

Product health claims in the media

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Acupuncture and Chinese Medicine In an online article entitled Acupuncture and Chinese Medicine Strongly Protect Us from Cold and Flu, Melissa Sokulski explores the solution to colds and flu, which is through acupuncture and Chinese medicine. According to the Chinese, colds and flu are considered to be part of an external pathogen that invades the body. Qi, or the body's energy, is crucial since it can fend off external pathogen if it is strong enough; however, if the qi is weak, the body can submit to colds and flu. The author used this strong Chinese finding to back up her claim that acupuncture and Chinese medicine prove to be effective in strengthening the qi. For one, acupuncture is said to keep the meridians or energy points of the body flowing and free of 'blockage'. When the energy points of the body are well-maintained, it results in the boosting of the body's immune system, as immunity relates to earth and metal elements that show up in the pulse majorly as spleen and lung meridians. On the other hand, Chinese medicine is claimed to be an excellent immune tonic. As examples, Astragalus, medicinal mushrooms like Reishi and Maitake, and Bu Zhong Yi Qi Tang all help maintain a healthy immune system.

It is evident that the author had used the traditional way of research—unearthing past related literature and coming up with a logical review of the topic. However, it has to be made clear that while there is a strong study that backs up all claims about acupuncture and Chinese medicine, there needs to be a more detailed and a more quantitative approach as to the extent in which such tools can cure colds and flu. It is of this matter that actual experimentation is important, as it validates all assumptions and avoids hasty generalizations.

“ Acupuncture and Chinese Medicine Strongly Protect Us from Cold and Flu”.
Naturalnews. com, 2011. Food Under Foot, 2011. Web. 12 October. 2011