



Dr. Dennis Perman ::

Message of The Week



Earth Saver Girl and Non-GMO Cheerios

January 6, 2014

Dear Doctor:

The thermometer may be reflecting sub-zero temperatures, but here are a couple of hot topics to get our New Year started.

Food giant General Mills has chosen to eliminate genetically modified food ingredients from their cornerstone product, Cheerios. While this first effort will affect only the original cereal, since other spin-offs are tougher for them to clean up, it demonstrates a significant response to the call from the marketplace to stop contaminating our food with questionable, potentially dangerous substances.

If the movement to stop genetic modification is to have any impact whatsoever, it is essential that powerful corporations like General Mills hear the desires of the people. This is among the first such indicators, and a welcome one it is, from a mainstream company that feeds millions of families.

In a related story, thirteen-year-old Brooklyn Wright, an honor student from Atlanta, has become a vociferous advocate of global ecology with her launch of a brand new superhero, Earth Saver Girl. Her first book, published five years ago when she was only eight, is called "The Adventures of Earth Saver Girl: Don't Be A Litterbug," and contains simple advice for kids to avoid polluting the planet.

With a colorful and entertaining interactive website and a packed schedule with presentations at schools, youth groups and special interest organizations, Brooklyn has become an outspoken activist on the environment, leading litter prevention programs and recruiting local and national influencers to support her endeavors.

It is inspiring to think that our message of honoring Nature and making lifestyle decisions that lead to better health for our neighbors and our culture is being promulgated at the highest levels of industry as well as the grass roots of an elementary school classroom. When an idea's time has come, literally nothing can stop it, and it is rewarding to those of us who have fought mightily to establish a different way of looking at health and wellness that such overt progress is being made.

You've all heard the story of the stone cutter, who struck blow after blow on the resistant boulder, only to see it cleave neatly in two on the hundredth strike – was it that last hit, or the cumulative energy of the ninety-nine that came before?

Coming into this New Year, we must take stock of the wonderful positive results we have achieved thus far, and stay the course, aiming toward a time where the world will be ready to embrace the chiropractic story in its entirety. Signs like taking GMO's out of Cheerios and a little girl giving talks on cleaning up our communities may seem small, but it is through the focused intentions of such groundbreakers that we emerge on the other side of our own transgressions with a better quality of life, by our own design.

It brings back the poignant and meaningful words of Margaret Mead – "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." Keep that in mind as you plan your year, and decide for yourself just what share of this responsibility you are willing to accept.

Dennis Perman DC,
for The Masters Circle

PS - Want to make 2014 your best yet? Please let The Masters Circle serve you, with seminars, products and coaching -- let's spread the word of chiropractic and help as many people as possible!