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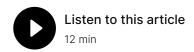
TOXIC EXPOSURES

'Magic Bullet': Sugar Industry Falsified Science to Sell America on Fluoride

A new study reveals the sugar industry has manipulated fluoride science since the 1930s — exaggerating benefits, concealing risks and steering attention away from sugar's role in tooth decay. The findings show that industry influence shaped fluoridation policies, raising urgent questions about the public health guidance that persists today.

by Brenda Baletti, Ph.D.

SEPTEMBER 30, 2025



The sugar industry has manipulated scientific research on fluoride since the 1930s — exaggerating its benefits, suppressing concerns about serious side effects and shifting attention away from sugar's role in tooth decay, according to a study published Monday in the journal **Environmental Health**.

Internal sugar industry and dental organization documents, analyzed by the study's author **Christopher Neurath**, detail how the sugar industry helped shape the public health policies that, for decades, touted fluoride as a "magic bullet" against tooth decay.

The documents also show how the tobacco and **chemical industries** later adopted those tactics.

Neurath, research director for the **American Environmental Health Studies Project**, told **The Defender** that his research builds on work by **Dr. Cristin Kearns**.

Kearns revealed how the sugar industry paid scientists to downplay links between

sugar and heart disease and promote saturated fat as a risk factor.

The sugar industry — and the industrial food industry as a whole — "have played a huge role in manipulating not just the science, but the policy," Neurath said of his findings. "I think this helps to show they are likely culprit No. 1 in the chronic disease epidemic."

Controversy over water fluoridation exploded after plaintiffs **won a landmark lawsuit** against the Environmental Protection Agency (EPA) in September 2024. The ruling — now on appeal — compels the agency to set new rules for regulating fluoride in water because fluoride poses an "unreasonable risk" to **children's neurodevelopment**.

Since then, numerous **communities** — and **two states** — have decided to stop fluoridating their water.

The "Make Our Children Healthy Again" strategy report, published earlier this month under the direction of U.S. Health Secretary Robert F. Kennedy Jr., called on the EPA to review new science on fluoride's potential health risks. The report also instructed the Centers for Disease Control and Prevention (CDC) to update its water fluoridation recommendations.

Despite the scientific findings exposing fluoride's dangers, **public health officials** and pro-fluoride organizations like the **American Dental Association** (ADA), as well as most legacy media organizations, remain committed to the narrative that **water fluoridation is safe**, effective and necessary.

Neurath's study traces the sugar industry's influence on fluoride policy back nearly 100 years, through major research institutions, the ADA and U.S. government programs.

"Chris Neurath's new article shows how the sugar industry used fluoridation as a smoke screen — a tactic that raises troubling questions about the science that supported it," **Dr. Bruce Lanphear**, an expert on the neurotoxic effects of environmental chemicals at Simon Fraser University in Vancouver, Canada, told The Defender.

"These findings make it imperative for dentists, physicians and public health authorities to urgently re-examine the risks and benefits of fluoridation," he said.

Lanphear is the principal investigator in one of the seminal cohort studies linking **maternal exposure to fluoridated water** to cognitive deficits in their children.

Industry established 'Sugar Fellowship' to investigate fluoride in 1930s

The sugar industry began its campaign to shift attention away from sugar's effects on dental health in the 1930s, when it funded the Sugar Fellowship, held by **chemist Gerald Cox** at the **Mellon Institute of Industrial Research**.

"The Sugar Fellowship was intended to produce evidence that would exonerate sugar from causing tooth decay (dental caries) or failing that, find ways to reduce caries without restricting sugar consumption," Neurath wrote.

Cox studied the impact of sugar consumption on cavities in rats. In 1939, his flawed experiments — sometimes showing more decay in fluoride groups — led him to propose adding fluoride to drinking water.

Cox wrote major portions of a 1952 **National Research Council report** on the prevention of cavities that emphasized fluoride's role. He never disclosed his links to the sugar industry.

That work gave the industry its "magic bullet" against tooth decay, Neurath said.

ADA agrees to 'cooperate' with sugar industry

In the decades that followed, the sugar industry quietly worked behind the scenes to use Cox's flawed science to drive public **health policy**.

In the 1940s, it created the **Sugar Research Foundation** (SRF).

In 1944, **Fice Mork**, son of the president of the New York State Dental Society, left his position as public relations counsel for the ADA to become SRF's public relations consultant.

That year, Mork and Robert Hockett, who directed SRF from its founding until 1953 — when he left to work for the tobacco industry — met with ADA executives who agreed to "cooperate" with SRF.

According to Neurath, Mork and Hockett persuaded the ADA to reverse its position on cavities. Instead of blaming cavities on nutritional deficiencies like excessive sugar consumption and vitamin D deficiency, the ADA began to promote fluoride as a solution for cavities.

Mork and Hockett organized a 1944 symposium for thousands of dentists, without disclosing that SRF was funding the event.

"The symposium was an opening salvo in a public campaign to promote fluoride and fluoridation as the solution to prevent tooth decay," Neurath wrote. The "founding fathers of fluoridation" gave presentations on its benefits, according to Neurath.

SRF paid to print and mail 100,000 copies of the symposium proceedings to every dentist in the U.S., and also to pediatricians, public health officials and dental schools.

Mork and Hockett also met with the new editor of the Journal of the American Dental Association, **Harold Hillenbrand**, who agreed to "unofficially" inform Hockett about the positions of various people inside the ADA regarding the policy shift toward fluoride.

Hillenbrand later became the executive director of the ADA and held the position until 1970.

Kellogg's teams up with dental industry to promote fluoride

During that same period, an executive from Kellogg's — maker of sugary cereals — became chair of the ADA committee that set its dental health policy. The organization stopped pushing to reduce sugar consumption and started pushing fluoride.

Philippe Hujoel, DDS, Ph.D., a professor at the University of Washington whose own research exposed **conflicts of interest regarding fluoride** at the ADA, said Neurath's revelations "add a substantial number of details on how organizations hide/obscure/protect their internal deliberations, their internal conflicts of interest."

He added:

"Maybe more importantly, his report documents in detail the long, difficult, and arduous process of trying to uncover what happens behind the walls of confidentiality of organizations. The amount of work done by Chris is astounding.

"Reading Chris's article, I was reminded of a quote by Alberto Brandolini, a Programmer: 'The amount of energy necessary to refute bullshit is an order of magnitude bigger than to produce it.' Chris's work suggests it may be several orders of magnitude bigger."

Hillenbrand was one of the first dentists to be elected to the Institute of Medicine (IOM), which raises questions about other **IOM appointments**, according to Hujoel.

"One wonders about all the other appointments at this Institute of Medicine and to what extent these appointments are partly responsible for the current diabetes epidemic," he said.

Dentists 'largely unaware' of how sugar industry manipulated science

Neurath told The Defender that the sugar industry's deceptive tactics have been going on for so long that many dentists and public health officials who embrace the use of fluoride are "largely unaware of any industry manipulation of the science."

"The sugar industry very consciously targeted dentists," he said. "They went to the top of the dentistry profession and got the ADA on board," and the leaders of the ADA "hid the fact that they were essentially cooperating with the sugar industry from practicing dentists."

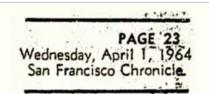
The sugar industry also targeted dental schools and universities, Neurath said.

At Harvard School of Public Health, **Fredrick Stare** championed the idea that water fluoridation would prevent cavities. He founded Harvard's Department of Nutrition largely with donations from the sugar industry and **Big Food**, according to Neurath.

Food and Your Health

'Is Fluoridation Really Safe?'

By F. J. Stare, M.D.



There are no harmful effects from properly-fluor-idated water — absolutely none to any person of any age and any state of health, not even mottled enamel that you or I could detect.

Extracted from one of Fredrick Stare's hundreds of weekly syndicated newspaper column articles. Credit: Christopher Neurath.

Neurath also reveals evidence that the industry influenced the National Institutes of Health **National Caries Program**, funded by Congress and launched in 1971 to fight tooth decay. He said the policy agenda for the program used language written by the International Sugar Research Foundation, the SRF's successor organization.

Sugar industry, Big Food suppress facts on fluoride's dangers

Today, the influence of the sugar industry is embodied in the giant food and beverage corporations, including Coca-Cola, the largest purveyor of sugar globally. Neurath said it is "almost the equivalent of the sugar industry today."

In 2003, **Coca-Cola donated \$1 million** to the American Academy of Pediatric Dentistry, which has a "long-standing policy of promoting water fluoridation."

More recently, as evidence emerged linking water fluoridation to reduced IQ in children, industry-backed scientists have gone on the attack.

Sugary food and beverage corporations, including Coca-Cola and Kellogg's, contributed tens of millions of dollars to the National Academies of Science, Engineering & Medicine, which **interfered with the publication** of the National Toxicology Program's (NTP) seminal report linking fluoride to neurotoxicity in children.

As **lobbyists** within the ADA were working with government officials to **block** the release of the NTP report, scientists with links to a German organization, International Life Sciences Institute (ILSI), published their own review of the science.

The review found "**no cause for concern**," according to the press release that accompanied its publication, and has been touted by fluoridation promoters in their claims that water fluoridation is safe.

ILSI was founded by a vice president of Coca-Cola and has been funded by the beverage maker "along with a long list of major companies in the sugary foods, processed foods, infant formula, chemical, pesticide, oil and pharmaceutical industries," Neurath said.

Documents obtained through Freedom of Information Act requests by plaintiffs in the lawsuit against the EPA revealed that the Oral Health Division of the CDC — the agency largely responsible for promoting fluoridation at the governmental level — privately met with some authors of the German review for help in counteracting the NTP's findings.

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The ongoing struggle over water fluoridation

The ADA, together with organizations like the American Fluoridation Society and the American Academy of Pediatrics, continues a national campaign to **push water fluoridation** as safe and effective.

The organizations are quoted in **The New York Times** and proudly **send pro- fluoridation representatives** across the country to intervene when communities debate changing their water fluoridation policies.

Government records requests show that these activities include coordinating behind the scenes with government officials — in ways that violate rules of federal grants — and **bullying local officials** who raise concerns.

The evidence on fluoride's benefits has changed, and proof of its harms to **children's health** is substantial, Neurath told The Defender.

In October 2024, an updated **Cochrane Review** concluded that adding fluoride to drinking water provides very limited, if any, **dental benefits**, especially compared with 50 years ago.

Overwhelming scientific research shows that **fluoride's benefits to teeth are topical**, not the result of ingesting fluoride. Research also shows that ingesting fluoride is linked to **behavioral issues**, disruption of **thyroid functioning** and disruption of the **gut microbiome**.

Numerous recent studies have shown fluoride's links to **reduced IQ** and other neurodevelopmental issues in children.

Many major professional medical organizations have **quietly dropped** their previous long-term support for water fluoridation. These include the American Cancer Society, American College of Obstetricians and Gynecologists, American College of Physicians, and the American College of Preventive Medicine.

The ADA did not respond to The Defender's request for comment on the study.

Related articles in The Defender

• Breaking: Fluoride in Water Poses 'Unreasonable Risk' to Children, Federal

Judge Rules

- Profanity-laced Emails, Misuse of CDC Funds: How Big Fluoride Tries to Prevent Towns From Removing Fluoride
- Lobbyists for Pediatricians and Dentists Dig in on Water Fluoridation
- Exclusive: NTP Scientific Director Tells The Defender What He Couldn't Tell the Court
- A Top HHS Official Blocked Release of Long-Delayed Fluoride Toxicity Review,
 Internal Emails Reveal



Brenda Baletti, Ph.D.

Brenda Baletti, Ph.D., is a senior reporter for The Defender. She wrote and taught about capitalism and politics for 10 years in the writing program at Duke University. She holds a Ph.D. in human geography from the University of North Carolina at Chapel Hill and a master's from the University of Texas at Austin.

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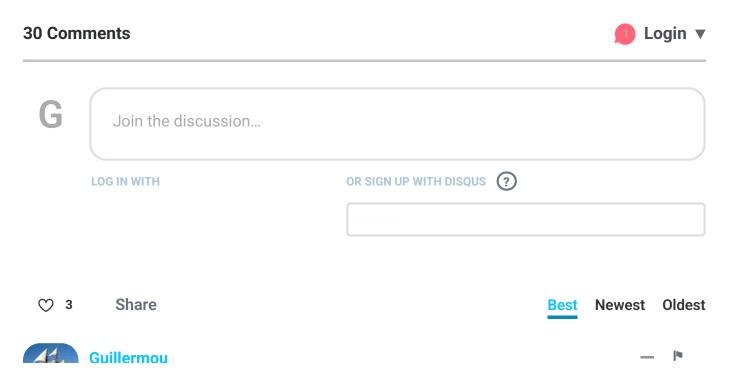
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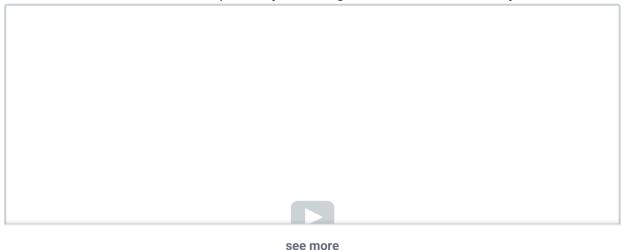
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a day ago edited

The sugar and pharmaceutical industries have always worked together to increase their corrupt business. More sugar, more fluoride, more fluoride, and sugar, more chronic diseases. One of the studies evaluating the effects of fluoride was conducted by the National Cancer Institute's most famous scientist, Dr. Dean Burk. Dr. Burk conducted the largest study in the history of medical science, which resulted in fluoride-induced cancer deaths in 10 major U.S. cities. He told Congress that fluoridation "was socially imposing large-scale mass murders involving tens of thousands of Americans, unexpectedly resulting in cancer deaths each year."



12



Philip Robertson → Guillermou a day ago edited

Guillermou: Many thanks for the Dean Burk interview. I recall back in 1971 our Victorian government in Australia became concerned by the news items Dr Burk's concerns raised. It had just fluoridated Melbourne's water in 1977. So they announced a government inquiry it seems to make people feel safe? I went in to check the proceedings of that inquiry under the new freedom of information act. It found fluoride "safe and effective". The government kept all the documents and proceedings of any inquiry secured under lock and key. I got access to the room. And guess what, The room was almost empty. Apart from an appointment book the inquiry had used with almost no appointments made in it. The government autocrat giving us access could not believe it either. The room had either been emptied, or one of the other investigators Dr Geoffrey Smith said from his comprehensive work with British Intelligence,

He was sure the Australian report vouching for fluoride's safety had been written somewhere else, but then just published by our government. The complete absence of reference materiel and absence of all the submissions that had been made reinforced by the American style presentation of the report supported his contention our: "Australian" report had been put together in America. With all the false findings supporting water fluoridation going ahead fantasized by some fluoride committee in the USA before coming back to Australia to be printed by the government printer and make up our 'government' report that kept fluoride going.

8 0 Reply 🖆



Guillermou 20 hours ago

→ Philip Robertson

Thank you, Philip, for sharing your bitter experience. Terrible corruption! The complete absence of reference materiel and absence of all the submissions that had been made reinforced by the American style presentation of the report supported his contention our: "Australian" report had been put together in America. With all the false findings supporting water fluoridation going ahead fantasized by some fluoride committee in the USA before coming back to Australia to be printed by the government printer and make up our 'government' report that kept fluoride going. In fact, fluoride causes more cancer deaths in humans, and causes them more rapidly, than any other chemical.

Dr. Dean Burk, PhD

(34 years at the National Cancer Institute)

But Edward Bernays, Sigmund Freud's nephew, who helped introduce smoking to women on behalf of the American Tobacco Company, had a fascinating idea: to promote fluoride as a remedy for cavities by injecting it into drinking water. And just as Bernays got women to smoke with his "liberty torches," he began an

see more

5 0 Reply 🖆



Guillermou 20 hours ago



AN OFFICIAL SUMMARY. PRESENTED TO THE CITY OF VALPARAISO, INDIANA ON BEHALF OF A FLUORIDE-FREE INITIATIVE. BY. GARY L. FOREMAN.

FLUORIDE SUMMARY: Do Not Swallow

Do not swallow. Active Ingredient: Sodium Fluoride.

Warning: Keen out of reach of children under 6 years of

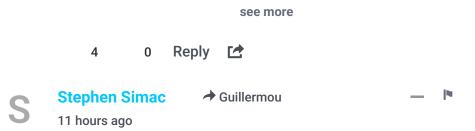
holisticpoet

a day ago

age. If more than used for brushing is accidently swallowed, get medical help or contact a Poison Control Center right away. (Warning on every tube of Fluoridated toothpaste sold in the USA)

For an overwhelming majority of Americans, fluoride is not what we think it is, and many don't know where it comes from.

The fluoride we inject into our public water is a toxic industrial waste product that is a poison and in no way a "nutrient," offering no benefits at all to the human body. Not surprisingly, the Fluoride story begins and continues with a money trail.

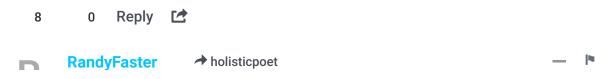


I've read that China has been supplying most of the toxic fluoride waste from their phosphate mining for the U.S. "market" for years, because their products- fertilizer and fluoride- were cheaper than the Florida mines. Most of those spoils are being "recovered" for housing developments with super high levels of radon from the phosphate waste.



This is more evidence of big business shaping what the average person believes as reality to fit their agenda of acquiring more money. It is almost as if you can be assured that whatever the media is claiming is not the truth.

We are in an information battle where we must discern what is real and what is fabricated by evil industry. It reminds me of a Star Trek episode: Beam me up Scottie, there is no intelligent life down here.





19 hours ago

FYI: Most of the general videos on RudeTube now, are created and mostly (fiction - lies and deception) narrated by A.I. reminiscent of the tabloids at the "convenience" store! This is only the beginning of what's to come!





BarbaraCharis

a day ago

Fluoride is toxic poison. Warning on the side of toothpaste: If a child swallows toothpaste get him to the ER. Fluoride is toxic waste derived from the manufacturing of aluminum. The aluminum industry would have had to pay to have it safely handled. Instead, they sold it to companies who put it. into toothpaste, mouth waste, dental treatments and municipal water suppliers. There are studies that show it didn't stop cavities. Sugar is one of the worst offenders; along with foods that contain grains.

4 0 Reply ☑

Guillermou
19 hours ago

BarbaraCharis

- ►

Health begins in the mouth, and its connection to the intestines determines the health of the entire body. We have a wealth of information on the relationship between intestinal health and metabolic diseases, and its connections to cardiovascular and neurodegenerative diseases. Sugar and junk food are a disaster for oral and intestinal health. We are degenerating the race with so many poisons in our diet and environment, in addition to other unhealthy lifestyles. The nervous and circulatory systems run throughout the body, and their connections to the intestine and mouth are sources of health and disease.

From the first breath of fresh air to the last breath, the mouth is obviously a place "between pleasure and suffering," as referenced in the book "The Mouth Between Pleasure and Suffering" by Dr. FranÇoise Saint-Pierre, dentist and psychotherapist. Traditional Chinese Medicine also links each tooth to an organ or muscle. A prestigious doctor from the Ming Dynasty (1368–1644) distinguished and related teeth to internal organs. The relationship can be

reciprocal, with the acupuncture meridians.

https://taiwantoday.tw/news.php?unit=12&post=23015&unitname=Society-Taiwan-Review&postname=Needles-of-healing

My holistic dentist, who has a large graphic mural in the waiting room of the connection between teeth and organs.

Ramiel Nagel, author of Cure Tooth Decay, says that most dentists, and the entire field of dentistry, are headed in the wrong direction, away from patient health and well-being and toward financial wealth. Interview at the link.

https://www.kitchenstewardship.com/xray-proof-healing-cavities/



I use a toothpaste and mouthwash made with Myrrh, Propolis, and Fennel as an effective treatment for the most common oral conditions: cavities, discoloration, gingivitis, and tartar. I add coconut oil.

Myrrh extract strengthens gums and prevents the formation of cavities and dental plaque. It has anti-inflammatory properties.

Propolis has antibacterial, antiviral, purifying, and strengthening effects. It helps improve oral hygiene and is effective against the main causes of bad breath.

Fennel provides active ingredients such as minerals and vitamins A, B, and C. It tones gums and leaves breath clean and fresh.

This product is recommended for those looking for oral care free of fluoride, mint, and parabens.



I was pleasantly surprised at how effective Propolis is in soothing inflammation. I also use the coconut oil for oil pulling. I use hydroxyapatite tablets to help remineralize and reduce sensitivity which I've always had.

1 0 Reply

DDR Dave BarbaraCharis — In a day ago

The phosphate fertiliser industry is an even bigger player nowadays. As with the aluminum industry, it was very expensive for them to deal with the toxic fluoride-laden waste, so they magically transformed it into a product that they could sell. An accountant's dream.

2 0 Reply 🖆

Beatrice → DDR Dave

15 hours ago

They are always finding ways to turn their toxic waste into consumer goods. Is there anything that our country (gov't and corps) won't do to protect profits? No.

Even bottled water- most anyway- is just water from another municipality.

1 0 Reply 🖆

RandyFaster → BarbaraCharis

19 hours ago

I've stated numerous times that we are being poisoned from every direction; then there is this: Time is short: As Dane Wigington has repeated often: "Humans (we) have been very poor stewards of planet earth". --

https://scripps.ucsd.edu/news/decades-old-barrels-industrial-waste-still-impacting-ocean-floor-la -- https://www.dailymail.co.uk/sciencetech/article-15039175/Radioactive-Atlantic-toxic-barrels-europe.html -- https://www.earthisland.org/journal/index.php/articles/entry/over_180m_tons_of_toxic_waste_dumped_into_worlds_oceans_rivers_and_lakes_ea

0 0 Reply 🖆

Beatrice → RandyFaster — ►

15 hours ago

The problem is that the only true pandemic of this planet is greed and it's never treated or prevented. Gates Foundation should invent a vaccine for it and our problems would be solved within a few weeks.

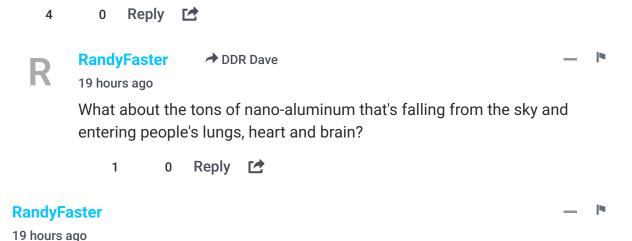
a no Danie Fa



DDR Dave

a day ago

Fluoride amplifies the uptake of ingested aluminum in the stomach (Dr C. Exley). Imagine helping down those colored tablets and capsules (that contain aluminum lakes) with fluoridated tap water. Or using fluoride water to mix up infant formula which is laced with aluminum. Great article, thanks



"New study", new study...always a "new study"; when in fact, it's old news which anyone who has been paying attention is aware of. What exactly has improved in this world since 1990-1970-1960? Are people healthier, do we have less pollution, fewer

since 1990- 1970-1960? Are people healthier, do we have less pollution, fewer abortions, fewer people smoking (and vaping), less crime...have we eliminated global hunger, have we eliminated poverty, have we eliminated homelessness, have we put a stop to child trafficking? No! why?...because the people who have the power and the finances to eliminate all of these problems, couldn't care less...in fact; these are the same entities who created these problems to begin with!



All those entities that force us into purchasing 'green' products are destroying the environment with their data centers and landfills filled with shoddily made designed for obsolescence goods and technologies. BTW.

lung cancer is increasing in non-smokers and perhaps many are not aware of this but anger is one of the leading causes of lung cancer.

2 0 Reply 🚅

RandyFaster → Beatrice — 14 hours ago

Those gigantic A.I. Data Centers are stealing natural resources.

2 0 Reply 🖆



Seabreezes1

13 hours ago

"The controversy about fluoridation was inevitable because fluoridation was, in a real sense, conceived in sin. Fluoride is a major waste product of industry and one of the most devastating pollutants of the aluminum industry. The government not only dismissed the danger and left industry free to pollute, but it has promoted the intentional addition of fluoride - most of which is recycled industrial waste - to the nation's drinking water." - *Prof. Albert Schatz, discovered streptomycin* (1995)

"By focusing on fluoridation instead of diet and dentist-access, organized dentistry allowed a national dental health crisis to occur on its watch and created a new one – dental fluorosis." - Dr. David Kennedy DDS, MIAOMT, 3rd generation dentist and past president of IAOMT (2016)

2 0 Reply 🔼



Ektor

a day ago

Sugar about as deadly as vaccines and drugs. Especially the artificial chemical sugars. Terrible for health as aspartame is very dangerous.

2 0 Reply 🖆

DDR Dave A Ektor

Fluoride has no natural function in the body. Neither does the aluminum that's in most vaccines and many drugs and foodstuffs. That's very different from sugar which is an important plant energy source. Separating sugars from the plant matrix then exploiting it along with isolated fats and salt to make junky foods hyper palatable ensures we get way too much and not enough of the hundreds of nutrients left behind in the plant matrix including fibre

numerous of mathematicates betting in the plant mathematicaling hore.

2 0 Reply 🖆