



# pure

*a wellness magazine*

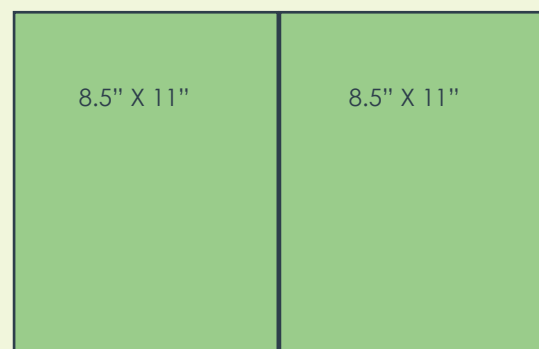
SPRING 2013 | VOLUME 1 | ISSUE 1

- Intro to Integrative Oncology
- Weightloss: The Best Recipe
- Thinking Outside the Backs
- Financial Diet

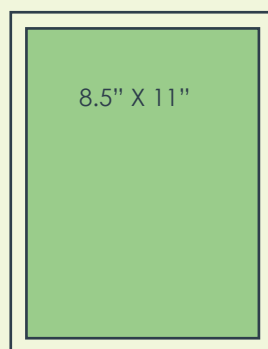
Pure Wellness Magazine is devoted to guiding you on your journey to whole health. Our integrative approach to whole health incorporates educating about cutting edge diagnostic techniques, treatments and clinical nutrition in conjunction with time-honoured botanical and homeopathic medicine.

Pure Wellness Magazine is founded in integrity of information. For us, that means being guided by a set of values that affect every decision we make with regard to our content. We consider our readership, advertisers, and local and global community when it comes to our articles.

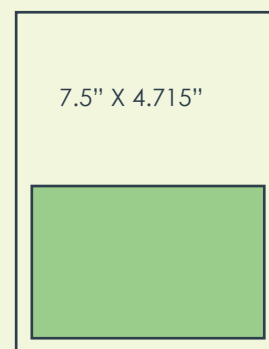
- *This magazine is Dr. Allan Price's vision - to inform the community abroad about the various practices involved in integrative medicine - and how they can benefit the reader and their family. It promises to promote education and all of the cutting edge information the field has to offer.*



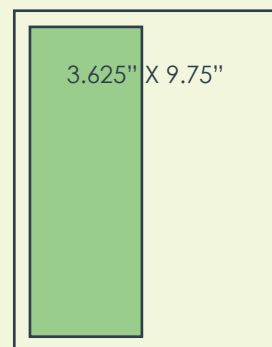
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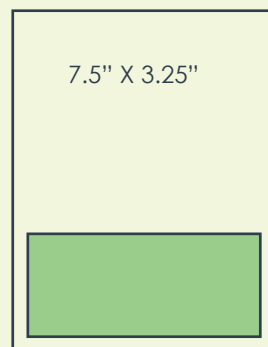
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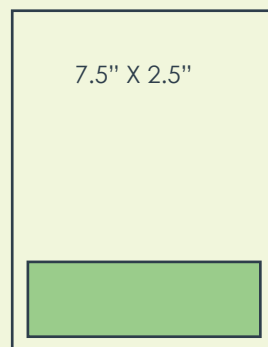
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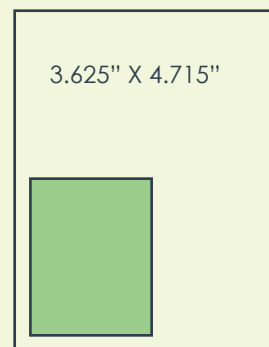
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# pure

a wellness magazine

SPRING 2013 | VOLUME 1 | ISSUE 1

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# Introducing Dr. Allan Price, ND

Pure Wellness Magazine <  
Editor in Chief

Dr. R. Allan Price, ND, received his Bachelor of Life Science at McMaster University in Hamilton and studied Nutritional Biochemistry at Laurentian University in Sudbury. He completed his post-graduate and ND-doctoral studies at the Canadian College of Naturopathic Medicine in Toronto and is currently pursuing his second doctorate in medicine as an MD. Additional post-doctoral studies include attending conferences, medical spas and educational courses around the world.

Highly respected by his colleagues for his efforts, studies and practice in the area of oncology since 2000, Dr. Price has recently gained an interest in age prevention and enjoys helping individuals attain bioidentical hormone therapy, anti-aging medicine and meso-cosmetic therapy for skin and organ revitalization.

His newest interests include IV Targeted Amino Acid Therapy for mood disorders and addiction treatment.

Dr. Price is a member in good standing with Naturopathic Doctors of Ontario (formerly-Ontario Association of Naturopathic Doctors), Canadian Association of Naturopathic Doctors, Canadian Society of Bioregulatory Medicine, Canadian Mesotherapy Association, International Society for Orthomolecular Medicine, International Society of Chelation Therapists, Academy of Comprehensive Integrative Medicine, American Academy for Advancement in Medicine, American Academy of Environmental Medicine, American Academy of Ozone Therapy, American Society of Clinical Oncology, Nutritional Oncology Research Institute and Oncology Academy of Naturopathic Physicians.

# Doc's Notes

Dr. Allan Price <  
Editor in Chief



As Chief Medical Director of Pure Wellness Group and Editor in Chief of this magazine, it is my privilege to welcome you to the inaugural edition of PURE – A Wellness Magazine.

I was born and raised in Walden, played hockey from the time I was 3, and lived on the water every summer of my childhood. My wife, Erin and I are raising our children in this community and have our naturopathic medical clinic here. Sudbury is our home and Northern Ontario is our neighbourhood.

We are committed to improving the health and quality of life of Northern Ontarians through our practice and with the information we share in this magazine. Be assured that every decision made regarding the content of this publication is guided by a set of values that reflect this commitment to truth in healthcare and compassion for every living soul.

PURE - A Wellness Magazine is founded on the integrity of information and devoted to guiding you on your journey to

whole health. Our integrative approach to whole health incorporates educating you, our reader, about cutting-edge diagnostic techniques, treatments, and clinical nutrition in conjunction with time-honoured body-mind-spirit therapies, traditional Asian medicine, whole foods, exercise, integrative and naturopathic medicine.

We consider our readership, advertisers, local and global community when it comes to each and every article we present. I hope you are able to feel our compassion and hear the truth when you read these articles.

Keep your stick on the ice,  
Doc Al

**Dr. R. Allan Price, B.Sc., ND**  
*Editor in Chief,*  
*Pure – A Wellness Magazine*  
**Chief Medical Director,**  
*Pure Wellness Group*

# AViiTA Wellness

Joanne St. Jean <  
AViiTA Wellness Centre de Sante



Aviita Wellness Centre opened in 2010 after countless hours of research by experienced therapist, and founder of Aviita, Joanne St Jean. Frustrated with the limited resources in the North and limitations of mainstream medicine, Joanne worked closely with Dr. Allan Price and the Pure Wellness Group to create a unique and effective wellness centre. Joanne’s goal for each client is to treat your body, mind and spirit to a complete and extraordinary reviving, destressing experience at Aviita Wellness Centre de Santé.

Aviita offers state of the art treatments in the alternative health field, such as mild hyperbaric oxygen chambers, ozone insufflation, vibration plate technology, colon hydrotherapy and pulsed electromagnetic field therapy.

Pulsed Electromagnetic Field therapy (PEMF) is a safe, non-invasive therapy that allows direct treatment to the site of injury and source of pain and inflammation and can provide a significant and rapid impact on pain caused by a variety of disease pathologies.<sup>1:2</sup> PEMF has received FDA approval for use in accelerating bone-healing, treatment of depression, and reduction of joint pain and swelling.<sup>1:3-5</sup>

Numerous peer-reviewed studies have demonstrated the disease modifying ability of treatment with PEMF including, but not limited to:

- Arthritis<sup>1,3,7,14</sup>
- Soft tissue injury and lesions<sup>1,3,14,19, 25,26</sup>
- Depression<sup>1,3,11-12</sup>
- Sports Injuries<sup>1-3,19,26</sup>
- Wound healing<sup>1, 3, 13</sup>
- Alzheimer’s<sup>6</sup>
- Headaches and concussions<sup>1-3,16</sup>
- Bone Healing<sup>3-5,8-9,14</sup>
- Nerve regeneration<sup>15,18,21</sup>
- Multiple Sclerosis<sup>15,18,22</sup>
- Tendonitis<sup>25</sup>
- Heart Disease and circulation<sup>10,14,15</sup>
- Pain management (Chronic, musculo-skeletal, neural)<sup>15,21, 25</sup>
- Parkinson’s<sup>22,23</sup>
- Osteoporosis<sup>14, 20</sup>
- Erectile dysfunction<sup>24</sup>



Aviita has numerous success stories with PEMF, in pain reduction and accelerating healing in clients with a variety of injuries and disorders; with results obvious in as little as 15 minutes. PEMF works to reduce pain, inflammation, the effects of stress on the body, improve energy, circulation, blood and tissue oxygenation, sleep quality, cellular detoxification and cell regeneration, re-energizing damaged and sick cells within the body, helping cells to rebalance dysfunction faster.<sup>3</sup>

In addition to cellular detoxification, whole body detoxification is possible through Colon Hydrotherapy – another service offered by Aviita with their state of the art, ergonomic hydrotherapy machine, allowing for a comfortable, elegant and dignified cleansing. At Aviita, PEMF is included with hydrotherapy sessions, to identify areas of distress and impaction and to reduce inflammation in the colon prior to cleansing.

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Colon hydrotherapy involves the controlled infusion of warm water into the rectum. It is a gentle process that hydrates built up waste, and stimulates peristalsis (the body's natural way to remove waste) to effectively eliminate waste and toxins from the colon, leaving you with a clean, hygienic, internal environment. Colon hydrotherapy can help relieve clients from symptoms of toxic build up such as: constipation, skin problems, allergies, indigestion, parasites, acid reflux, stress, fatigue, cravings, hemorrhoids, gas and bloating.

“...effectively eliminate waste and toxins from the colon, leaving you with a clean, hygienic, internal environment.”

A Colon hydrotherapy session is an excellent addition to any detox protocol to aid elimination of toxins and parasites from digestive system, or as part of a health maintenance program. Sessions are performed in a private, comfortable, relaxing environment, with complete attention to each client's individual needs.

*Further information is available at [www.aviiita.ca](http://www.aviiita.ca), or you can contact the clinic directly at 705 522 2424.*

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# The BloodScan™ Concept

Nicole Lepage <  
BA, BEd, Certified Microscopist



Pure Wellness Group is happy to introduce to you, a revolutionary new way of analysing your blood, The BloodScan™ Concept.

wellness of a patient. The presence of toxins, oxidative stress, the presence of bacteria and other parasites are all elements that may be identified.

“The presence of toxins, oxidative stress, the presence of bacteria and other parasites are all elements that may be identified.”

BloodScan™ offers practitioners an unrivaled look into the status of current well-being and through its patented reporting system provides information to the client, on a wide range of pre-clinical, pre-symptomatic changes that may lead to disease later on.

This method draws on decades of scientific research where, through

the use of powerful optical microscopes, BloodScan™ practitioners look for various elements in the blood, and plasma that are known to affect wellness. The practitioner identifies these various elements and then using BloodScan's proprietary bio-terrain assessment software is able to determine the general

BloodScan™ has substantially added to the understanding and credence of blood analysis and is now recognized internationally as a cutting edge biomedical technology company.

BloodScan™ is a unique product for patients who want:

- A preventative approach to their health care
- More involvement in their health care
- To improve their health
- More vitality in their lives
- To slow down the ageing process (Anti-Ageing)

*Call 705.586.PURE (7873) to book your appointment.*

# Breast Thermography

Christine Moxam <  
Thermography Technician



1. [www.purewellnessgroup.ca](http://www.purewellnessgroup.ca)
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Breast Thermography measures the infrared radiation (heat) which is constantly radiating (emitting) away from the surface of the human skin. It is measured using a thermal infrared camera, in a climate controlled environment. Thermography differs from mammography in that it provides information on the biological activity of the breast (thermal and vascular changes) versus the gross internal anatomy (such as a lump).

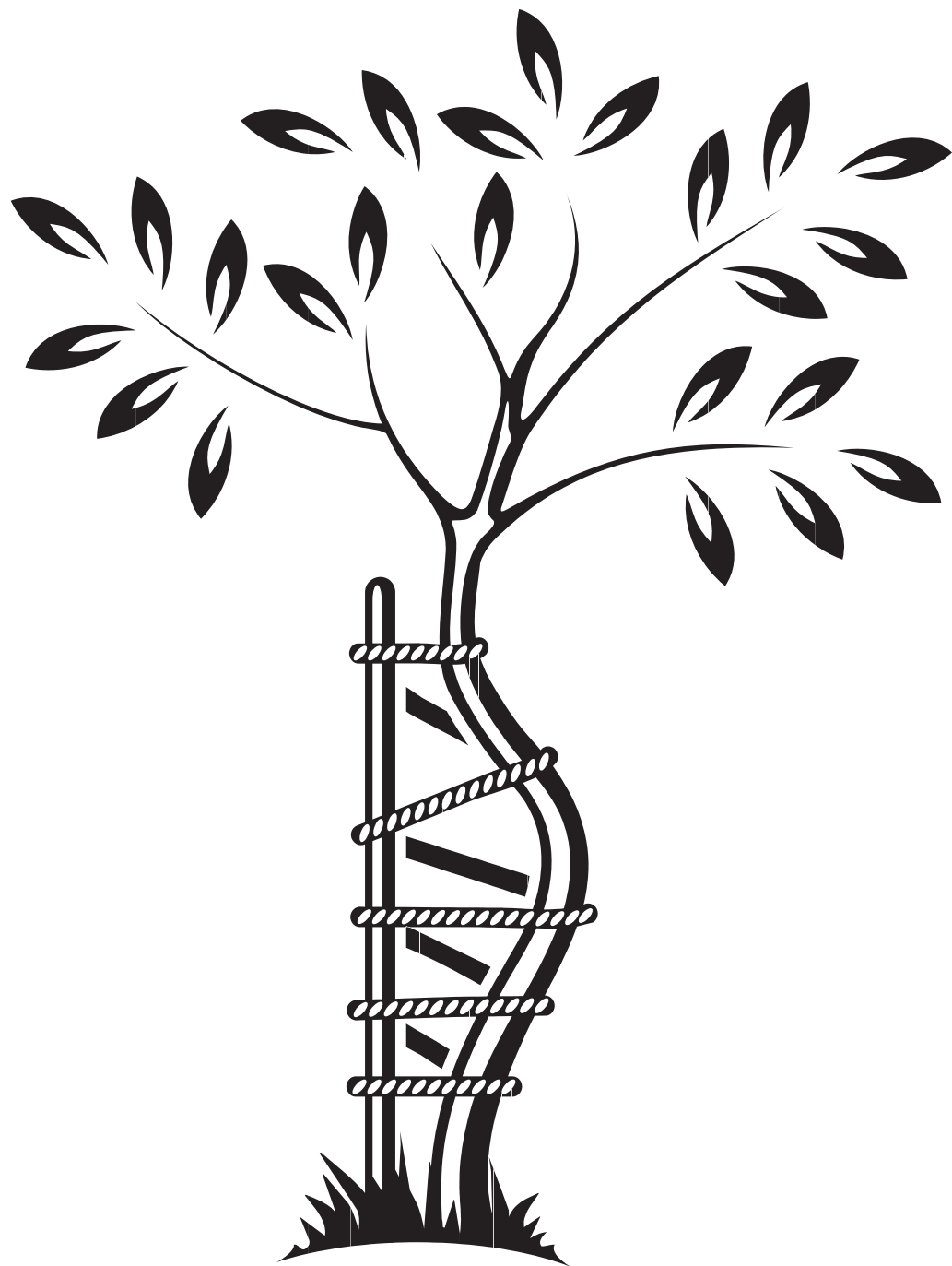
Infrared thermal imaging is a functional test, whereas the standard mammography is a structural test. The increased metabolic activity seen on a breast thermogram can be an indication of injury, mastitis, fibrocystic breast disease, or cancer. These functional changes are thought to take place before the onset of structural changes that can occur in diseased or cancerous states. A persistent abnormal thermogram can alert the physician to the need for further investigation and identify women who need to be more closely monitored.

Breast thermography uses no painful breast compression, no radiation, and

is non-invasive. Repeat tests are safe and without risk. One of the key benefits of thermography is its effectiveness in women with dense breasts, making it suitable for young women, and those taking hormone therapy or have fibrocystic changes. Thermography is also suitable for women with implants, as no compression is involved.

Thermography cannot, and does not, diagnose breast cancer. This is also true for anatomical tests such as mammograms, ultrasounds and magnetic resonance imaging (MRI). Such tests provide information on the different aspects of the disease process and identify the need for further investigations. A biopsy of the breast and accompanying histological evaluation is the only definitive diagnostic test for breast cancer.

The procedure is both comfortable and safe, with reporting available within 2 business weeks, by qualified, Board Certified Thermologists. Proper use of breast self-exams, physician exams, breast thermography, and mammography together provide the earliest detection system available to date.



# Thinking Outside the Backs

Dr. Adam Ball <  
DC, MSc, BHSc, NMC



In our hectic lives we often don't make the time to improve our health beyond the avoidance of symptoms. This is problematic for a number of reasons. For one, you're experiencing symptoms. Why wouldn't you want to live a life free of symptoms? Chiropractic is about much more than "cracking backs" or relieving uncomplicated low back pain. A properly moving spine has a crucial role in the maintenance of health and in improving performance.<sup>1</sup>

Chiropractic care involves improving the movement and alignment of the spinal and peripheral joints of the body. By providing and achieving better motion, chiropractic has a profound effect on the nervous system.<sup>3</sup> THIS is where the benefit to health is so crucial.

Maintaining your nervous system through all facets is best, so if you're trying to sleep well, eat well and reduce stress levels from work, why wouldn't you address your spinal motion too? Being in a state of stress can affect the way you think<sup>2</sup> – don't let a poor moving spine affect your mood! There have been great articles demonstrating reduced threshold for pain in those\* who have reduced joint motion.<sup>4</sup> So what's my point?

My point is this – if you care about your health, you're seeing a Doctor of Chiropractic. Saying you're committed to great health and not ensuring your spine is moving the way it should is like making sure the gas tank of your car is full when it really needs an oil change. Historically this has been the fault of the media, of stigma, and mostly of the failure of

“Why wouldn't you want to live a life free of symptoms?”

Chiropractors to unify their message and educate the public. This is my attempt to share what many Chiropractors know, but have a difficult time sharing.

We improve health. Much like brushing your teeth and flossing help in maintaining a healthy (and beautiful) smile, Chiropractic care, and its effect on spinal mobility helps to prevent degeneration caused by spinal hypomobility.<sup>5</sup> In maintaining proper movement in the spine, we affect everything from the tone in your bladder<sup>6</sup> to the way you think<sup>7</sup>. It isn't magic, and it isn't a “cure” for everyone. It's simply the fact that being able to move your spine through its full range of motion is a requirement for proper health.

Addressing the other areas of your health are equally as important. We need to get away from searching for the magic cure. How well does your heart beat if your lungs aren't working? How about your brain if your kidneys have shut down? There's no MAIN thing to fix. We need to fix how we eat, how we move and how we think. Without addressing all these things, we still have improvements to make! And we should view that as a good thing!

It is never too early or too late to improve the way your spine is moving – see your Chiropractor regularly or consider seeing one if you've never been. In conjunction with other health care providers (Naturopaths, Physiotherapists, Medical Doctors, RMTs, etc.) they're a very valuable addition to the team of people interested in optimizing your quality of life.

Dr. Adam Ball graduated from McMaster University with an Honours Bachelor of Science degree in Biology. He earned a Masters of Science in Applied Clinical Nutrition and gradu-

ated as a Doctor of Chiropractic from New York Chiropractic College. A member of the Canadian Chiropractic Association, the Ontario Chiropractic Association, the College of Chiropractors of Ontario, the Paleo Physicians Network and the ICA Council on Wellness Lifestyle Science.

Dr. Adam Ball has worked with patients in all walks of life, from elite athletes to chronic pain and auto-immune patients. He has established clinics in Mississauga, Ontario with two gyms and earned Crossfit Level I certification in 2009. He is trained in Diversified (hands on) Chiropractic, Activator and Impulse methods which offer a more “gentle” form of Chiropractic, plus Upper Cervical specific techniques and many soft tissue techniques.

Chiropractic is an effective and safe manual therapy that involves spinal adjustments which are designed to afford full range of motion to your joints. Soft tissue techniques are often employed to address muscular imbalances that may be contributing to a loss of necessary range of motion. Once your body has achieved a full range of motion it allows your nervous system to respond appropriately to its environment, which means everything from greater athletic performances to faster wound healing.

## Nature's Aid

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- improves circulation
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(3) [www.ncbi.nlm.nih.gov/pubmed/14589467](http://www.ncbi.nlm.nih.gov/pubmed/14589467)  
(4) [www.molecularpain.com/content/6/1/37](http://www.molecularpain.com/content/6/1/37) (\*mouse study)  
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# NEWS:

## Ministry of Health and Long-Term Care

### Ontario Bringing Oversight to Kinesiology Care

New Ontario Government  
Ensuring Access to Safe,  
Regulated Health Care <  
March 22, 2013 02:30 PM

Ontario is ensuring high standards of care for kinesiology services by establishing the new College of Kinesiologists of Ontario to oversee and regulate the profession.

Starting April 1, 2013, individuals who deliver kinesiology services will be required to register and be accountable to the college. Regulation of the profession ensures that kinesiologists adhere to a common set of professional standards, a code of ethics, and participate in ongoing professional development. The new College of Kinesiologists of Ontario is mandated to protect the public by holding its members accountable and by investigating any complaints. Kinesiologists use exercise, ergonomic services and lifestyle management coaching to help people with sport, work and the activities of daily living by improving movement, supporting rehabilitation following an injury and managing chronic disease.

Ensuring safe, quality health care for the people of Ontario is part of the province's Action Plan for Health Care.

#### QUOTES

*“Kinesiologists are an important part of health care services in Ontario. The newly established College of Kinesiologists of Ontario brings greater public accountability to the work they do. Patients can be confident that no matter where they receive care, they are receiving high-quality care from trained professionals.”*

— Deb Matthews  
Minister of Health and Long-Term Care

*“Our primary objective is to maintain the highest standards of professionalism and public safety in the kinesiology profession in Ontario.”*

— Brenda Kritzer  
Registrar, Transitional Council of the College of Kinesiologists of Ontario

#### QUICK FACTS

- Kinesiologists often work in interdisciplinary teams alongside other health and sport professionals in a variety of settings, including cardiac rehabilitation, long-term care, hospitals and community health care.
- The government appointed a transitional council to develop the regulations, policies and by-laws that are required for the new College to be established and begin regulating the profession.
- Thirteen Ontario universities offer kinesiology programs at the baccalaureate level.

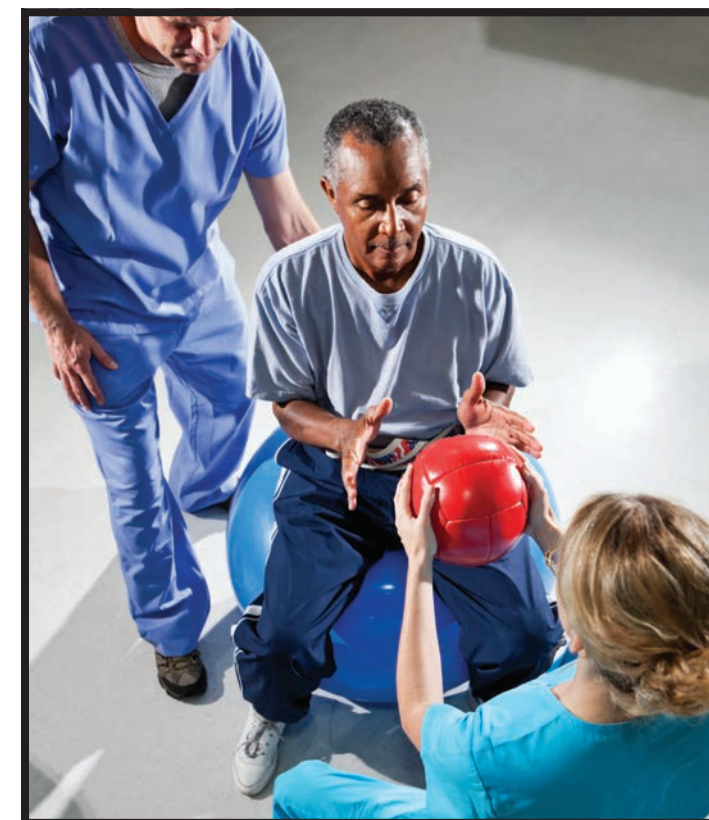
#### LEARN MORE

- Visit the Transitional Council of the College of Kinesiologists of Ontario: [www.collegeofkinesiologists.on.ca](http://www.collegeofkinesiologists.on.ca).



Jessica Brugess has been a practicing member of the Ontario Kinesiology Association since 2005, and is excitedly awaiting her confirmation of registration with the college. The main focus of her practice includes chronic pain and disease management, stress management, and older adult fitness. She is also available for Yoga classes, private Yoga sessions and general fitness/

athletic training sessions particularly in the areas of running and Olympic Style Boxing. She is available through the Pure Wellness Group, and appointments can be made by calling 705-586-7873. Please note that kinesiology services are covered by some insurance companies. Please check your extended health benefits to see if you are covered.



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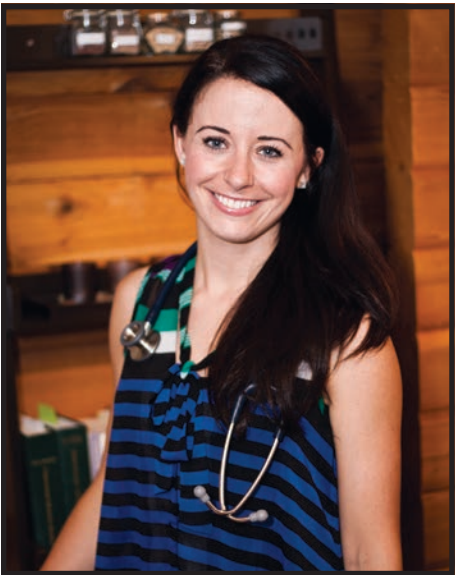
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# Weight Loss: The Best Recipe

Dr. Tara O'Brien <  
ND



I can estimate that more than half of the patients that walk into my office have concerns that could be resolved if they knew how to control their weight in a healthy way. A frightening statistic released in 2011 from Statistics Canada stated that 61% of Canadians are either overweight or obese.<sup>1</sup> Despite Public Health efforts to educate our population about healthy eating and exercise, this percentage has continued to increase over the last 10 years. It is no surprise that obesity has been linked with many chronic diseases, including diabetes, heart disease, high blood pressure, arthritis, and some forms of cancer.<sup>2</sup>

In medical school, physicians memorize all the statistics about weight issues in our country and learn that carrying extra weight can lead to a myriad of health conditions. These complications of being overweight cost the Canadian Health Care system an estimated four billion dollars annually. This number is staggering! It is astounding to know just how much of our tax dollars are paying for the health costs of a condition that is 100% preventable if addressed properly.

Unfortunately, few physicians receive further education to provide their patients with effective, healthy, and long-lasting strategies to lose weight and

promote wellness. As a result, the multi-billion dollar weight loss industry continues to profit off many Canadian's desperate attempts to shed extra pounds.

So where does that leave Canadian's who want to lose weight? Do they con-

“Well the truth of the matter is, it does not take a pill to gain weight so it will not take a pill to reverse the process either.”

tinue to search on the Internet for the next weight loss product or watch Dr. Oz to hear what he might suggest? Well the truth of the matter is, it does not take a pill to gain weight so it will not take a pill to reverse the process either. The same rings true with fad dieting. Quite frequently the weight lost during dieting is gained back just as quickly. In contrast to popular belief, dieting actually lowers the metabolic rate and, when the diet is over, the body burns fewer calo-

1. Christel Le Petit and Jean-Marie Berthelot. 2006. "Obesity: A Growing Issue". Health Reports. Vol. 17, No. 3. August. Statistic Canada.  
2. Tjepkema, Michael. 2006. "Adult Obesity." Health Reports. Vol. 17, no. 3. August. Statistics Canada.  
3. Baskin et. al. (2002). "AACE Medical Guidelines for Clinical Practice for Evaluation and Treatment of Hyperthyroidism and Hypothyroidism". American Association of Clinical Endocrinologists. pp. 462, 465.

ries than it did prior. This means the weight returns, and then some. This occurs over and over again because the pounds lost are not attributed to permanent changes in diet and lifestyle habits.

In actual fact, reducing daily calories, skipping meals and fasting all cause the body to go into “starvation” mode, much like a hibernating animal. Remember that a bear that sleeps through winter does not eat, but relies on its fat stores for fuel during the grueling winter months. In the same fashion, the human body stores

“Low thyroid or adrenal gland function, food sensitivities, hormonal imbalances, chronic stress, nutrient deficiencies, medications, and chronic inflammation can all contribute to weight gain.”

fat (and often in unflattering areas), resulting in a net increase in body fat percentage. These practices actually work against the intended goal of feeling and looking healthier.

When asked about their personal weight management journey, many of my patients recount several attempts to lose weight on their own with fad diets, short stints of exercise, calorie counting, self-prescribed supplements, and the list goes on. People come in to my office frustrated, discouraged, and quite sadly, embarrassed. This is amplified by a harmful stigma in our society that people who are overweight are lazy, unmotivated, and unhealthy. Truth be



told, I could say that about several of my patients who are “thin”. These assumptions are often incorrect and inaccurate.

In fact, there are many physiological imbalances that can contribute to the struggle of obesity. Low thyroid or adrenal gland function, food sensitivities, hormonal imbalances, chronic stress, nutrient deficiencies, medications, and chronic inflammation can all contribute to weight gain. These elements should be ruled out before committing to a weight loss program. Otherwise, one might feel like they are constantly fighting a losing battle.

Based on my clinical experience, I believe that an effective recipe for weight loss must include the following three steps. First, with the guidance of a physician, physiological factors that are impeding weight loss must be addressed. For example, a blood test called TSH (thyroid stimulating hormone) can let you know how effective your thyroid is functioning. But it does not give the whole picture. A full thyroid panel can let you know how your brain and thyroid are communicating, and if your body is getting enough active thyroid hormone to keep a healthy metabolic rate. If you have normal levels of TSH, your test results will be from 0.3-2.5  $\mu$ IU/mL<sup>3</sup>. A score between 2.5  $\mu$ IU/mL and 4  $\mu$ IU/mL indicates that you are at risk for hypothyroidism and should be treated or closely monitored.

Secondly, lifestyle factors that are non-conducive to weight loss must be identi-

fied and eliminated. For example, you may need to adopt stress reduction behaviours like getting to bed at an earlier hour, or walking away from a toxic relationship.

Lastly, each individual must show commitment and motivation to make life-long changes. The reality is, there is no quick fix. Diet and lifestyle habits NEED to be addressed and improved to maintain a healthy weight. Slow and steady weight loss is easier on your body and less difficult to maintain.

It is a sad state of health in Canada, with such a high percentage of the population suffering from such a destructive illness. Even more disappointing, is that many health care providers are ill equipped to effectively guide their patients in the right direction. Fortunately many alternatively trained medical professionals exist that are able to help you determine what might be holding you back from your health and wellness goals. It is important to work with a practitioner that walks the path of wellness himself or herself, one that is capable to look at the whole picture. At the end of the day, an integrative approach that balances physiology with lifestyle, all the while providing ongoing motivation and support is the best formula for effective and sustainable weight management.

Dr. Tara O’Brien is a naturopathic doctor, a graduate of the Canadian College of Naturopathic Medicine (CCNM) and has an Honours Bach-

elor of Science degree in Kinesiology from Laurentian University. She is registered with the Board of Directors of Drugless Therapy and a member of the Canadian Association of Naturopathic Doctors.

In addition to her naturopathic training, Tara has also completed a two year Clinical Residency at CCNM. As a resident, she assisted in teaching several courses, as well as supervising naturopathic interns at the Sherbourne Health Centre, Anishnawbe Community Health Care Centre and the Robert Schad Naturopathic Adjunctive Cancer Care Clinic.

Dr. Tara O’Brien’s naturopathic practice is family-oriented with a focus on women’s health, fertility treatment and pediatric care. She received specific training in naturopathic pediatric care during her internship at CCNM and believes strongly that we must invest in the health of our children today. She has a great passion for empowering others to improve their own health, and thereby their quality of life, through naturopathic medicine.

Dr. Tara O’Brien practices primary care naturopathic medicine using physical exams, diagnostic exams and laboratory tests. She offers an integrative approach which includes acupuncture, full gynecological examinations, clinical nutrition, homeopathy, botanical therapy, detoxification, lifestyle and weight loss counselling and traditional Chinese medicine.

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# Why See A Dental Hygienist

Sheryl Sasseeville < RDH



Registered Dental Hygienists (RDH) are an integral component to the entire health care team. The three focuses of our care are preventative, educational and therapeutic. Preventative services help to promote and maintain good oral health. Educational services focus on teaching clients proper homecare techniques to avoid decay and periodontal disease, as well as nutritional counseling. Therapeutic services are the actual treatments and dental cleanings provided to help control the disease process.

All dental hygienists who practice in the province of Ontario must be registered with the College of Dental Hygienists of Ontario (CDHO) and maintain a professional portfolio complete with several hours of continuing education to provide to our College.

When you visit a RDH, you should expect them to:\*

- “Update your medical and dental history
- Assess the condition of your teeth and gums and discuss your oral health concerns
- Provide a dental hygiene treatment plan that considers disease prevention a priority in achieving optimal oral health
- Assist you or your care giver in ways to maintain your oral health
- Explain how dental hygiene care can help maintain a healthy mouth and body
- Obtain your permission to provide treatment
- Provide dental hygiene therapies that are safe and effective and have current evidence-based research to support their use. This may include the scaling of teeth and the removal of stains
- Respect client confidentiality and privacy
- Practice standard infection control including the wearing of gloves, mask and eye protection
- Work collaboratively with other health professionals within your circle of care to optimize your health
- Refer you to another health care practitioner if s/he observes a condition s/he cannot treat.”

*\*From College of Dental Hygienists of Ontario PDF paper “The College’s Promise to Dental Hygiene Clients”*

## Oral Health is Linked to Overall Health

More studies are linking oral health to overall health. Gum disease is a very common disease in humans. Bacteria found in plaque and food debris can enter the body in two ways. It can either enter the bloodstream while chewing food or brushing and flossing, or it can be inhaled. Bacteria that have entered the bloodstream now can flow to the rest of your body causing heart disease, strokes, preterm or low birth-weight babies. Bacteria that are constantly being inhaled into your lungs can cause pneumonia. Diabetics who improve their oral health have shown better control, and reduced their need for insulin. While your body is fighting gum disease or periodontal disease, it takes away from its ability to fight other ailments that you are possibly being treated for. Registered Dental Hygienists are trained to pick up on and treat oral conditions that are harmful to you and formulate a treatment plan specifically designed to meet your individual needs.

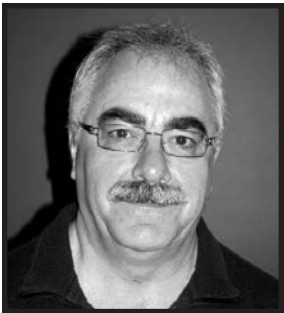
## It’s All About Teamwork!

I always tell my clients that improving your oral health is a team effort. You can be the best brusher and flosser, but if you are not having regular dental cleanings by a RDH, your oral condition will not be optimal. On the other hand, you can get your teeth cleaned as often as you want, but if you are not brushing and flossing at home, your oral condition will not be optimal. We need to work together to ensure everything is being done to improve your oral, and subsequently, your overall health.

Make sure you book a dental cleaning with your dental hygienist regularly, and follow homecare advice to work towards a wonderful smile! Dental hygiene services are available at Dr. Price’s Pure Wellness office at 1596 Regent Street.

# Your Financial Diet and Exercise Program

Marcel Kirouac < Advanced Tax Strategies



Proper financial planning is very similar to a proper diet or proper exercise regime. It is similar in that most people find reasons not to do it or to put it off. Many people tend to do their financial planning in a coffee shop discussing different strategies with their friends or business acquaintances. This is very dangerous and creates more problems than anything else. No different than a diet. People will need different vitamins or supplements depending on their body, age and many other factors.

Stop and think about it. It is after a person dies that we look back and realize that there were indicators that something was coming prior to the person being terminally ill. The reality is that people nowadays live in a fast pace environment, sometimes forgetting to proact instead of react. It is no different in the financial world. The largest cause of divorce or fall-outs in corporations between shareholders is by far the financial stress. Another common disaster is unorganized estates where families are torn apart due to poor planning. Knowing that you will be able to maintain your lifestyle, knowing that your family will not suffer financial disaster and knowing where you will be in the future will relieve stress. Can high blood pressure, heart attacks, depression and anxiety be directly related to financial stress? I am sure that financial stress can be one of the causes.

I have been involved in financial planning since 1984. Financial planning is sometimes miscommunicated and to a certain degree misrepresented. Buying a product such as an RRSP, TFSA or any other product does not mean that you are doing financial planning. Financial planning is very simple, yet very complicated. You have to look at where you are today and where you want to be in the future. The complicated part is what will happen between now and then. A good financial planner will take time to understand your present situation, your future goals and should be equipped to help

you protect yourself from the unknown. They should also be able to work in direct correlation with your accountant and lawyer. The end result of the planning should be mapped out and reviewed at a minimum once a year, but more than likely semi-annually.

Anybody can determine if they are financially healthy by asking themselves one question, “Do I worry about my finances?” An individual should make an effort to find a true financial planner if they are thinking about their finances on a regular basis worrying about the future, if they will be able to retire or transfer a business to their children, or any other financial concern. In the past, I have spoken to groups of financial planners. Upon giving a seminar to 500 people in management, my opening comment was, “What is success?” In my opinion, success is defined very simply by what you see in the mirror in the morning. If who you see is happy and looking forward to the day ahead, that person is successful. You do not have to be Sydney Crosby!

My clients will tell you that I successfully remove that stress from them. I have known Dr Price for over 5 years and he will tell you that there is a definite parallel between what he does and how he works compared to what I do and how I work. He keeps me healthy physically and I keep him healthy financially. The sooner you get started the better.

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► Advisor of Doctor Allan Price and the Pure Wellness Group

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Our entire staff is devoted to guiding you on your journey to whole health. You will find your naturopath willing to work tirelessly to determine which combination of our dedicated practitioners will best make up your healthcare team to lead your body to its full health potential. Our integrative approach to whole health utilizes cutting edge diagnostic techniques, treatments and clinical nutrition in conjunction with time-honoured botanical and homeopathic medicine.

Our way of doing business is built on integrity and trust. For us, that means being guided by a set of values that affect every decision we make with regard to our patients, customers, products, employees, local and global community.

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# Yoga for Kids!

Ginette C. Demers <  
 Certified Childrens' Yoga Teacher,  
 MA in Human Studies,  
 Registered Social Worker



No matter their developmental stage, children see and experience the world around them through each of their senses. The late Magda Gerber might suggest toddlers “yoga” their way into walking. School-aged kids are often the first to note when someone passed gas and they don’t miss the various white puffy animal shapes up in the sky! Pre-teens begin to attune to their intuition and individual strengths which prepare them for the heightened and life-forming adolescent years.

While it is true yoga is a physical practice; the attitude, peace of mind and balance accompanies you through your day when you do yoga. In children, yoga also evokes playfulness, joy and excitement about life. This is the magic of yoga! Our family and friends notice when we are full of love and light and yoga is a practice we can turn to throughout our lives to help keep the light shining. Aside from the overwhelming health and wellness benefits, sharing yoga with children is a marvelous way of contributing to their positive self-development and it helps them cultivate long standing community connections.

Yoga is an ancient science that helps us create greater health and well-being. It is a fun way for children to develop im-

portant skills in a supportive, non-competitive environment. Research tells us kids today often feel pressured socially, academically as well as in most competitive organized sports. It is easy for boys and girls to become overly self-critical and lose confidence in themselves as they grow and change. Yoga is a brilliant remedy; there is no judgment in class about how a child does a pose or plays a game.

Additionally, yoga::

- builds self-acceptance & a positive self-image
- increases strength & resilience
- helps to balance body & mind for greater inner peace
- increases sensory awareness
- develops self-discipline & self-control
- increases awareness of breathing
- encourages compassion

In this age of social media, instant and exceptionally fast pace times, one has to wonder if any of us, especially children can manifest their greatest potential in body, mind and spirit. Yoga is a doorway for children and their families to play, co-create and learn from each other. Beyond the practice of asana (traditional yoga poses), participants gain a deeper appreciation for their individual strengths, creativity and genuine sense of themselves. Children’s’ yoga classes

are packed with FUN, active and experiential activities designed to bring out the essence in each of us.

According to Gopala Amir Yaffe, founder of Rainbow Kids Yoga an International Yoga Teacher Training company, when we have fun, we step out of ourselves; out of our worries and our usual thought patterns.

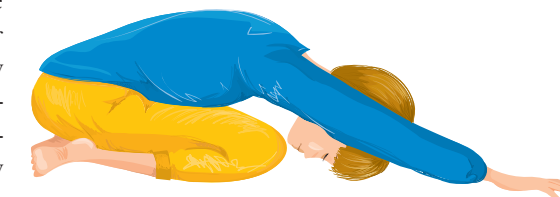
“ In children,  
 yoga also evokes  
 playfulness, joy  
 and excitement  
 about life. ”

Families and communities can hardly survive without fun being a part of their routine. Fun is simply the best way to relieve tension in any form of relationship whether personal or professional. Fun is of course an attitude rather than an action. And if we could maintain the attitude of fun in our lives, we could possibly prevent tension from accumulating. If we all did it, we would create world peace. Fun really is just much more fun

than fighting and being grumpy. (Amir Yaffe, *The Importance of Fun*)

Research on yoga’s mental health benefits for youth is being enthusiastically pursued by medical professionals, social workers, and yoga instructors. Like adults, children are subject to sensory overload. As a result the sympathetic nervous system (“fight or flight”) is often engaged and can create unusual stressors. By activating the parasympathetic nervous system, yoga can reduce stress and help children increase their ability to focus, learn and intentionally relax. One study was able to demonstrate that children are eager to participate in relaxation activities when they are presented in a fun and creative way (Schilbe, Benayon, Murray and Spencer, *School Relaxation Training Project for Young Children*, 2005).

In a kids yoga class you will often find young children doing postures derived from nature and animals. Playful sun dances and carefully choreographed sequences encourage children to affirm their bodies, unique gifts and abilities. In her classes, Ginette Demers -a trained and certified children’s’ yoga teacher, says participants may participate by “anchoring” themselves, playing an interactive game like “yoga crab tag” or dance and then freeze into different postures. Ginette interweaves stories,



songs, games and poses in each class allowing children to learn in a multi-sensory environment and release their energy.

Ginette Demers, founder of Luna Kidz Yoga, is a trained and certified Childrens' Yoga Teacher (Heart Rise School of Yoga 2012; Rainbow Kids Yoga 2011) and she is a member of the Yoga Network of Canada. Additionally, Ginette holds an MA in Human Studies and is a Registered Social Worker. Ginette teaches at Pure Wellness Group and is also available for community and classroom yoga offerings. [www.lunakidzyoga.ca](http://www.lunakidzyoga.ca)





# Introduction to Naturopathic and Integrative Oncology

Best Answer for Cancer Foundation < and  
Dr. R. Allan Price, B.Sc., ND <  
Editor in Chief, Pure – A Wellness Magazine; Chief Medical Director, Pure Wellness Group



*“Naturopathic and Integrative Oncology is the marriage of traditional healing, nutritional oncology and the merits of modern science. As an evidence-based specialty, naturopathic and integrative oncology promises to be a rewarding consideration for every family having to deal with cancer. Using medical treatments in conjunction with complementary therapies to aid in decreasing side-effects, to improve pain tolerance and enhance the efficacy of treatment goals, patients become the focus of treatment, rather than the disease.”*

— Dr. Allan Price, ND

[1] Kolata, Gina. Forty Years’ War: Advances Elusive in the Drive to Cure Cancer. New York Times. April 23, 2009  
[2] President’s Cancer Panel. Reducing Environmental Cancer Risk – What We Can Do Now. 2008–2009 Annual Report. April, 2010



The new focus for cancer therapy has to be the ‘cancer stem cells’ and ensuring that it is shut down using concepts to de-hydroxylate the mitochondrial potential of the infected/diseased cancer cells. Therapies must affect cancer at the cellular level. Treatments must target ONLY the infected/diseased cancer cells. Tumour size reduction should be the result and the focus must switch to survival and quality of life. There is currently a major paradigm shift occurring in the approach to cancer treatment.

#### Why Integrative Care?

Reprinted with permission of Best Answer for Cancer Foundation



If you have just been diagnosed with cancer, chances are you are afraid for your life. Perhaps you remember a series of articles a few years ago saying we’ve “lost the war on cancer” that was declared by US President Richard Nixon some 40 years ago. As the New York

Times pointed out, the medical establishment is battling a disease that still faces grim odds:

“Since the war on cancer began, the National Cancer Institute, the USA-federal government’s main cancer research entity, with 4,000 employees, has alone spent \$105 billion. And other government agencies, universities, drug companies and philanthropies have chipped in uncounted billions more. Yet the death rate for cancer, adjusted for the size and age of the population, dropped only 5 percent from 1950 to 2005. In contrast, the death rate for heart disease dropped 64 percent in that time, and for flu and pneumonia, it fell 58 percent.”<sup>1</sup>

Best Answer for Cancer Foundation (BACF) contends that the outcomes have not changed much because the mainstream approach to cancer has not changed much. We “fight” cancer with the familiar three-pronged attack of surgery, and heavy duty chemotherapy and radiation.

BACF is working to change the paradigm of treatment because we believe

the odds for long-term survival can be greatly improved. The new paradigm is called integrative oncology. What is the difference? Whereas the mainstream approach tries to kill the cancer faster than the treatment kills the patient, integrative oncology looks to defeat the cancer, yet create a person who is stronger and healthier than before the cancer was diagnosed.

You could say the key difference between the two paradigms is the way they view the immune system. All doctors agree that fundamentally, cancer is a failure of the immune system. But not all give consideration to healing the immune system as a part of cancer therapy. Conventional surgery/chemo/radiation leaves the immune system pretty battered. We know that surgeries can cause metastases down the road. Chemo and radiation kill good cells along with the bad, and they kill the P53 tumor-suppressor gene. This is why so many people experience a recurrence of cancer, often between years six and 11 years, and this is why, in part, the government statistics measure “survival rates” after just five years.

An integrative approach looks at more effective ways to kill the cancer while healing the immune system. A simple integrative approach might look something like this:

- **Use of complementary therapies** such as intravenous vitamin C and ozone therapies, which have been proven to kill cancer cells, so there can be less reliance on chemo and a stronger defense against infections.
- **Use of Insulin Potentiated Therapy** to target a low dose of chemo to cancer cells, largely by-passing healthy cells.
- **Use of glutathione, Poly-MVA®, and other detoxifying agents** to help sweep out the cellular debris present when a tumor is successfully shrinking.
- **Use of nutrients and homeopathic remedies** to help support the liver which has the all-important job of detoxification during treatment.
- **Use of pharmaceutical agents and supplements** that target cancer stem cells.
- **Recognition that cancer usually takes hold in a body depleted of nutrients** so the use of dietary supplements to replenish vitamins, minerals, and amino acids is recommended. So too is dietary counseling.
- **Recognition that cancer often has an emotional component;** addressing suppressed emotions can be an immense help in overcoming cancer long-term.
- **Recognition that we have, in large part the cure for cancer right now.** Various studies, including the 2010 President’s Cancer Panel<sup>2</sup>, have said cancer is an environmental disease. Education about what carcinogens are in our midst and how to avoid them goes far toward increasing our long-term odds for survival.

Ideally, integrative cancer care involves an agreement between the doctor and the patient as to how to address the cancer in all its facets – especially how to target the diseased tissue, how to heal an overwhelmed immune system, and how to make lifestyle changes to make a body less hospitable to cancer’s return.

Often patients have just a few days between confirmation of their diagnosis and the start of their therapy. In the Foundation’s experience, too often that fast track to treatment robs patients of time to educate themselves and consider their options. A treatment decision need not be made in a hurry and need not be sold with fear.

The old paradigm was that we “fight” cancer and consider our bodies an enemy to be attacked and vanquished. The new paradigm respects our body’s innate healing powers and recognizes that, ultimately, our immune system is the protection we have against cancer. Let’s get rid of the cancer with the help of the immune system.

## Reiki – A Personal Journey

Jessica Bruggess <  
Reiki Level II Practitioner



I really cannot fully explain what Reiki is or how it works – the explanations that have been handed down to me seem unsatisfactory for the miracles that sometimes occur when giving or receiving a treatment. Instead of trying to explain the technical details, let me share with you what Reiki has done for me.

About 5 years ago, I was under considerable stress, suffering from aches and pains that I couldn't seem to exercise through, and just plain old down in the dumps. Funny enough my life was great, and I could see that... I just couldn't seem to FEEL it anymore. Fortunately for me, I met a Reiki practitioner and we began trading my exercise services for her Reiki treatments. The first treatment I ever had got me hooked. What

“What did it feel like?  
Nothing, and everything  
all at once.”

did it feel like? Nothing, and everything all at once. Lying down on the table, snuggled into warm fluffy blankets I allowed myself to relax and simply feel. It was like that sensation you get when you are lying in bed thinking of nothing in particular, floating for what seems like an eternity but when you look at the clock only a few moments have passed. A blissful, never-ending hour later, I emerged from the room feeling like a different person. The darkness in my head was gone. I was smiling. My aches and pains melted away into a sea of peace and tranquility. I continued weekly treatments for a few months with similar results before my practitioner announced she would be holding a Reiki course where I could learn to be a practitioner myself. I felt that this would be an excellent complementary healing modality for many of my kinesiology clients, so I signed up for the course.

Through the course I learned that

Reiki helps practitioners tap into the life energy in the world around us. This energy has a variety of names such as Chi in China, or Prana in India. As a student, I was “attuned” to the Reiki energies through a simple yet powerful ceremony similar to a first communion – opening the doors of communication with this energy in the hope that we, the students, will open the door for others in some way.

If I thought receiving Reiki was great, GIVING Reiki is ten times as rewarding. I use it in combination with cool downs after strenuous exercise sessions, and sometimes Reiki is the session if they are feeling under the weather. I have helped people learn more about their bodies and how they can support their natural healing process. I have helped people work through difficult mental blockages or emotional burdens. I have helped people simply feel better, which is my ultimate professional (and personal) goal. It is simple, it is safe, and it can help support other forms of treatment by giving your mind and body a chance to relax.

If you are still unsure of the safety or efficacy of Reiki, consider the fact that many hospitals, clinics, nursing homes and rehabilitation centres are now using Reiki as a complimentary healing modality. As well, Dr. Mehmet Oz was one of the first to include a Reiki practitioner on his staff at the Colombia Presbyterian Medical Center in New York, even using it in procedures such as open heart surgeries and transplants.

Jessica Bruggess is a Professional Member of the Ontario Kinesiology Association, and a Reiki Level II Practitioner. For more information on Reiki, consult the Canadian Reiki Association, [www.reiki.ca](http://www.reiki.ca).

Jessica builds her personalized treatments on a foundation of physical activity that incorporates stress management and relaxation training with a holistic approach to mind-body healing.

## Patients Speak Out

David Yawney <  
Oakville, ON



In February 2012, I was told by the medical community to get my affairs in order...that I had two to three months to live. The T-cell lymphoma I was diagnosed with had advanced and there were no further treatment options other than palliative care.

“There were no  
guarantees but  
Dr. Price assured me  
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circumstance that  
befell me.”

I, along with my family, had to make a decision. Would we let nature take its course or would we fight? If we chose to fight, what would we fight with?

A friend in Sudbury who had success with his cancer recommended Dr. Price. My family and I live in Oakville but we decided to drive up and talk to Dr. Price about my situation.

Dr. Price was very knowledgeable. He

was keen to help and he had a detailed plan as to how to go forward. I had to be realistic about my chances and I was coming in a little late to the game, so to speak. There were no guarantees but Dr. Price assured me that he would never quit no matter the circumstance that befell me. His staff worked quickly and tirelessly to provide me with the natural remedies that I needed.

It was an extremely close call during that first seven weeks but I got a bounce up at a most opportune time. Or, should I say “in the nick of time”? I returned to Oakville at the end of April 2012 because the recovery was going to be a long one. I continued with the naturopathic course of action, as set out by Dr. Price, with another naturopath in Oakville.

Recently, my wife and I welcomed in 2013. I am not out of the woods as of yet, but we continue to see improvement every week.

There are people in the medical community who have called it a miracle. My case has gone to a panel of oncologists in the Toronto area to try to make some sense of it all. I could tell them what happened. Naturopathy worked! I am very grateful for this second chance at life, and very grateful to Dr. Price for his expertise and doggedness. Thank you, Dr. Price for believing in me and giving me hope. You da man!



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