Curcumin Vs Cancer: You Win

The American Cancer Society (ACS) just celebrated its 100th year anniversary. Over the past century, cancer has invaded the lives of virtually every family in America, mine very much included.

Love Whole Foods has chosen to pursue its mission statement: support the health and well being of our local community. One of the ways we have done this it to partner with the Florida Memorial Hospital's Cancer Treatment Center. Called Project Hope, this year's event was particularly important because our community's generosity is also being used to fund a new Neonatal Intensive Care Facility. In the last 100 years, cancer has now grown to be the number one disease destroying the lives of prepubescent children in America as well many other countries.

Their focus, along with the ACS, is to treat cancer once a victim has been stricken. Love Whole Foods joined with the hospital's food service department to make a simple statement. The best way to defeat cancer is to not get it... and the best way to do that is by fighting it one meal at a time. Meals that need to be designed around life, whole foods with plenty of fruits and vegetables. The hors d’oeuvres served at this event were fresh salads, raw from scratch salsas, gluten free chips, fresh rainbow colored fruits, and our own real uncontaminated, unflouridated artesian water. We provided a wonderful info sheet called The Colors Of Cancer Prevention written by Dr. Susan Higenbotham, Phd., R.D. of the American Institute of Cancer Research (www.aicr.org). This simple sheet lists the major fruits and veggies that possess phytonutrients which have clinical research confirming their cancer fighting properties. This is critical information for moms with children as well as for cancer survivors who want to stay cancer free. This sheet is displayed at both our stores in our organic produce departments, ask for a copy. While you are there, ask for our in-house magazine with Christy Turlington on the cover. It has great tips on how to cook these delicate foods in order to preserve their phytonutrients as well as making them taste fantastic.

We also handed out literature on one of nature's most potent plants in fighting cancer. You know it as Tumeric which is the dominant spice in Indian and Thai cuisine. The root of the tumeric plant (Cur-cuma longa), a member of the ginger family, has been used in India for thousands of years as the principle spice used in curry. It is also the key element in Ayurvedic medicine’s goal of supporting the body's natural inflammatory response. As discussed in previous articles, systemic inflammation is the root cause of most degenerative diseases-cancer being its ultimate expression. It is ironic that a century ago tumeric's active compound, curcumin, was isolated. This element gives tumeric its vibrant color. Over the years, the health benefits of this nutraceutical have been studied but clinical trials designed to replicate its cancer fighting properties (as well as other benefits) were dogged by absorption problems. Taking as much as twelve grams of concentrated curcumin powder (not the spice tumeric) failed to be detected in the blood. This lack of absorption meant that the body was breaking it down into other compounds before it reached the tissues being studied. Cancer research money has afforded a breakthrough in this arena. Nutraceutical companies have solved the problem of both absorption and reasonable dosing levels.

Natural Factors, based in Vancouver, has taken the lead in developing a proprietary formulation of natural curcumin (not a drug analog) called Theracurmin which utilizes this new delivery system. The result is a dramatic increase in the absorption of curcumin compared to all other commercial forms as evidenced by serum testing. At equal dosing levels, Theracurmin produces blood levels in HUMAN studies 300 times greater than regular curcumin supplements! (Dr. H.Saski, Phd., Improved
Natural Factors has allowed new research to proceed validating curcumin's multiple benefits using controlled, replicable methodology just like with pharmaceutical drugs. These layered benefits come with virtually no side effects. This precisely why leading cancer treatment centers like MD Anderson Cancer Center and Baylor Research Institute, Dallas, are now doing research of not only curcumin's anti-cancer cell activity, but also for its beneficial effects when used in conjunction with conventional chemo treatment such as reducing the impact of nausea and pain following those treatments. It is a complimentary therapy which your doctor may investigate with Love Whole Foods for more information and contact these re-nowned institutions for the latest updates.

How effective is it? Read Dr. Michael Murray's How To Prevent And Treat Cancer, available at both our locations. It goes into detail on the research done on this miraculous nutraceutical. The best insurance policy to beat cancer: eat whole foods and take supplements to prevent it.

Don't want Alzheimer's? Read my article on curcumin's ability to prevent the formation of beta-amyloid plaque.

Got pain? In my twenty plus years of helping my customers relieve their pain without drugs. Theracumin is the best anti-inflammatory I have ever worked with, period.

Want more information? Come to either store and pick up the literature discussed along with The Colors Of Cancer Prevention. Better yet, try the new introductory size Theracumin (30 veggie capsules). We have partnered with Natural Factors to offer all three sized Theracumin (30, 60, and 120) at a remarkable 25 percent off until July 4th. Try it—by the 4th you will have something else to celebrate!