniuses in the history of medicine."

- Dr. Albert Schweitzer – Nobel Laureate

"...no diet has ever been shown to cure cancer."

- Barrie Cassileth, PhD (American Cancer Society Spokesperson 2007)

"Everyone should know that the 'war on cancer' is largely a fraud and that the National Cancer Institute and the American Cancer Society are derelict in their duties to the people who support them."

- Linus Pauling, PhD – Nobel Laureate

"There have been many cancer cures and all have been ruthlessly and systematically suppressed with a Gestapo-like thoroughness by the cancer establishment..."

- Robert C. Atkins, M.D.

"...we have never fought the homeopath on matters of principle. We fought him because he came into our community and got the business."

- Dr. J.N. McCormack, AMA, 1903

"The thing that bugs me is that people think the FDA is protecting them. It isn't. What the FDA is doing and what the public thinks it's doing are as different as night and day."

- Herbert Lay, Former Commissioner of the FDA

"Remember there are worse things than death; one of them is chemotherapy."

- Charles Huggins, M.D. – Nobel laureate

## **THE BEAUTIFUL TRUTH**

### **ABOUT THE FILMMAKERS**

---

#### **STEVEN KROSCHER** – Writer, Producer, Director

Steve Kroschel, 47, has been a filmmaker for over 20 years. He first started out as a cinematographer for the highly acclaimed PBS series, "Wild America." Although his official title was cinematographer, he became the writer, editor and producer for over 70 episodes of the popular series. Steve then began to freelance for other award winning natural history programs and series including PBS' "Nova," "Nature" and "National Geographic," among others. Steve also independently wrote, produced and directed four feature films and having already been trained in "guerrilla" or "McGyver-style" filmmaking, oftentimes did the work of what normally would take a dozen assistants. To this day, this hard-won experience with little to no budget, has enabled him to produce films that need to be made -- no matter what -- which may otherwise languish for years in production development hell at a major studio.

As to his feature documentary, "The Beautiful Truth," Steve says, "It is the most profoundly satisfying project of my entire career."

#### **WILLIAM BACON III** – Executive Producer

At 81 years young, Bill is a multiple Emmy award winning cinematographer who got his start from none other than the master of entertainment himself -- Walt Disney. Bill worked closely and personally with Walt Disney in the production of the Disney True-Life Nature Series such as "Old Yeller," "Charlie the Lonesome Cougar," "The Incredible Journey," "The Living Desert" and dozens more.

Bill continues to stay active in all aspects of filmmaking and freelances for dozens of production companies, as well as financing many humanitarian projects. Bill states that "The Beautiful Truth" is a film that every person who thinks they are sentenced to death, should see. For everyone, there is tremendous hope, which is the ultimate beautiful truth.

## THE BEAUTIFUL TRUTH

### KEY DOCTORS WHO APPEAR IN THE FILM

---

**DR. DEAN EDELL** – is one of the first physician broadcasters in the nation and is the host of American's second most popular syndicated radio talk show, "The Dr. Dean Edell Show," heard on more than 400 radio stations. Dr. Edell is also the host of the daily 90-second medical report seen in 75 television markets. He is known for tackling controversial and unusual medical topics. He is strong opponent of the Gerson Therapy.

**DR. STEPHEN BARRETT** - is a retired psychiatrist who has achieved great recognition as an author, editor and consumer advocate. He heads a campaign on the internet entitled, "Quackwatch." He is the Vice President of the National Council Against Health Fraud and serves as scientific advisor to the American Council on Science and Health. In 1984, he received an FDA Commissioner's Special Citation Award for Public Service for "fighting nutrition quackery." In 1986, he was awarded honorary membership into the American Diabetic Association.

**DR. WALLACE SAMPSON** – serves as editor of The Scientific Review of Alternative Medicine and is a member of the Board of Directors of the National Council Against Health Fraud. He has served as chief of Medical Oncology at the Santa Clara Valley Medical Center in California and is also the Clinical Professor Emeritus of Medicine at Stanford University School of Medicine. Dr. Sampson is considered by the medical and pharmaceutical community as an expert on "unscientific medical systems" and "alternative medicine claims." He is co-author of the book, "Science Meets Alternative Medicine."

**DR. DAVID KENNEDY** – is the past president of the International Academy of Oral Medicine and Toxicology. He is a world lecturer on the safety of dental materials in the human body. He has given lectures in front of the World Health Organization, the American Dental Society of Europe, the German BDG and the Brazil Rio Eco-Odonto.

**DR. ROGER EICHMANN** – is an expert chemist, miner and horticulturist. His demonstrations on the chemistry and mercury dangers are world renown. He has been practicing dentistry for over 40 years.

**DR. RUSSELL BLAYLOCK** – is a board certified neurosurgeon, author and lecturer. For the past 25 years, he has practiced neurosurgery and is now retired devoting his time to nutritional studies and research. He is one of the first neurosurgeons in the world to utilize high-intensity nutritional supplementation in craniocerebral trauma patients with great success. He also serves on the editorial staff of the Journal of the American Nutraceutical Association and is the associate editor of the Journal of American Physicians and Surgeons.

**DR. JOHN OLNEY** – is one of the most renowned neuroscientists in the world. He founded the field of science called "excitotoxicity." He has done studies on aspartame and MSG that showed these additives to cause brain lesions and brain damage. He has attempted to stop the approval of aspartame, with no success due to the power of the pharmaceutical industry.

**DR. HAL HUGGINS** – is a leading pioneer in identifying toxic dental materials, balancing body chemistry and developing multi-disciplined approaches for reversing auto-immune diseases. He is a crusader for safe dental practices, which has made him a target of the American Dental Association – so much so that he lost his license in 1996. He is still a target having received numerous threats to his health and safety.

## **THE BEAUTIFUL TRUTH**

### **PRODUCTION COMPANY**

---

#### **KROSCHEL FILMS**

Kroschel Films is an independent production company that specializes in nature and environmentally oriented feature films and documentaries. Started in 1991, Kroschel Films has produced four independent features and worked on over a dozen major studio releases, as well as contributed to well over 100 natural history documentaries – PDB, The Discovery Channel, National Geographic and the BBC are consistent clients. Currently, Kroschel Films is developing a project about the life of Dr. Max Gerson. For more information, visit [www.kroschelfilms.com](http://www.kroschelfilms.com).

### **DISTRIBUTION COMPANY**

---

#### **CINEMA LIBRE STUDIO**

Cinema Libre Studio is haven for independent filmmakers with views, offering one-stop shopping for production, co-production, distribution, foreign sales, marketing and post-production services. The company is best known for distributing socially conscious documentaries and working with up-and-coming talent on narrative features. Headquartered in Los Angeles, the company is known for distributing in theatres and on DVD titles that include: "Outfoxed," "Uncovered," "Tim Robbins' 'Embedded Live,'" Participant Productions' "Angels in the Dust," "Desert Bayou," and ESPN's "Through the Fire." Several Cinema Libre Studio productions have recently won awards on the festival circuit including: "Conventioneers," "The Empire in Africa," and "Giuliani Time." Principles are in production on a feature-length documentary about the roots of poverty tentatively titled, "Manufacturing Poverty." Fore more information, visit [www.cinemalibrestudio.com](http://www.cinemalibrestudio.com).

# THE BEAUTIFUL TRUTH

## CREDITS

---

Written, produced and directed by **STEVE KROSCHER**  
Executive Producer **WILLIAM BACON III**  
Associate Producer **MARIO BENASSI**  
Special Thanks To **CITY AND PEOPLE OF HAINES, ALASKA**  
**THE GERSON INSTITUTE**

### The producers are grateful for the appearance and contributions of:

DR. DAVID KENNEDY  
DR. ROGER EICHMAN  
DR. HAL HUGGINS  
DR. RUSSELL BLAYLOCK  
DR. JOHN OLNEY  
DR. TAKAHO WATAYO  
DR. TOMINAGA  
PROFESSOR YOSHIHIKO HOSHINO, M.D.  
DR. PAUL HEPPERLY  
DR. DEAN EDELL  
DR. WALLACE SAMPSON  
DR. STEPHEN BARRETT  
JAY KORICH  
ANDREW KIMBRELL  
JACK SAMUELS  
ADRIENNE SAMUELS, Ph.D.  
CAROL HOERNLEIN  
CHRISTOPHER WODTKE  
KEITH & JULANE DAVIS  
JOYCE RILEY  
BETH HARRISON, Ph.D.

Cinematography **WILLIAM BACON III**  
**MARIO BENASSI**  
Research/Archival Footage **PETER CARSTENS**  
**PETER KLEIN**  
**FRAMEPOOL USA**  
**BEST SHOT**  
Editor **CAREY KOMADINA**  
Music **FRANCESCA DEGO**  
**FRANCESCA LEONARDI**  
**DAVE VONKLEIST**  
Second Unit Photography **JOANN ROSS CUNNINGHAM**  
**TODD CAMPBELL**  
Pilots **DRAKE OLSON**  
**WINGS OF ALASKA**  
Additional Researchers **REED BOEY**  
**CINEVISION**  
Post Production Supervisors **STEVE NICHOLS**  
**BILL HAMILTON**  
**MARK WOOD**  
**ANDY TOMS**  
Audio Post Production **WOLF WILLOW SOUND**  
**JOHN BIEROT**  
**STUDIO POST**  
**RUSSELL CADSKY**

Film Laboratory   **TECHNICOLOR, NORTH HOLLYWOOD**  
                          **STUDIO POST, EDMONTON, ALBERTA**  
Colorist/Timer   **MICHAEL THIBODEAU**  
Graphic Designer **CHRIS WULFF**  
                          Legal   **PETER CARSTENS**  
                          Accountants **LUCILLE SHULTZ**  
  **KROSCHER FILMS**

**The Director gratefully acknowledges the courage, time and support given by Gerson Therapy Patients in the making of this Motion Picture.**

**Additional Thanks To:**

INTERNATIONAL ACADEMY OF ORAL MEDICINE AND TOXICOLOGY (IAOMT)  
CENTER FOR FOOD SAFETY  
"CHARACTER COUNTS" POEM COURTESY OF JOSEPHSON INSTITUTE OF ETHICS  
TRUTH IN LABELING CAMPAIGN  
THE POWER HOUR  
GOLIATH CASKETS, INC.  
[WWW.KIRLIAN.COM](http://WWW.KIRLIAN.COM)  
PRICE-POTTENGER NUTRITION FOUNDATION ([WWW.PPNF.ORG](http://WWW.PPNF.ORG))  
RODALE INSTITUTE  
RICHARD BOGER/NORWALK JUICERS USA  
FAY HUESTON  
MAX ALTMANN

**This film is dedicated to the legacy of Dr. Max Gerson  
1881 – 1959**