

Habe folgende Nachricht bekommen:

Waseda Regimen Discontinuation Notes

October, 2005

Dear Customers,

After several years of making custom formulations for Waseda's regimen, I have decided to discontinue several of the custom formulations. Importing difficulties, a lack of new supportive evidence for the regimen, and a desire to spend more time researching and creatively promoting the deeper traditional core of Chinese medicine have led me to make this decision.

As I've stated before, I never intended to get into making, promoting, or selling experimental natural remedies for hair loss or Male Pattern Baldness (MPB). My involvement in Waseda's regimen came from orders for the bulk ingredients listed on my site used in making the recipes for Souhakuhi and Morehairin, recipes shared in online discussion forums by a Mr. Waseda from Japan. At the time, my site was more primitive, and it was difficult for customers to find the Mulberry Bark (Sang Bai Pi), Licorice Root (Gan Cao), and Perilla Leaf (Zi Su Ye) which the recipes called for. I put together a special page to make buying these ingredients together easier. The original group of customers were impressed by my acknowledgement of their research desires, and requested I find and sell some other ingredients, namely Grape Seed Extract, Senburi (*Swertia japonica*), and Japanese Bayberry. After considerable expense and effort, I was able to import the special herbs from Japan. Sales were significant for my small business, and I hired people to help me fill orders. Customers requested that I begin to make and sell some of the recipes, as the knowledge and equipment needed to do so are a bit beyond macaroni and cheese. Thus started my deeper involvement in the experiment known as Waseda's regimen.

It has been very educational for me. It has been more educational than profitable, as most of the profits went to labor, equipment, and materials cost.

Over time, some things have changed. The Food Bioterrorism Act of 2003 made importing herbs much more difficult, and I am not currently equipped to meet the new FDA importing rules. My source in Japan stopped dealing with Senburi, Bayberry, and Amacha, and my stock is running low. Mr. Waseda is long gone from the discussion forums-- whether he tired of the adolescent and vulgar insults which make up a large part of many online forums or simply got too busy with his paying job has never been answered. I have not directly solicited testimonials or photos from the users of the products I offer, but I would have expected to hear more feedback if these products worked reliably to regrow hair, as some theorized they would. (If any users have such feedback and are distressed that I have discontinued the products, please e-mail me any photos, stories, etc at Kevin at this web site name dotcom.) My time is valuable, and my business is clearly ready to grow more towards my own vision of its potential. To do this, I need to free up some time and energy. This time and energy can mostly come from the making of custom Waseda products.

I have not received any complaints about the product labelling or claims associated with the Waseda products. Neither customers nor the FDA have directly communicated concern about these products. However, I have continued to learn about the laws and ethics which shape the medical and dietary supplement industry. In a nutshell, because I make and offer products with 'Morehair' in the title (even though that was not a name I came up with, but a name which came with a generic recipe I was requested to make), the products are technically claiming to be drugs which need to be proven safe and effective to the FDA before they are technically legal for introduction into interstate commerce. Yes, many products are on the shelves of supermarkets, health food stores, and Wal-Marts which are technically illegal, and the desire or ability of the FDA to prosecute their makers is lacking. My cautious conscience says that I am better off not appearing to the world as making the claim that these products reliably stop hair loss or promote hair growth. Ancient Way does not currently have the resources to fund the studies which would be necessary to apply for drug status.

I plan to continue to offer many of the individual ingredients (the ones which I don't need to import from Japan), and customers are welcome, as usual, to order ingredients to make their own experimental products for personal or research use (as long as they continue to accept responsibility for their results, as stated in the member rules of my site).

Throughout my involvement with Waseda's regimen, many customers have expressed thanks and gratitude for my honesty and disclosure. While it would be easier in many ways to keep making and profiting from

these products and avoid the calls and e-mails I'll be getting for months regarding their discontinuation, it is my desire to continue to be honest and have integrity which leads me to discontinue them.

I have many exciting projects in line for my business, and hope that some Waseda customers will become more interested in the philosophical and practical aspects of Traditional Chinese Medicine and Taoism which I founded Ancient Way to research and promote.

Sincerely,

Kevin O'Neil, L.Ac.
