

Prevention

Offering natural solutions...before a cure is necessary

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Nature's hidden treasure

Discover how zeolites—a mineral created from molten lava—can make the difference in maintaining your health

Cancer. Nothing drives fear deep into the heart of men and women like the word cancer. And what's worse, this life-threatening, debilitating disease is on the rise.

Every year, 10.9 million people across the globe are diagnosed with cancer, and 6.7 million die of the disease. In fact, in any given year, cancer is responsible for 12 percent of all global deaths. And lest you think that the bulk of the people with the disease live in third-world countries, consider this: The U.S. ranks in the top three countries with the highest rates of cancer in both men and women.

Is it something in the air? Is it something we are eating or drinking? Is it something we are applying to our skin? Is there anything we should be avoiding, doing or taking? Yes. Yes. Yes. There are things you can do.

Progressive or Pro-Cancer?

The U.S. is one of the most progressive countries in the world. We are one of the leading industrial nations, our citizens drive tens of millions of cars, our homes are insulated, we have central air conditioning and indoor heat, we produce more food than any other country in the world and store it in refrigerators, our floors are carpeted and our lawns are weed-free. We have makeup to make us look more beautiful, Botox to make us look younger, strips to make our teeth whiter and prescription drugs to make us live longer. So why are so many Americans getting and dying from cancer?

As it turns out, the very aspects of modern life that have supposedly made life easier are, in fact, making life more dangerous. And these "aspects" can be summed up in one word—chemicals.

In 1989, the U.S. produced its one millionth man-made chemical. While many of these chemicals have made our lives more

enjoyable, most are finding their way into our bodies and wreaking havoc. Of the 70,000 chemicals being used commercially in the U.S., the Environmental Protection Agency (EPA) considers 65,000 of them to be potentially—if not definitely—hazardous to your health. And that's not all. More than 6,000 new chemicals are being tested in the U.S. every week!

What is really frightening is these chemicals aren't just sitting around in warehouses. According to the Environmental Defense Group, more than 4 billion pounds of toxic chemicals are released into the environment each year—72 million pounds of which are known carcinogens.

And where are these cancer-causing agents ending up? In the air you breathe, the water you drink and in the food you eat. They are everywhere.

You're Surrounded



According to the 2005 report from the Centers for Disease Control's (CDC) Environmental Health Laboratory, there are currently 148 chemicals—38 of which have never been measured in the U.S. population—currently found in the blood and/or urine of Americans. Similarly, the Mount Sinai School of Medicine in New York, in collaboration with the Environmental Working Group, tested the blood and urine of nine volunteers. They found a total of 167 industrial compounds in the volunteers, with an average of 91 chemicals per person.

Of these 167 compounds, 76 are known to cause cancer in humans, 94 are toxic to the brain and nervous system, 82 affect lungs and breathing, 86 affect your hormones and 79 cause birth defects and/or abnormal development.



Did You Know?

Specific zeolites are formed by the chemical reaction between volcano lava and the salt from the sea.

All natural zeolites have been shown to remove heavy metals, toxins and other compounds from the body; balance the body's pH levels; and support a healthy immune system. They do this through their unique crystalline structure of cavities and "cages" that trap these substances and remove them safely and naturally from your system.



Common toxic chemicals found in humans:

- **PCBs** (industrial insulators and lubricants): PCBs were banned in the U.S. in 1976 due to their connection to increased cancer rates and central nervous system disorder.
- **DIOXINS** (by-products of PVC production, industrial bleaching and incineration): Dioxins are known to cause cancer in animals, and there is some concern that even low-level exposure over long periods of time can disrupt normal functioning of the endocrine (hormone) system, resulting in reproductive or developmental effects.
- **FURANS** (pollutants, by-products of plastics production): Furans cause cancer in humans and are toxic to endocrine system.
- **PHTHALATES** (found in many cosmetics and personal care products): Phthalates cause birth defects in male reproductive organs.



Additionally, researchers found other critical—and highly toxic—compounds, including heavy metals (such as lead, aluminum and mercury), as well as numerous pesticides and herbicides.

But it's not just adults that are affected. According to a benchmark study conducted by the Environmental Working Group, unborn babies may be negatively affected the most. Researchers tested the umbilical cord blood of ten children (the samples were collected by the Red Cross after the cord had been cut). They found a total of 287 industrial chemicals and pollutants in each cord, with an average 200 per cord. And of the 287 chemicals, 180 are known to cause cancer, 217 are toxic to the brain and nervous system and 208 cause birth defects in animals. Clearly something needs to be done. We are overdosing on harmful chemicals right from birth.



Heavy Metal Madness

Mercury toxicity is a huge and alarming health problem that currently affects millions of Americans. In fact, conservative estimates show that as much as 25 percent of Americans suffer to some degree from heavy-metal poisoning from the accumulation of years of exposure.

One of the biggest challenges with mercury poisoning is the fact that it can contribute to and masquerade many different health issues, such as PMS, mood swings, loss of energy and depression. In other words, you may already have elevated mercury levels in your body without even knowing it. Numerous studies have shown that mercury poison-

ing can contribute to more severe health conditions, including heart disease, Alzheimer's and even cancer.

The two most common causes of mercury toxicity are dental fillings (amalgams) and vaccinations. According to the World Health Association (WHO), dental amalgams were responsible for the majority of mercury toxicity. In America alone, about 140 million people have dental amalgams, which contain up to 50 percent mercury.



Similarly, vaccinations of the past (and a few still used today) contained thimerosal—a chemical compound that consisted, in part, of mercury. A recent investigation into thimerosal and the neurological development of children found that the total amount of mercury an average child would receive from normally recommended vaccinations exceeds the Federal Safety Guidelines for orally ingested mercury.

Eat, Drink and Be Wary

For years we've been told that America is the land of plenty. And while we have plenty of food available to eat, as a rule, most of it is of very poor quality and is lacking in trace minerals because our soils are becoming more and more depleted.

After World War II, farming practices changed radically. Manufacturers of wartime chemicals needed new markets for their products. These chemicals became the raw material for producing fertilizers. By 1960, 97 percent of all crops were treated with chemical fertilizers that used salt-based nitrogen, phosphorus and potassium.

While this method of

farming created perfectly shaped and colored produce, it created weak plants. And just like weak animals that are preyed upon by wolves and other predators, these plants are preyed on by pests, necessitating the need for more pesticides.

Early in the 1990s, researchers set out to determine if these pesticides penetrated the skin of the fruits and vegetables, so they peeled them and had them retested. Much to their surprise, they found that these same chemicals were also in the meat of the fruits and vegetables. So, not only are we eating poor quality food, but this same food is laced with pesticides.



And it's not just our fruits and vegetables. The animals we consume are contaminated with the same pesticides and herbicides (from their feed), as well as growth hormones and antibiotics.

And don't think you can turn to the Chicken of the Sea. According to a study by two psychologists from Wayne State University in Detroit, pregnant women who ate fish from the Great Lakes (known to contain high levels of PCBs) passed these chemicals onto their unborn babies. The researchers found that children who were exposed to the greatest levels of the PCB-contaminated fish in utero were showing lower IQ scores than their peers by age four. They retested these children at age eleven and found that their IQ scores were, in fact, 6.2 points lower than less-exposed children.

Choose or Lose

Clearly, toxins are an unfortunate, but very real, fact of modern-day life. Study after study has been done on urine and on blood, showing that most people are indeed loaded with toxins. Even toxins such as DDT, which has not been used in 30 years, show up regularly in urine testing. Obviously, we are living in a toxic world. That's why it's so critical that you do everything you can to

Early symptoms of excess mercury

- Forgetfulness or poor concentration
- Constipation and/or diarrhea
- Bleeding gums
- Chronic or frequent headaches
- Moodiness


cleanse your body of these killer toxins and eat organic food and drink filtered, purified water whenever possible.

An organic product is grown, stored and processed without the use of synthetic fertilizers, pesticides or other harmful chemicals. Organic farmers must not only adhere to a strict set of standards, they must also undergo regular inspections to ensure that they meet these standards—including no hormone use in animals, and no genetically-engineered seed or stock.

By letting the focus of your diet center on healthy, organic whole foods—salads, steamed vegetables, whole grains, legumes and lots of fiber—you can help move toxins through your body more efficiently. When choosing animal-based protein, eat cage-free eggs, grass-fed beef, wild salmon and other fish, or free-range turkey and chicken.

But that's not all. Chemical-laden pesticides can contaminate groundwater, too. So, be sure you're drinking pure, filtered, distilled water.

Get on the Wagon



Speaking of drinking, let's have a quick discussion about alcohol. A number of recent studies have suggested that drinking alcoholic beverages, even in moderate amounts, may increase your risk for breast cancer. One study from the Harvard School of Public Health found that women aged 34 to 59 who consumed three to nine drinks a week were 1.3 times more at risk for breast cancer; and women who consumed more than nine drinks a week were 1.6 times more at risk for developing the disease.

Exercise Your Right to Be Cancer-Free

And while we're on the topic of breast cancer, researchers at the Harvard Medical School and the Harvard School of Public Health have found a direct correlation between frequent moderate to vigorous exercise and a reduced risk of breast cancer. After analyzing data provided by 166,388 women, researchers found that women who engaged in moderate or vigorous activity for seven or more hours per week had a nearly 20 percent lower risk of breast cancer, compared to women who exercised at the same level of activity but for less than one hour per week. Studies

have also shown that exercise can also reduce your risk of developing other types of cancer, including colorectal cancer.

An Explosive Discovery

While avoiding cigarettes, reducing your consumption of alcohol, drinking filtered water, eating organic food and exercising will go a long way toward reducing the amount of toxins in your system and lowering your risk for cancer, you still need a solution to help rid your body from the cancer-causing toxins we come in contact with everyday. That's where a class of minerals called zeolites come in.

Zeolites are natural volcanic minerals that are mined in certain parts of the world. When volcanoes erupt, molten lava and thick ash pour out. Because many volcanoes are located on an island or near an ocean, this lava and ash often flows into the sea. Thanks to a chemical reaction between the ash from the volcano and the salt from the sea, amazing minerals like zeolites are formed in the hardened lava over the course of thousands of years.

What makes zeolites so amazing is the fact that it's not only one of the few negatively-charged minerals found in nature, but it also has a very unique structure. Zeolites have large, vacant spaces—or cages—that allow space for large, positively charged ions to be attracted to it, then trapped and eliminated from the body.


The class of minerals known as zeolites was first discovered in 1756 by Swedish mineralogist Axel Fredrick Cronstedt. Specifically, he discovered stilbite, one type of zeolite. He found that stilbite visibly lost water when heated. Based on this anomaly, he named the class of materials zeolites—Greek for “boiling stones.”

For nearly 200 years, zeolites were considered an obscure little group of minerals—until we learned that its unique complex, crystalline framework of cavities and channels has many useful purposes—including detoxification.

Life-Giving Lava

Thanks to the honeycomb-like structure, a zeolite works at the cellular level to trap allergens, heavy metals and harmful toxins. In fact, because it is one of the

Forget the fry pan.



According to the FDA, when certain carbohydrate-rich foods are fried, baked or roasted at high temperatures, they form a natural carcinogenic by-product known as acrylamide. In fact, the state of California recently filed a lawsuit to force top makers of potato chips and french fries to warn consumers about potential cancer-causing chemicals found in the popular snacks. You can easily protect yourself against acrylamides by choosing raw or lightly steamed foods, and opting for snacks that are free of saturated and trans fats.

few negatively charged minerals in nature, a zeolite acts as a magnet, drawing toxins to it, capturing them in its cage, and removing them safely and naturally from your body.

This unique ability to remove dangerous toxins is so well documented, it was used by the Russian government to absorb radioactive chemicals and other harmful toxins after the Chernobyl disaster.

For centuries, the powdered forms of specific zeolites have been used as traditional remedies throughout Asia to promote overall health and well being. The story of the “healing volcanic rocks” has been passed down from generation to generation.

More recently, the medical community has been looking into the cancer-fighting potential of zeolites and very much liking what they see. Because zeolites are minerals found in nature, they are 100 percent natural, safe and non-toxic. Specific forms of zeolites have also been recognized by the Federal Drug Administration (FDA) with GRAS status, which means generally recognized as safe. Zeolites have been shown to trap heavy metals—like mercury, lead, cadmium and arsenic—in its ‘cages’ and safely remove them from your system through the body's waste process.

According to 2003 issue of *Anticancer Research*, micronized zeolite, combined with a standard chemotherapy treatment (Doxorubicin), reduced the metabolic rate of cancer cells, significantly reduced the amount of metastasis

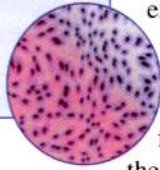




What are epithelial cells?

Epithelial cells are skin tissues that cover and line the body.

They cover all the body's organs (throat, lung, heart, breast, prostate, kidneys, liver, ovaries and colon) and line the body's cavities (including the inside of the chest and abdominal cavity). Cancers of the epithelial cells are called "carcinomas" and make up about 85 percent of all cancers.



to the lungs and increased the anti-cancer effects of the chemotherapy treatment.

Similarly, a Ph.D. researcher working for a small pharmaceutical company in Ohio found that micronized zeolites provide amazing results for treating cancer. After researching and testing zeolite's ability to treat epithelial cell cancer (the skin tissues that cover and line your body and all of your bodily organs), he was granted an exclusive patent by the U.S. government, entitled "Epithelial Cell Cancer Drug." His research showed that zeolites, when injected directly into a cancerous tumor, had a 100 percent kill rate.

A pH Powerhouse

In addition to providing cancer protection, zeolites can also play a crucial role in supporting your pH-balancing system. Your pH status is so critical because your body depends on remaining slightly alkaline for your very survival. In its natural, healthy state, your body is slightly alkaline, with a pH between 7.35 and 7.45. All parts of your system—including the mineral balance inside and outside the cells, the alkaline mineral reserves within the bones and three buffer systems in the blood—work together, along with the lungs and the kidneys, to prevent the body from becoming either overly acidic or overly alkaline.

There are many factors that can affect the pH balance of your body. One is eating a low carb/high protein diet, such as Atkins or South Beach. The high protein content of these diets causes mineral loss in your bones. While adequate protein intake is essential to bone health, excessive protein—especially from red meat and dairy products—can lead to bone loss by increasing your body's acid load, forcing it to pull valuable calcium and other alkalinizing min-

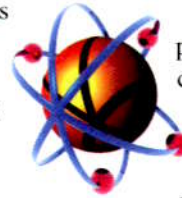
erals from your bones in order to bring your pH back into balance.

While your body has to buffer excessively acidic as well as alkaline substances, most of the damage occurs from the acids that you are exposed to, both internally and externally.

Unfortunately, everything we've discussed—from the foods you eat to the pollutants you encounter,

even stress—produces acidic chemicals. This overabundance of acidity usually tips your ideal alkaline state into an acidic pH range that can create a long list of physical and emotional ailments, including digestive disorders, loss of muscular strength, reduced cardiovascular capacity and impaired immunity.

Once again, zeolites come to the rescue. By trapping excess protons (positively-charged hydrogen ions) in the digestive tract, zeolites can help to lower your risk of acid reflux. This has the added benefit of improving nutrient absorption in the digestive tract. Zeolites can also aid in balancing the pH of your bloodstream, thereby reducing the risk of systemic bacterial infection. Bacteria thrive in a slightly acidic environment. By buffering the pH levels, zeolites create a healthier environment and allow your body to reduce bacterial loads in the blood, while also easing the burden on your body's natural buffering systems.



Viral Vaccine

But wait, there's more! Viruses repli-

cate in a human cell by creating its genetic material, proteins and body parts separately. The final viral product is assembled spontaneously, meaning that all of the parts are made separately by the host and are then joined together by chance.

Research has shown that zeolites may have an antiviral effect based on the incorporation of viral particles into the pores and channels of the mineral, thereby preventing viral assembly and proliferation. Thus, the zeolites in question may aid in lowering the risk of cold and flu infections!

Mineral Madness

There's no doubt that zeolites offer life-saving benefits. They help balance pH levels in your body, support a healthy immune system and help remove heavy metals and other cancer causing toxins from your body.

So how can you get this amazing protection? Easy. Look for a 100-percent safe and non-toxic liquid, zeolite-based product that has been put through a highly controlled manufacturing process. Research has shown that liquid zeolites are easier to take and have better absorbability than many traditional powdered forms.

Take Action Today

As you can see, there are many things you can do to reduce your risk of cancer. You can choose organic fruits and vegetables, drink pure, filtered water, quit smoking, increase exercise, reduce your alcohol consumption and rid your body of toxic chemicals with the amazing power of zeolites.

After all, it's your health and your life. Make it last!

Prevention

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