



THE BETTER BUSINESS <sup>®</sup> BUREAU OF WEST FLORIDA INC.

ICOT Center, 13770 - 58th Street North, Suite 309, Clearwater, Florida 34620

HEALTH CARE PRODUCTS, INC.  
P.O. Box 271448  
Tampa, FL 33688  
OR  
19235 U.S. 41 N.  
Lutz, FL 33549

MAY 1989

(813) 949-9304

Expiration Date: MAY 1990

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The information contained herein has been compiled from sources deemed to be reliable and, while not guaranteed, is believed to be factual and accurate. It is not intended to recommend or deprecate, and is furnished solely to assist you in exercising your own judgement. This report is not to be used for sales or promotional purposes.  
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\*HISTORY OF COMPANY / PRINCIPAL OFFICERS\*

Health Care Products, Inc, was incorporated in Florida on June 12, 1984 as indicated by records on file with the Florida Secretary of State's office. Ronald E. Anderson is President. The company also does business as Anderson Pharmacals, Anderson Pharmaceuticals, and Cal-Ban 3000.

\*NATURE OF BUSINESS\*

The Bureau has requested basic information from the company but has received no reply as of March 31, 1989. According to advertisements, consumer inquiries, and complaints the company has been offering for sale a diet tablet called Cal-Ban 3000. Past orders were received by mail and telephone, but since a 1987 United States Postal Service action the company has been using telephone only for receiving orders. Payment is by credit card and delivery should be other than by the USPS. Advertisements for this product are carried in local and national publications and on local TV.

Advertising for Cal-Ban 3000 claims that it "mobilizes fat, flab and cellulite," and "destroys fat without dieting." Further claims state "the active ingredient in Cal-Ban 3000 (cyamopsis tetragonolobus) stops the fat-building process by preventing absorption of a portion of the calories you consume." Cyamopsis tetragonolobus is the botanical name for the plant from which guar gum is obtained. According to Ms. Barbara Larkin, a company representative, Cal-Ban 3000 is 100% guar gum.

**\*CUSTOMER EXPERIENCE RECORD\***

The Better Business Bureau of West Florida's file experience shows that this company has an unsatisfactory record. Specifically our records show a pattern of failure to eliminate the basic cause of customer complaints brought to its attention by the Bureau. Complaints filed allege non-delivery, misrepresentation, and failure to refund, to which the company generally responds by providing refunds.

**\*LEGAL PROCEEDINGS\***

United States Postal Service

On March 3, 1989, the USPS issued a Cease and Desist Order against Health Care Products (Docket No. 28/90). The company was ordered to cease and desist from falsely representing: that ingestion of Cal-Ban 3000 will cause significant weight loss in most users without exercise or restricting calorie intake; that Cal-Ban weight loss claims are supported by scientifically sound clinical studies; and that Cal-Ban prevents foods from being converted into stored fat.

Previously, in a May 5, 1988 Initial Decision the company was found to be engaged in the conduct of a scheme to obtain money or property through the mails by means of materially false representations. A Temporary Restraining Order had been entered on September 4, 1987 directing the Postal Service to detain mail.

In his March 1989 decision, the Judicial Officer was persuaded by expert testimony "that a consensus of informed medical opinion is that while guar gum may be an important adjunct to diet and the treatment of obesity, it will not, by itself, cause significant weight loss."

Iowa

On August 19, 1988 the Iowa Attorney General's Division of Consumer Protection filed a PETITION for temporary and injunctive relief in the District Court for Polk County (CE-3017365). The State alleges among other things that representations in advertising for Cal-Ban is deceptive, false, or misleading and such practices violate the Iowa Consumer Fraud Act. This matter is still pending.

Health Care Product's position on this matter is that their product does work as advertised.

\*BBB COMMENTS\*

According to the U.S. Food and Drug Administration, guar gum is commonly used as a stabilizer, thickener, binder and film forming agent for various foods and pharmaceuticals. An FDA advisory panel concluded that there is no evidence that bulk producing compounds (such as guar gum) have any value in causing weight loss.

Persons who consider purchasing weight loss products should realize that no ingested product has been proven to cause the permanent loss of excess weight without restriction of food intake or without exercise. Some diet aids can even contribute to other health problems. The key to healthy and long-lasting weight control lies in the balance between energy intake and energy output - there must be more energy used than consumed to remove extra pounds. Significant weight loss should not be undertaken without competent medical supervision, especially if the amount of weight loss sought is more than 10% of the normal weight of the individual, since the reasons for being overweight may be of an organic nature, and not from mere over eating.

Further information on weight loss is contained in the Council of Better Business Bureau's brochure "Weight Loss Promotions" available upon request from your local Better Business Bureau.

Bureau reports are based on our files over the past three years. The BBB provides reports only, and does not endorse, recommend or disapprove of any product, service or company.

G. Parsons  
Standards & Practices  
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