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**Milk Diets, Grape Cures, and Bananas Galore: An Examination of Past and Present Wellness Culture Turned Sour**

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MILK DIETS, GRAPE CURES, AND BANANAS GALORE: An Examination of Past and Present Wellness Culture Turned Sour

Jacqueline Alnes

Class: Sophomore
Hometown: Tulsa, Okla.
How had I, as someone who is usually cynical about believing in cures or miracles, almost fallen prey to the fruit diet?

How had someone come up with the diet in the first place? Like, who was the first one to say, oh, thirty bananas a day, let’s sell that as a way to heal yourself?

And what does it say about the medical systems in place that at the peak of Freelee and Durianrider’s reign, thousands of people flocked to their videos for inspiration and advice?
“Behold, I have given you every plant yielding seed that is on the face of all the earth, and every tree with seed in its fruit. You shall have them for food.” - Genesis 1:29

“Pattie and her husband, Sidney H. Beard, who had literally hypnotized her repeatedly during their courtship, fell under a different kind of spell. The pair attended a lecture presented by the Vegetarian Society in Exeter in which the speaker told the crowd that it was beneficial to live without ‘flesh-food.’”
“Eve’s lack of restraint... revealed females’ susceptibility to bodily cravings.”

Michelle Mary Lelwica

“The racialized body became legible, a form of ‘text’ from which racial superiority and inferiority were read.” -Sabrina Strings
George Cheyne

Split his time “betwixt his patients and the punchbowl.”

“When the Order of the Golden Age was founded in 1895 vegetarianism was ridiculed in almost every newspaper in this country, and regarded as a mild form of insanity in almost every home. Now almost every public journal is sympathetic, and many are co-operating with us.” - Sidney Beard
How does this all impact the present?
Arnold Ehret
Claimed to bike on apricots alone, actually ate cake every day

Johanna Brandt
Former spy, came up with “The Grape Cure”
Cornelius Valkenberg de Villiers Dreyer

“DON'T COMPROMISE IF YOU WISH TO SUCCEED. Say 'NO COMPROMISE' to yourselves the last thing every night and the first thing every morning. And mean it when you say it.”
Essie Honiball

“Fate probably decreed that when the experiment was ready to be conducted, a suitable human guinea-pig would come to the fore, someone who was prepared to offer herself and submit to relentless discipline for such a long-term experiment.”

Now what?

Questions?

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FRUIT CURE comes out November 2023, so stay tuned!