

A Specialized Approach to Health...

A Guide to **Alternative** Cancer Treatments

Bright
Treating Research
News **Prevention**
Alternative Cancer Treatment Approach
Rethinking **Future**



By EuroMed Foundation Physicians

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Inside EuroMed Foundation

Welcome

At EuroMed Foundation, we think it's important for our patients to stay informed. Our [alternative cancer treatment center](#) provides treatment using integrative and alternative methods from around the world.

Our techniques are not as well-known as traditional cancer treatments, and so we relish every opportunity to spread the word and educate those who may benefit. Our goal is to share information on the following:



Cancer treatment developments:

Ongoing research means that there are often new strategies and therapies being developed around the world that we want to share. Our goal is to treat a variety of cancers while reducing the unpleasant side effects of chemotherapy and promoting long-term remission rates.

Information about wellness treatments:

Another part of our practice is simply increasing overall health and wellness with treatments for nutrition, fatigue, chronic disease, and other conditions as they relate to cancer.

Advice from professionals:

Our hope is to be a great resource for people who are dealing with cancer in themselves or doing research for a loved one. Whether patients are interested in alleviating the side effects of chemotherapy, pursuing non-traditional forms of therapy, or increasing overall wellness, EuroMed Foundation can help.

Choosing Your Cancer Treatment Team

A cancer diagnosis sets in motion a series of events that can sometimes seem overwhelming. Gaining a sense of control is one of the most important steps patients can take, and that often begins with participating in the selection of a cancer treatment team. Whether you opt for traditional or [alternative cancer treatment](#), an array of medical professionals is involved during the course of your therapy.

Alternative cancer treatment at EuroMed Foundation emphasizes a team approach, which is part of the holistic nature of our therapy. We practice as a group — a cohesive unit — so that our patients receive the benefit of our combined knowledge and experience. Each member of the unit plays a significant role in the patient's treatment.



Patients at EuroMed play an active part in the decision-making about their treatment. Our innovative solutions include [The George Protocol](#) alternative cancer treatment, named for the foundation's founder, Dr. Frank George, which combines insulin potentiation therapy (IPT) with a homeopathic immune modulator that's specific to a patient's cancer. The team that carries out treatment at EuroMed includes several highly qualified doctors with diverse backgrounds.

Traditional cancer treatment often focuses only on the disease, without taking into account a patient's overall health. We customize treatment to meet the specific needs of each patient, using the unique talents of each of our team members.

Getting to Know Our Patients

The patients who arrive at our [Arizona cancer center](#) often come to us frustrated by conventional medical practices. They aren't looking for miracles — they're looking for options. At a time when patients often feel as though they've lost control of their lives, EuroMed Foundation doctors provide choices. That can be an enormous boost to a patient's overall outlook.

Besides offering a measure of control to our patients, we also are dedicated to helping them through every step of the treatment process, including the follow-up appointments. That dedication is reflected from the moment someone first contacts our staff, from helping out-of-town patients make travel arrangements to providing informative [resources](#) about nutrition and other topics related to alternative cancer treatments.



Cindy,
EuroMed Foundation patient

"No wonder people who do standard chemo get so sick. After one treatment of IPT, I don't feel so hot but once I get that out of me, I feel like a new woman. For my cancer — the most virulent form of breast cancer — alternative treatment was the answer."

Hearing from other patients is one of the best ways to learn more about a cancer center. It can be very helpful for someone considering alternative treatments to [watch patients](#), in their own words, describe their experiences at EuroMed Foundation.

We've treated countless patients who decided to pursue a holistic treatment path tailored to their specific needs. The positive impact of choosing an approach that made sense to them is itself part of the healing process we promote.

A Trip to EuroMed: What to Expect at Your Appointment

We understand that anxiety is common for patients making a trip to our Arizona [cancer center](#), and that's why we do all we can to foster an atmosphere of compassion and warmth, as well as an emphasis on openness and education. We want you to know as much as possible if you're planning a visit for yourself or a loved one, so you can focus on healing rather than worry about logistics. Let us walk you through a visit to our facility.

First, when you schedule your appointment, we talk to you about paperwork and any materials you may need to bring to our conveniently located office near Interstate 17 and Carefree Highway in Phoenix. We ask that you wear loose-fitting clothing and fast for at least 5 hours before your appointment.

Once you enter our center, our friendly and caring front-office staff welcomes you to our comfortable facility. We designed our waiting room with tranquility in mind, and it features warm décor, a large aquarium, and amenities to help you feel comfortable and nourished.

We'll show you to a private treatment room that is outfitted with state-of-the-art medical equipment. Our medical staff will guide you through a comprehensive interview process and examination. We view this time as an educational opportunity for both you and our staff, as we address all your questions and get to know you and your goals. Then, we begin any prescribed treatments.

When You Visit Us

- Bring paperwork and other materials we've requested.
- Bring along a friend or loved one.
- Wear loose-fitting clothing.
- Fast for 5 hours beforehand.
- Feel free to ask lots of questions.



We emphasize education throughout a patient's stay at EuroMed. You'll leave our facility with detailed instructions on any additional treatments and ways you can support your care at home. We emphasize proper diet and nutrition to prevent the growth of cancer and to support your body while it heals.

We hope this brief synopsis puts you at ease about your visit, and we want to reassure you that our goal is always to treat each patient with the utmost sensitivity and compassion.

Our Alternative Approach

An Alternative Approach to Cancer Treatment

At EuroMed Foundation, our doctors pursue an integrative, non-traditional approach to cancer treatment. Instead of offering a one-size-fits-all treatment, we assess each patient's needs individually and devise treatment plans that may include [alternative cancer treatment](#) options along with complementary therapies.

Our holistic approach stems from our belief that simply eradicating cancer cells without regard for the body's interconnected systems — especially the immune system — isn't a beneficial treatment plan. Alternative cancer treatments, such as insulin potentiation therapy (IPT), can successfully treat the disease without adding toxicity to the body when combined with other therapies that enhance the immune system and overall health.

So what are some of the alternative treatment options we offer? Here are a few:

IPT:

Also called low-dose chemotherapy, IPT uses insulin to enhance the effectiveness of lower doses of chemotherapy than are used in mainstream cancer treatment. Doses of chemotherapy are typically reduced by 90%.

The George Protocol:

This is a treatment approach that identifies good nutrition, support for the immune system using homeopathic immune modulator specific to your cancer, detoxification, and other [complementary therapies](#) as critical to the overall treatment plan. In addition, specific IV therapies are used to protect the liver and heart from chemotherapy.



Hyperthermia:

Widely recognized throughout the world as an effective cancer therapy, the use of infrared heat is thought of in the U.S. as an alternative cancer therapy.

Ozone Steam Sauna Therapy:

Ozone is pumped into a sauna or tent chamber that is designed to envelope your body while your head remains in the open air to prevent inhaling ozone at unsafe levels. The therapeutic use of ozone helps an overall detoxification protocol.

IV Therapies:

Intravenous high-dose vitamin C, glutathione, alpha-lipoic acid, vitamins, minerals, and so on are used to enhance and support immune function.

Ultraviolet Blood Irradiation (UVBI):

UVBI improves microcirculation and oxygenation, has anti-inflammatory effects, can stimulate immune function, improved tolerance to chemotherapy and has anti-infection properties.

Blue Scorpion Venom:

Used in Cuba for more than 20 years, blue scorpion venom is an effective complementary therapy for cancer patients that can help boost the immune system, relieve pain, and improve the quality of sleep. EuroMed prepares its own homeopathic remedy and tailors it to the specific type of cancer being treated.

What Does Holistic Cancer Treatment Mean?

Holistic healthcare means different things to different people. At EuroMed, [holistic cancer treatment](#) encompasses both alternative treatments and complementary therapies, along with a commitment to treat the whole person and not simply manage the disease.

Traditional cancer treatment, such as chemotherapy and radiation therapy, is focused on killing cancer cells. Unfortunately, these treatments compromise a patient's immune system at a time when it is already weakened. Our integrative cancer treatment kills cancer cells with low-dose [insulin potentiation therapy](#) while supporting the body's ability to heal itself. We just don't think it makes sense to use a treatment that further damages the immune system.

Instead, we blend the best of both worlds. By using low-dose chemotherapy during IPT, cancer cells are targeted without using a level that's toxic to the body's healthy cells. At the same time, our patients receive complementary therapies to boost the immune system and are counseled about nutrition and environmental factors that are linked to a lower risk of developing cancer in the future.

We also provide liver and heart protection through specific IV treatments. We make the patient's chemical terrain inhospitable to their cancer through proper diet and homeopathy.



Holistic

Adjective

Relating to or concerned with complete systems rather than with individual parts

Holistic medicine attempts to treat both the mind and the body

Source: Merriam-Webster

Our staff are trained in Ayurvedic medicine to address not only the physical body but also the energy and mind. We provide specific lymphatic drainage massage and other alternative traditions from around the world, including acupuncture and traditional Chinese medicine.

Many of the basic tenets of holistic cancer treatment are being adopted by medical professionals in traditional practices. Expect that trend to continue.

The George Protocol: A Crucial Cancer Treatment Tool

Holistic cancer treatment is grounded in the belief that the body can heal itself when provided an array of tools for support. At EuroMed Foundation, that belief is embedded in the George Protocol, an effective alternative cancer treatment that combines insulin potentiation therapy with a powerful homeopathic immune modulator specific to your cancer. We have found this specific homeopathic remedy to be an effective addition to our armamentarium for treating cancer. In addition, we provide complementary therapies designed to boost your immune system and overall health.



The George Protocol was developed by Dr. Frank George, EuroMed's founder and medical director emeritus, an osteopathic physician whose career had been dedicated to integrative cancer treatment. Dr. George began shaping the protocol that bears his name when he started actively pursuing treatments to safely and effectively treat cancer. Through his use of insulin during his training and from his travels outside the U.S., he studied insulin potentiation therapy in conjunction with specific homeopathic immune modulators that ultimately formed the foundation of the George Protocol.

He concluded that detoxification and bolstering the immune system was vital to the successful treatment of cancer.

Dr. George discovered that IPT was a part of a larger formula in his approach to cancer treatment. Ultimately, he concluded that detoxification and bolstering the immune system was vital to the successful treatment of cancer. The protocol also includes a menu of complementary therapies that round out the holistic treatment approach.

The goals of using complementary therapies are:

- Targeting cancer cells aggressively but safely
- Supporting your immune system and detoxification abilities while undergoing IPT
- Creating an internal terrain that's hostile to cancer cells while stimulating your immune system to recognize the cancer

Boosting Your Immune System During Cancer Treatment

Our philosophy at EuroMed Foundation is not just to treat cancer, but to support our patients' bodies so that they are in top condition to fight the disease themselves. This holistic approach to **cancer treatment** is all about boosting the immune system. While traditional cancer treatments hurt the immune system with high doses of toxic drugs, we keep our chemotherapy doses low and administer a number of complementary treatments that help patients stay strong.



Those treatments include:

Chelation:

Whether we have cancer or not, all of our bodies contain small amounts of heavy metals. These are of particular concern in cancer patients because they can weaken the immune system and may even promote carcinogenesis themselves. Chelation can reduce these metals in the body.

Antioxidants:

Glutathione, alpha-lipoic acid and other antioxidants are what we use to help prevent cell damage and rid the body of harmful substances.

Vitamin C:

When this high-powered, natural immune system booster is injected intravenously, it can aid immune function and its defense against cancer.

Other IV therapies:

Many of our IV therapies contain specific minerals, vitamins, and amino acids that seek out cancer cells and sap their energy, helping to reduce tumor size while stimulating other helpful cells.

It's also key to support the liver during cancer treatment, and these are just a few of all the [options available](#) to help boost the immune system.

Some of our IV's include, Alpha Lipoic Acid, Glutathione, Immune Myers, Heart support boosters, Immune support boosters and bone marrow recovery.

The Downside of Traditional Cancer Treatment

Even as cancer researchers investigate alternative approaches to treatment, traditional cancer treatment methods, such as chemotherapy and radiation therapy, remain the primary method used by doctors throughout the U.S. to fight the disease. [Holistic cancer treatment](#), in which the health of the whole body is the focus, remains an alternative.



Unfortunately, traditional cancer treatment has some severe drawbacks. For starters, as most people know, the side effects of aggressive chemotherapy can be devastating. As the old saying goes, “the treatment is worse than the disease.” Chemotherapy bombards an already weakened body with toxic drugs and, in some cases, radiation. The compromised immune system is sent reeling and the patient struggles with nausea, hair loss, fatigue and damage to vital organs. The quality of the patient’s life spirals down. Even worse, a 2007 study concluded that even newer forms of radiation can still increase the risk of getting heart disease.

Because of traditional cancer treatment’s downside, more and more patients diagnosed with various forms of cancer are seeking [alternative cancer treatments](#).

The George Protocol we use at EuroMed Foundation is a combination of complementary therapies that includes a targeted form of low-dose chemotherapy called insulin potentiation therapy (IPT). Our patients have far fewer side effects and, because our holistic treatment approach focuses on boosting the patient’s immune system through detoxification, good nutrition, and other methods, the quality of life is better than for patients undergoing traditional cancer treatment.

Avoiding Cancer “Overtreatment”

In recent years, mammography and some other cancer screening tests have come under fire from those who claim the medical industry is prone to cancer “overtreatment.” The result, some say, is that U.S. women who find tiny breast cancers then undergo invasive treatments such as chemotherapy for cancers so insignificant that they probably would never have progressed or threatened the patients’ lives.



Although we at EuroMed believe in the importance of cancer screening for the breasts and other areas, we understand the concerns about invasive overtreatment. That’s why we have devoted our practice to [alternative cancer therapies](#) that leave a patient strong and healthy while destroying cancerous cells.

A post called *Look for Cancer, and Find It* on *The New York Times*’ health blog recently delved into overtreatment and the notion that not all cancers are deadly. Although researchers suspect that some cancers will never harm the patient, there are practically no women out there who want to take the “wait and see” approach, the blog post says.

Surgery, radiation, and chemotherapy, while often effective at eliminating cancer, can also disrupt a patient’s immune system so profoundly that he or she will never be as healthy again. At EuroMed Foundation, we offer treatment options that can help destroy even the tiniest cancers without the unwanted side effects of overtreatment with more invasive options.

Our approach includes low-dose chemo through [insulin potentiation therapy](#) and an array of methods to support the immune system by removing toxins from the body and adding essential vitamins and minerals. This gentler approach has helped many patients with breast and other cancers overcome their diseases and go on to live stronger, healthier lives.

Integrative Care Bridging Alternative & Traditional Treatment Gap

Alternative cancer treatments such as [insulin potentiation therapy](#) are gaining more followers, even among medical professionals, as patients push for more control over their cancer treatment. The movement to integrate alternative medicine with complementary therapies has been resisted by traditional medical practitioners in the past, but it is now being seen in a more positive light.

At EuroMed Foundation, we pursue the goals of complementary therapies as part of our overall approach to cancer treatment. Those goals include:

- Decreased side effects of cancer treatment
- Improved energy, well-being, and overall quality of health
- Balancing and supporting the body's immune system
- Nourishing the mind and body in the healing process
- Emphasizing cancer prevention through a healthy lifestyle and nutrition
- Using natural anti-cancer therapies to help control the disease

This [holistic approach](#) to cancer treatment is part of our guiding philosophy at EuroMed, where each patient's treatment is customized to his or her individual needs. Our view of effective treatment is to avoid the toxic therapies that are the hallmark of traditional cancer treatment, such as chemotherapy and radiation therapy. Instead, we focus on supporting the immune system while using insulin potentiation therapy to target cancer cells with low-dose chemotherapy.



Homeopathic & Holistic Cancer Treatments: What's the Difference?

People sometimes confuse homeopathic and [holistic cancer treatment](#). Homeopathic treatment is based on the “like cures like” foundation, while holistic cancer treatment is concerned with boosting the patient’s overall immune system. The 2 types of treatment are actually complementary therapies, and are both part of EuroMed Foundation’s well-rounded approach to cancer treatment.

As more people turn to complementary and alternative medicine worldwide for cancer treatment, it’s important to understand the role each plays. At EuroMed, we prepare a homeopathic immune modulator for patients based on the type of cancer diagnosed.

We’ve found that homeopathic remedies are an effective addition to the overall cancer treatment plan.

A homeopathic remedy is based on these cornerstones:

- A minuscule amount of something that’s bad for you can be good for you
- “Like cures like”
- The body triggers a healing response when given the least amount of medicine

EuroMed’s [insulin potentiation therapy](#) is based on these beliefs. IPT is a form of low-dose chemotherapy that uses small amounts of insulin to target cancer cells. Insulin makes cancer cells more receptive to cancer-fighting medicine, allowing the use of lower doses and eliminating the debilitating side effects that accompany traditional chemotherapy.

At the same time, we boost a patient’s immune system with a customized holistic treatment

Homeopathy

Noun

A system for treating illnesses that uses very small amounts of substances that would in larger amounts produce symptoms of the illnesses in healthy people

Source: Merriam-Webster

that typically includes a cocktail of beneficial vitamins, improved nutrition, and detoxification to rid the body of harmful elements. By approaching cancer treatment with a holistic approach, we veer away from the concept that the “cure is worse than the disease” that many patients encounter during traditional radiation and chemotherapy.

How We Fight Chronic Inflammation & Disease

Inflammation is a natural response to attacks on the body's immune system. It's why you get a fever when you have the flu. It's why your finger swells after slamming it in a door. In a healthy body, inflammation helps the immune system, and then recedes. But what happens when the immune system is constantly working because it's exposed to environmental chemicals and irritants? Chronic inflammation, which serves as a catalyst for chronic diseases.



At EuroMed Foundation, our complementary [alternative cancer therapies](#) are designed to treat chronic inflammation by helping detoxify and strengthen the body. Diet and inflammatory stimuli present throughout the modern world combine to overwhelm our immune systems and trigger inflammation. Sleep deprivation is another culprit, a link reinforced by studies showing that people who work night shifts are at a greater risk for developing cancer than those working day shifts.

Everything we expose ourselves to — from laundry detergents to processed foods — creates a situation in which the body believes it is under constant attack. That takes its toll. It's typically a gradual process, but chronic degenerative diseases build up over time. Chronic inflammation is at the root of heart disease and cancer, which is why we at EuroMed focus on reducing and eliminating the sources triggering the inflammatory response through nutritional counseling and other lifestyle changes.

Our [complementary therapies](#) represent a significant portion of our holistic treatment method. We design a customized treatment plan based on each person's needs. Some examples of these therapies include:

Myers Cocktail:

A blend of vitamins and minerals that's been used for more than 30 years. The intravenous treatment provides fuel to the immune system, targeting the digestive system where many chronic diseases percolate.

Chelation:

Detoxifying the body of heavy metals that can damage the immune system and cause cancer themselves. Our bodies are often filled with heavy metals, and we use various chelating agents to eliminate them.

Antioxidants:

Alpha-lipoic acid (ALA) relieves stress on the liver, which is crucial for patients undergoing chemotherapy. Glutathione is another powerful antioxidant that helps the body detoxify itself and absorbs damaging free radicals — molecules that break down cells and injure our DNA.

Some of our IV's include Glutathione, Heart support boosters, Immune support boosters and bone marrow recovery.

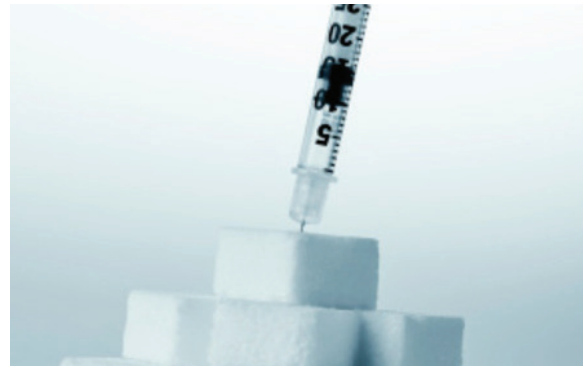
We also alkalize the patient's chemistry through diet modification to make it inhospitable to their cancer.

We also do food sensitivity testing for foods that cause inflammation, as inflammation is a key component to the development and progression of cancer.

All About IPT

Hitting Cancer's Sweet Spot With IPT

At EuroMed Foundation, one of the alternative cancer therapies we offer is widely regarded as being among the most effective nontraditional options for treating cancer: insulin potentiation therapy. Called IPT for short, this treatment takes advantage of cancer cells' affinity for sugar and uses it against them.



During IPT, a patient gets a dose of insulin that causes his or her blood sugar to drop. When this happens, cancer cells that need sugar to survive open up their membranes in a desperate attempt to absorb any sugar they can.

While the cancer cells are vulnerable with their defenses down, we give the patient a low dose of chemotherapy followed immediately by glucose. When the cells consume the sugar, they also take in the poisonous chemotherapy, eventually causing them to die off.

When the cells consume the sugar, they also take in the poisonous chemotherapy, eventually causing them to die off.

This insulin treatment can be beneficial to cancer patients because it requires a much lower dose of the toxic chemotherapy drugs than traditional treatments, which do not prompt cancer cells to drop their defenses. It brings few of the negative side effects of high-dose chemotherapy, which causes the death of many healthy cells along with the cancer cells.

IPT can be an effective but gentle treatment option for some cancer patients, but it's always best to consult with a qualified physician for a custom treatment plan.

Using IPT: Sugar Beats Cancer

The link between sugar and cancer is now pretty well-established, although still misunderstood. “Sugar feeds cancer” is a popular saying, but at EuroMed Foundation that phrase is turned on its head through [insulin potentiation therapy](#). With IPT, sugar beats cancer by transporting small doses of cancer-fighting drugs into diseased cells.



IPT has been used for decades. The concept is rather simple, using the cancer cells' appetite for sugar to the benefit of the patient. The therapy uses insulin to create a mild state of hypoglycemia (low blood sugar), which in turn makes cancer cells more sensitive and receptive to low doses of chemotherapy.

There are 2 main advantages to using IPT:

1. We can use very small amounts of chemotherapy, which allows us to treat the cancer without compromising a patient's immune system.
2. Because we use such small doses (approximately 10% of a standard chemotherapy dose), we can safely use multiple drugs in the protocol. These drugs are usually more effective when combined, which would be too toxic if used at full dose in conventional treatment.

IPT, when supported with [complementary therapies](#) at EuroMed, can effectively treat cancer without the patient experiencing the often debilitating side effects commonly associated with traditional chemotherapy and radiation treatments.

Top 3 Questions on Insulin Potentiation Therapy

We think it's easiest to explain how [insulin potentiation therapy](#) (IPT) works by starting with a definition of the word “potentiate.” It means that one substance — in this case insulin — enhances the effectiveness of another substance. By treating cancer with IPT, insulin boosts the ability of the drugs used in chemotherapy to kill cancer cells, meaning we can use a much lower dose of those drugs than is used in standard chemotherapy.

Why insulin? Cancer cells rely almost exclusively on sugar metabolism to thrive. IPT uses insulin to trigger a drop in blood sugar and leaves the cancer cells vulnerable. Chemotherapy drugs are administered followed quickly by glucose. Because the cancer cells are desperate for sugar, they take in virtually all of the drugs as well, which eventually kill the cells. This is why IPT is often called low-dose chemotherapy.

Potentiate

Verb

To augment the activity of (as a drug) synergistically

Source: Merriam-Webster

Of course, most of our patients still have questions about IPT once they arrive at EuroMed Foundation. Three of the most common questions are:

- 1. What are the advantages of IPT over traditional treatments?** IPT is part of a holistic approach to cancer treatment. Chemotherapy doses are reduced by 90% and complementary therapies are included to enhance your immune system and detoxify your body. We customize your therapy for your specific chemistry and cancer.
- 2. What happens during a treatment session?** Patients arrive in the morning after fasting overnight. After checking the blood glucose, we administer insulin using an IV in a private room, while our medical staff closely monitors your blood sugar level. At the correct time, chemotherapy is started, followed rapidly by concentrated glucose. From start to finish, the treatment lasts about 1.5 to 2 hours. The procedure is well tolerated.

- 3. Are there any side effects?** One of the most desirable features of IPT is the almost total lack of side effects that plague patients treated with traditional chemotherapy.

How IPT Gave a New Mother Hope

Imagine being only a couple of months pregnant and learning you have cancer and then having to undergo multiple grueling rounds of chemotherapy starting when you're only 15 weeks along. That's the situation a Minnesota woman faced in 2014. When the chemo didn't work and her situation looked worse than ever, she turned to an integrative oncology specialist for [insulin potentiation therapy](#) (IPT). And then, after months of fruitless treatments, the new mom finally had hope.



The woman, only 32, underwent IPT after her daughter's birth, similar to what is offered at EuroMed. Doctors had informed her that the breast cancer was Stage 4 and resistant to treatment with chemotherapy. But, as the woman wrote on a blog she started after her diagnosis, she believed her treatment needed to be individualized for her specific case.

"For once," she wrote after seeing the integrative oncology specialist, "I have a doctor that does what I've asked all along — to look at each person's disease individually because every cancer is unique. It has boggled my mind that we are still using the same 3 chemos for breast cancer for the last 40 years. Everyone gets the same classic cocktail."

After decades of using treatments that severely compromise the patient's immune system, traditional medicine is now pursuing the concept that strengthening immunity yields much better results.

Her comments are echoed by many of the patients we see at our Arizona clinic. That's why we customize our treatments to meet the specific needs of each patient, including when it comes to IPT, which is administered with insulin and requires only 10% of the regular chemotherapy dose. That means the side effects and the toll chemo can take on a patient's immune system are almost completely avoided.

IPT works by taking advantage of cancer cells' nearly insatiable appetite for insulin. When insulin and chemo are administered together, it works like a smart bomb homing in on a specific target, compared with the carpet bombing approach of normal chemotherapy. That's why IPT is sometimes called low-dose chemotherapy.

Our holistic approach to cancer treatment goes well beyond using IPT. Our doctors assess every patient to determine the best integrative treatment for his or her specific diagnosis. That may include a range of complementary therapies and immunotherapy. After decades of using treatments that severely compromise the patient's immune system, traditional medicine is now pursuing the concept that strengthening immunity yields much better results.

That's been the foundation of EuroMed's treatment philosophy for years.

Treating Specific Cancers

Your Guide to Alternative Breast Cancer Treatment

When we discuss alternative cancer treatments with patients at EuroMed Foundation, we like to emphasize that we customize therapy to treat each person's unique condition. Our holistic cancer treatment differs from traditional treatment because it's focused on the whole patient, not only the disease.

What this means for patients battling breast cancer is an approach that simultaneously targets cancer cells with a form of low-dose chemotherapy called insulin potentiation therapy (IPT) while also boosting the body's natural immune system. This type of [alternative breast cancer treatment](#) gives patients the tools to not only overcome the disease, but it also promotes a healthy lifestyle to reduce the chances of cancer recurring.



IPT is the foundation of our method at EuroMed, but it is used in conjunction with complementary therapies ranging from nutrition counseling to detoxifying the body and boosting liver function. EuroMed's medical staff pursues treatment based on the belief that cancer is a side effect of a weakened immune system. Aggressively targeting cancer cells with IPT is important, but alternative cancer treatment is equally concerned with a patient's overall health. Traditional chemotherapy and radiation therapy, on the other hand, attacks both diseased and healthy cells to treat cancer, leaving patients weakened and susceptible to a range of severe side effects.

Additional potential treatment options include using a homeopathic immune modulator that we prepare specifically for breast cancer patients. The modulator is part of the George Protocol used at EuroMed. The modulator itself helps detox and support the immune system

as part of our holistic approach that provides the body the ability to heal itself. Additionally, EuroMed doctors may use psychosomatic energetics therapy as part of their overall approach to breast cancer treatment. It's established that emotional health and the immune system are deeply interdependent. Because the brain and nervous systems influence the health of our immune and hormonal systems, it's important to not just focus on treating the cancer itself.

EuroMed Foundation often sees patients who have already started traditional breast cancer treatments and feel like they don't have the power to make decisions about their therapy. Our staff understands that this is a very emotional time and offers personal, collaborative patient care.

A Hopeful Option for Breast Cancer Patients

EuroMed Foundation offers patients something more than just another treatment. We offer hope. Just ask Tricia, who had undergone traditional chemotherapy treatment with little success when she arrived at EuroMed battling breast cancer and learned of an [alternative treatment](#).

“EuroMed was sort of a last hope for me,” says Tricia. “They gave me hope when I came here.”



Tricia is one of several patients who share [their stories](#) on our website. Although they each had different forms of cancer, their words include a common theme of feeling empowered and hopeful because EuroMed offered options they didn't think were available.

“EuroMed was sort of a last hope for me. They gave me hope when I came here.” — Tricia, breast cancer patient

Women such as Tricia often come to EuroMed seeking alternative treatment for breast cancer after surgery and aggressive chemotherapy didn't work and, in some ways, the treatment's side effects were worse than the disease itself. By focusing only on the tumor without integrating treatment for the whole body, such as strengthening the immune system, standard cancer treatment leaves patients vulnerable.

At EuroMed, the holistic treatment options include insulin potentiation therapy (IPT), a less toxic form of chemotherapy, along with a range of complementary therapies. The treatment plan is customized for each patient, who gains a sense of control by participating in the creation of the plan.

An Alternative Choice for Your Breast Cancer Treatment

Breast reconstruction options following a partial or double mastectomy have been in the news lately, but a recent study highlights the fact that many women aren't fully aware of their treatment choices. At EuroMed Foundation, our Arizona cancer treatment center, educating patients about all of their options is something we take very seriously.

It's especially important during Breast Cancer Awareness Month in October, when more attention is focused on the issue. The study that was published online in the journal *JAMA Surgery* examined why the rate of breast reconstruction remains relatively low. Fewer than half of women who undergo a mastectomy chose to get breast reconstruction.

Although the researchers found that most patients were satisfied with their choices, they also determined that almost one-fifth of the women didn't even know that reconstruction was an option. At EuroMed, we educate women about the choices they have throughout the treatment process. That includes [alternatives](#) to traditional treatment options, such as chemotherapy and radiation.

We take a holistic approach to cancer treatment, emphasizing the importance of treating patients physically, mentally, and emotionally after they are diagnosed. We craft customized treatment plans for each of our patients that take into account their unique conditions.

Unlike traditional cancer treatment, which causes side effects that can seem worse than the disease itself, the insulin potentiation therapy (IPT) that is the foundation of our treatment selectively targets diseased cells with low-dose chemotherapy. We also concentrate on boosting a patient's immune system through complementary therapies, another way our approach differs from that of traditional treatments.

The bottom line for breast cancer patients is to have all the information they need to make educated decisions about their treatment.

Breast Cancer Awareness

The color pink is now synonymous with Breast Cancer Awareness Month, adorning everything from pro football players' cleats to the lapels of business suits. Every October, the color reminds us that breast cancer continues to affect the lives of so many Americans. It also serves to remind us that early detection is an important part of successfully treating the disease.

At EuroMed Foundation, Breast Cancer Awareness Month is a time when we emphasize that women have alternatives to traditional chemotherapy and radiation treatments, including our support of [holistic cancer treatment](#) that focuses on the whole patient. Despite the heightened awareness, breast cancer remains one of the most common causes of death from cancer among all American women.

According to the Centers for Disease Control and Prevention, breast cancer is the most common cancer in women, no matter your race or ethnicity, except for some kinds of skin cancer. More than 220,000 women were diagnosed with breast cancer in 2011, the most recent year statistics are available, and 40,931 women died from breast cancer.

Breast cancer is ...

- The most common cause of death from cancer among Hispanic women in the U.S.
- The second most common cause of death from cancer among white, black, Asian/Pacific Islander, and American Indian/Alaska Native women in the U.S.
- Source: CDC



At EuroMed, we customize our breast cancer treatment plans for each patient's unique circumstances. Unlike traditional chemotherapy, which is unable to distinguish between healthy and diseased cells and results in debilitating side effects for many women, our low-dose chemotherapy called insulin potentiation therapy (IPT), targets cancerous cells.

Our [alternative breast cancer treatment](#) also includes complementary therapies to help detoxify the body and boost liver function. Taken together, the treatment is designed to enhance your immune system in a way that not only helps you recover from cancer, but also helps prevent its recurrence.

We encourage everyone to use Breast Cancer Awareness Month to educate (or re-educate) themselves about the importance of self-exams and understand that the goal of a holistic approach to cancer treatment is to take into account a patient's physical, mental, and emotional well-being.

Prostate Cancer: When Diagnosis Doesn't Mean Treatment

Most people understand that cancer isn't a generic, one-size-fits-all diagnosis. But prostate cancer diagnosis remains controversial because in many cases [alternative prostate cancer treatment](#) — or no treatment at all — is the appropriate path.

In fact, Dr. Herbert Lapor, the chairman of the department of urology at New York University Langone Medical Center, recently told CBS News that a majority of diagnosed prostate cancer “is not significant.”

That's because prostate cancer isn't always aggressive and often doesn't pose a health risk. While 16% of men are diagnosed with prostate cancer, only 3% percent die from the disease. For patients, traditional cancer treatment, including radiation therapy or removing the prostate, is not only unnecessary but may be worse than the disease itself.

Gleason Scale

Prostate cancer is given a grade called a Gleason score from 2 to 10, based on how much the cancer looks like healthy tissue when viewed under a microscope.

Source: cancer.net

Prostate cancer is almost always detected through screening with the prostate-specific antigen (PSA) test. Elevated levels indicate the presence of cancer. If a biopsy of the prostate confirms it's cancerous, a pathologist assesses how different the cancer tissue looks compared with normal prostate tissue and assigns what's called a Gleason scale score ranging from 2 to 10.

At EuroMed Foundation, our medical staff uses the Gleason scale score to assess the risk posed by the cancer to help determine whether treatment is necessary and, if so, the appropriate therapy or combination of [complementary therapies](#). In some cases, we recommend postponing therapy while actively monitoring PSA levels.

If We Do Recommend Treatment...

The alternative prostate cancer treatments offered at EuroMed work in tandem with existing treatments to boost your immune system and focus on overall wellness. Each of these options are tailored specifically for treating prostate cancer. Your choices include:

Insulin potentiation therapy: IPT is „low-dose chemotherapy” and is one of the fundamental treatments used at EuroMed for many types of cancer. It works by exploiting cancer cells’ natural attraction to sugar so that delivering much lower doses of chemotherapy medication is effective. That helps patients avoid the undesirable side effects that accompany traditional chemo.

Glutathione: One of the most important antioxidants produced by the body, glutathione helps shield healthy cells from the damage that cancer-treating drugs can cause. We use it to complement IPT treatments.

Laser energetic detox: Light energy delivered using a laser can be used both to help prevent illness and as a treatment for a range of chronic illnesses, including cancer.

A New Tool for Early Detection of Prostate Cancer

Treating cancer in its earliest stages is almost always more successful. That's especially true for certain forms of the disease, such as prostate cancer. [Treatment options](#) at EuroMed Foundation for prostate cancer that is detected early include a range of alternative and complementary therapies.

Prostate cancer is difficult to treat, and early detection is the key. According to the National Cancer Institute, more than 200,000 new prostate cancer cases are reported in American hospitals annually, with about 30,000 patients killed by the disease each year. As many as 1 in 8 men will develop prostate cancer in their lifetime.



But a recent study shows that a new diagnostic test analyzing samples of seminal fluid could reveal early signs of prostate cancer, helping doctors assess the severity of cancer. That's important because such an early warning tool will help gauge the urgency and type of treatment required. The research findings come as doctors have identified problems with the reliability of prostate-specific antigen (PSA) tests. PSA screening tests are currently the main diagnostic tool physicians use to identify prostate cancer.

Patients diagnosed with prostate cancer benefit from EuroMed Foundation's [alternative cancer treatment](#), which is focused on eradicating cancer using low-dose chemotherapy and boosting the body's natural immune system. Pursuing those goals simultaneously sets EuroMed's approach apart from traditional cancer treatment, which patients may find is worse than the disease itself.

New Study Raises Questions for Prostate Cancer Screening

If you're confused about prostate cancer screening tests, you aren't alone. Even though cancer experts agree that early detection is crucial to successful [prostate cancer treatment](#), there is no consensus about the best screening method.

The most widely known screening test is called the prostate-specific antigen (PSA) test, which is a simple screening method that is effective for detecting prostate cancer. But not all prostate cancers need treatment, and traditional treatments can lead to severe side effects, including urinary incontinence, erectile dysfunction, or bowel dysfunction. A test that comes back positive for cancer can cause anxiety that isn't warranted.



A study published in *The Lancet*, a respected medical journal, may result in even more confusion. The major European study concluded that PSA screening lowers a man's risk of dying of prostate cancer by 21%, but even the study's authors say the finding doesn't support the use of widespread PSA screening. That's because up to half of the detected cancers won't lead to death, the study's lead author told *The New York Times*. He said for every 27 cancers detected by PSA screening, only 1 man's life would be saved.

In fact, the PSA test often puts men on a treadmill of biopsies and testing. And some of those patients wind up getting treatment of a cancer that would have never caused a problem if left alone.

So what's the solution? Doctors can help by identifying their patients who are at a greater risk of getting prostate cancer, such as men with a family history of the disease or African-American males. A new magnetic resonance imaging (MRI) test may also help find the most aggressive cancers that require treatment.

And, as with other forms of cancer, prevention through dietary and lifestyle changes is an integral part of decreasing the chances of developing the disease.

Colorectal Health: Screening Is Key

Motivating people to get colon cancer screening tests after age 50 is the focus of Colorectal Health Month in March. It's an excellent message because undergoing a screening test is the best way to detect signs of colon cancer at an early stage. It's also a good time to point out that holistic lifestyle changes can lower the chances of getting colon cancer. At EuroMed, our holistic approach to colon cancer is part of the alternative treatment path we take for all forms of cancer.

We emphasize an [approach](#) that gives men and women the power to lower their risk of getting colon cancer by making changes in their diets and lifestyle. That's because prevention is the best way to lower the number of cancer deaths. A nutritious diet based on fresh, chemical-free foods and reducing daily stress are 2 of the most important steps to take to reduce the chances of getting any type of cancer.

Colon Cancer 101

Research from the Harvard School of Public Health shows that regular colonoscopy screenings could prevent 40% of all colorectal cancers. Colon cancer is the second-leading cause of cancer deaths in the U.S.

Colon Cancer Risk Factors

Various risk factors are associated with colon cancer. Some involve a person's lifestyle, but others are not controllable. The most common risk factors include:

Obesity: This tends to be a more significant risk factor for males, but there is also a relationship between colon cancer and obesity for women, too. Excessive weight is both a hereditary condition and influenced by lifestyle choices. Physical inactivity and eating a diet that includes a significant amount of processed meats can lead to obesity.

Smoking and excessive drinking: Several medical conditions are associated with these habits, including colon cancer.

Age: Most cases of colon cancer occur in people older than 50.

Family history: Genetics appears to be an important risk factor for colon cancer. Anyone who has an immediate family member who developed colon cancer or certain types of polyps may have an elevated risk. People with genetic conditions such as Lynch syndrome are also vulnerable to developing colon and other types of cancer.

For someone diagnosed with colon cancer, our alternative treatments include [complementary therapies](#), which compose a significant part of our holistic cancer treatments. Those therapies include:

- A cocktail of vitamins and minerals tailored to specific patient needs that are administered intravenously
- Therapeutic levels of antioxidants
- Homeopathic detox treatments to “sweep” the body of dead viruses, dead white blood cells, and chemical by-products from medicines
- UVB treatments
- Digestive system support
- Food sensitivity testing for foods that cause inflammation, and key component to the development and progression of cancer.

Ultimately, it’s important to remember that it’s never too late to make positive changes in your lifestyle and diet to improve your overall health.

Your Guide to Alternative Lung Cancer Treatment

Lung cancer patients who come to EuroMed often have already started with some form of traditional treatments, including chemotherapy. Our alternative lung cancer therapies can complement those traditional approaches or act as special procedures that can enhance the quality of their lives. When our physicians at EuroMed create a treatment plan tailored to a patient's specific condition, they consider the type, grade, and stage of your lung cancer. We emphasize an [approach](#) that gives men and women the power to lower their risk of getting colon cancer by making changes in their diets and lifestyle. That's because prevention is the best way to lower the number of cancer deaths. A nutritious diet based on fresh, chemical-free foods and reducing daily stress are 2 of the most important steps to take to reduce the chances of getting any type of cancer.

The most common type of lung cancer is non-small cell lung cancer (NSCLC), which accounts for approximately 80% of all lung cancer cases. Adenocarcinoma, squamous cell carcinoma, and large cell cancers fall into this category. Only cancer that originates in the lungs is considered lung cancer.

Lung Cancer Risk Factors

Both main types of lung cancer have similar risk factors. As with many other forms of cancer, both genetics and lifestyle choices can play a role in the development of lung cancer. The primary risk factors involved with lung cancer include:

Smoking: Most people understand the link between smoking and lung cancer, but many non-smokers also are diagnosed with lung cancer. Still, smoking cigarettes is a proven cause of lung cancer and smokers who quit can reduce their chances of getting cancer.

Chemical exposure: Persons exposed to certain chemicals at work or even at home may have an increased risk of developing lung cancer. Studies show links to cancer for people who experience long-term exposure to chemicals such as asbestos, radon, and diesel exhaust.

Hereditary: The link between lung cancer and genetics isn't as well-known as with certain other types of cancer, but siblings or children of people diagnosed with lung cancer seem to have an increased risk of developing the cancer themselves.

Lung cancer symptoms vary and can occur in any order. These symptoms don't always mean the person experiencing them has lung cancer, but they should be evaluated by a doctor if any of these persist.

- A chronic cough, especially if it's accompanied by bloody sputum
- Recurring chest infections
- General fatigue, weakness, or loss of appetite
- Shortness of breath or chest pain when breathing
- Wheezing
- Hoarse voice

Treatment Options

Our alternative lung cancer treatments can be used as complements to traditional therapies or as special procedures that can enhance your quality of life. At EuroMed, your provider tailors your treatment plan based on your specific condition, including the type, grade, and stage of your lung cancer. Some of the treatment options we offer include:

Insulin potentiation therapy: This treatment--also called „low-dose chemotherapy”--is a versatile procedure used for most of our patients. Because cancer cells crave sugar, carefully lowering a patient's blood sugar creates a condition in which cancer cell membranes are extremely vulnerable. At that point, we administer a low dose of chemotherapy drugs, followed immediately by glucose. This targeted approach means far fewer healthy cells absorb the chemotherapy drugs. The patient benefits from the therapeutic effects of the treatment with fewer of the side effects that accompany traditional chemotherapy.

Blue scorpion venom: EuroMed added this innovative therapy to its menu of treatments after thoroughly reviewing promising research documenting its effectiveness. Blue scorpion venom has been used therapeutically in Cuba for more than 20 years to boost the immune system and to relieve pain. We prepare our own homeopathic remedy using technology that

enables us to customize the dilution, so the treatment is safe and tailored to each patient's specific needs.

Hyperthermia: Even though this therapy is considered as part of the standard cancer treatment protocol--along with surgery, chemotherapy, and radiation--in most of the world's countries, in the U.S. it is used only as an alternative cancer treatment. Hyperthermia uses infrared heat to target and destroy certain types of cancer cells. We typically combine hyperthermia with other treatment protocols, such as insulin potentiation therapy, for lung cancer patients.

Cancer Prevention

The Link Between What You Eat & Cancer

ABC News recently took a look at 5 foods that some doctors say may help prevent and treat breast cancer. Among them are mushrooms, sweet potatoes, salmon, tea, and pomegranates. At EuroMed Foundation, nutrition plays a prominent role in [our holistic approach to cancer treatment](#) and prevention.



We were glad to see this story spreading the word about the benefits of making healthy food choices, especially when it comes to such a widespread disease as breast cancer. Research has shown that foods packed with carotenoids, omega-3 fatty acids, antioxidants, vitamins, and minerals help

the body repair cells and regulate hormones, possibly leading to a decreased risk of cancer.

5 Foods to Prevent Breast Cancer

- Mushrooms
- Sweet potatoes
- Salmon
- Tea
- Pomegranates

At EuroMed, we also give our patients tips on which foods to avoid, with processed food being the main target. Foods laced with additives, preservatives, hormones, and steroids add toxins, pesticides, and carcinogens to our bodies. People should avoid grain-fed meat treated with antibiotics, artificial colorings, sugars, preservatives, and vegetable oils. “Bad fats” and fried foods are also best avoided, as well as foods with high levels of sugar.

Instead, go organic, and choose foods that support your body’s ability to repair and regenerate. Grass-fed meats and local, organic fruits and vegetables that are grown with natural pesticides are best.

Dietary changes can go a long way in cancer prevention and treatment because they help strengthen your body and improve its ability to heal itself. Eating well is a good idea for everyone regardless of cancer risk.

How You Can Play a Role in Cancer Prevention

Some researchers estimate that more than 4 out of every 10 cases of cancer could be prevented by lifestyle changes, such as not smoking, maintaining a healthy body weight, reducing alcohol consumption, and eating a healthy diet. At our [cancer center](#), our integrative treatment methods include making these changes to help prevent the disease from recurring.



We believe cancer is an environmental disease and that our patients are key players in preventing it. A century ago, cancer was relatively rare. But in the past 100 years, our diets have changed, the amount of chemicals surrounding us on a daily basis has increased exponentially, and we've become a sedentary society. All of us have significant control over those factors.

Some of the most common steps to help prevent cancer include:

- Avoiding certain foods (something that we recently [highlighted](#) on our blog) and eating a vitamin- and antioxidant-rich diet
- Reducing chemicals in your environment, such as in pesticides and plastics
- Leading an active lifestyle
- Talking to your doctor about any personal risk factors

One of the best ways to succeed in reaching any goal to change your lifestyle is to take incremental steps. If meat is part of your diet on virtually a daily basis, it's wiser to gradually curtail the number of meals in which it's included, rather than vow to simply "stop eating meat." Likewise, someone who currently leads a primarily sedentary lifestyle can start by walking after dinner and then increase the distance.

It's more likely a person will stick to a commitment by starting small and, ultimately, will reap long-lasting health benefits.

Our 5 Best Tips to Prevent Cancer

At EuroMed Foundation, one major thing we promote as part of our [holistic approach](#) to cancer treatment is following a lifestyle that focuses on prevention. Even though nothing can guarantee someone won't get cancer, extensive research links certain behaviors to an increased risk of developing some forms of the disease.



Despite these proven links, it can be difficult for people to make the recommended changes. For example, a survey of cancer survivors conducted earlier this year found that 1 in 10 still smoke nearly a pack a day. Even after surviving cancer, people still struggle to follow cancer prevention strategies. One of our goals at EuroMed is to not only treat cancer, but prevent its

recurrence by helping our patients understand the relationship between their lifestyles, the environment, and the risk of getting cancer.

We start with the 5 best tips for cancer prevention:

1. Don't smoke.
2. Exercise.
3. Eat a healthy diet.
4. Maintain a healthy weight.
5. Get regular medical checks

The most common causes of preventable cancer are generally well known — smoking, excessive alcohol consumption, poor diet, obesity, lack of exercise, and exposure to toxic chemicals. But it's difficult to translate that knowledge into action for many people. That's why we've listed some great books and websites on our [Links and Resources](#) page to help individuals get started on making these changes. We encourage you to do your own research with the help of these resources, and we invite you to come in and meet with us for advice that's customized to your lifestyle.

What We Learned From World Cancer Day

Many of the leading medical thinkers around the globe recently participated in World Cancer Day, which occurs every year in February. Hundreds of events took place worldwide to mark the occasion, including an international conference in New Delhi where a state health minister discussed the value of Ayurveda, homeopathy, and other [alternative cancer therapies](#).

At EuroMed Foundation, where we wholeheartedly support what seems to be a growing interest in alternative treatment methods, we were so pleased to see this approach get attention on World Cancer Day. In India, Shripad Naik urged scientists and researchers to expand the boundaries of their work to include a holistic approach to treatment.

Ayurveda

Noun

A form of holistic alternative medicine that is the traditional system of medicine of India

Source: Merriam-Webster

His message included calling for alternative therapies, including Eastern treatments such as those embodied by Ayurveda, to be developed and integrated with traditional cancer treatment approaches. Ayurvedic medicine is one of the oldest holistic healing systems, developed thousands of years ago in India. At its core is the belief that wellness depends on a balance between mind, body, and spirit.

It's our hope at EuroMed that increased awareness of and interest in natural therapies and alternative cancer treatments will lead to patients incorporating them at the outset of their treatment. Currently, many cancer patients consult with us for treatments such as insulin potentiation therapy only after undergoing multiple conventional treatments that prove unsuccessful.

Another lesson we were pleased to see highlighted on the annual awareness day focused not on those who are already diagnosed, but rather on prevention of cancer. The occasion is a good time to encourage everyone to think about making lifestyle changes as a cancer prevention strategy, something that doesn't get enough attention amid the important discussion of advanced treatments.

According to information provided by World Cancer Day organizers, at least a third of the most common cancers can be prevented by reducing alcohol consumption, eating healthier diets, and exercising more often. The number of cases that can be prevented increases to about 50% if smoking is included.

Here are some other effective lifestyle changes that can help lower the risk of developing cancer:

- Include more fibers in your diet for healthy bowel movements, which help detoxification.
- Eat more fruits and vegetables to glean antioxidants, vitamins, and minerals that are critical for a healthy diet and a strong immune system.
- Detoxify the system by drinking green and herbal teas to help maintain the body's balance.

Cancer prevention is one of the cornerstones of our work at EuroMed Foundation. Our treatments emphasize strengthening a patient's immune system to help overcome the disease, as well as to help prevent it from recurring. Unhealthy lifestyle choices are linked to a number of chronic diseases, and our holistic approach includes complementary therapies to detoxify the body and boost the natural immune system.

It's time for the medical community and the general public to rethink their approach to cancer prevention and treatment. World Cancer Day is a good time to start.

News & Research

Immunotherapy Gains Traction as Complementary Cancer Treatment

Our alternative cancer treatment protocol is based in part on the idea of using the body's own immune system to help fight disease. The use of complementary therapies is a fundamental part of our overall approach to cancer treatment. It now appears that immunotherapy is beginning to become a part of more traditional cancer treatment, too.

Immunotherapy is a general term that encompasses treatments that work in different ways. Some boost the body's immune system, while others help train the immune system to attack cancer cells specifically. Immunotherapy also works better in treating some forms of cancer than others. At EuroMed Foundation, we emphasize the use of [homeopathic immune modulators](#) called the George Protocol as part of an overall approach to treating a range of cancers. It's a big-picture approach that includes insulin potentiation therapy as the centerpiece of treatment. The complementary therapies are just as important, including good nutrition, detoxification, and immune system support.

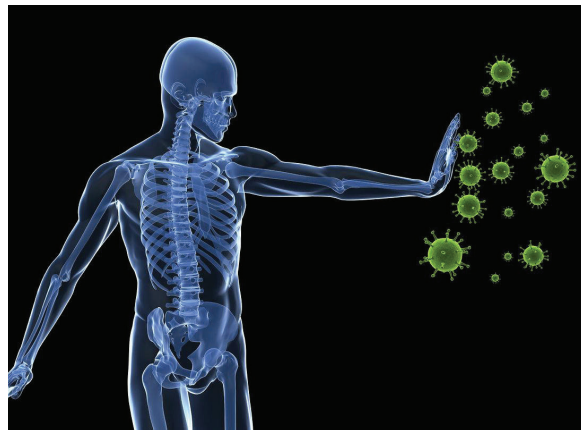
For decades, traditional cancer treatment has focused only on destroying cancer cells using high doses of chemotherapy that undermines the body's immune system. That's been changing, as noted in a recent article published by the journal *Nature*. In its April 2014 issue, it reported that "clinical-trial successes in the past five years suggest that a new generation

Immunotherapy

Noun

The treatment or prevention of disease by taking measures to increase immune system functioning

Source: Merriam-Webster

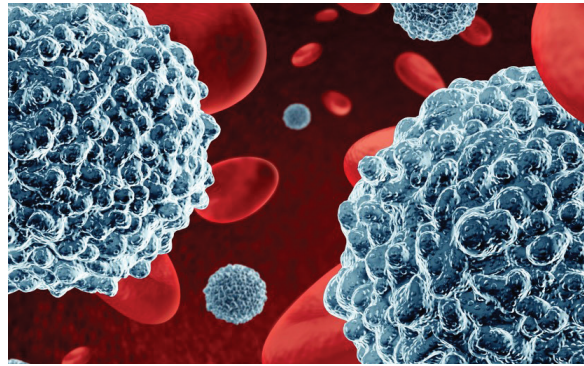


of (immunotherapies) has potential against several forms of cancer that resist conventional treatments.” It also said that some analysts predict that in the next 10 years, immunotherapies will be used for 60% of people with advanced cancer.

Strengthening the immune systems of our patients will continue to be part of our multi-pronged and nimble approach to treating cancer. In developing his namesake protocol, Dr. Frank George emphasized that boosting the immune system keeps cancer in check. And it seems pretty clear that decades of aggressive chemotherapy and radiation therapy treatments have failed to turn the tide against cancer.

Research Shows Bright Future for Alternative Cancer Therapies

At EuroMed Foundation, we make it a priority to track promising science in the industry, and there's been some exciting news over the past several months when it comes to alternative cancer therapies. A pair of clinical trials has shown impressive results for treating leukemia by genetically tweaking patients' own blood cells.



According to an October 2014 article in *The Wall Street Journal*, the cancer therapies involve removing a patient's white blood cells, known as T-cells. Researchers genetically alter the T-cells, programming them with a disabled virus to produce receptors that target malignant proteins. The researchers inject these T-cells back into the patient's body, where they go to work attacking the cancer from the inside.

We believe patients best fight off cancer when their bodies are made healthier, rather than harmed by the deleterious effects of chemotherapy and radiation.

This treatment is a form of "immunotherapy," because it harnesses the body's natural defenses to fight disease. In this case, researchers enhance the body's natural response with genetic modification of cells.

We at EuroMed also use [immunotherapies](#) to help our patients fight cancer. Our treatments involve supporting the immune system through detoxification and good nutrition so a patient can better fight off cancer with only low doses of chemotherapy.

The Wall Street Journal points out that the T-cell treatment faces some major hurdles — namely involving cost — before it can reach widespread success. Nonetheless, our doctors are pleased to see such strides being made and such attention being paid to this alternative approach to traditional cancer treatment. We believe patients best fight off cancer when their bodies are made healthier, rather than harmed by the deleterious effects of chemotherapy and radiation. We plan to keep an eye on these promising advances in immunotherapy in the hopes that gentler, more supportive treatment someday becomes the norm.

Rethinking Radiation: Benefits of Shorter-Course Therapy

Research shows that breast cancer patients who underwent alternative radiation therapy — a treatment plan that cut in half the time they received radiation — benefitted from that approach. We encourage rethinking traditional methods of treating cancer at our [cancer center](#), where we take a holistic approach that emphasizes patient's overall health as part of the treatment process.

Still, even though studies showing that a shorter course of radiation therapy is just as effective for early stage breast cancer patients as a longer course, many women in the U.S. are still undergoing radiation treatments for longer than necessary, according to a recent analysis of data involving millions of patients.



The benefits of the shorter duration of radiation therapy include more than being effective in treating cancer. It is also less expensive and more convenient for patients, reducing the amount of time away from work and home. It's unclear why so many patients continue to undergo the longer course of radiation, according to the researchers, but it's important that patients get this information so they can discuss it with their physicians.

At EuroMed Foundation, we encourage patients to embrace new technology and research that can improve the treatment process. We specialize in combining conventional and alternative therapies in a way that incorporates effective healing practices from around the world. Our mission is to effectively treat cancer while supporting the patient's immune system, an approach that is supported by a growing body of research into cancer vaccines. New vaccines focus on boosting the body's immune system to destroy and ward off cancer cells.

Our holistic approach includes:

- **Insulin potentiation therapy:** This treatment is also called low-dose chemotherapy. It specifically targets cancer cells, unlike conventional chemotherapy, which attacks both healthy and cancerous cells.
- **Complementary therapies:** Supporting and enhancing the immune system is accomplished by incorporating substances and therapies customized specifically for an individual patient's needs.
- **Diverse medical team:** Our specialists practice as a unit, combining the unique knowledge each has to benefit our patients.

The medical establishment can be slow to evolve, even in the face of research showing that alternative methods can benefit patients. EuroMed Foundation is dedicated to pursuing all avenues of treatment.

A New Approach to Preventing Chemo-Related Hair Loss

The common side effects of chemotherapy and radiation treatments pose challenges for most patients. Hair loss is one of the top concerns, but a device currently in clinical trials is offering hope and is part of an increased focus on creating a [holistic approach](#) to cancer treatment that considers all the health needs of patients.



The DigniCap System cools the scalp during chemotherapy transfusions, causing the contraction of blood vessels surrounding hair follicles, preventing most of the toxins from entering the follicles. That, in turn, minimizes hair loss. A CBS News story about the system reported that the system's manufacturer hopes to get FDA approval in 2015.

Hair loss, of course, is not the most significant concern for someone trying to beat cancer, but any device that can help patients maintain some normalcy amid a time of physical and emotional turmoil is beneficial.

Hair loss, of course, is not the most significant concern for someone trying to beat cancer, but any device that can help patients maintain some normalcy amid a time of physical and emotional turmoil is beneficial. That's one of the reasons the EuroMed Foundation emphasizes holistic treatment at our cancer center. EuroMed also uses specific remedies to prevent hair loss.

Our physicians create customized treatment plans for patients designed to [optimize](#) their health even as they are being treated. This includes both their physical and mental health, both

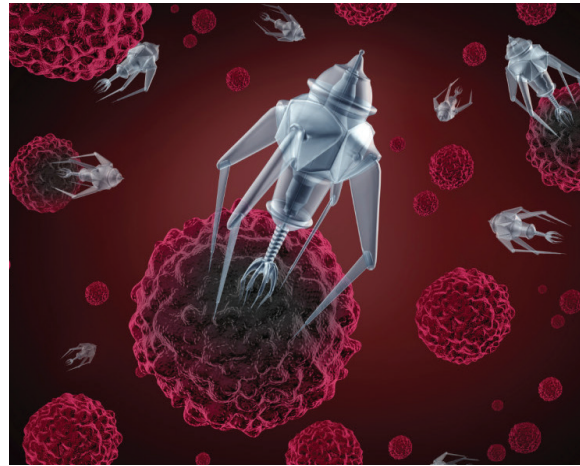
of which are critical to successfully overcoming cancer and staying healthy in the future.

If a patient's self-esteem is boosted by preventing hair loss during chemotherapy, that will help that patient stay positive during difficult treatments and enhance the chances of success.

By combining complementary therapies with cancer treatment, we can help eliminate some of the negative effects of that treatment and enhance a patient's quality of life.

Are Nanorobots the Future of Cancer Treatment?

Technological advances are fueling research into cancer treatment alternatives that would spare patients the grueling side effects associated with chemotherapy. One recent development reported is using nanorobots to attack cancer cells in mice. While EuroMed Foundation encourages research, it's also important that patients choose advanced alternative options such as [insulin potentiation therapy \(IPT\)](#) for cancer treatment.



South Korean scientists are studying what they say will be a less harmful alternative to chemotherapy using salmonella germs engineered to find cancer cells, then release cancer-fighting drugs. The ongoing research has a ways to go before it can be approved for use on humans, but the nanorobot cancer treatment technology is already patented in the U.S., Japan, and Europe.

Although the nanorobot research may be promising, there are countless other untested alternative cancer treatments being advertised. Unfortunately, patients diagnosed with cancer who seek alternatives to aggressive chemotherapy are often in a vulnerable position during their search and are ready to try just about anything.

It's vital that patients consult with a qualified doctor when researching cancer treatment alternatives and recognize that viable and effective therapies such as IPT are available. IPT is just part of the holistic approach to cancer treatment we offer at EuroMed Foundation. The foundation's highly trained medical team utilizes The George Protocol alternative cancer treatment, founded by Frank W. George, D.O., M.D.(H).

Cancer Seen Through a Celebrity's Viewpoint

Among the reactions following the death of Apple Inc. founder Steve Jobs death from pancreatic cancer was surprise. Despite rumors of failing health, Jobs remained secretive about his diagnosis. Many of the people we treat at our [cancer center](#) are very private and inform only close family members about having cancer. Perhaps that was the case with Jobs.

It's unfortunately true that a cancer diagnosis still carries with it a stigma that spurs people to keep quiet even when they would rather talk about their ordeals. That's why our EuroMed Foundation staff is encouraged when celebrities such as Joan Lunden and Robin Roberts use their media platforms to openly discuss their diagnoses and treatments.

When celebrities share their personal stories about battling cancer, it helps trigger a wider public discussion about the disease. That ultimately promotes education, and, as the general public learns more about different types of cancer, symptoms, and various treatments available, it leads to more people following through with regular testing to ensure they are healthy.

At EuroMed, we believe preventing cancer is the best "treatment" available. That's why we emphasize a holistic approach to cancer therapy. Our goal isn't simply to treat the disease, but to help prevent it from recurring. Education about healthier lifestyles and nutrition, complementary therapies to rid the body of existing toxins, and nourishing the immune system are all part of the menu at EuroMed.

Patients diagnosed with cancer rely on their physicians to recommend effective treatment plans, and, for many people, the treatments are successful. But we also encourage individuals to be their own advocates and become personally familiar with all the cancer therapies available. Many times, blending traditional treatment with alternative therapies is the ideal approach.

So we support those celebrities who choose to go public with their stories about cancer and hope their examples lead to a better understanding of the disease and treatment.

Glossary

A

Adenocarcinoma

A cancerous tumor that arises from or often resembles a type of glandular tissue.

Adjunct agent

In cancer therapy, a drug or substance used in addition to the primary therapy.

Adjuvant chemotherapy

A term used to describe the role of chemotherapy relative to other cancer treatments, such as radiation and surgery.

Adjuvant radiation therapy

The use of radiation before or after treatment, typically chemotherapy, usually designed to prevent a cancer from recurring.

Anaplastic

A term often used to describe cancer or malignant cells that divide more rapidly than normal cells and have little or no resemblance to normal cells.

Anastomosis

The joining together of two ends of healthy bowel after diseased bowel has been excised or removed by the surgeon, whereas with a colostomy, the bowel ends attached to an external bag on the patient that can sometimes be reattached at a later date.

Antigen

A substance that is recognized by the body as being foreign and, as such, can trigger an immune response.

Archived tumor sample

A tumor sample that has been preserved and stored. Tumor tissue is commonly preserved for storage by being treated with a preservative called formalin.

Aromatase inhibitor

An estrogen blocker medication that reduces the amount of estrogen in the body. Aromatase inhibitors are often used to treat women with estrogen-receptor-positive breast cancer.

B

Barium enema

A procedure involving the insertion of barium to coat the lower gastrointestinal tract or colon, then X-rays. On X-ray, the barium is seen and outlines the inside of the colon, as well as any growths or tumors.

Benign

Non-cancerous or malignant. A term describing a usually not spreading condition, and often a much milder disease.

Biopsy

The removal of a small piece of tissue or tumor for analysis by a pathologist in order to determine a precise diagnosis. This is the most important test when you have cancer, as it determines the type of therapy needed.

Surgical procedure

Any procedure on the skin or deeper. It can range from a simple skin biopsy under local anesthesia to a large, invasive procedure under general anesthesia.

BRCA1 and BRCA2

Genes that normally help repair damaged DNA. If the BRCA gene itself is damaged, then it's referred to as a BRCA mutation. A person who inherits a mutated or altered version of the BRCA1 and/or BRCA2 genes has a higher risk of developing breast and ovarian cancers.

C

Cancer

A condition in which abnormal cells divide without control or fail to die as part of a normal cell's life cycle. They often produce significant immune suppression. Some cancer cells can invade nearby tissues and can also spread through the bloodstream and lymphatic system to other parts of the body (called metastasis).

Cancer staging

The process of assigning a descriptor (usually numbers I to IV) of how much a cancer has spread in the body. Criteria for staging includes size of tumor, amount of tissue penetration, and whether it has invaded adjacent organs, including how many lymph nodes are involved. Each type of cancer has a different staging process.

Carcinoma

Any malignant growth or cancer that comes from epithelial cells. Carcinomas can invade surrounding tissue and often metastasize to the lymph nodes leading to spread in other parts of the body.

Carcinoma in situ

Epithelial tumor cells confined to the tissue of origin, without invasion through the basement membrane.

Chemosensitivity testing

A process performed in a laboratory that tests a particular drug's effectiveness of killing the patient's cancer cells.

Chemotherapy

Treatment with cytotoxic drugs that destroy cancer cells or high metabolic cells. Chemotherapy may be used in addition to surgery or in combination with therapies such as radiation or hormonal therapy.

Chromosome

A carrier of genetic information seen only under very high magnification.

Clinical laboratory

An examination of materials derived from the human body for the purpose of providing information for diagnosis, prevention, or treatment.

Clinical trial

A research study to test drugs, procedures, and so on to determine whether they are effective and/or safe.

Colectomy

Surgical resection of all or part of the colon (also called the large intestine).

Colitis

Inflammation of the colon. Colitis can have many causes, including ulcerative, Crohn's, infectious, pseudomembranous, and so on.

Colon polyp

A fleshy growth on the inside (the lining) of the colon, which can be benign (non-cancerous) or malignant (cancerous).

Colonoscopy

Inspection through a specialized scope of the inside of the colon or large intestine.

Colorectal

Related to the colon and/or rectum.

Core biopsy

A procedure which typically uses a needle to remove a small, intact sample of tissue from an identified mass in order to examine it and obtain a diagnosis.

D

Diagnosis

Identification of a condition, such as cancer, by its signs, symptoms, laboratory results, or other examinations.

Differentiation

A process in which normal cells go through physical changes in order to form the different specialized tissues of the body. Malignant cells may range from well-differentiated (closely resembling the tissue of origin) or poorly differentiated (bearing little similarity to the tissue of origin). Cancers that are undifferentiated tend to be more aggressive.

Distant recurrence

The spread of cancer to parts of the body other than the place where the cancer first occurred. For example with breast cancer, it can spread to the lungs, liver, brain, or bones and other areas.

Dukes staging system

A system of staging rectal cancers developed by Cuthbert Dukes in 1932. The original system had 3 stages but has been modified over time to include 4 stages.

Dysplasia

A term that refers to abnormal cells that have a propensity to progress to cancer.

E

Early stage invasive breast cancer

A term that can be used to describe stages I and II and some stage III breast cancers.

Endoscopy

The process of visual examination of a bodily orifice, canal, cavity, or other area using a specialized scope.

ER (estrogen receptor)

A protein that may be present on cell walls to which estrogen molecules can attach and influence growth. The term “ER-positive” refers to cancer cells that contain the estrogen receptor protein. These cells are generally sensitive to hormone therapy.

G

Gastroenterologist

A physician who specializes in diseases of the gastrointestinal tract.

Gastroenterology

The branch of medicine that focuses on the digestive system and its disorders.

Gene

The functional and physical units of inheritance that are passed from parents to their offspring. Genes that are in normal breast tissue can sometimes change their “genetic expression,” which can then grow into breast cancer.

Gene expression

The level of activity of a gene or group of genes.

Gene expression profile

A picture of the activity or expression of multiple genes from a single specimen.

Genetics

The study of genes and heredity. Heredity is the passing of genetic information and traits, such as eye color or an increased chance of getting a certain disease, from parents to offspring.

Genome

The complete genetic material of a living thing.

Genomic test

A test that looks at groups of genes and how active they are. This activity can influence how a cancer is likely to grow and respond to treatment.

Genomics

The study of complex sets of genes, how they are expressed in cells (what their level of activity is), and the role they play in biology.

H

Haematology

A branch of medicine that specializes in the study and treatment of blood and blood tissues, including bone marrow. A blood count is where the various types of cells in the blood are measured. The haematologist may also examine samples from a bone marrow aspiration by performing a needle biopsy of bone.

Histopathology

The study of cells relating to a disease. Histology is the microscopic study of cells and tissues. Pathology is the study of the disease. The histopathologist determines a diagnosis through microscopic examination of cells.

Hormonal treatment (hormone therapy)

Medications used to block the effect of hormones in the body. In estrogen receptor-positive breast cancer, hormones can drive the growth of the disease. Common hormonal therapies include tamoxifen and sometimes a class of drugs called aromatase inhibitors. Hormonal therapies are used to treat women with estrogen receptor-positive breast cancer.

Hormone receptor

A protein on the surface of a tumor cell that binds to a certain hormone, activating tumor growth.

I

In situ

Non-invasive cancer in which abnormal cells have not spread to nearby tissue or beyond the basement membrane.

Invasive breast cancer

Cancer that has spread from the breast into surrounding tissue. Invasive breast cancer can spread to other parts of the body through the blood and lymph systems. Invasive breast cancer is also called infiltrating breast cancer.

IPT

Insulin potentiation therapy, which is a method of delivering very low dose chemotherapy in a low-sugar environment, after giving a small amount of insulin. The insulin causes low blood sugar by allowing glucose to enter cells to be metabolized. Cancer cells become sensitized in a low-sugar environment because they are more dependent on sugar, or glucose, than normal metabolic cells. The chemotherapy drugs used in IPT are reduced in dosage by 90%, which typically avoids the unpleasant side effects and immune suppression of full-dose chemotherapy.

L

Localized

A tumor limited to its site of origin.

Local recurrence

The reappearance of cancer in the part of the body where it first occurred.

Lumpectomy

A surgical procedure that removes a localized mass (lump) of tissue, including a breast cancer mass.

M

Malignant

A term which means severe and typically becomes progressively worse; a malignant tumor is one that has the ability to invade and destroy nearby tissue and/or spread or metastasize to other parts of the body.

Mastectomy

A surgical procedure to remove the breast.

Metastasize

A term that is used to refer to cancer spreading from its site of origin to other sites in the body.

Metastatic breast cancer

Advanced breast cancer that has spread beyond the breast with local lymph node invasion and to other parts of the body such as the lungs, liver, brain, bones, or other tissues.

Molecular diagnostics

The measurement of DNA, RNA, proteins, or metabolites to detect genotypes, mutations, or biochemical changes.

N

Newly diagnosed

A term used to describe a disease or cancer that has recently been discovered.

Node-negative breast cancer

Breast cancer that has not spread to the lymph nodes.

Node-positive breast cancer

Breast cancer that has spread to the lymph nodes (most commonly the axillary lymph nodes under the arms).

O

Oncologist

A physician who specializes in the diagnosis and treatment of cancer.

Oncology

The study, including treatment, of cancer.

P

Pathologist

A physician who identifies diseases by studying cells and tissues under a microscope.

Pathology report

A report by a pathologist describing the microscopic finding of a patient's tissue, which had been biopsied and submitted.

Polyp

A benign or malignant growth or tumor usually protruding from the inside lining of an organ, such as the colon.

Port

An indwelling catheter in a vein, usually a large vein in the chest, designed to deliver chemotherapy. It is usually placed completely under the skin so patients can have a normal life style.

le including swimming, exercising, and so on. It provides much less discomfort during treatment, which usually goes faster through a port.

PR (progesterone receptor)

A protein that may be present on certain cells to which progesterone molecules can attach and stimulate growth. The term “PR-positive” refers to cancer cells that contain the progesterone receptor protein. These cells are generally sensitive to hormone-blocking therapy.

Predispose

To make more likely or render susceptible.

Prognosis

The expected outcome of a disease and its treatment, which may be influenced by a variety of factors such as stage, age, site, and so on depending on the particular type of cancer. In general, a patient with localized disease may have a more favorable prognosis compared with a patient with widespread disease.

PSA (prostate-specific antigen)

A protein exclusively produced by the prostate. Increased levels of PSA may be found in the blood of men who have prostate cancer or other prostate diseases such as BPH (benign prostatic hypertrophy) or inflammation of the prostate.

R

Radiation therapy

The use of radiation to destroy malignant or cancerous cells. Radiation therapy may be used before or after surgery or chemotherapy. Radiation is often used for local control of the cancer at a specific site.

Recurrence

The return of cancer after treatment. This can be either locally, at the site of the original cancer, or at a new site.

Remission

A state in which the symptoms of cancer are no longer present. There is usually no evidence of the disease using standard diagnostic tests, however the cancer is often still present in the body.

Resection

Surgically removing a part of the body, often meaning to surgically remove a cancer or part of a cancer growth.

S

Sarcoma

A malignant or cancerous tumor growing from connective tissues, such as cartilage, fat, muscle, or bone.

Screening (for breast cancer)

Looking for masses or suspicious areas in breast tissue on a periodic basis, usually with mammography and/or MRI scans.

Screening (for colon cancer)

Looking for masses or suspicious areas in colon tissue on a periodic basis, usually with colonoscopy.

Sigmoidoscopy

Inspection through a specialized scope of the inside of the sigmoid colon, which is part of the large intestine that empties into the rectum.

Staging

A classification system for cancer extent. For example, in breast cancer it's based on the size of the tumor, whether the cancer has spread to the lymph nodes, and whether the cancer has spread to other sites in the body (metastasis).

Synchronous cancer

Multiple primary cancers occurring simultaneously.

Syndrome

A set of signs and symptoms that tend to occur together and reflect the presence of a particular disease or an increased chance of developing a particular disease.

T

Tamoxifen

A medication that blocks the effects of the hormone estrogen used to prevent estrogen from accelerating the growth of breast cancer. Tamoxifen is used to treat women with estrogen receptor-positive breast cancer.

TNM classification of malignant tumors

A cancer staging system that describes the extent of cancer. TNM stands for tumor/nodes/metastasis. “T” describes the size of the tumor and whether it has invaded nearby tissue, “N” describes the number of regional lymph nodes that are involved, and “M” describes the presence of other metastases. This system is jointly maintained by the International Union Against Cancer (UICC) and the American Joint Committee on Cancer.

Treatment monitoring

An ongoing assessment by the medical team to monitor how the patient is tolerating treatment and how the cancer is responding.

Tumor

Tissue growth where the cells that make up the tissue have multiplied uncontrollably. A tumor can be benign (non-cancerous) or malignant (cancerous).

Tumor grade

The characterization of a tumor based on how similar in appearance the cancer cells are to normal cells. Tumor grade is one of many factors that, when used in combination, can indi-

cate how aggressive a cancer is.

Tumor markers

A chemical detected in the bloodstream that may indicate the presence of cancer. Markers may be secreted by the tumor itself or produced by the body in response to the cancer. Tumor markers may aid diagnosis or give an indicator of how treatment is progressing. Markers are usually specific to certain types of cancer. Sometimes markers that are typical for a different cancer than the one diagnosed can also provide useful information regarding the diagnosed cancer. In addition, there are indirect markers used to track disease, such inflammatory markers and new blood vessel formation markers.

Tumor stage

A number that refers to the size of the tumor and whether the cancer has spread. Tumor stage, expressed as the tumor “T” score, is one of many factors that, when used in combination, can indicate how aggressive a patient’s cancer is.

U

Ulcerative colitis

A disease where inflammation and ulcers form in the inside lining of the large intestine. It often occurs in the lower part of the colon and rectum. There is a higher incidence of cancer associated with ulcerative colitis.

W

Wire localization biopsy

A type of biopsy performed when an abnormality can be seen on a mammogram but cannot be felt. A wire localization biopsy utilizes a mammogram to locate and identify the breast abnormality, after which a biopsy is performed.