CURE
Jo Marchant
A Journey
Into the Science
of Mind Over Body
“Tooth fairy science”  “Oppressive and morally offensive”

“Why would actively doing nothing have any active physiologic effect? It doesn’t and it shouldn’t.”

“Rubbish”

“Mind over matter? Bah, humbug.”

“Quackademic medicine”
Fractured vertebra

Quick setting bone cement injected into fractured vertebra
“There isn’t just one placebo effect, there are many.”
Fabrizio Benedetti. Neuroscientist, University of Turin.
• Positive expectation can ease symptoms:

  * Pain, depression, anxiety, fatigue, nausea, itching, sleep problems, gut problems, wheezing, allergic symptoms, erectile dysfunction, hives/swelling, heartburn, angina, cough, nasal congestion

• But it’s unlikely to influence underlying pathology:

  * High cholesterol, blood sugar levels, cystic fibrosis, kidney function, tumour progression, bone fracture, immune responses
459 migraine attacks in 66 patients

<table>
<thead>
<tr>
<th>Treatment</th>
<th>Pain after 2.5 hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>No treatment</td>
<td>-15%</td>
</tr>
<tr>
<td>Placebo (labelled placebo)</td>
<td>+15%</td>
</tr>
<tr>
<td>Placebo (labelled Maxalt)</td>
<td>+30%</td>
</tr>
<tr>
<td>Maxalt (labelled placebo)</td>
<td>+38%</td>
</tr>
<tr>
<td>Maxalt (labelled Maxalt)</td>
<td>+62%</td>
</tr>
</tbody>
</table>

“Just shut up and take the lollipop.”
Lancet 2000; 355: 1486–90
Day 19
I have successfully conditioned him to smile and write in his book every time I drool.
- Pavlov's dog.
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