

Health e-News & Views

BeatCancer.org E-Newsletter

Center for Advancement in Cancer Education

February 2012

BeatCancer.org

Center for Advancement in Cancer Education (BeatCancer.org) is a federally-approved 501(c)(3) charitable organization.

Our mission is to provide research-based education on how to prevent, cope with, and beat cancer through diet, lifestyle and other immune-boosting approaches.

Since our establishment in Philadelphia in 1977, we have served nearly 30,000 cancer patients and more than 50,000 prevention seekers nationwide.

[DONATE NOW](#)

SAVE THE DATE!



Breast Cancer: The Untold Story

Luncheon and Seminar

Sat. Mar. 31, 2012

8:30 am-4:30 pm

Crowne Plaza City Ave.

Philadelphia

Register Now: [Click Here](#)

NEW WAYS TO HELP SUPPORT
BEATCANCER.ORG!

Join the BeatCancerChallenge!



BeatCancer.org is looking for people who are passionate about exercise!

Susan Silberstein, PhD, Editor

What's the Best Drinking Water?



Is it reverse osmosis? Distilled? Ionized? Deep artesian well? High mountain spring? The answer:

- 1- All are far superior to tap water.
- 2- Any water is better than no water.
- 3- It depends on what you're looking for.

Besides simple access to drinkable water (an increasingly scarce commodity worldwide), purity is the #1 concern of water consumers. However, avoidance of contaminants is only half of the water issue: Improved health is the other.

As specialists in cancer prevention education for over 30 years, we at BeatCancer.org are constantly teaching people about the health benefits of water. Quality hydration is one of the most important aspects of any wellness program -- whether for sports performance, optimal weight and energy, or disease protection.

Our bodies are about 70% water, and we should be consuming at least half our weight in ounces of pure water daily. Water transports nutrients required for cell metabolism and removes waste substances that can damage cells. It helps flush the eliminatory organs, preventing chemicals and other toxins from accumulating in the body. Most of us are chronically dehydrated because we drink too little water, consume dehydrating beverages like coffee and soda, eat foods with no water content (i.e., few fruits and vegetables), and/or lose liters of water daily through vigorous exercise and normal body functions.

The quality of the water we drink is as important as the quantity of water. Other than purity, there are three important properties of healthful water: oxygenation / antioxidant potential, micro-clustering, and alkalinity.

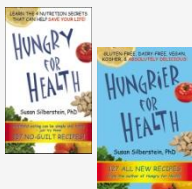
When water has been ionized, it is more alkaline, contains a higher oxygen to hydrogen ratio than normal H₂O, has extra electrons (a healthful negative charge), and contains millions of natural antioxidant bubbles called hydroxyl ions, which are free radical scavengers. Negative ORP (Oxidation-Reduction Potential), characteristic of ionized water and fresh uncooked foods, is beneficial to our body in that it decreases oxidation and aging. Positive ORP, found in tap water, some bottled waters, and cooked foods, increases oxidation.

- Do you love to run, bike, swim, row, play ball or engage in any other physical exercise?
- Do you want to dedicate your personal or group activity to a greater cause?
- Then race for a reason! Take the **BeatCancer Challenge** and help raise funds for cancer prevention!

It's so simple: Just visit www.BeatCancerChallenge.com.

- Create your own online fundraising page.
- Set a fundraising \$\$ goal.
- Send the link to your family, friends and co-workers and ask them to make an online donation of \$1 per mile, point, minute or hour -- or contribute any amount -- to honor your efforts.
- Funds collected through your web page will be tracked, acknowledged, and sent directly to **BeatCancer.org**.
- For more information, contact MFiorello@BeatCancer.org

HELP RAISE FUN AND FUNDS FOR BEATCANCER.ORG!



Host a

Hungry for Health Dinner Party!

Do you enjoy cooking? Do you enjoy healthy eating? Do you care about cancer prevention? Do you want to help BeatCancer.org?

Get together with your friends, have some fun, prepare simple, healthful, delicious recipes, and help support our work!

- Prepare recipes from *Hungry for Health* & *Hungrier for Health*
- Invite your friends and family over to share a culinary & fun-filled experience with dishes from Susan Silberstein's best selling recipe books
- Raise \$\$\$\$ for BeatCancer.org by selling our cookbooks, demonstrating our

Water molecules come in clusters rather than single molecules. Tap water has very large clusters of molecules, whereas research has demonstrated that the ideal size for water to get into our cells is under six clustered molecules. Because the ionization process breaks the electrical bonding of water molecules and restructures the water down to smaller clusters, the resulting micro-clustered water is more easily absorbed into the cells, thereby providing superior cellular hydration and detoxification.

Water is the most crucial factor in establishing and maintaining proper acid-alkaline balance. PH (Potential Hydrogen) is a measure of relative acidity or alkalinity, with 0 at the extreme acid end of the scale and 14 at the extreme alkaline end. The blood stream seeks to maintain a consistent pH balance of 7.3 or 7.4, but poor quality diet, stress, environmental toxins, and medications can cause our metabolic pH to become too acidic. Because disease thrives in acidosis, drinking alkaline water is the fastest way to positively impact health and eradicate inflammation caused by excess acidity. High pH water (about 9.5) can alkalize the body at the cellular level and help the blood stream maintain its appropriate pH. This, in turn, helps to increase energy, improve sleep, reduce pain, eliminate acid reflux, normalize blood pressure and weight, and resist disease.

Some fascinating Japanese research with 40,000 chickens illustrates the health benefits of alkaline water. All received the same feed, but one group was given regular ground water and the other group mineral alkaline water. After one month, the mortality rate of the chicks on the alkaline water was one-eighth the rate of the regular water group. After two months on the alkaline water, diabetic animals demonstrated a 34% reduction in blood sugar levels as compared with the regular water group; also noted were drops in cholesterol values. Most impressive were the cancer results. After only 15 days, the number, size and weight of cancerous tumors were 50% lower in the alkaline water group than they were in the regular water group (McMillan FD, *J Am Vet Med Assoc* 1999; 215(7):992-9).

High alkalinity and high oxygen are two factors of particular interest to us in our cancer work. Research has shown that the best way to prevent cancer or to keep it from recurring is to provide an inhospitable environment in which cancer cells cannot grow. Nobel prize winner Dr. Otto Warburg showed that cancer thrives in a low oxygen, highly acidic environment. Oxygen destroys cancer cells as well as bacterial and viral invaders. Alkaline ionized water helps increase the level of oxygen in the body by enabling more oxygen to attach to hemoglobin binding sites in the blood.

Ionized mineral alkaline water acts as a conductor of electrochemical activity from cell to cell. It can help the body resist disease and slow aging by increasing intracellular hydration, replenishing essential minerals, and protecting cells from free radical damage. However, not everyone wants to purchase an ionizer. For convenience and

recipes and creating a BeatCancer Benefit Dinner

- Pick a recipe from each category like soups, entrees and desserts
- Get your friends involved to help prepare the dishes, learn & enjoy
-

For more information contact Maria Fiorello, Program Coordinator, at 610-642-4810 or MFiorello@BeatCancer.org.

IN LIEU OF FLOWERS...

When a loved one dies, please consider requesting that those who wish to honor his or her memory make a tax-deductible donation to BeatCancer.org.

The spirit of your family member or friend will live on in the lives that you help us to save! All donations are promptly acknowledged to the donor and announced to the family of the deceased.

DONATE NOW ONLINE

Donations may also be mailed to CACE, PO Box 48, Wynnewood, PA 19096



Do you shop online? Do you order from merchants like Amazon, HSN, Home Depot, Borders, QVC, Babies R Us, Macy's, Old Navy, Best Buy, or other online store? Do you book online for car rentals, airlines, or hotels? Here's a fabulous chance to help BeatCancer.org without spending an extra dime!

BeatCancer.org has partnered with **We-Care.com** to raise money for our cause while offering you access to over 1300 merchants, coupons and special offers. Together we can turn money that's already being spent into support for our work. And it's so simple! Just visit www.We-Care.com (remember the hyphen!) At **Search for a Cause**, type in **Center for Advancement**, and click on **Make this my cause**. Then, every time you plan to shop online, go to We-Care.com, and BeatCancer.org will automatically be associated with your order.

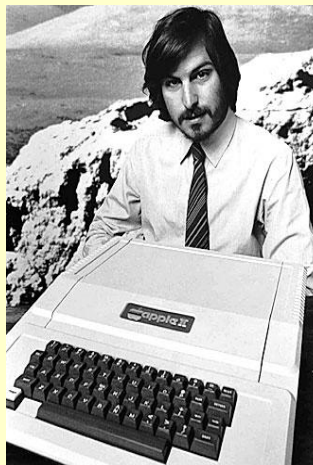
accessibility, bottled water is still in high demand. But which brand is best?

There are at least eight factors to take into account before answering that question, including the water's source, purity, pH, oxygenation, hydration, bottle, taste and cost. Many brands score high in some areas but low in others. However, very few, if any, score high in all areas.

Recently, BeatCancer.org discovered a very high quality bottled water, PH Performance water -- exceptional in that it scores high in every single area! It is 100% natural spring water bottled at the source, has an alkaline pH of 9.5, offers superior oxygen bioavailability, is micro-clustered for better absorption, comes in a hard plastic bottle that is 100% biodegradable, is cost competitive, and tastes great! PH Performance water, with its highly alkaline pH and its extra oxygenating and hydrating capacity, is our drinking water of choice, and we are thrilled to recommend it to our readers.

PH Performance water is currently available in cases of 24, 16.9 ounce bottles. The price per bottle shipped directly to your door is actually less than the retail price you would pay at the store. Philadelphia and South Jersey area residents can save even more with free delivery! For more information, call 888-884-2884 or visit www.pHPerformanceWater.com.

What Really Killed Steve Jobs?



Steve Jobs introduced the Apple II computer in 1977, the same year that the Center for Advancement in Cancer Education was founded after the tragic cancer death of Susan Silberstein's young husband, 35 years ago this February.

This past October, Jobs died of pancreatic cancer, first diagnosed about eight years earlier. He had a rare form of the disease -- an islet cell neuroendocrine tumor -- which generally grows much more slowly than the more common, deadlier adenocarcinoma of the pancreas. (The latter usually has a life expectancy of one year and is deemed incurable by conventional standards.) With Jobs' tumor, surgery is potentially curative in early stage disease.

Always a risk-taker, Jobs delayed surgery for nine months and pursued acupuncture, juicing, herbal remedies, and a vegan diet. Many believe that the alternative therapies were useless and that the surgical delay caused the disease to spread. Not Dr. John McDougall. According to The McDougall Newsletter, the cancer had probably been growing for decades before Jobs' diagnosis in 2003, it had metastasized when he was a young man, and it was "unstoppable by any means." McDougall believes that Jobs' vegan diet probably prolonged his life and that his doctors' pressure to re-introduce meat probably hastened his demise. (<http://www.drmcDougall.com/misc/2011nl/nov/jobs.pdf>)

Please share this with everyone you know!
THANK YOU!



Recipe of the Month

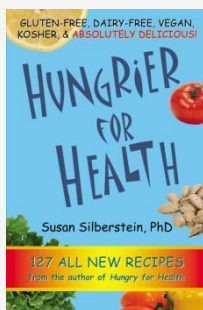
Coconut Curry Quinoa Stew

2 T extra virgin olive oil
1 medium leek, thinly sliced crosswise
1 small zucchini, cubed
1 medium carrot, peeled and sliced into thin pennies
2 ribs celery, diced
½ small yellow pepper, diced
2 t curry powder
1 t ground cumin
1 C uncooked quinoa
1 C water
½ t sea salt
Dash black pepper
1 cinnamon stick
2/3 C cooked chickpeas
1 ½ C light coconut milk
¼ C raisins (optional)

In a deep stew pot add olive oil and leek and cook for 2 minutes over medium heat, stirring often. Add carrots and cook 2 minutes more. Stir in all of the other ingredients, cover, and simmer about 15 minutes, or until the quinoa soaks up all of the liquid. Remove cinnamon stick and serve.

Yield: 4 servings

This is one of 127 simple, no-guilt, healthful, delicious recipes from Susan Silberstein's vegan and gluten-free recipe book *Hungrier for Health*.



[Order Now](#)

While surgical speculations abound, we at BeatCancer.org believe another important factor was at work: *It is very likely that his liver transplant actually killed him.*

Transplant patients are given immuno-suppressive drugs to prevent their bodies from rejecting foreign tissue. According to Nicholas Nissen, assistant director of the Multi Organ Transplant Program at Cedars-Sinai Medical Center in Los Angeles, "Immune-suppressing drugs may increase the risk of the cancer coming back, and if it does come back, it may be harder to fight."

The immuno-surveillance theory, first expounded in the 1970s, plays a major role in the BeatCancer philosophy and is beginning to command increasing attention among some medical professionals. The approach suggests that a prime factor in cancer is a breakdown in the immune function of the body.

In a striking case described by Ronald Glasser in *The Body is the Hero*, a kidney with undetected cancer cells was transplanted into a patient. A few days after the customary course of immuno-suppressive therapy, the transplanted kidney was found to have a cancerous mass, and metastatic tumors were detected in both lungs. There was no choice but to discontinue the immuno-suppressive drugs. Within days, the patient's immune system normalized and the tumors began to shrink. Of course, rejection set in, the transplanted kidney had to be removed, and the patient was put back on dialysis; but he survived without any further evidence of cancer.

This important piece of evidence should be considered by every oncologist, as its implications for cancer therapy are significant. Whether or not chemotherapy is administered, the real determinant of survival is how well the body's immune system functions. At BeatCancer.org, we help patients every day to optimize immune system performance. To take advantage of our individualized telephone counseling services (offered on a donation basis), call 610-642-4810.

At the Podium

PENNSYLVANIA

T. Colin Campbell, PhD
Turning Cancer On and Off

Date: February 29, 2012

Time: 7:00 pm - 9:00 pm

Venue: Irvine Auditorium
University of Pennsylvania

NW corner, 34th & Spruce Sts., Phila.



Dr. Campbell is Professor Emeritus of Nutritional Biochemistry at Cornell University and the world's foremost authority on nutrition's role in the genesis and reversal of cancer, diabetes and other chronic diseases. He has authored over 300 peer-reviewed articles as well as the best-selling book, *The China Study* (2005). He served as one of four principal investigators of the world's most comprehensive human nutrition study, The Cornell-Oxford-China

Project, which ran for 20 years and was called by the NY Times the "grand prix of epidemiology". He has appeared on numerous television and radio shows and has been the subject of several movies, including *Forks Over Knives*.

Beat Cancer Kits

Do you have your plan to Beat Cancer?

Check out our empowering multi-media
Beat Cancer Kit series!



To find out more information and order the kits, click on the following links:

[Beat Cancer Diet Kit](#)
[Order Diet Kit](#)

[Beat Breast Cancer Kit](#)
[Order Breast Kit](#)

[Beat Cancer Tool Kit](#)
[Order Tool Kit](#)

Have you tried our healthy, delicious
snack bars?
Support [BeatCancer.org](#) everytime
you snack!



Hungry for Health
snack bars are wheat-free, dairy-free and
soy-free, and are loaded with antioxidants,
immune-boosting fats, fiber and protein.

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Admission: \$10 [REGISTER NOW](#)

Information on this event: Ba.rogers@comcast.net

BeatCancer.org Director [Dr. Susan Silberstein](#)
will be lecturing soon in



VIRGINIA 2/17 - Lynchburg
FLORIDA 2/27 - Daytona Beach
2/28 - Vero Beach
3/3 - West Palm Beach
IOWA 3/12 - Des Moines
3/13 - Atlantic
NEBRASKA 3/14 - Omaha
3/15 - Lincoln

For more information on any of these events, email:
Info@BeatCancer.org

Become a certified cancer coach!

BeatCancer.org

Center for Advancement in Cancer Education

CERTIFIED CANCER SUPPORT EDUCATOR

Next training Sat-Sun April 21-22, Wynnewood, PA

Who should consider this program?

- Nurses, psychologists, social workers, support group leaders, cancer coaches, and other health professionals that currently offer or wish to offer integrative, holistic, complementary or alternative resources, counseling and therapies for people and families dealing with cancer-related concerns
- Trainings at your clinical site also available

Program benefits:

- Expand your client base
- Enhance the quality of your service
- Receive training from an experienced, knowledgeable, dynamic educator
- Learn practical information that can directly impact the health of your clients
- Improve your revenue stream

You will learn:

- The shortcomings of traditional cancer support services

- Key elements to make your cancer support program stand out
- The advantages of a patient-driven over a protocol-driven program
- How to do a holistic intake and make a holistic needs assessment
- The difference between a tumor-oriented and a host-oriented approach
- Criteria for evaluating alternative cancer therapies
- Rationales for implementing CAM cancer treatments
- How to design an individualized holistic game plan
- Fascinating patient case stories
- Resources for minimizing treatment side effects
- How to help your patients prevent recurrence
- The advantages of nutrition in a cancer treatment program
- Foods to include and foods to avoid and why
- How to guide patients in making dietary changes
- The crucial importance of detoxification
- Key detoxification methods
- The best ways to deal with pain
- Essential educational resources
- The powerful connection between stress and cancer
- How to help patients benefit from their disease experience
- Appropriate ways to empower patients to make informed decisions
- When to refer cases out and where

For more information, MFiorello@BeatCancer.org