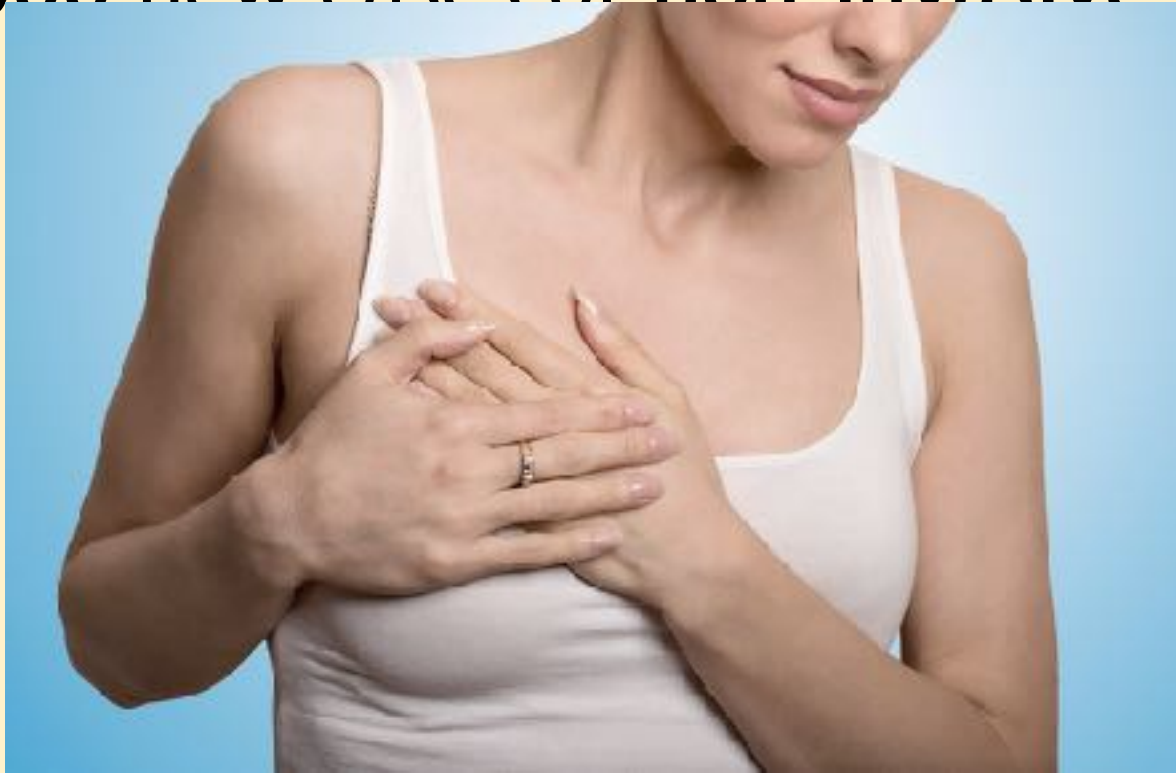


Breast Cancer

Dr. John Bergman

Breast Cancer Statistics

- **1 in 8** women will develop **invasive breast cancer** in the U.S.
- In 2016, an estimated **246,660** new cases of **invasive breast cancer** are expected to be diagnosed in women in the U.S., along with **61,000** new cases of **non-invasive** (in situ) breast cancer.



(Source ²⁷)

Cancer Statistics

- Early 1900's: 1 in 20 got cancer
 - 1940's: 1 in 16
 - 1970's: 1 in 10
 - 2016: 1 in 2 people will get cancer ¹⁴
- Over 500,000 deaths from cancer every year in the U.S.
 - In 2011: cancer was the #1 cause of Death in the Western world ¹³
 - The World Health Organization (WHO) predicts that deaths from cancer will double by the year 2030 ¹⁵

The Pink Ribbon

- The international symbol of breast cancer awareness
- Sold as **Fundraisers** to support breast cancer awareness
- Represents **Fear** of breast cancer, **hope** for the future and the **charitable goodness** of people and businesses that support the breast cancer movement



History of the Pink Ribbon

- Originally derived from the red ribbon for AIDS awareness month
- In the early 1990s: 68-year-old **Charlotte Haley** developed a peach-colored ribbon to encourage the **National Cancer Institute** to increase its budget for cancer prevention research.

Her ribbons were attached to cards that read:

“The National Cancer Institute annual budget is \$1.8 billion, only 5 percent goes for cancer prevention. Help us wake up our legislators and America by wearing this ribbon.”



History of the Pink Ribbon

- Haley was approached by Estee Lauder and Self Magazine (women's Health magazine) to promote their products
- Haley refused because she felt it was purely for commercial purposes and they developed a light pink ribbon to circumvent Haley's efforts to stop them ^{4,5}
- Estee Lauder like many companies uses the pink ribbon to promote products that contain cancer causing chemicals
- 1992: Adopted as the official symbol of National Breast Cancer Awareness Month ¹



Pinkwashing

- **“Pinkwashing”** = the misuse of marketing campaigns by businesses using the pink ribbon on their products
- Since the Pink Ribbon is **considered public domain and isn’t trademarked**, it’s more open to being abused by businesses that donate little or none of their revenue to breast cancer research.
- Critics say that the feel-good nature of pink ribbons and pink consumption **distracts society from the lack of progress on preventing and curing breast cancer.**
- Breast Cancer Action launched the **“Think Before You Pink”** campaign and said that businesses have co-opted the pink campaign to promote products that cause breast cancer such as alcoholic beverages ²

“Pink Ribbon Blues: How Breast Cancer Culture Undermines Women’s Health” ¹

Pinkwashing Companies and Products

KFC- Kentucky Fried Chicken

- Featured pink buckets of fried chicken, **Buckets for the Cure**
- The **National Cancer Institute** recommends that people avoid meats cooked at high heat, like fried chicken.



Pinkwashing Companies and Products

Avon Company

- The **Environmental Working Group's Skin Deep database** classifies more than 140 of Avon's products as "high hazard" due to the presence of hormone disruptors, neurotoxins, and possible carcinogens. ⁶

Estee Lauder

- Products also contain reproductive toxins, hormone-disrupting chemicals, and carcinogens
- Estée Lauder also opposed a **2005 California bill** that required cosmetics firms to disclose their use of chemicals linked to cancer or birth defects. ⁷



Pinkwashing Companies and Products

Ford, Mercedes, BMW and Fiat

- Exhaust emissions contain toxic chemicals such as benzo[a]pyrene, dibenz[a,h]anthracene, benzene, and 1,3-butadiene
- occupational exposure to 1,3-butadiene suggests increased rates of multiple cancers, including the **amplified risk of mammary tumors**, according to the International Agency for Research on Chemicals ⁸



Pinkwashing Companies and Products

Chambord

- Liquor company that hosts a “Cupcakes and Cocktails fundraiser
- Both the **American Cancer Society** and the **National Cancer Institute** say even moderate drinking increases breast cancer risk. “Anybody trying to sell alcohol to promote breast cancer awareness should be ashamed of themselves,” Barbara Brenner, executive director of **Breast Cancer Action** ¹²



Pinkwashing Companies and Products

Susan G. Komen's Promise Me (Perfume)

- Contains a number of suspect chemicals not listed in the ingredients, according to a third-party analysis contracted by **Breast Cancer Action**.¹⁰
- Contains galaxolide a hormone disruptor that's been detected in blood, breast milk, and newborns and toluene which is a neurotoxin banned by the **International Fragrance Association** for a variety of demonstrated health effects
- Only \$1.51, or 3 percent of each \$59 sale, will actually go to furthering breast-cancer research.¹¹



Follow the Money like a Detective

1. The Pink Ribbon raises funds for several Organizations
2. Massive Income used to promote and fund Mammograms

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The Cost of Cancer

In the U.S.

- Cancer is the **most expensive** “per person” illness to treat ¹⁶
- **\$6 billion** of taxpayer funds are cycled through various federal agencies for cancer research such as the National Cancer Institute (NCI)
- NCI states that the medical costs of cancer are **\$125 billion**, with a projected 39% increase to **\$173 billion** by 2020

The Business of Cancer

- Cost of Chemotherapy
- Median price about **\$10,000**
- Some cancer drugs cost more than **\$35,000** each per month of treatment²⁰
- Chemotherapy can last **6 to 12 months**
- Generally costs over **\$100,000 per year**

In One Year²⁵

- Gleevec grossed **\$4.3 billion**.
- Roche's Herceptin (the HER2 drug) **\$6 billion**
- Avastin **\$7.4 billion**
- Pfizer projects its annual cancer drug returns will be **\$11 billion** by 2018²⁴

The Business of Cancer

- Over **100 Billion Dollars PER YEAR** is spent on cancer treatment ¹⁷
 - 60% of medical costs is covered by Obamacare
 - You must pay a large deductible, usually around \$50,000
 - Cost of medication isn't covered

Researchers estimate that the cure for cancer is worth **\$50 Trillion**



The Business of Breast Cancer

- In 2010, **National Institutes of Health**, the nation's top agency for health-related research, allocated **\$763 million** to the study of breast cancer
- In 2011, The **Department of Defense** **\$150 million** to fund breast cancer research
- An estimated **\$6 Billion** is raised every year in the name of breast cancer which goes to roughly **1,400 IRS-recognized, tax-exempt charities in the U.S.** ²⁶
- Susan G. Komen for the Cure grossed **\$420 million** last year
- 2008 Study: Breast cancer screening is a **\$2.1 billion-a-year business** that is projected to compound by 5.4 percent a year ⁶¹

Breast Exams and Mammography

- Yearly mammograms at age 45
- Regular mammograms should continue for as long as a woman is in good health
- Breast exams, either from a medical provider or self-exams, are **no longer recommended**

“The goal of screening mammograms is to find breast cancer early, when treatment is more likely to be successful. But mammograms aren’t perfect, and they do have **risks**. Sometimes mammograms find something suspicious that turns out to be **harmless**, but must be checked out through more tests that also carry risks including pain, anxiety, and other side effects.”

(According to the American Cancer Society ²⁹)

The Risks of Mammography

Screening tests have risks.

- Some screening tests can cause serious problems.
- False-positive test results are possible.
- False-negative test results are possible.
- **Finding the cancer may not improve the person's health or help the person live longer.**

(According to the National Cancer Institute ³⁰)

The Risks of Mammography

False Positives

“Screening test results may appear to be abnormal even though there is no cancer. A false-positive test result (one that shows there is cancer when there really isn't) can cause anxiety and is usually followed by more tests and procedures, which also have risks.”

Mammograms Don't Prevent Death

“Some cancers never cause symptoms or become life-threatening, but if found by a screening test, the cancer may be treated. There is no way to know if treating the cancer would help the person live longer than if no treatment were given. In both teenagers and adults, there is an increased risk of suicide in the first year after being diagnosed with cancer.”

Mammograms Can Cause Breast Cancer

“Being exposed to radiation is a risk factor for breast cancer. The risk of breast cancer from radiation exposure is higher in women who received radiation”

(According to the National Cancer Institute ³⁰)

Studies on Mammograms

- Despite all the studies listed here most physicians continue to recommend mammograms for fear of being sued by a woman who develops breast cancer after he did not advise her to get one.
- A mammogram uses **200 times** more radiation than a chest x-ray
- **600% higher genotoxicity/carcinogenicity** associated with the specific "low-energy" wavelengths used in mammography
- They are **300-400%** more carcinogenic than the "higher energy" radiation given off by **atomic bomb blasts**

(Source ^{34, 39, 42})

Studies on Mammograms

“Controversy exists regarding the biological effectiveness of low energy x-rays used for mammography breast screening. Recent radiobiology studies have provided compelling evidence that these low energy x-rays may be **4 times** more effective in causing mutational damage than higher energy x-rays.”

(Journal of Radiology Protection ⁴³)

“This suggests that the risks associated with mammography screening may be approximately **five times** higher than previously assumed and that the risk-benefit relationship of mammography exposures may need to be re-examined.”

(Radiation Research Journal ⁴⁵)

Studies on Mammograms

Mammograms Do more Harm than Good

“This analysis supports the claim that the introduction of breast cancer screening might have caused **net harm for up to 10 years** after the start of screening.”

(British Medical Journal ³³)

Mammograms cause increased risk of Breast Cancer

“In this large European study among **carriers of BRCA1/2 mutations**, exposure to diagnostic radiation before age 30 was associated with an **increased risk of breast cancer**”

(British Medical Journal ⁵⁰)

Largest Study ever Done on Mammograms

- Study lasted 25 years
- Involved 90,000 women
- Found that death rates from breast cancer were the same in women who got mammograms as those who didn't

“In conclusion, our data show that annual mammography **does not result** in a **reduction** in breast cancer specific mortality. The data suggest that the value of mammography screening should be reassessed.”

(British Medical Journal ⁴⁹)

Mammogram Systematic Review

In order to Save One Life:

- 2,000 women must be screened for 10 years
- 200 women will get false positives, and
- 10 will receive surgery and/or chemotherapy even though they do not actually have cancer

“Screening led to 30% overdiagnosis and overtreatment, or an absolute risk increase of 0.5%. It is thus not clear whether screening does more good than harm.”

(Cochrane Database Systematic Review ³²)

“Why Cancer screening has never been shown to save lives”

“Despite growing appreciation of the harms of cancer screening, advocates still claim that it **“saves lives.”** This assertion rests, however, on **reductions in disease specific mortality rather than overall mortality.**”

“A systematic review of meta-analyses of cancer screening trials found that **3 of 10 (33%)** showed reductions in disease specific mortality and that **none showed reductions in overall mortality.**”

(British Medical Journal, 2015 ²⁸)

"Overdiagnosis and Overtreatment in Cancer"

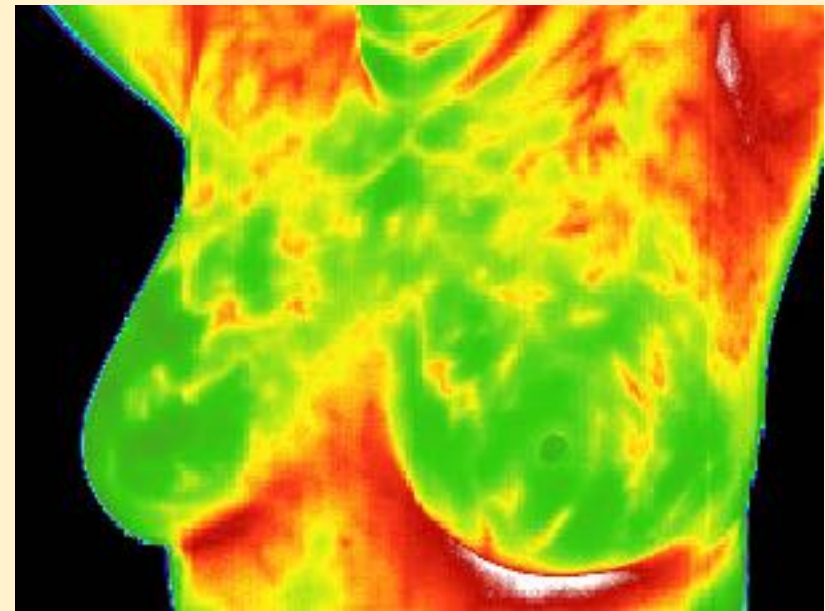
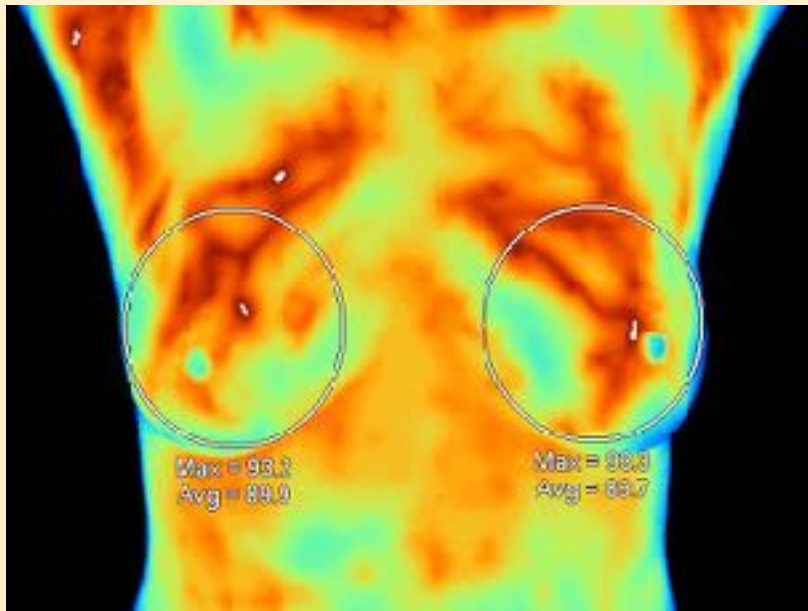
- after **30 years** of cancer screening with an emphasis on '**detecting cancer early,**' the goals of such campaigns to reduce the rate of late-stage disease and decrease **cancer mortality** has clearly not been realized.

"What has emerged has been an appreciation of **the complexity of the pathologic condition called cancer.** The word "cancer" often invokes the specter of an inexorably lethal process; however, cancers are heterogeneous and can follow multiple paths, not all of which progress to metastases and death, and include indolent disease that causes no harm during the patient's lifetime. Better biology alone can explain better outcomes."

Journal of the American Medical Association (JAMA) ³⁶

Thermography

- Measures the **radiation of infrared heat** from your body and translates the information into anatomical images
- Uses no mechanical pressure or ionizing radiation
- Can detect signs of breast cancer as much as 10 years earlier than either mammography or a physical exam
- Mammography cannot detect a tumor until after it has been growing for years



Non-Invasive vs. Invasive Breast Cancer

Non-Invasive

- Ductal Carcinoma In Situ (DCIS)
 - DCIS is a non-invasive cancer that stays inside the milk duct.
- Lobular Carcinoma In Situ (LCIS)
 - LCIS is an overgrowth of cells that stay inside the lobule.

Invasive Ductal Carcinoma

- **The most common type of breast cancer**, invasive ductal carcinoma begins in the milk duct but has grown into the surrounding normal tissue inside the breast.

Non-Invasive Breast Cancer

- Before Mammography only **3%** of detected breast cancer were identified as DCIS ³⁷
- Now, over **1/3** of screen-detected early cancers are DCIS

- **As a result of DCIS diagnosis:**
 - 33% receive breast removal (mastectomy)
 - 48% receive a lumpectomy and radiation
 - 16% receive a lumpectomy
 - 3% do nothing

Non-Invasive Breast Cancer

25 Year Long Study: International Journal of Cancer

80% of early-stage breast cancers **Do Not progress** to more concerning form (invasive breast cancer) even after 20 years

Analysis of 25 years of Breast Cancer Screening

"Use of the term "cancer" should be reserved for describing lesions with a reasonable likelihood of lethal progression if left untreated. Premalignant conditions (e.g., ductal carcinoma in situ) **should not be labeled as cancers or neoplasia**, nor should the word "cancer" be in the name.

Journal of the American Medical Association (JAMA) ³⁶

Invasive Breast Cancer can Spontaneously Regress

"Tumors were detected on screening that would never have led to clinical symptoms, in **1.3 million U.S. women** over the past 30 years."

"We believe that many invasive breast cancers detected by repeated mammography screening **Do Not** persist to be detected by screening at the end of 6 years, suggesting that the natural course of many of the screen-detected invasive breast cancers is to **spontaneously regress**."

(New England Journal of Medicine ^{35, 37})

Chemotherapy

- Damages the rapidly multiplying and dividing cells of the body such as your:
 - Bone marrow, which produces blood
 - Digestive system
 - Reproductive system
 - Hair follicles

“The overall contribution of cytotoxic chemotherapy to 5-year survival in adults was estimated to be **2.3%** in Australia and **2.1%** in the USA”

(Journal of Clinical Oncology) ²²

Chemotherapy

“Aside from certain rare cancers, it is not possible to detect any sudden changes in the death rates for any of the major cancers that could be credited to chemotherapy. Whether any of the common cancers can be cured by chemotherapy has yet to be established.”

(Professor John Cairns from Harvard University) ²¹

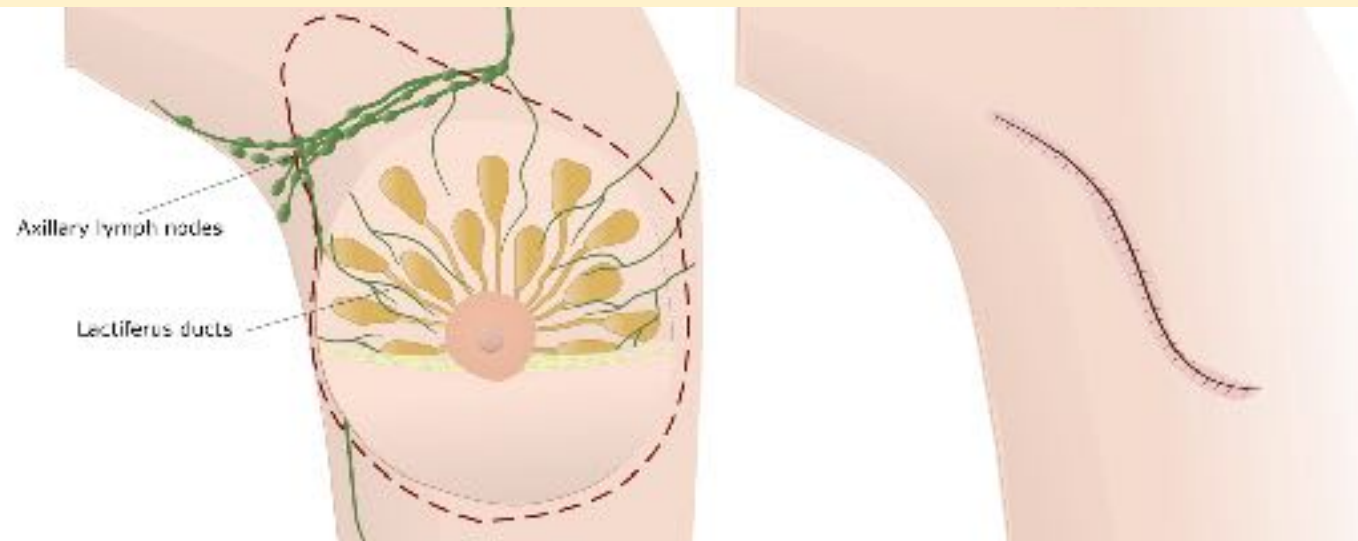


Mastectomy

- Surgery involving removal of the whole breast including the nipple and one or more lymph nodes from the armpit.

Effects after Surgery

- Fluid collection in the breast and armpit = **Seroma**
- **Nerve Damage** to the arm and shoulder
- **Lymphedema** of the arm breast, hand and chest
- Removing Lymph Nodes makes you susceptible to **more serious illnesses**



The U.S. Government Admits Chemotherapy and Radiation Cause Cancer

“Current approaches to combat cancer rely primarily on the use of chemical and radiation, which are themselves **carcinogenic** and may promote recurrences and the development of metastatic disease.”

The US Government admits that conventional treatments cause cancer in documents for their patent designed to steal Dr. Burzynski's cancer cure.

(Patent No. 5,605,930. “Compositions and methods for treating and preventing pathological conditions” issued 1997 U.S. Patent and Trademark Office)



Winning the War on Cancer or Accumulating Wealth?

“The American Cancer Society is more interested in accumulating **wealth** than saving lives.”

(Chronicles of Philanthropy 1992)

“Everyone should know that most cancer research is largely a **fraud.**”

(Dr. Linus Pauling 1986, Nobel Laureate)

“From 1920 to the present time, we have made **little progress** in the treatment of adult cancers. So, a person who gets prostate cancer or breast cancer today will live as long as a person who got it in 1920.”

(Charles B. Simone, M.MS., M.D., Founder, Simone Protective Cancer Center)

Winning the War on Cancer or Accumulating Wealth?

“Why are people terrified when they hear the word cancer? Because they know it [conventional cancer treatment] doesn’t work.”

(Dr. Julian Whitaker, M.D. Founder, Whitaker Wellness Institute)

“Breast Cancer Awareness Month was actually initiated by the companies that make **Tamoxifen**. The devices for mammograms are made by General Electric and General Electric is in a relationship with the people behind Breast Cancer Awareness Month, so there is a huge industry that is invested in breast cancer. Although **the goal is noble**, to me it is obscene that these companies are using the symbol of the pink ribbon for commercial purposes only. **Very few dollars ever make it to really help women.**”

Dr. Sherrill Sellman, author of
“What Women **MUST** Know to Protect
their Daughters from Breast Cancer” ¹⁹

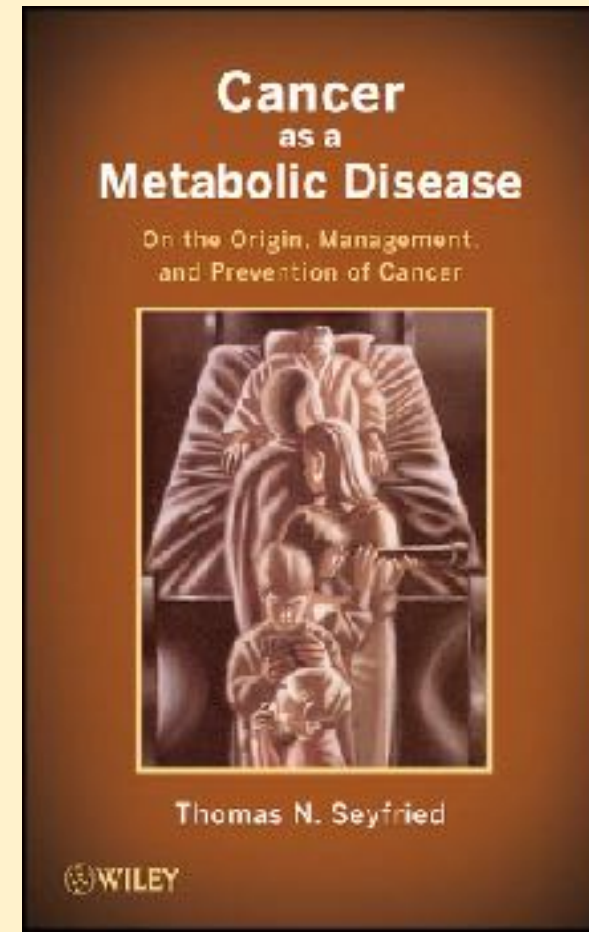
Cancer is a Metabolic Disease, NOT a Genetic Disease

- Dr. Thomas N. Seyfried: world renowned researcher in the field of Genetics and Biochemistry
- Spent the majority of career researching cancer and genetics

In his book, “Cancer as a Metabolic Disease” he concludes:

No real progress has been made in the management of advanced or metastatic cancer for more than 40 years. The number of people dying each year and each day has changed little in more than 10 years.

Source ^{19, 23}

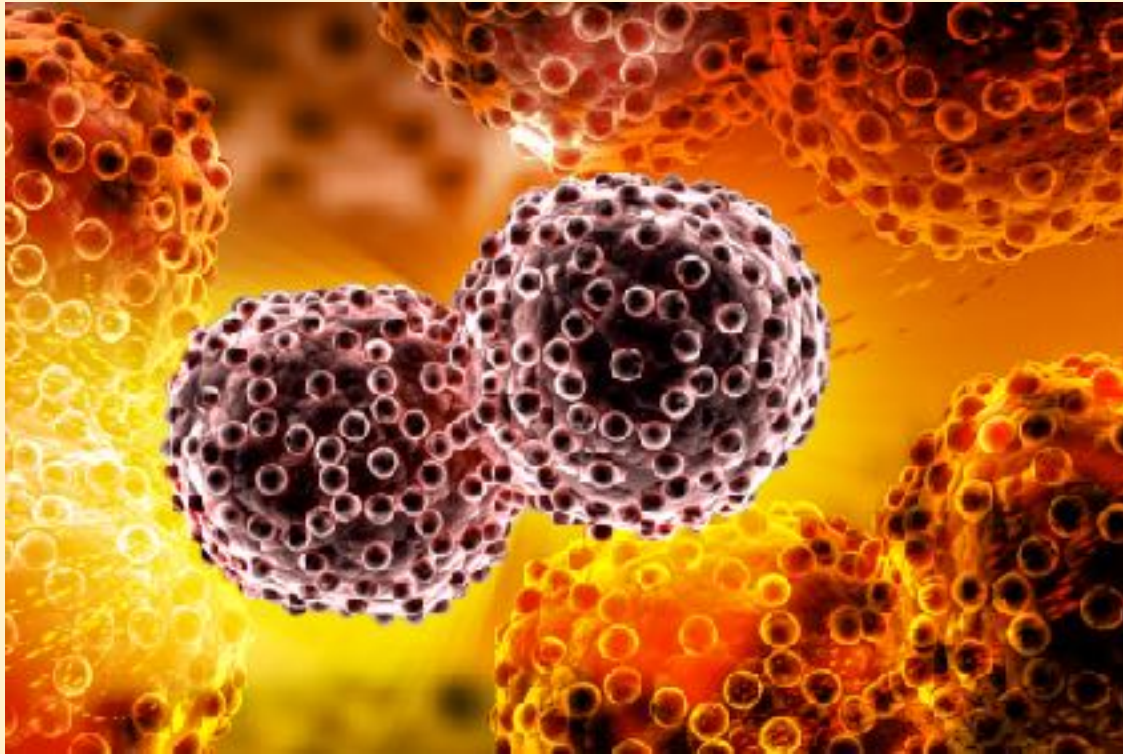


Cancer is a Metabolic Disease, NOT a Genetic Disease

- The view that most cancer is a **genetic** disease is **no longer credible**.
- Most cancer, regardless of cell or tissue origin, is a singular disease of respiratory insufficiency coupled with compensatory fermentation. There are not really hundreds of cancer types that need to be studied separately. There is a common mechanism for treating all cancers.

Some factors that can cause respiratory insufficiency and cancer include:

- Age
- Viral
- Infections
- Hypoxia
- Inflammation
- Environmental Toxins
- Radiation
- Carcinogens



Cancer is a Metabolic Disease, NOT a Genetic Disease

- Cancer cells depend largely on glucose and glutamine metabolism for survival, growth, and proliferation.
- Restricted access to glucose and glutamine will compromise cancer cell growth and survival. **When cancer cells do not have glucose to nourish them, they die.**
- Protection of mitochondria from oxidative damage will prevent or reduce risk of cancer. **Antioxidants prevent cancer.**
- Lifestyle changes will be needed to manage and prevent cancer. This means that **there is no magic pill** that we can take to prevent or cure cancer. We must change our relationship with food and lifestyle to prevent and cure cancer.
- A new era will emerge for cancer management and prevention, once cancer becomes recognized as a metabolic disease.

The 5 Keys to Health and Healing



Proper nerve supply



Regular Exercise



Proper Nutrition



Sufficient Rest



Prayer and Meditation

Vitamin D

- Calcitriol (activated Vitamin D) the most potent steroid hormone in your body
- Vitamin D levels are low in people with cancer
- Induces cell differentiation and controls cell proliferation
- There are over **830 peer reviewed scientific** studies showing its effectiveness in the treatment of cancer. ⁵²
- Normalizing your vitamin D levels will **reduce your risk of cancer by over 50 percent**, but there are a number of other strategies that are also important in your cancer-prevention plan. ^{53,54}



Vitamin C

- 15-year long research project called RECNAC (cancer spelled backwards)
- Groundbreaking research in cell cultures showed that **vitamin C was *selectively cytotoxic* against cancer cells.**

"If you're going to treat cancer, you can't rely upon one modality. Even though we focus on I.V. vitamin C at our clinic, we measure nutrient levels.

We have people reexamine their diet. We encourage **detoxification** strategies, regular **exercise**, adequate **sleep**, improving interpersonal relationships... All of these can have a bearing on your outcome in cancer."

Dr. Ro



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Eggplant Extract

- Solasodine rhamnosyl glycosides (BEC)
- Found in the eggplant, tomato, potato, Bell peppers, and tobacco
- Impacts only cancerous cells leaving normal cells alone

"The mode of action of SRGs [glycoalkaloids solasodine rhamnosyl glycosides (BEC)] is unlike any current **antineoplastic [anti-tumor] agent**. Specific receptors for the SRGs present only on cancer cells but not normal cells are the first step of events that **lead to apoptosis in cancer cells only**, and this may explain why during treatment the cancer cells were being eliminated and normal cells were replacing the killed cancer cells with no scar tissue being formed."

Dr. Bill E. Cham, Leading BEC Researcher

Exercise

- 20-30% reduction in risk of breast cancer ⁵⁷
- Heavy lifting associated with 38% reduced risk of invasive breast cancer ⁵⁸
- Harvard Medical School researchers found patients who exercise moderately -- 3-5 hours a week had a reduced risk of breast cancer ⁶⁰

“Routine activity during the day at work or home may be related to reduced invasive breast cancer risk.”

(American Journal of Public Health ⁵⁸)

“Strenuous activity in teens and moderate activity after menopause may contribute to a reduction in breast cancer risk.”

(Journal of Cancer Causes and Control ⁵⁹)

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