

# Where Science Merges With Philanthropy

## A Few Good Men Can Change the World...

BY ADRIENNE PAPP

PHOTOGRAPHY BY CHRISTER CARLSON



Dr. Marcin Krotkiewski, father of obesity research



Team of Scandinavian Clinical Nutrition

*La Vita è Bella!*” says Roberto Benigni in his 1997 Oscar-winning film of the same title, thereby showing us how adverse human conditions can be transformed into true inspirational challenges, creating new lives, new beginnings and new worlds. Not that tragedy has to happen to initiate change; a few good men with vision, belief, and inspiration can literally change the world. One such good man is Ulf Söderberg, CEO of Scandinavian Clinical Nutrition (SCN). SCN is a pioneering forward-thinking, publicly-traded company that takes to heart reorganizing world views about nutrition and dieting.

“A larger portion of the global population is overweight than hungry”

The statistics are as staggering, as depressing, as Benigni’s movie. It is the self-inflicted, slow deterioration of human health in the modern 21st Century. In the two and a half decades since 1980, the rate of obesity and overweight individuals has accelerated to the point of becoming

a serious public health concern. It seems that stepping out of ignorance is the only hope.

The picture is only gloomier when we look at our children and the new epidemic: child-obesity. What will their state of health be when they become adults?—if they even live long enough to become adults.

The problem of what I call “Globe-sity” is actually a bigger one than world hunger. “A larger portion of the global population is overweight than hungry,” remarks Söderberg with concern in his voice.

On any given day in our diet-frenzied society, about half the women and a large portion of men are dieting. Combined with bad nutritional habits and thousands of different diets and diet pills, people fall prey to the diet yo-yo, also known as weight cycling, resulting in negative



Karolinska Institutet in Sweden

long-term health consequences. Always a different pill or a new diet regime, yet the dieter never permanently loses weight. Still, the dieter continues to contribute to the profitability of pharmaceutical moguls and diet companies.

One of Europe’s largest medical universities and research centers, the awardee of the Nobel Prize in Physiology and Medicine and the home of many Nobel Prize-winners, Karolinska Institutet,

Jeanette Johansen, a Ph.D lead scientist at Karolinska Institutet.

Philanthropy and humanitarian activism are important and necessary to relieve global hunger. But what about the flipside: Global obesity? While Bono, Angelina Jolie, Sharon Stone, and other great humanitarians circle the globe in search of the hungry to feed, and Al Gore, Robert Redford, and Steve Bing fight global warming, Ulf Söderberg and Anders Struksnes help people to help themselves by advocating healthier living through a better balance in lifestyle. No pill will solve a complex lifestyle problem. No synthetic drug can compete with nature. “We want to heal with food. Nature has what we need,” says Struksnes, coming from generations of involvement in food supplements and nutraceuticals.

“A large percent of our income from nutraceuticals will go to sponsor charities,” says Söderberg, point-



Research at Karolinska Institutet in Sweden

## No pill will solve a complex lifestyle problem.

has the mission to improve global health through education, research, and information. In continuous research collaboration with UCLA, Karolinska Institutet concludes that scientists still do not know enough about hunger regulation in the hypothalamus of the brain.

“We are currently conducting anorexia and appetite regulation studies at the Center for Molecular Medicine to gain knowledge regarding the molecular mechanisms of appetite regulation,” says Dr.

ing out a very different approach. “Our mission is to change the way the world deals with overweight issues” he adds. “Big pharmaceutical companies spend millions of dollars on clinical trials to support a claim on a drug, which then turns into large profits; but less than one percent of all products in the world sold as dietary supplements or nutraceuticals (nature’s natural) can demonstrate a high-level of clinical background and scientifically documented effects.”




Centre for Molecular Medicine at Karolinska Institutet

## No synthetic drug can compete with nature.

To counteract this phenomenon Söderberg funded a 10-year research and development agreement with the highly reputable Karolinska Institutet. With a goal of changing the world step by step, Söderberg explains, “This ‘Network of Excellence’ will enable us to turn the coin and lend increased credibility to nutraceuticals in the uphill battle against pharmaceuticals. Through offering proper education and natural, food-based supplements, we will institute life-style changes.”

Their first product to hit the shelves has been a bestseller in Europe for years. Developed by Dr. Marcin Krotkiewski, “The Father of Obesity Research” for 40 years, he claims no miracles, but advocates a healthy, stable, and steady motivator to

your healthy life-style with a remarkable success rate to consistent weight-loss.

“Life is Beautiful,” as Benigni said, and can be sheer inspiration if we learn how to live it. The responsibility is on us and not on any diet or drug company. We have choices. Let’s find the right ones and do them well. 

ADRIENNE PAPP is a recognized journalist who has written for many publications including Beverly Hills 90210, Malibu Beach, Brentwood News, Santa Monica Sun and many others. She interviews celebrities and writes about world trends.