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MAHA, Means, Money

MAHA's influence in US health care means big money for Big Wellness

By Eileen O'Grady

With Robert F. Kennedy, Jr. at the helm of the Department of Health and Human Services (HHS), the Make America Healthy Again (MAHA) movement, a self-proclaimed wellness effort, has gained significant influence over the US health care system.

MAHA's key leaders eschew traditional medicine as too aligned with corporate interests, but commonly push products and therapies connected to their own network of businesses and brands.

Recent MAHA gains also propelled Big Wellness—a now trillion-dollar industry¹ that encompasses nutritional supplements and fitness products, and increasingly overlaps with non-science-based health beliefs²—into a position of unprecedented influence. Secretary Kennedy has begun to pursue policies that could further entrench wellness industry interests.

This report focuses on several individuals at the nexus of Big Wellness and MAHA: Dr. Casey Means, a wellness influencer and entrepreneur who is President Trump's nominee for Surgeon General;³ Dr. Means' brother Calley Means, a senior advisor to Secretary Kennedy;⁴ and Dr. Mark Hyman, a social media influencer and business partner to the Means siblings. We also briefly profile CMS administrator Mehmet Oz and meat influencer/entrepreneur Paul Saladino.

¹ Sands, Roger. "Global Wellness Tourism Surges Toward The \$1 Trillion Mark." *Forbes*, January 16, 2025. <https://www.forbes.com/sites/rogersands/2025/01/16/global-wellness-tourism-surges-toward-the-1-trillion-mark/>.

² Suleta, Katie. *Beware the Virtuous MAHA Movement*. American Council on Science and Health. July 2, 2025. <https://www.acsh.org/news/2025/07/02/beware-virtuous-maha-movement-49587>.

³ Pager, Tyler. "Trump Withdraws Surgeon General Nomination and Announces New Choice." *New York Times*, May 7, 2025. <https://www.nytimes.com/2025/05/07/us/politics/casey-means-surgeon-general.html>.

⁴ Blum, Dani. "Calley Means Returns to Kennedy's Side as Senior Adviser." *New York Times*, November 18, 2025. <https://www.nytimes.com/2025/11/18/well/calley-means-rfk-jr-hhs.html>.

These individuals have not just advocated for alternative health treatments that often lack scientific support, they have profited from them. In other words, they exhibit the same sorts of conflicts of interest they denounce in traditional medicine. For example, we found that in many cases, Dr. Means may have failed to adequately disclose her sponsorship relationship with companies when promoting their products, which may be a violation of Federal Trade Commission (FTC) rules on influencer marketing.

Our key findings include:

- While MAHA wellness influencers lambast conventional medicine, they have amassed their own wellness empires built on selling products and ideas based on distorted views of public health.
- Surgeon General nominee **Dr. Casey Means** has substantial conflicts of interest that may jeopardize her ability to serve the role effectively. Dr. Means' metabolic testing company may have already benefitted from Secretary Kennedy's promotion of wearable health tracking devices.
- Dr. Means has also potentially violated FTC rules on influencer marketing by failing to adequately disclose sponsorship relationships in dozens of web and social media posts promoting wellness products. In total, she failed to disclose her relationship 79 out of 140 (56%) times she promoted products from companies with which she has financial relationships.
- HHS senior advisor **Calley Means**, who has repeatedly used his platforms to promote dangerous and false health information, founded the company TrueMed which relies on a legally dubious business model.
- Leading MAHA figure **Mark Hyman**, who has close financial and personal ties to Kennedy, Mehmet Oz, and the Means siblings, oversees a wellness empire that stands to benefit significantly from HHS policies under Kennedy.

These influencers-turned-policy leaders' espousal of principles of transparency and disentangling health from corporate greed are belied by their own business activities in the wellness industry. Their record as influencers suggests not that they will turn HHS away from undue corporate influence, but simply to undue influence from a different set of corporate actors.

Surgeon General Nominee Dr. Casey Means is Unqualified and Mired in Conflicts

President Trump's nominee for Surgeon General, Dr. Casey Means, is both unqualified for the position and mired in conflicts of interest tied to the wellness industry that further highlight her unsuitability.

Dr. Means never completed her surgical residency, did not become a board-certified physician,⁵ and her medical license is listed as inactive as of January 2026.⁶

After dropping out of her surgical residency due to stress, according to the former chair of her residency program, Dr. Means became an influencer and entrepreneur known for her distrust of traditional health care providers.⁷

For example, she has said that birth control pills are overprescribed and signal a "disrespect of life."⁸ She has challenged the safety of childhood vaccines,⁹ including questioning why babies get hepatitis vaccines after birth.¹⁰ And she has declined to distance herself from anti-vaccine positions espoused by Secretary Kennedy and refused to say if she thinks vaccines are effective.¹¹

While Dr. Means has railed against modern medicine and health care providers as conspiring to profit off of keeping people sick, she has built her own wellness empire based on selling products and ideas based on her inaccurate views of public health.¹²

⁵ Simmons-Duffin, Selena, and Will Stone. "Casey Means' Confirmation Hearing for Surgeon General Postponed." *NPR*, October 30, 2025. <https://www.npr.org/2025/10/30/nx-s1-5589127/casey-means-confirmation-hearing-surgeon-general>.

⁶ Oregon Medical Board License Verification Details as of January 5, 2026. <https://omb.oregon.gov/Clients/ORMB/Public/VerificationDetails.aspx?EntityID=1530903>

⁷ Jarvie, Jenny. "Trump's Pick for Surgeon General Quit Medical Residency Due to Stress, Former Department Chair Says." *Los Angeles Times*, May 8, 2025. <https://archive.ph/nGPnF#selection-2529.0-2529.11>.

⁸ Rogin, Ali, Doug Adams, and Taylor Bowie. "The Background and Career of Casey Means, Trump's Pick for Surgeon General." *PBS News*, May 21, 2025. <https://www.pbs.org/newshour/show/the-background-and-career-of-casey-means-trumps-pick-for-surgeon-general>.

⁹ Means, Casey. *Newsletter #35: us My Health Wishlist for the next Administration*. Casey Means, MD. May 7, 2025. <https://www.caseymeans.com/learn/newsletter-35>.

¹⁰ Semuels, Alana. "Inside the Health Views of Casey Means, Trump's Surgeon General Nominee." *Time*, May 8, 2025. <https://time.com/7284235/dr-casey-means-surgeon-general-nominee-trump/>.

¹¹ Cueto, Isabella. "With Boost from RFK Jr. and Tucker Carlson, Two Chronic Disease Entrepreneurs Vault into Trump's Orbit." *STAT*, October 7, 2024. <https://www.statnews.com/2024/10/07/calley-means-casey-means-conservative-voices-of-chronic-disease-crisis/>.

¹² Podcast Video: *On the Failure of the U.S. Medical System & Big Pharma's Influence - Dr. Casey Means on The Mighty Pursuit Podcast*. Casey Means, MD. August 25, 2025. <https://www.caseymeans.com/learn/podcast-mighty-pursuit>.

Dr. Means' Company Levels Produces Products Generally Endorsed by HHS Secretary Kennedy

Dr. Means co-founded and serves as chief medical officer and advisor to Levels, a membership-based health tech and wearables company that provides continuous glucose monitoring and lab testing for metabolic health markers, such as blood sugar and cholesterol.¹³ Levels is not marketed to people who have diabetes, the typical population wearing glucose monitors, but instead focuses on people who want to “optimize their health.”¹⁴

These types of products are a focus of Secretary Kennedy, who has vociferously promoted wearables and announced “one of the biggest advertising campaigns in HHS history” to encourage their use. Kennedy told the House Committee on Energy and Commerce that his “vision is that every American is wearing a wearable within four years.”¹⁵

Kennedy specifically cited glucose monitoring wearables as having “utterly changed” the lives of some of his friends. After Kennedy’s statements, glucose-monitoring device makers saw a jump in their share price.¹⁶

Medical experts generally consider wearables to be useful in chronic disease management, but even in such cases, there are serious privacy concerns about the volume of data collected and how it is used. MAHA, however, suggests the universal use of wearables in ways that medical experts do not support.¹⁷

Levels charges customers as much as \$1,499 per year for lab panels, glucose monitoring, health coaching, and related services.¹⁸ Customers have the option to purchase Levels testing kits tax free through their Health Savings Accounts/Flexible Spending Accounts

¹³ “Meet the Levels Advisors.” *Levels.Com*, May 9, 2025. <https://www.levels.com/blog/levels-advisors>.

¹⁴ Chesak, Jessica. “How to Get a CGM without Diabetes and What You Can Learn.” *Levels.Com*, September 23, 2024. <https://www.levels.com/blog/how-to-get-a-cgm-without-diabetes-and-what-you-can-learn>.

¹⁵ See: *RFK Jr. Tells Lawmakers That “Wearables Are A Key To The MAHA Agenda.”* Forbes Breaking News, June 24, 2025. https://www.youtube.com/watch?v=X_fqH8rGtIE; and Singh, Puyaang. “US Health Secretary Kennedy Says HHS to Launch Campaign to Encourage Wearable Devices.” *Reuters*, June 24, 2025. <https://www.reuters.com/business/healthcare-pharmaceuticals/us-health-secretary-kennedy-says-hhs-launch-campaign-encourage-wearable-devices-2025-06-24/>.

¹⁶ Arias, Pilar. “RFK Jr to Encourage Americans to Use ‘wearable’ Tech to Track Their Health.” *Fox News*, June 25, 2025. https://www.foxnews.com/health/rfk-jr-encourage-americans-use-wearable-tech-track-health?utm_source=chatgpt.com.

¹⁷ Robert H. Shmerling, MD, “Is blood sugar monitoring without diabetes worthwhile?,” Harvard Health Publishing, April 23, 2024. <https://www.health.harvard.edu/blog/is-blood-sugar-monitoring-without-diabetes-worthwhile-202106112473>

¹⁸ Levels website, <https://support.levels.com/article/355-139-how-much-does-levels-cost>. Accessed December 2, 2025.

(HSA/FSAs) from Dr. Means' brother Calley Means' company TrueMed (which Dr. Means is also invested in¹⁹).²⁰

Dr. Means' investment in Levels could be worth as much as \$500,000, according to her financial disclosure.²¹ In addition to her role as a co-founder and advisor to Levels, Dr. Means also collects fees for promoting Levels on her platforms. Levels paid Dr. Means almost \$24,000 in sponsorship fees in 2024 and 2025.²² Dr. Means has stated that she will resign from her position with Levels and divest her holdings upon confirmation.²³

Dr. Means Failed to Disclose Sponsorship Relationships in Advertisements More than Half of the Time, Potentially in Violation of FTC Rules

In addition to her role with Levels, Dr. Means is a prolific influencer, maintaining a website, weekly newsletter, and robust social media presence where she posts about wellness and promotes wellness products. She has 200,000 newsletter subscribers, 852,000 followers on Instagram, 86,300 followers on TikTok, and 230,200 followers on X/Twitter.²⁴ She is also co-author of *New York Times* best-selling book Good Energy, which she wrote with her brother Calley Means.²⁵

In required ethics and financial filings to the U.S. Office of Government Ethics (OGE), Dr. Means has disclosed receiving hundreds of thousands of dollars in sponsorship and affiliate fees from product sales generated through her newsletter and social media platforms, including from companies in which Dr. Means is also an investor and/or advisor. Some of those companies also have close financial relationships with her brother Calley Means' company TrueMed, in which she is also an investor.

In many cases, she failed to adequately disclose her sponsorship relationship with these companies, which may be a violation of Federal Trade Commission (FTC) rules guiding influencer marketing.²⁶

¹⁹ Executive Branch Personnel Public Financial Disclosure Report (OGE Form 278e) for Casey Means, August 7, 2025, pg. 23.

²⁰ TrueMed website, "Levels Health," accessed December 2, 2025.

<https://www.truemed.com/shop/partners/levels-health>

²¹ Means OGE 278E, pg. 13. Assets in financial disclosures include ranges for value. Means disclosed the value of her Levels stake to be between \$250,000 and \$500,000.

²² Means OGE 278E, pg. 11.

²³ Nominee Ethics Agreement for Casey Means (Ethics Agreement), September 10, 2025.

<https://extapps2.oge.gov/201/Presiden.nsf/PAS+Index/C5E4DF1B8DFC12CC85258D04002C21EF/%24F1LE/Means%2C%20Casey%20%20finalEA.pdf> pg. 4.

²⁴ See: Casey Means' [newsletter](#), [Instagram](#), [TikTok](#), and [X/Twitter](#).

²⁵ Casey Means, MD website: <https://www.caseymeans.com/goodenergy>. Accessed December 2, 2025.

²⁶ Swenson, Ali, and Michelle Smith. "Takeaways from AP's Report on the Business Interests of Trump's Surgeon General Pick." *AP*, June 6, 2025. <https://apnews.com/article/surgeon-general-trump-casey-means-affiliate-conflicts-b0b774dbbb6ea0b5b4bdd0f9f78fbfd5>.

FTC's influencer marketing guidelines are meant to safeguard consumers' right to know when they are being advertised to. They provide standards for endorsement disclosure so that if a person is receiving compensation to promote a product, they must note the paid relationship in the social media post where they are promoting it.²⁷

Public Citizen's review of Dr. Means' website, newsletter, and social media feeds found that for the almost two dozen companies from which Dr. Means reported receiving affiliate fees, Dr. Means disclosed her financial relationship inconsistently and ambiguously. **In total, she failed to disclose her financial relationship 79 out of 140 (56%) times she promoted affiliated products.**

We reviewed posts made on Dr. Means' website, newsletter, Instagram, and TikTok during the period between January 1, 2024 to August 8, 2025. This is the same period covered by Dr. Means' OGE financial filings. However, it is not possible to know exact timing of her affiliate marketing arrangements vis-à-vis her posts based on the information that is publicly available. Public Citizen identified the first instance in which Means publicly disclosed a financial relationship between herself and the company, and calculated total product mentions beginning at that date.

For example, Dr. Means disclosed that Momentous supplements was a sponsor for the first time on November 12, 2024 in her newsletter.²⁸ She had promoted Momentous products on her platforms six times before that, but we excluded those instances from our tally because they occurred prior to the initial disclosure. This methodology means that our estimated rate of failed disclosure is likely conservative.

Making matters worse, some of the companies for which Means failed to disclose her financial relationship with have questionable records on safety or have settled with the government for making false claims.²⁹

- Dr. Means is an investor in lab testing platform Function Health (described below) and has also collected \$59,847 in newsletter sponsorship and partnership fees from the company. Despite this, she disclosed her sponsorship agreement with Function Health less than a third of the times she promoted the company on her website and social media platforms (4 out of 13 times).³⁰

²⁷ Federal Trade Commission Disclosures 101 Social Media Influencers,
https://www.ftc.gov/system/files/documents/plain-language/1001a-influencer-guide-508_1.pdf.

²⁸ See here: <https://www.caseymeans.com/learn/newsletter-37>

²⁹ See, e.g., U.S. Department of Justice, "Testing Laboratory Agrees to Pay Up to \$43 Million to Resolve Allegations of Medically Unnecessary Tests," April 27, 2020.

<https://www.justice.gov/archives/opa/pr/testing-laboratory-agrees-pay-43-million-resolve-allegations-medically-unnecessary-tests>.

³⁰ Appendix: Public Citizen analysis of fees disclosed in OGE 278E filing as well as website, newsletter, and social media posts.

- Genova Diagnostics, a home testing company, paid Dr. Means a total of \$20,000 for book tour and sponsorship fees.³¹ Of the nine times Dr. Means promoted Genova testing products on her platforms, she disclosed the company's sponsorship only twice.³² Genova previously paid a historic \$43 million settlement to resolve allegations of billing government health programs for medically unnecessary testing.³³
- Dr. Means also took \$12,000 from Daily Harvest, Inc., a meal kit company that paid \$23 million last year to settle a class action lawsuit alleging hundreds of cases of food-born illnesses related to one of its products.³⁴ Of the 14 times Dr. Means promoted Daily Harvest on her platforms, she mentioned her paid partnership only three times.³⁵
- Dr. Means also reported taking \$832 in partnership fees from WeNatal Inc.³⁶ In a blog post dated September 24, 2024 she noted that she has "no financial relationship to the company, just a big fan."³⁷ In another blog post dated October 29, 2024 she promoted WeNatal under a header that says "not sponsored, just love these products."³⁸ However, as early as March 2024 Dr. Means was using affiliate links to WeNatal in her newsletter and posting TikTok videos tagged as paid partnerships.³⁹
- Dr. Means promoted Zen Basil edible basil seeds, which paid her a combined \$22,104 for newsletter sponsorship and partnership fees.⁴⁰ Dr. Means disclosed the sponsorship only two out of 13 times she promoted Zen Basil on her platforms.⁴¹

³¹ Means OGE 278E, pg. 11 and 13.

³² See [Appendix](#).

³³ U.S. Department of Justice, "Testing Laboratory Agrees to Pay Up to \$43 Million to Resolve Allegations of Medically Unnecessary Tests," April 27, 2020. <https://www.justice.gov/archives/opa/pr/testing-laboratory-agrees-pay-43-million-resolve-allegations-medically-unnecessary-tests>.

³⁴ See: Watwe, Shweta. "Daily Harvest Agrees to Settle Lentil Meal Suit for \$23 Million." *Bloomberg Law*, May 3, 2024. <https://news.bloomberglaw.com/product-liability-and-toxics-law/daily-harvest-agrees-to-settle-lentil-meal-suit-for-23-million>; and U.S. Food and Drug Administration, "Investigation of Adverse Event Reports: French Lentil & Leek Crumbles (June 2022)," <https://www.fda.gov/food/outbreaks-foodborne-illness/investigation-adverse-event-reports-french-lentil-leek-crumbles-june-2022>.

³⁵ See [Appendix](#).

³⁶ WeNatal is listed twice in table 2 ("Filer's Employment Assets & Income and Retirement Accounts") of Dr. Means 278E filing: \$536 and \$296 in partnership fees. See pg. 12 and 14.

³⁷ "Newsletter #29: 🍯 Supplements 101: Choosing and Dosing Vitamins + Minerals." *Casey Means, MD*, September 24, 2024. <https://www.caseymeans.com/learn/newsletter-29>.

³⁸ "Newsletter #34: ⏳ Reorienting the 'Longevity' Conversation." *Casey Means, MD*, October 29, 2024. <https://www.caseymeans.com/learn/newsletter-29>.

³⁹ See, e.g., newsletter [here](#) and TikTok posts [here](#) and [here](#).

⁴⁰ See page 12 and 14 of Means OGE form 278E.

⁴¹ See [Appendix](#).

Other payments include: \$27,431 from ENERGYbits, Inc.,⁴² an algae supplement provider, which was first featured on Shark Tank but rejected for investment partly due to insufficient evidence of its efficacy;⁴³ \$16,174 from Branch Basics,⁴⁴ a cleaning product company that has also promoted raw milk;⁴⁵ \$27,000 from Pendulum Therapeutics,⁴⁶ a probiotic company that partners with TrueMed;⁴⁷ and \$39,086 in from supplement maker Momentous, whose protein powder, “100% Plant Protein,” was found to contain between 400 and 600 percent of the daily acceptable lead limit.⁴⁸

Table 1: Marketing, partnership, advisory/consulting, and sponsorship fees

Company	Type	Income Type	Income Amount (and/or Investment Value)	Disclosed?		Total Mentions
				No	Yes	
Amazentis, SA (dba Timeline)	Supplements	Newsletter Sponsorship and Partnership Fees; Book Tour Sponsorship	\$134,166	7	8	15
Apothekary	Supplements	Newsletter Sponsorship	\$12,000		2	2
Branch Basics	Cleaning products	Newsletter Sponsorship; Sponsorship and Partnership Fees	\$16,174		2	2
Brigid Titgemeier	Functional medicine influencer	Partnership Fees	\$3,377	3		3

⁴² Means OGE 278E, pg. 11.

⁴³ Sierra-Mohamed, Sarah. “Energybits: Here’s What Happened After Shark Tank.” *Food Republic*, April 18, 2024. <https://www.foodrepublic.com/1564983/energybits-shark-tank-now/>.

⁴⁴ Branch Basics is listed as The Power of Pure LLC on Means’ OGE filings. See Means OGE 278E, pg. 10.

⁴⁵ See, e.g., Instagram post, October 5, 2024. <https://www.instagram.com/reel/DAwnHOUSgFL/?hl=en>

⁴⁶ Means OGE 278E, pg. 11

⁴⁷ TrueMed website, “Supplements Are Medicine: How the Right Nutrition Can Transform Your Health,” September 27, 2024. <https://www.truemed.com/blog/supplements-are-medicine-how-the-right-nutrition-can-transform-your-health>.

⁴⁸ Martineau, Paris. “Protein Powders and Shakes Contain High Levels of Lead.” *Consumer Reports*, October 14, 2025. <https://www.consumerreports.org/lead/protein-powders-and-shakes-contain-high-levels-of-lead-a4206364640/>.

Company	Type	Income Type	Income Amount (and/or Investment Value)	Disclosed?		Total Mentions
				No	Yes	
Daily Harvest	Direct-to-consumer meal kits	Newsletter Sponsorship	\$12,000	11	3	14
ENERGYbits	Algae supplements	Newsletter Sponsorship and Partnership Fees	\$27,431		2	2
Farmers Juice	Juice	Advisor/Consulting Fees	\$13,500	1	1	2
Florasophy	Fiber supplements	Newsletter Sponsorship and Partnership Fees	\$16,461		1	1
Function Health	Lab testing platform	Newsletter Sponsorship and Partnership Fees	\$59,847	9	4	13
Genova Diagnostics (dba Genova Connect)	At-home testing products	Book Tour and Newsletter Sponsorship	\$20,000	7	2	9
Laird Superfood	Food products, supplements	Newsletter Sponsorship	\$10,000	1	6	7
Levels	Metabolic health app	Partnership fees; Advisor/Consulting Fees	\$45,145 Investment value: \$250,001 - \$500,000	9	4	13
LivOn	Supplements	Newsletter sponsorship	Investment value: \$1,001 - \$15,000		2	2
Momentous	Supplements	Partnership Fees	\$39,086	1	6	7

Company	Type	Income Type	Income Amount (and/or Investment Value)	Disclosed?		Total Mentions
				No	Yes	
Pendulum Therapeutics	Probiotic supplements	Newsletter Sponsorship	\$27,000		3	3
Pique	Teas, supplements, elixirs	Newsletter Sponsorship	\$46,000	4	10	14
Pure and Simple Wellness, Inc., Mariza Snyder	Marketing for wellness event	Event Marketing Fee	\$323	1		1
Seatopia	Direct-to-consumer seafood delivery	Newsletter Sponsorship and Partnership Fees	\$18,771		2	2
WeNatal	Prenatal supplements	Partnership Fees	\$832	14	1	15
Zen Basil	Basil seeds	Book Tour Sponsorship; Newsletter Sponsorship and Partnership Fees	\$22,104	11	2	13
Grand Total				79	61	140

Table is based on data disclosed in Table 2 ("Filer's Employment Assets & Income and Retirement Accounts") of OGE 278E filing for Casey Means and includes all income related to newsletter sponsorship, book tour sponsorship, event marketing fees, advisory/consulting fees, and sponsorship and partnership fees. Excludes honoraria, course instructor fees, speaking fees, and royalties. Some companies were listed multiple times in Table 2 of the filing and consolidated here. See Appendix [here](#) for full sourcing.

HHS Advisor Calley Means' Company Has a Legally Dubious Business Model

Dr. Means' brother Calley Means is a senior advisor to Secretary Kennedy. He was initially hired as a top aide to Secretary Kennedy serving as a time-limited Special Government

Employee (SGE) in March 2025.⁴⁹ He reportedly stepped down around late September – months later than the 130-day term SGE designation allows if Means was working full time.⁵⁰ While Calley Means never formally announced his departure, he told the *New York Times* that he had taken time off earlier in the year and left the White House when his term ran out.⁵¹

Then on November 18, 2025 Calley Means' name quietly reappeared on HHS' website, and a department representative confirmed to press that he had been formally hired as a political appointee within Secretary Kennedy's office. The department official also said that Means will divest his holdings in his company TrueMed.⁵²

Calley Means' initial status as an SGE has so far allowed him to avoid public disclosure of his financial interests, but publicly available information about Means' business interests raises conflict of interest concerns.⁵³

In addition, Means has repeatedly used his platforms to promote dangerous and false health information. He has stated that "Fluoridation in water is an attack on lower income kids, as the [National Institutes of Health] NIH has now concluded it lowers childhood IQ"⁵⁴ (citing inconclusive research⁵⁵) and that "covid vaccines are a war crime."⁵⁶ He has

⁴⁹ *Reuters*. "White House Names Kennedy Ally Means as Health Adviser, Source Says." March 18, 2025. <https://www.reuters.com/world/us/white-house-hires-calley-means-special-government-adviser-bloomberg-news-reports-2025-03-18/>.

⁵⁰ Golinger, Jon. "Isn't That Special? The Trump Administration's Use of 'Special Government Employees' Raises Conflict-of-Interest and Ethics Risks That Go Way Beyond Elon Musk." *Public Citizen*, April 17, 2025. <https://www.citizen.org/article/isnt-that-special/>.

⁵¹ Mueller, Benjamin. "Calley Means, a Kennedy Adviser, Has Left the White House." *New York Times*, October 30, 2025. <https://www.nytimes.com/2025/10/30/health/calley-means-kennedy-adviser-departure.html>.

⁵² Blum, Dani. "Calley Means Returns to Kennedy's Side as Senior Adviser." *New York Times*, November 18, 2025. <https://www.nytimes.com/2025/11/18/well/calley-means-rfk-ir-hhs.html>.

⁵³ Conflicts of interest discussed below. See also: "Auchincloss and Schiff Probe Top RFK Jr. Advisor Calley Means." *Office of Congressman Jake Auchincloss*, October 31, 2025. <https:// auchincloss.house.gov/media/press-releases/auchincloss-and-schiff-probe-top-rfk-jr-advisor-calley-means>.

⁵⁴ See [X/Twitter](#), April 9, 2025.

⁵⁵ Caryn Rabin, Roni. "Study Links High Fluoride Exposure to Lower I.Q. in Children." *New York Times*, January 8, 2025. <https://www.nytimes.com/2025/01/08/health/fluoride-children-iq.html>; Basilio, Humberto. "Fluoride in Tap Water Not Linked to Lower Child IQ, Massive Study Finds." *Scientific American*, November 19, 2025. <https://www.scientificamerican.com/article/massive-study-debunks-one-of-rfk-jrs-biggest-claims-about-fluoride-in-tap/>; Taub, Rob. "Fluoride in Drinking Water Doesn't Strain Children's IQ Levels: Study." *The Hill*, November 26, 2025. <https://thehill.com/policy/healthcare/5622965-fluoride-drinking-water-children-iq-study/>.

⁵⁶ See [X/Twitter](#), October 31, 2024.

also stated that “Kids should be drinking more raw milk and less juice.”⁵⁷ Means’ wife, Leslie Vorhees Means, runs a raw-milk-based smoothie company.⁵⁸



Calley Means drinking raw milk with MAHA influencer Paul Saladino ([source](#)): Instagram post by Leslie Vorhees Means, December 22, 2024)

TrueMed (aka True Medicine) was founded by Calley Means to help users take tax-free money from their HSAs and FSAs to pay for things that wouldn’t normally qualify for HSA/FSA expenditures, such as homeopathic medicine and supplements.

Means has publicly touted TrueMed’s role as routing federal funds from government health care programs like Medicare and Medicaid into HSAs.⁵⁹

Dr. Means is an investor in TrueMed. Her investment is listed as having a value of up to \$50,000 on her financial disclosure.⁶⁰ She has stated that she will divest her holdings in TrueMed upon confirmation.⁶¹ (Dr. Means’ co-founder at Levels, Sam Corcos, is a DOGE representative and serves as Chief Information Officer for Department of the Treasury,

⁵⁷ See [X/Twitter](#) and [Instagram](#), December 22 and 23, 2024.

⁵⁸ Instagram profile for Shakeup Superfoods. Bio reads “Protein | Raw Milk | Superfoods.” <https://www.instagram.com/shakeupsuperfoods/>. Accessed December 2, 2025.

⁵⁹ See: Michaels, Jillian. *Revealing How Big Food and Big Pharma Target Our Kids!* Keeping It Real Podcast with Jillian Michaels. August 5, 2024. <https://www.youtube.com/watch?v=n8FvxPrsVAM&t=4858s>. ; and [X/Twitter](#), November 5, 2024.

⁶⁰ Means OGE 278E, pg. 23.

⁶¹ Means Ethics Agreement.

<https://extapps2.oge.gov/201/Presiden.nsf/PAS+Index/C5E4DF1B8DFC12CC85258D04002C21EF/%24F1LE/Means%20Casey%20finalEA.pdf> pg. 4.

which has oversight over FSAs and HSAs through the IRS.⁶² According to his LinkedIn profile, Corcos still serves on the board of Levels.⁶³ In his role at Treasury, Corcos has used his time at Treasury to cut contracts worth about \$1.5 billion from the IRS budget.)⁶⁴

TrueMed's business model is legally dubious. One of TrueMed's services is producing "letters of medical necessity" (LMNs) for customers to demonstrate their medical need for wellness products, many of which are available for purchase on TrueMed's website.⁶⁵ Customers fill out an online survey, which a physician evaluates to determine HSA/FSA eligibility. If a customer is deemed eligible, they are prompted to pay a \$30 fee, after which the physician issues an LMN. The process means that there is usually no real-time communication between the TrueMed user and the doctor evaluating their medical needs.⁶⁶

In 2024, the IRS issued an alert that such letters based on self-reported health information are not usable, writing "Beware of companies misrepresenting nutrition, wellness and general health expenses as medical care for FSAs, HSAs, HRAs and MSAs."⁶⁷ While the IRS did not name any specific companies in its alert, reporting at the time cited TrueMed as an example of the type of company the IRS alert was targeting.⁶⁸

⁶² Sweet, Jacqueline. "New DOGE Staffer Has Ties to a Sanctioned Russian Oligarch." *Rolling Stone*, March 7, 2025. <https://www.rollingstone.com/politics/politics-features/doge-staffer-corcos-wife-ties-russian-oligarch-1235291673/>.

⁶³ LinkedIn profile for Sam Corcos, accessed January 5, 2025. <https://www.linkedin.com/in/samcorcos/>

⁶⁴ Lawder, David. "Trump DOGE Executive Claims \$1.5 Billion Savings from IRS Technology Budget." *Reuters*, March 20, 2025. <https://www.reuters.com/world/us/trump-doge-executive-claims-15-billion-savings-irs-technology-budget-2025-03-21/>.

⁶⁵ Leiber, Ron, and Benjamin Mueller. "A Kennedy Aide's Start-Up Can Get You a Tax Break on a \$9,000 Sauna." *New York Times*, July 18, 2025. <https://www.nytimes.com/2025/07/18/business/truemed-fsa-hsa-calley-means-maha.html>.

⁶⁶ TrueMed website, "Welcome to Truemed: How It Works," https://support.truemed.com/en/articles/3488705#your_qualification_survey_link. Accessed December 2, 2025.

⁶⁷ See: "IRS alert: Beware of companies misrepresenting nutrition, wellness and general health expenses as medical care for FSAs, HSAs, HRAs and MSAs," Internal Revenue Service, March 6, 2024.

<https://www.irs.gov/newsroom/irs-alert-beware-of-companies-misrepresenting-nutrition-wellness-and-general-health-expenses-as-medical-care-for-fsas-hsas-hras-and-msas#:~:text=Some%20companies%20mistakenly%20claim%20that,this%20documentation%20actually%20doesn't>; and Perrone, Matthew. "RFK Jr. Aide Attacks U.S. Health System as Corrupt While Running Company That Promotes Alternatives." *AP*, June 10, 2025. <https://www.pbs.org/newshour/nation/rfk-jr-aide-attacks-u-s-health-system-as-corrupt-while-running-company-that-promotes-alternatives#:~:text=Many%20of%20the%20items%20sold,transactions%20made%20using%20their%20platforms>.

⁶⁸ See, e.g.: Anahad O'Connor, "Why the IRS doesn't believe your doctor's note for tax-free health items," *Washington Post*, March 6, 2024.

TrueMed co-founder and CEO Justin Mares told press that the company is “in full alignment” with IRS guidelines.⁶⁹

Many of the products available to purchase tax free through TrueMed are not regulated or approved by the Food and Drug Administration (FDA) – including red-light masks, \$900 luxury bidets, \$8,000 saunas, and capsules filled with desiccated organ meat.⁷⁰ TrueMed also helps customers buy meat. A *New York Times* reporter got a letter through TrueMed supporting his tax-free purchase of meats from meat supplier Force of Nature, a TrueMed partner, after declaring that he was overweight.⁷¹

Despite the questionable legality of TrueMed’s business model and conflicts of interest related to Calley Means’ HHS role, Means stated to the press that his government work has not dealt with matters affecting TrueMed.⁷²

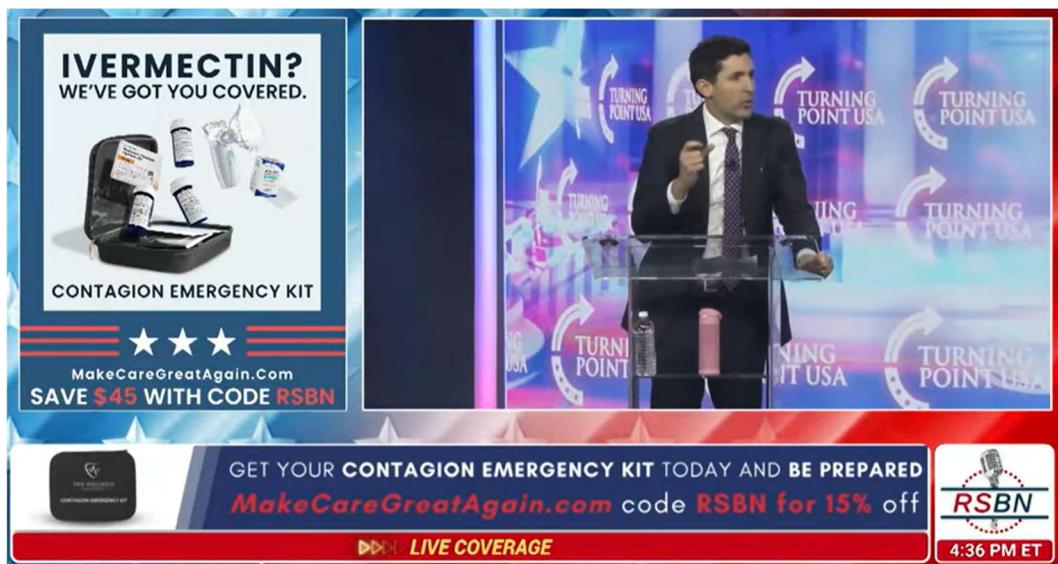
<https://archive.is/20240307002953/https://www.washingtonpost.com/wellness/2024/03/06/irs-hsa-fsa-eligible-food/#selection-321.0-321.13>; and Dani Blum, "You Have F.S.A. Dollars to Burn. Everyone Wants Them.," *New York Times*, December 23, 2024. <https://www.nytimes.com/2024/12/23/well/fsa-account-health-care-deadline.html>

⁶⁹ Perrone, Matthew. "RFK Jr. Aide Attacks U.S. Health System as Corrupt While Running Company That Promotes Alternatives." *AP*, June 10, 2025. <https://www.pbs.org/newshour/nation/rfk-jr-aide-attacks-u-s-health-system-as-corrupt-while-running-company-that-promotes-alternatives#:~:text=Many%20of%20the%20items%20sold,transactions%20made%20using%20their%20platforms.>

⁷⁰ See TrueMed website: [red-light masks](#), [\\$900 luxury bidets](#), [saunas](#), and [capsules filled with desiccated organ meat](#). Accessed December 2, 2025.

⁷¹ See: Leiber, Ron, and Benjamin Mueller. "A Kennedy Aide's Start-Up Can Get You a Tax Break on a \$9,000 Sauna." *New York Times*, July 18, 2025. <https://www.nytimes.com/2025/07/18/business/truemed-fsa-hsa-calley-means-maha.html>; and Force of Nature website, "Meat is (Officially) Medicine," <https://forceofnature.com/pages/truemed>. Accessed December 2, 2025.

⁷² Matthew Perrone, "Takeaways from AP's report on financial interests of RFK Jr. adviser who runs wellness platform," *AP*, June 10, 2025. <https://apnews.com/article/calley-means-rfk-maha-wellness-ethics-8bbe34cb952f31bb8b6002144bb2b975>



Calley Means at TP USA America Fest conference, December 20, 2024 ([source](#): "FULL SPEECH: Healing a Sick Culture Panel at TPUSA's America Fest Conference: Day Two - 12/20/24," YouTube.)

Meanwhile, multiple sections of Trump's One Big Beautiful Bill Act expand HSA eligibility⁷³ in ways that directly benefit TrueMed. For example, annual contribution limits for HSAs will effectively double, and multiple provisions expand who can use HSA/FSAs to people who were not previously eligible.⁷⁴ Additionally, Congressional MAHA Caucus members have in recent months called for even bigger expansions to HSA/FSAs as an alternative to extending Affordable Care Act subsidies, including Senate MAHA Caucus co-founders Roger Marshall (R-Kan.)⁷⁵ and Rick Scott (R-Fla.),⁷⁶ and House-side co-chair Rep. Lloyd Smucker (R-Pa.).⁷⁷

⁷³ See: Sec. 71307, "Allowance of bronze and catastrophic plans in connection with health savings accounts." ; Sec. 71306, "Permanent extension of safe harbor for absence of deductible for telehealth services."; and Sec. 71308, "Treatment of direct primary care service arrangements."

<https://www.congress.gov/bill/119th-congress/house-bill/1/text>

⁷⁴ KFF, "Health Provisions in the 2025 Federal Budget Reconciliation Bill," July 8, 2025.

<https://www.kff.org/health-costs/tracking-the-health-savings-accounts-provisions-in-the-2025-budget-bill/>

⁷⁵ See, e.g.: CNN interview November 11, 2025, <https://www.youtube.com/watch?v=q0kCN6Dn3Fq>; NewsNation interview November 9, <https://www.youtube.com/watch?v=wQ2H9coFdQU>; Sen. Marshall press release, November 19, 2025, <https://www.marshall.senate.gov/newsroom/press-releases/senator-marshall-insurancecompanies-wrote-obamacare/>.

⁷⁶ See: Fox News interview, November 14, 2025, <https://www.rickscott.senate.gov/2025/11/in-case-you-missed-it-sen-rick-scott-to-fox-news-obamacare-is-broken-let-s-fix-it-to-actually-lower-costs-for-americans>.

⁷⁷ Rep. Smucker letter to Pennsylvania Insurance Department, November 10, 2025,

<https://smucker.house.gov/media/press-releases/rep-smucker-calls-out-pennsylvania-insurance-department-misleading-claims-aca>

Dr. Casey Means has collected partnership fees and related payments from multiple companies that sell their products through TrueMed, which has its own paid partnerships with the brands, including Apothekary supplements, Seatopia seafood delivery, and Momentous protein powder.⁷⁸

Other Dr. Means-promoted products available on TrueMed are ENERGYbits algae supplements, WeNatal supplements, Timeline Nutrition's Mitopure Urolithin A supplements, and Pendulum probiotic supplements.⁷⁹

Close Means and Kennedy ally Dr. Mark Hyman stands to reap benefits from HHS policies

While not a member of the administration, the influence of Dr. Mark Hyman on the MAHA cohort within HHS cannot be overstated.

Hyman is a MAHA influencer/entrepreneur and friend and ally to HHS Secretary Kennedy, the Means siblings, and CMS administrator Mehmet Oz.⁸⁰ He has featured all four on his podcast, The Dr. Hyman Show.⁸¹ Hyman served as an advisor and guest co-host on The Dr. Oz Show and is on the board of Oz's HealthCorps.⁸² He is invested in Calley Means' business, TrueMed.⁸³

⁷⁸ See: [Apothekary](#), [Seatopia](#), and [Momentous](#).

⁷⁹ See: [ENERGYbits](#), [WeNatal](#), [Mitopure](#), and [Pendulum](#).

⁸⁰ See: Borrell, Brendan. "He Built a Wellness Empire While Adventuring With Robert F. Kennedy Jr." *New York Times*, December 18, 2024. <https://www.nytimes.com/2024/12/18/health/mark-hyman-rfk-jr-functional-medicine.html>; Mark Hyman Twitter/X post, May 8, 2025,

<https://x.com/drmarkhyman/status/1920569015178834082>; "Calley Means: The Obesity Crisis, Ozempic, ADHD and Food Industry Lies." *Mark Hyman, MD*, January 31, 2024.

<https://drhyman.com/blogs/content/podcast-ep848>; and Mehmet Oz Facebook post, July 17, 2018.

<https://www.facebook.com/droz/posts/in-the-latest-episode-of-the-dr-oz-podcast-i-sit-down-with-my-friend-mark-hyman-/10151078304959995/>

⁸¹ Mark Hyman, "Calley Means: The Obesity Crisis, Ozempic, ADHD and Food Industry Lies," *The Dr. Hyman Show*, January 31, 2024. <https://drhyman.com/blogs/content/podcast-ep848>; Mark Hyman, "Food: The Root Causes of Our Healthcare, Economic and Social Crises with Robert F. Kennedy Jr.," *The Dr. Hyman Show*, January 15, 2025. <https://drhyman.com/blogs/content/podcast-ep999>; Mark Hyman, "Mastering Your Metabolism," *The Dr. Hyman Show*, December 16, 2024. <https://drhyman.com/blogs/content/podcast-ep988>; Mark Hyman, "A Personal Conversation with Dr. Oz," *The Dr. Hyman Show*, September 12, 2018. <https://drhyman.com/blogs/content/podcast-ep18>

⁸² Dr. Mark Hyman profile, Ultrawellness Center, accessed November 18, 2025.

<https://www.ultrawellnesscenter.com/mark-hyman-md-ifmcp/>

⁸³ TrueMed website, accessed November 18, 2025. <https://support.truemed.com/en/articles/3214529>



Mark Hyman pictured to the right of Secretary Kennedy in photo posted by @HHSGov on X.com, May 19, 2025. ([source](#))

Hyman founded Function Health, a health testing and tracking platform launched in 2023 which bills itself as the “fastest-growing health platform in the US.”⁸⁴ For \$499/year, the company provides customers access to 100+ lab tests.⁸⁵

Dr. Means is an investor in Function Health, with equity that could be worth as much as \$500,000, according to her financial disclosure.⁸⁶ She also received sponsorship and affiliate fee payments for promoting Function Health on her website, including payments reaching almost \$60,000 in the 12 months leading up to her disclosure filings.⁸⁷

Another leading Function Health investor is Andreessen Horowitz,⁸⁸ the venture capital firm led by close Trump ally Marc Andreessen.⁸⁹

⁸⁴ Function Health. “Function Emerges as the Fastest-Growing Health Platform in the US with Unique Approach That Starts with 100+ Lab Tests.” *PR Newswire*, June 25, 2024.

<https://www.prnewswire.com/news-releases/function-emerges-as-the-fastest-growing-health-platform-in-the-us-with-unique-approach-that-starts-with-100-lab-tests-302181616.html>.

⁸⁵ Function Health partners with Quest Diagnostics to perform the labs. See:

<https://www.functionhealth.com/how-it-works>

⁸⁶ Means OGE 278E, pg. 23. Assets in financial disclosures include ranges for value. Means disclosed the value of her Levels stake to be between \$250,000 and \$500,000.

⁸⁷ Means OGE 278E, pg. 11.

⁸⁸ Function Health. “With a \$2.5B Valuation, Function Becomes the New Standard for Health and Launches Medical Intelligence Lab.” *PR Newswire*, November 19, 2025. <https://www.prnewswire.com/news-releases/with-a-2-5b-valuation-function-becomes-the-new-standard-for-health-and-launches-medical-intelligence-lab-302620193.html>.

⁸⁹ “DOGE Agent: Marc Andreessen.” *Revolving Door Project*, February 21, 2025.

<https://therevolvingdoorproject.org/doge-andreessen-marc/>.

Hyman is also a leading voice for health movement/trend “functional medicine” and served as the founding director for the Center for Functional Medicine at the Cleveland Clinic. He is no longer the director but remains a senior advisor.⁹⁰

Critics of functional medicine point out that the focus on performing numerous and untargeted tests is a pipeline to the kind of health anxiety that sells supplements.⁹¹ Indeed, in addition to an AI-generated report of a customer’s lab results, Function Health’s offerings include supplement recommendations based on those results.⁹²

Conveniently, Hyman also sells supplements on his website.⁹³ The UltraWellness Center, a functional health clinic that Hyman founded, also provides a variety of wellness services, including medically unnecessary IV therapies for between \$150-\$450 per treatment.⁹⁴

Hyman also founded the non-profit Food Fix Campaign, which purportedly advocates for changes in the food industry (as of December 2025 the organization’s website is listed as “under construction”).⁹⁵ According to tax filings, the organization’s highest paid consultant is a business entity registered to Scott Hatch,⁹⁶ son of former Senator Orrin Hatch (R-Utah). Sen. Hatch paved the way for the explosion of the supplements industry by blocking meaningful FDA regulation.⁹⁷ Food Fix paid the Hatch-affiliated entity almost

⁹⁰ Institute for Functional Medicine, “Educator Profile: Mark Hyman, MD,” <https://www.ifm.org/educator/mark-hyman>.

⁹¹ Jarry, Jonathan. “Functional Medicine Is a Pipeline to Alt Med.” *McGill Office for Science and Society*, June 12, 2025. <https://www.mcgill.ca/oss/article/medical-critical-thinking-pseudoscience/functional-medicine-pipeline-alt-med>.

⁹² Function Health website, accessed November 18, 2025. <https://www.functionhealth.com/testimonials>

⁹³ Mark Hyman, MD website: <https://drhyman.com/collections/supplements>. Accessed December 2, 2025.

⁹⁴ UltraWellness Center website: <https://www.ultrawellnesscenter.com/wellness-therapies/>. Accessed December 2, 2025; Sara Youngblood Gregory, “IV Vitamin therapy: Understanding the lack of proven benefit and potential risks of this health fad,” Mayo Clinic, October 2, 2024.

<https://mcpres.mayoclinic.org/living-well/iv-vitamin-therapy-understanding-the-lack-of-proven-benefit-and-potential-risks-of-this-health-fad/>; Alejandra Marquez Janse , Sarah Handel , Mary Louise Kelly, “The FDA has raised alarms about wellness IV treatments at unregulated med spas,” NPR, January 5, 2024. <https://www.npr.org/2024/01/05/1223193931/the-fda-has-raised-alarms-about-wellness-iv-treatments-at-unregulated-med-spas>.

⁹⁵ “Food Fix Uncensored.” *Mark Hyman MD*, n.d. <https://drhyman.com/pages/food-fix>; FoodFix.org “under construction” as of December 16, 2025: <https://www.foodfix.org/>

⁹⁶ Fix Food [990 filings](#) list consultant payments to Siren Advisors, with address 5222 FISHER ISLAND DR 2209 MIAMI BEACH, FL33140. [Florida corporate filings](#) for Siren Advisors name Scott Hatch as the entity’s authorized member.

⁹⁷ “Senator Orrin Hatch Recognized for His Commitment to Dietary Supplement Consumers.” *Council for Responsible Nutrition*, January 2, 2018. <https://www.crnusa.org/newsroom/senator-orrin-hatch-recognized-his-commitment-dietary-supplement-consumers>.

\$1.7 million for consulting services between FY 2021-2023.⁹⁸ Aside from Food Fix's tax filings, Scott Hatch does not appear to have any public affiliation with Food Fix.

Dr. Mehmet Oz and iHerb

Dr. Mehmet Oz is administrator for the Centers for Medicare and Medicaid Services (CMS). Previously Oz hosted a daytime TV show from 2009 to 2022, when he quit to run for the Senate in Pennsylvania and lost.⁹⁹ Throughout his career he has repeatedly promoted controversial medical treatments and products; for example, he has touted treating COVID-19 with hydroxychloroquine, an anti-malaria drug supplied by companies he invests in.¹⁰⁰

Oz's business holdings prior to his confirmation presented abundant conflicts of interest, and it is unclear whether he remains conflicted through his family's holdings. As a condition of his confirmation to lead CMS, Oz agreed to divest from some of his companies.¹⁰¹ While a spokesman for CMS has confirmed that Oz completed the required divestitures, one of these divestitures involved selling a company (ZorroRX) to a trust controlled by his son, who also serves as the company's COO.¹⁰²

Another questionable financial relationship was Oz's relationship with iHerb, an herb and supplement company. While both iHerb and CMS have said Oz has fully divested from

⁹⁸ Annual 990 filings between FY 2021-2023 via [ProPublica](#).

⁹⁹ Levy, Mark. "TV Show Host Dr. Oz Announces Senate Run in Pennsylvania." *AP*, November 30, 2021. <https://www.pbs.org/newshour/politics/tv-show-host-dr-oz-running-for-senate-in-pennsylvania>; Ximena, Bustillo. "Democrat John Fetterman Beats Trump-Backed Dr. Oz in Pennsylvania Senate Race." *NPR*, November 9, 2022. <https://www.npr.org/2022/11/09/1131245958/fetterman-dr-oz-pennsylvania-senate-midterm-results>.

¹⁰⁰ Gabriel, Trip. "Magic' Weight-Loss Pills and Covid Cures: Dr. Oz Under the Microscope." *New York Times*, December 26, 2021. <https://www.nytimes.com/2021/12/26/us/politics/dr-oz-medical-advice.html>; Schwartz, Brian. "Dr. Oz Owns Shares of Companies That Supply Hydroxychloroquine, a Drug He Has Backed as a Covid Treatment." *CNBC*, September 7, 2022. <https://www.cnbc.com/2022/09/07/dr-oz-has-ties-to-hydroxychloroquine-companies-as-he-backs-covid-treatment.html>.

¹⁰¹ Executive Branch Personnel Public Financial Disclosure Report (OGE Form 278e) for Mehmet Oz, February 16, 2025. [https://extapps2.oge.gov/201/President.nsf/PAS+Index/F871A5EF2296E46285258C3600320A25/\\$FILE/Oz%20Mehmet%20AMENDEDfinalEA.pdf](https://extapps2.oge.gov/201/President.nsf/PAS+Index/F871A5EF2296E46285258C3600320A25/$FILE/Oz%20Mehmet%20AMENDEDfinalEA.pdf)

¹⁰² See: Paige Winfield Cunningham, "What happened when Dr. Oz took charge of a wonky health agency," Washington Post, January 4, 2025. <https://archive.is/20251214202731/https://www.washingtonpost.com/health/2025/12/13/mehmet-dr-oz-cms-leadership/#selection-263.0-263.62>; ZorroRX website, <https://www.zorrorx.com/about>. Accessed January 5, 2026.

the company, CMS has not responded to press inquiries about whether Oz transferred his iHerb holdings to his son or another relative.¹⁰³

Public Citizen also previously raised Oz's potential violations of FTC policy related to influencer marketing in a December 2024 letter to the FTC.¹⁰⁴

Dr. Paul Saladino (aka Carnivore MD)

Paul Saladino has been a MAHA influencer, vocal carnivore diet proponent, and peddler of organ-meat-based nutritional supplements.¹⁰⁵

Saladino made headlines when he interviewed Secretary Kennedy at the White House for his podcast.¹⁰⁶ In the video for the podcast, Saladino's proprietary meat snack brand Lineage Provisions is displayed prominently between himself and Secretary Kennedy as they toast and down raw milk shooters together.¹⁰⁷ He later appeared doing pull-ups with Secretary Kennedy and Transportation Secretary Sean Duffy at Washington's Reagan National Airport to promote the administration's "Make Travel Family Friendly Again," which he claims to have inspired with an Instagram post.¹⁰⁸

¹⁰³ Paige Winfield Cunningham, "What happened when Dr. Oz took charge of a wonky health agency," Washington Post, January 4, 2025.

<https://archive.is/20251214202731/https://www.washingtonpost.com/health/2025/12/13/mehmet-dr-oz-cms-leadership/#selection-263.0-263.62> ; Kristina Fiore, "Does FDA's Leucovorin Decision Meet the Bar for Gold-Standard Science?," MedPage Today, September 29, 2025.

<https://www.medpagetoday.com/pediatrics/autism/117631>

¹⁰⁴ Public Citizen letter to FTC: Investigate Dr. Oz's Potential Violations of Influencer Marketing Standards, December 3, 2024. <https://www.citizen.org/article/letter-to-ftc-investigate-dr-ozs-potential-violations-of-influencer-marketing-standards/>

¹⁰⁵ See, e.g.: Saladino, Paul. *The Carnivore Code: Unlocking the Secrets to Optimal Health by Returning to Our Ancestral Diet*. First edition. With Mark Sisson. Fundamental Press, 2020.

<https://www.amazon.com/Carnivore-Code-Unlocking-Returning-Ancestral/dp/1734640707>; Heart & Soil webstore (meat-based supplements), accessed December 2025. <https://heartandsoil.co/our-story/>

¹⁰⁶ Dickson, EJ. "RFK Jr. Did Raw-Milk Shooters in the White House." *The Cut*, May 30, 2025. <https://www.thecut.com/article/rfk-jr-celebrated-his-maha-report-with-raw-milk-shooters.html>.

¹⁰⁷ "RFK Jr. on the REAL Cause of the Chronic Disease Epidemic," Paul Saladino MD, June 3, 2025. <https://www.youtube.com/watch?v=Ue1OSQ8Phk0>

¹⁰⁸ Balogh, Klaudia. *How Paul Saladino Helped Inspire a \$1 Billion Plan to Put Mini-Gyms in Airports*. n.d. https://www.muscleandfitness.com/athletes-celebrities/news/how-paul-saladino-helped-inspire-a-1-billion-plan-to-put-mini-gyms-in-airports/#google_vignette.



RFK Jr. on the REAL Cause of the Chronic Disease Epidemic

Secretary Kennedy and Paul Saladino drink raw milk shots in the White House, May 2025 ([source](#): "RFK Jr. on the REAL Cause of the Chronic Disease Epidemic," YouTube.)

Saladino has also appeared on panels and podcast beside the Means siblings, including sharing the stage with Mr. Means at a Turning Points USA conference and interviewing Dr. Means on his podcast.¹⁰⁹

Saladino's wellness company Heart & Soil is also a featured partner of TrueMed.¹¹⁰

Heart & Soil promises to "unlock the power of organs" with capsules filled with desiccated organ meat marketed as nutritional supplements. Its products include "Her Package," a "female health" supplement made up of cow ovaries, uteruses, and fallopian tubes that claims to "improve cramping, PMS-related symptoms, and infertility" and provide "Strategic support for women struggling with reproductive health, menopause and perimenopause."¹¹¹

¹⁰⁹ "FULL SPEECH: Healing a Sick Culture Panel at TPUSA's America Fest Conference: Day Two - 12/20/24," Right Side Broadcasting Network, <https://www.youtube.com/watch?v=0R4Qcx52d9E&t=814s> ; "The Root Cause of Metabolic Dysfunction w/ Dr. Casey Means," Paul Saladino MD Podcast, November 3, 2024. <https://www.paulsaladinomd.com/psmd-podcast/the-root-cause-of-metabolic-dysfunction-w-dr-casey-means>

¹¹⁰ Heart and Soil website, accessed December, 2025. <https://heartandsoil.co/our-story/> ; TrueMed website, accessed December 2025: <https://www.truemed.com/shop/partners/heart-&-soil-supplements>

¹¹¹ Heart and Soil website, accessed December 2025 https://shop.heartandsoil.co/products/her-package?irclickid=VDtyKmWquycUCnw9WSmN0UIUkp3aM1VvS6t3Y0&sharedid=&irpid=6051622&irgwc=1&utm_source=impact&utm_medium=affiliate&utm_campaign=6051622&utm_term=VDtyKmWquycUCnw9WSmN0UIUkp3aM1VvS6t3Y0

Conclusion

MAHA influencers strike a chord with many Americans because they accurately identify that much of the US health care system is beholden to corporate interests like [Big Pharma](#) and the [insurance industry](#). But rather than fighting to [lower drug prices](#), ensure [safety for patients](#), or build a [more equitable health system](#) for all, they sell consumers on their own version of the grift: excessive testing, unproven and underregulated health supplements, and assurances that only their products hold the key to better health.

If confirmed, Dr. Casey Means should at minimum be required to commit to remove any additional conflicts of interest that could jeopardize her ability to serve effectively. This includes:

- Divest any remaining potential conflicting financial interests.
- Fully recuse herself from all matters that could directly or indirectly impact the financial interests of herself, her family, her former clients, and employers, as long as she serves as Surgeon General.
- Commit not to seek compensation from a company that she interacted with while in government, for at least four years after leaving office.
- Commit not to engage in lobbying activity for four years after leaving office.
- Commit to complete transparency on her activities as Surgeon General.

Additionally, Calley Means should not be shielded from transparency in his role as HHS advisor. He should be required to disclose information about his business holdings and previous actions as a special government employee to ensure he did not wield his position for personal gain. This includes disclosing his involvement in HHS' Make America Healthy Again report and the Make Our Children Healthy Again strategy, and committing to uphold ethical standard for anyone in the White House or HHS who advises on health policy.

Given MAHA's purported focus on transparency and disentangling health from corporate greed, these commitments should be self-evident and represent the bare minimum for the MAHA cohort, or anyone else, to serve effectively as health care leaders.