VANILLA ICE
The Man Behind the Name, Hear what Entrepreneur Robert Van Winkle has to say about being open to change and new interests

CONQUERING CANCER AND KEEPING HER FERTILITY
Catie King, a patient of Dr Dalal Akoury shares her story of undergoing

ANTI-AGING, GUT HEALING, TISSUE REPAIR AND IMMUNE FUNCTION

ARE PEPTIDES THE SOLUTION?

REGENERATIVE MEDICINE AND EXOSOMES IN CHIROPRACTIC
• Cancer is the second leading cause of death globally and is responsible for an estimated 9.6 million deaths in 2018.
• Across the globe, about 1 in 6 deaths is due to cancer.
• Approximately 70% of deaths from cancer occur in low- and middle-income countries.
• Roughly one third of deaths from cancer are due to the 5 leading behavioral and dietary risks: high body mass index, low fruit and vegetable intake, lack of physical activity, tobacco use, and alcohol use.

YOUR CANCER is Unique
YOUR TREATMENT SHOULD BE, TOO

Want to explore alternative cancer treatment options?
At AWAREmed we’re dedicated to restoring hope and health for those diagnosed with cancer. We offer holistic, alternative therapies to strengthen and heal our patients – mind, body, and soul.

See why so many are choosing to heal with non-toxic cancer therapies. Learn more with a FREE Consult today.

AWAREmed was founded by Dr. Dalal Akoury BELIEVES THERE IS HOPE!

There are other choices beyond conventional cancer treatments. When chemotherapy, radiation, and traditional medicine do not work, we offer our cancer patients hope through alternative medicine. Our holistic therapies provide fewer painful or uncomfortable side effects. Whether you’ve just received your diagnosis, you’ve progressed to a more advanced stage of cancer, or your cancer has returned after you’ve been in remission.

At the core of Dr. Dalal Akoury’s unique treatment philosophy is a revolutionary thought: treat the whole person, not just the disease.

Every patient of Dr. Dalal Akoury receives a personalized treatment program, tailored to their individual needs and strategically constructed to address the physical, mental, and emotional roots of cancer. This comprehensive approach utilizes the 6 pillars of Cancer Therapy as a foundation for restoring the body’s natural ability to heal, while directly targeting cancer cells via the world’s latest and safest non-toxic therapies.

Discover THE AWAREMED difference

TELEPHONE NUMBER: +18432131480 OR +18432131480 WWW.AWAREMED.COM HTTPS://WWW.FACEBOOK.COM/INTEGRATIVECANCERRX/
GOING THE DISTANCE

MIND & BODY
The Power of a Recovered Empath

MIND & BODY
The dangers of unskillfully using KETO DIET exposed

MEDITATION
MISTLETOE – Magic and Medicine

MIND & BODY
The dangers of unskillfully using KETO DIET exposed

MEDICAL INSIGHTS
PEPTIDES Anti-aging, gut healing, tissue repair and immune function

MEDICAL INSIGHTS
MISTLETOE – Magic and Medicine

SPOTLIGHT
CONQUERING CANCER and keeping her FERTILITY

SPOTLIGHT
VANILLA ICE
The man behind the name
Interview by Veronica Sosa

“You can go from one passion to another
the sky is the limit!”

Robert Van Winkle, known to most as Vanilla Ice,
shares some one-on-one insights on becoming a rapper,
the struggles and the journey of following his different passions which have ultimately led to his fame and success as a celebrity and entrepreneur.

BUSINESS & STRATEGY
Generational Integrity

BUSINESS & STRATEGY
Regenerative medicine and exosomes in chiropractic

BUSINESS & STRATEGY
A Duckling Story

CREDITS
Founder: Dr Dalal Akoury
Editor: Diane Smith
Contributing Editor: Agnes McGrane
Graphics: Diamando Demetriadou | Luis Teran
Advisory Board: Veronica Sosa

THE EXOSOMES SECRET!
Shine from Within
Inner strength outer beauty

CHANGE THE LIFE OF YOUR HAIR TODAY

Your hair will thank you

Contact the Regenerative Medicine Expert Practitioner
Dr. Dalal Akoury
Visit: www.BNASTem.com
Contact: info@XOSTem.org
GOING THE DISTANCE

“Nothing in this world can take the place of persistence. Talent will not: nothing is more common than unsuccessful men with talent. Genius will not: unrewarded genius is almost a proverb. Education will not: the world is full of educated derelicts. Persistence and determination alone are omnipotent.”

- Calvin Coolidge

Rarely, a dream or goal comes to fruition easily and effortlessly, without delays, problems or hurdles. It is far more common, however, that we must overcome many obstacles and suffer some pain before achieving any meaningful target.

And, the bigger one’s dreams, the tougher the challenge. The more ambitious a goal is, the more likely it is that one will face difficulties on their journey towards achieving it.

What drives you?
That journey is your life, and your business growth path. The vehicle is you. The driver is your attitude. If the ‘driver’ is decisive and determined, he just won’t give up!

When faced with challenges what will you do? Will you give up? Or, will you persist, struggle and work towards success?

Commitment and passion are key
Successful companies differentiate, not because they have some “rock star” quality, but because their leadership is committed and passionate enough to persevere in the face of overwhelming odds. Perseverance is a very important character trait for a successful life. It requires determination, and working hard regardless of any odds or obstacles that may exist. It means insisting and being firm with yourself to get something done and not give up.

Imagine how the world of courier services and fast shipping would be like today if Frederick W. Smith, the founder of FedEx decided to quit when his company was struggling due to fuel costs—in fact, it was losing more than $1 million every month! Imagine if Elon Musk, the Tesla and SpaceX king, let his ideas die back in 2008, when both companies were young, and the 2008 economic crisis was at the verge of annihilating his visions. Cash shortages made it impossible for his dream to survive Musk
almost closed down his companies. But because of his tenacity and persistence, now both tech giants are doing extraordinarily well, thanks to Musk’s refusal to give up.

**Succeeding against all odds**
The key to my success over the years, has been grounded on the fact that I stuck to whatever I tried long enough for it to work.

I have learned to acknowledge, accept and own my flaws, forgive my shortcomings, and love myself despite them. I am proud of my heritage, my ethnicity, gender, and I acknowledge and respect my physique, and disability. I have searched deep to know who I am, what makes me happy, and what makes me tick.

The ability to substantiate abundance and light, and befriend adversities, have been pivotal. My father’s death from cancer shaped me to be who I am today. I embraced it, learned from it and use it as a turning point to guide my journey.

When you have a mission greater than yourself, you are strengthened internally, and you feel even more determined to complete your task. It took me many trials, failures and successes; I left my country, my children at a tender age, left the comfort of my large home. I moved to the U.S. and worked temporarily as a house maid and lived on old run-down furniture from the salvation army. I was never certain if I would succeed, it was a massive risk.

In 1997, Jeff Bezos, the founder of Amazon, wrote in his very first annual letter, “Failure and invention are inseparable twins. To invent you have to experiment, and if you know in advance that it’s going to work, it’s not an experiment.”

**Use your weak moments to fuel you**
Like everyone else, I too experience bouts of demotivation. Life is full of surprises and there were some weak moments where I briefly succumbed to those demotivating hurdles. Amazingly, these painful moments became the fuel for my success. These vulnerable, discouraging moments are the miraculous hidden gifts, that marked new milestones in my life.

Being overweight as a child – bullied and shamed – was one of the stumbling blocks. My father’s diagnosis with terminal cancer was the second; being bullied and persecuted because of my faith, the way I dressed, my gender, my uniqueness as a young woman in medical school; all these were certainly demoralizing and demotivating instances. It was not easy being a female medical from Egypt training as a pediatrics resident, barely making money to survive and living in a new country, whilst supporting my two sons and my spouse who had sacrificed his carrier for my mission.

**Persistence – the only choice**
Persistence was my friend, and, often times my only choice. What kept me going was my unyielding faith in the Divine and my belief in my mission. I had a primary goal driven by purpose, and there was no other option but to keep going to reach my destination. I continuously see, feel, and smell my assignment. This mission, to help, to heal, and to spread the message that health is achievable and attainable, is more significant than me. It is a higher purpose, and I am a servant of it.

---

“When you have a mission greater than yourself, you are strengthened internally, and you feel even more determined to complete your task.”

— Dr Dalal Akoury
HealPreneur Editor Diane Smith discusses the topic of empathy, empaths and highly-sensitive people with Psychotherapist and Breathworker Viola Edward. Viola draws inspiration from her work as a mentor, as well as her personal experiences, to offer insights on how empaths can safely use this character trait in their lives and occupations.

Are you in the business of holding a safe space for others’ expression and pain? Then you need to read this!

I’ve recently been told that I’m an empath. I work as a writer and editor so I often have to document people’s stories, some of triumph and others of tragedy and trauma. This part of my job can often be emotionally taxing. As an empath I find myself thinking about my interviewee’s story and try to put myself in their shoes, to understand their pain and suffering to accurately represent them through my writing.

There are instances where a situation I am writing about would carry a tremendous drain on my being that it would inflict physical sickness. After visiting a Syrian refugee camp in Lebanon in 2018 and interviewing refugees who have lost their homes, their livelihoods, and all hope for their future, I remember standing at the airport waiting for the bus to arrive to take me home and thinking of the children in the camps, wondering if they will see any real change in their lifetime. As I stood there, I felt that if someone doesn’t hold me NOW I will fall apart. Like a mirror that has been hit by a rock then cracks and shatters into pieces. I returned home with a sense of urgency to fix the world and do, do, do, work, work, push, push, push... and ultimately burned out and collapsed. I became physically sick for several months, partly due to a parasite I caught on that trip, but also because of the emotional effect that trip, and those people’s stories had on me.

Often times I find myself sobbing while the words pour out of me, and through the keyboard of my laptop, thinking of how painful a situation must have been for the person I’m writing about, and sometimes remembering and drawing inspiration from similar experiences in my life. I stay up late at night, thinking of the person’s story, praying to be able to go back to sleep. Sometimes I wish I could go back to writing about fashion, mini skirts and the latest celebrity-endorsed perfume. I learned early on in my life to stay away from any substance abuse so, when such nights rear their ugly head, I stay away from addictive ‘solutions’ like a glass of wine or a sleeping pill.

But not everyone has had that kind of conditioning and many empaths, whose occupation or work environment takes a toll on their psychological and physical health, seek comfort in things that can be even further detrimental to their wellbeing. A visit to see some former colleagues and journalists at a newspaper I used to work for became a shocking experience as I noticed that the stress they were experiencing due to reporting on the economic crisis at the time had taken a toll on them: teeth turned brown and dark circles under their eyes from too much smoking, coffee and late nights drinking.

Working with Dr. Dalal Akoury and the HealPreneur team of authors, doctors and healers, I cannot but admire the courage of these healers to pursue such a noble mission. I can just imagine how doctors, healers, therapists and others in the business of healing must feel. This altruism in a taxing profession inspired this article and discussion with Viola Edward, who helps healers, in the business of lovingly holding a safe space for other people, to stay safe themselves. Encouraging empaths to be empathetic towards themselves, to learn to set boundaries, and to use their empathy as an asset rather than a weakness.
So, what is an empath?

“First of all, empathy is what we all need in order to enter into synergy and function in a loving, conscious relationship, to be able to work with a partner, with employees, to help others as healers, to be able to lead an organization or a business towards growth,” Viola Edward explains. “An empath has the ability to perceive the normal and emotional state of another person. They feel what the other person is going through, even though it’s not convenient for them.”

How do empaths act and react?

“For me, an empath is a person who has [high levels of] empathy, generosity, intuition, but [may also] have a pathological need to be loved. This can sometimes surface in a dysfunctional way,” Viola says. “As an empath myself, even when I’m fighting with someone, I understand why that person is doing what they are doing or reacting this way.”

Viola goes on to describe that empathy has been misunderstood due to the giving and the over-giving, which often places a person in the position to be mistreated or taken advantage of. She explains that many empaths are people who have experienced abuse and, because of that, they feel deeply and empathize with others’ pain. They learn how to forgive quickly; the problem is that sometimes they are late in reacting when someone oversteps their boundaries.

Some empaths fall into the trap of abusing medication or over-drinking as an escape from the overwhelm of their daily lives.

How do empaths protect themselves?

As a psychotherapist who is also empathetic, Viola trains mentors, Breathworkers and counselors. One thing she often tells them is “we have to be so close, with open hearts, loving and empathic to feel and understand our client’s pain but also far enough to remember that it’s their pain and not ours.”

Viola also suggests that people in the business of serving others, whether as doctors, psychologists or therapists, must also regularly visit a therapist themselves.

All of us working in the world of psychotherapy, we are human and we have our own issues and our own family, and we need to deal with them with our own therapist so we don’t accumulate our own stories without dealing with them proactively,” she suggests.

Physical exercise, healthy eating, enough sleep, and space between sessions or seeing patients is also very important. “Take time for yourself, even if you only have 15 minutes. Some people like to go out in nature, others like to go to the gym or for a walk around the consultation area. You need to nurture yourself and do whatever is important to you, according to your personality.”

How should they set boundaries?

“Empaths need to learn to set boundaries on time. Boundaries need to be set on time and to the person that they need to be set toward. Because what usually happens is that the empath reacts in a dysfunctional way. For instance, if I have a situation with a colleague at work, I need to set boundaries towards that colleague, and not hold it in and allow them to continue pushing the limit, and then go home and react towards my spouse.”

“There is a common characteristic that empaths have: when they start to say no and set boundaries, they do it towards the wrong people and maybe clumsily. When an empath goes through the process of psychotherapy, their progress is more stable because they are with somebody who is holding the space for them, guiding the process, believing in them even before they believe in themselves, the teaching and the healing occurs while the psychotherapist and client are working together on understanding the microtrauma or macrotrauma that has caused the empath to be like this.”

Viola describes how empaths can be guided through therapy, session by session, to recognize when they are being taken advantage of, to set boundaries on time, and to express themselves without reacting towards the wrong people. She also talks about not waiting until circumstances are dire and intolerable before seeking help.

“What usually happens is that empaths are going around like ambulances, helping so many people and they think they don’t need help, or they don’t go to therapy because they feel it is self-indulgent. Then, when they crash and burn out, they eventually go to therapy, but there is a bigger fracture and a lot more work to be done. Then, the empath will find it hard to invest so much time and resources to deal with the issue so they will stop therapy.”

By addressing these dysfunctional behaviors on time, the empath will be able to develop their perception and ‘read the signs’ on time. They will be able to set boundaries on time to the person needed. This is important for their health and their lives in all areas including family, businesses, society and to be healthy role models for the future generation.

“They will be able to expand and help so many people, because this quality of being an empath is so very important for this world,” Viola concludes.

This topic of empathy and the wellbeing of the empath healers is of pivotal importance for the healing profession. Dr. Dalal Akoury and the team of HealPrenuer have dedicated time and effort to adequately address this matter in future editions. Dr. Dalal Akoury who focuses on aligning SPIRIT, MIND, and BODY as part of healing and restoring the whole, will dissect the effect of stress on wellbeing and arm healers with winning strategies to safeguard and evade the consequences of the empath vulnerability.

Viola Edward is a Transcultural Psychotherapist and Breathwork Lead Trainer. She is an Author and the Founder of Feminine Capital Forum. Viola is one of the founders of KAYANA International Breathwork, along with her husband Michael De Glanville.

Dr Dalal Akoury, MD, is the founder of AWAREmed and the director of the Integrative Advanced Medicine Institute. She is board-certified in anti-aging functional and regenerative medicine, and has accumulated more than twenty years of experience in emergency medicine and pediatrics. Dr Akoury has a master’s degree in public health and has served fellowships in pediatric hematopathy/oncology and performed research in leukemia and the effects of smoking.

This lifetime of experience, along with a unique sensitivity, genuine compassion, and a driving passion to inspire health in everyone, has prepared “Dr Dolly” to be in this place at this time. About developing her dream, AWAREmed and Wellness U, Dr Akoury says “My mission is to ignite the spark of health deep within everyone, and to allow this sparkle of wellness to shine through everyone’s eyes, becoming one with the universe, and aligning body, mind, and spirit.”
THE DANGERS OF UNSKILLFULLY USING Keto diet EXPOSED

Lately, we’ve been hearing a lot about the ketogenic diet and its benefits for weight loss, as well as treatments for a number of health conditions. However, is it for everyone? Dr Dalal Akoury, who recommends keto for the treatment of certain types of cancer, discusses the benefits and warns against using it without the guidance of a health and nutrition professional.

Folks are so desperate for a miracle to help them feel better that they almost always immediately believe everything anybody says that promises a ‘quick fix’ to their problems...especially if it’s their doctor, health coach and/or trainer. This is why, more than ever, the public needs to seek trusted resources. A reliable source that people can turn to for help and guidance must have expertise on sound nutrition practices and behavior change. That said, today we will focus on one of the most successful and controversial diets usually recommended: the ketogenic (or ‘keto’) diet.

What is the Ketogenic Diet?
Although it is rising in popularity, the ketogenic diet is not a new dietary intervention. It is an established nutritional treatment approach first developed in the 1920s. Even though it has been around for years, it has recently been gaining new popularity as TV, media and great marketing has helped launch it onto the scene in a bigger way. The ketogenic diet is a high-fat, adequate-protein and very low-carbohydrate diet. It is primarily used as a prescriptive diet for patients with cancers and children with epilepsy because it decreases the amount of seizures.

This diet puts the body into a state of ketosis. Ketosis is a metabolic process that occurs when the body does not get enough glucose for energy. The body then burns stored fats instead, which results in a build-up of acids called ketones. The ketogenic diet only allows about 5%-10% of calories to come from carbohydrates, which would translate to only 15-30 grams of carbohydrates per day; in other words, only a slice of bread to a bagel per day.

What does ketogenesis do for you?
A keto diet low in carbohydrates forces the body to produce ketones in the liver to be used as a source of energy instead of glucose. Ketosis prompts your body into this metabolic state to help burn body fat above and beyond a regular diet.

The keto diet and cancer: rationale and mechanism
In normal cells, the final conversion of glucose to adenosine triphosphate (ATP) needs the presence of oxygen. If oxygen is not present, lactic acid is produced. On the other hand, cancer cells require increased glucose metabolism compared to normal cells, with a move toward lactic acid production despite the presence of oxygen. The ketogenic diet is proposed as a potential therapy as it addresses these differences between cancer and normal cells.

When a cancer patient implements a ketogenic diet, it reduces blood glucose levels as a result of the drastic decline in the amount of carbohydrates consumed. When blood glucose levels decrease, less insulin is needed, and this can cause a decline in the supply of glucose to cancer cells. Yet, the ketogenic diet does not work for everyone and patients who wish to adopt the ketogenic diet should seek the help of their doctor or a nutritionist to ensure that their nutritional needs are satisfied.

– Dr Dalal Akoury

Patients who wish to adopt the ketogenic diet should seek the help of their doctor or a nutritionist to ensure that their nutritional needs are satisfied.
The ketogenic diet can cause headaches, fatigue or lack of energy, muscle weakness or pains, brain fog, moodiness, flare up of acne and inflammation on the face.

~ Dr Dalal Akoury

The Modified Atkins Diet (MAD)
In 2003, the team at Johns Hopkins Hospital discovered that a modified version of the popular Atkins weight loss regimen could produce ketosis and influence seizure symptoms. Since then, around 30 studies, following approximately 400 children and adults, have indicated that the MAD can deliver similar outcomes to the traditional regimens but tends to be easier to follow and is better accepted.

Some key aspects of the original USA MAD protocol:
• Carbohydrate intake is restricted to 10g per day for children and 20g per day for adults;
• Fatty foods are encouraged;
• Protein is allowed freely;
• Vitamin and mineral supplements are necessary.

The Low Glycemic Index Treatment (LGIT)
In 2002, the team at Massachusetts General Hospital started using a novel modified regime that shifted the emphasis towards glucose control rather than simply targeting ketosis. Studies in children and young adults indicate a similar level of effectiveness as the standard ketogenic diet with better compliance.

Key aspects of the LGIT protocol:
• Carbohydrate intake is restricted to 40-60g;
• Fatty foods are encouraged;
• Normal amounts of protein can be eaten;
• Vitamin and mineral supplements are necessary.

Cyclic ketogenic diet (CKD)
The cyclic ketogenic diet (CKD) is an advanced diet technique that is primarily used by bodybuilders. This diet typically involves following true ketogenic principles for 3-5 days, then alternating with higher carb days (1-2 days).

Dangers of unskillfully using Keto Diet
The ketogenic diet can cause headaches, fatigue or lack of energy, flu-like symptoms, muscle weakness or pains, brain fog, moodiness, flare up of acne and inflammation on the face. Consuming an excess of red meat, bacon and other processed meats increases your cancer risk. The ketogenic diet allows very little fiber which fast-tracks the risk of bowel cancer. Furthermore, too many ketones can lead to dehydration and alter the chemical balance of your blood. Remember that, if you wish to embark on a ketogenic diet, it is absolutely necessary to seek the advice of your doctor and/or a nutritionist to ensure that your nutritional needs and safety are satisfied.
Peptides

Anti-aging, gut healing, tissue repair and immune function

Peptides are an emerging and growing field that promises hope for many disorders. Despite progress in pharmacological modalities, the treatments for many diseases are still suboptimal, inconvenient, traumatic, and costly. Dr Tamer Akoury, integrative medicine specialist, discusses the many benefits of utilizing peptides as part of one’s treatment for healthy aging, healthy gut, tissue repair and proper immune function.

Peptides are an exciting area of medicine used for anti-aging, immune function, gut healing and tissue repair, and their role in health has been recognized since the 1920s. In 1921, insulin was the first game-changer peptides identified. Oxytocin, a gonadotropin-releasing hormone, and vasopressin are the original peptides that followed insulin. A vast amount of data has been gathered on peptides since the 1920s and we have currently identified over 7,000 natural peptides in the body that can be classified as hormones, neurotransmitters, ligands or enzymes.

This is an interesting time in the history of medicine. When we seriously examine the facts, we will find that all big pharma companies are presently looking at the current healthcare crisis.

Why peptides?
Peptides have the ability to speed up recovery and improve healing, and possibly even help to get you to the healthy status you want to be at. The use of peptides is safer and much less toxic because the body recognizes them and they’re not foreign to the body. So, it is exciting to see where this is going. You can experience healthy living and gorgeous aging again!

Categories of peptides
There are three categories of peptides: anti-aging growth hormone-enhancing peptides, immune system-enhancing peptides and tissue repair peptides.

HOW PEPTIDES IMPROVE HEALTH
Healthy Aging
Aging leads to reduced production of human growth hormones (HGH). HGH has a direct effect on cells, immune cells and mitochondrial function. The acceleration of tissue healing and repair, as well as improvement of the extracellular matrix, are essential for healthy aging. HGH-releasing peptides are imperative for healthy living and the ability for your body to experience wellness and healthy aging.

Remember, there is an art to utilizing peptides in the right sequence, combination, and time.

• Growth hormone releasing hormone (GHRH) - helps to increase the pulse of brain release.
• Ipamorelin (best starting peptide) and GHRP2, and GHRP6 (aka ghrelin).
• Night-time dosing can improve bone density and help sleep.
As we begin to age, as early as our late 20s to early 30s, we start to lose our ability to produce growth hormones. Hence, as our natural growth hormone production decreases, we experience mitochondrial and immune system dysfunction, which results in the deterioration of cells. The good news is that there are currently peptides that can enhance your body’s ability to produce physiological pulsing amounts of growth hormone release, hence you produce your own growth hormone which restores mitochondrial dysfunction. Healthy mitochondria improve your ability to produce the energy that the cell requires. Robust mitochondria produce adenosine triphosphate (ATP) and the energy needed for vigorous cellular function, and reduce the amount of reactive oxygen species.

Abuse of MK-0677
MK-0677 is a potent oral GHRP peptide, frequently abused by body builders and weightlifters. When athletes use MK-0677 for too long, they can develop anxiety and emotional disturbances, as it can destroy the receptors in the brain that have an effect on how they deal with stress. This is why it is crucial that you work with a physician that understands the use of these peptides.

Tissue healing and repair
Thymosin Beta-4 (Tβ4) is a peptide which aids tissue healing and repair. It is important in cell motility and plays an important role in how collagen aligns. Injury not only causes inflammation, but also immune system dysfunction. The importance of tissue repair is not only about accelerating tissue healing, but also about improving the extracellular matrix of the cell. Thymosin doesn’t have a direct effect on cells, however it stimulates the activation of many different pathways, including blood vessel pathways. It therefore enhances vascularization into the inflamed area, and re-establishes the homeostasis in cells as they heal.

Tβ4 is a peptide that gives cell signaling to ensure that the right type of collagen and healing occur with the correct alignment of collagen.

Gut healing – body protective complex (BPC-157)
When we talk about the gut, the body-protecting complex (BPC), an important gut-healing peptide, takes center stage. This peptide can be utilized not only to get people off proton pump inhibitors (PPIs), but to also restore gastric mucosa and stop the epithelial breakdown that happens. BPC helps restore gut immune system and leaky gut syndrome.

Acute gut injury resulting from stress, alcohol or reflux causes edema and inflammation. BPC is a cytoprotective peptide and helps to relieve gut edema and inflammation. For example, let’s say you get a gut injury while already on BPC. Your inflammatory process will be significantly accelerated. You will be able to lay down collagen faster. Your body is going to respond faster.

Experienced, well-trained physicians in peptides may have a peptide that is produced to enhance the healing process. It is used for GI healing and upregulates growth hormone receptors for all the cells. It helps to get patients off PPIs and, in most cases, aids in rapid response time for pain or inflammation.

Immunity, autoimmunity and tissue healing/repair peptides
Thymosin alpha-1 (Tα1), also known as Zadaxin™ which is the most common brand of this drug, is best for autoimmunity and tissue healing. It regulates growth peptides.
inflammatory responses and balances the immune response.

Regarding immunity/autoimmunity, it is absolutely important to balance the innate and adaptive immune systems. T cell helps restore the balance between the inflammatory and the immune response. Restoring gut health is a must when addressing immunity. It is essential to observe both a proper diet and exercise.

All immune cells have mitochondria, and immune cell dysfunction is related to mitochondrial function. GHRPs and GHRPs are pivotal in restoring cellular integrity and improving mitochondrial function.

If we are looking to gain ground faster and see significant improvement, we need to utilize all available tools to restore health. Peptide therapy is a lifelong process. Peptides not only protect your cells, but also regulate them to perform at the highest function.

**The state of research and clinical data**

A large amount of research indicates that biologics such as stem cells, exosomes and peptides are the future of medicine. Oncology is currently breaking huge ground in research on the future and potential of peptides.

**Physicians with peptide experience**

Over 300 doctors are currently certified in peptides. All doctors actively using peptides are members of the IPS. When you seek peptide treatment, you need to verify that your doctors have received proper training. You can, of course, find a peptide protocol on the internet, however if you have the guidance from a formally peptides-trained physician – someone who knows what they’re doing – you will get the result you’re looking for faster.

---

My mission is to keep care humanistic during an exponentially evolving machine learning era, to provide healing specific to patients, and to bring hope to those patients who have stopped believing in medicine as a system.

– Dr. Tamer Akoury

---

**ABOUT THE AUTHOR**

Dr. Tamer Akoury MD is an entrepreneur, founder and USAF military veteran who has developed outcome-based innovative medical protocols and approaches. He is an emergency medicine physician specializing in regenerative and integrative anti-aging medicine.

His passion for peptide medicine and biologies was realized before starting medical school and fostered his proteomics lab cancer research. He thrives on integrating new technology, automation and platforms into medical practice, patient care and management. His extensive understanding of nootropics and brain entainment provides a complimentary, transformative approach to medical care.

---

**THE MAGIC OF PEPTIDES THERAPY**

- Increase in lean muscle growth
- Improvements in workout and recovery
- Reduces body fat
- Reduces brain fog
- Increases levels of energy, strength, and stamina
- Increase muscle mass, definition, and endurance
- Decrease in cellulite
- Better, deeper and more restful sleep
- Decrease in joint and muscle pain
- Improved energy and mood
- Restore hormonal imbalance
- Increased sex drive
- Increased skin elasticity and a decrease in wrinkles
- Increase in mental functions
- Accelerated healing of wounds or surgery
- Strengthening of the immune system
- Fuller hair and improved nail growth
- Boost healthy levels of growth hormone
- Increases bone density and health
- Anti-Inflammatory
- Maintain GI mucosal integrity
- Repairing of tissue

---

**FIND OUT MORE HERE:**

www.peptide-clinics.com
In the previous issue, Dr Sean Devlin discussed the history, mythology and ancient medicinal use of mistletoe, as well as its healing powers for various types of cancer. In this second article, he explains further how various mistletoe regimens, in conjunction with other treatments, can help treat cancer and the minimal side-effect symptoms to look out for.

**MISTLETOE: MAGIC AND MEDICINE**

**Mechanisms of action for mistletoe extracts**
Mistletoe extracts (or Viscum album Extracts, VAE) consist of mistletoe lectins, viscosotoxins, oligosaccharides and polysaccharides.

Lectins are a type of protein which can bind to cell membranes. They are sugar-binding and become the “glyco” portion of glycoconjugates on the membranes. They offer a way for molecules to stick together and this can influence cell-to-cell interaction.

**Viscotoxins and anti-cancer therapy**
Viscotoxins are small proteins and a type of plant thionin derived from mistletoe. They are toxic to a varied number of cell types, including cancer cells.

Viscotoxins A2 (VA2), B (VB) and A3 (VA3) are among the most abundant viscotoxin isoforms which occur in mistletoe-derived medicines used in anti-cancer therapy. Although these isoforms have a high degree of amino-acid-sequence similarity, they are very different from each other in their in vitro cytotoxic potency towards tumor cells. VA2 and VA3 are more potent in the in vitro modeling which has been done, primarily due to their membrane affinity to the tumor cells. Multiple studies involving both in vitro and in vivo models have been used to better understand and demonstrate the effects of Viscum album (Val.) extracts on cancer cells and tumors. These extracts represent a form of phytopolychemotherapy, acting as agents which can elicit apoptosis in some cancer cell lines and tumors.

Mistletoe lectins are of high biological activity. The mistletoe lectin I (ML I) is a naturally occurring conjugate of an enzyme (A chain) and a lectin (B chain). Its cytotoxicity is caused by inhibiting protein synthesis on the ribosomal level.

**Apoptosis and angiogenesis**
The mechanisms underlying the anti-tumoral activity of VA or ML are complex and involve apoptosis (via oxidative stress mechanisms and caspase activation), anti-angiogenesis and immunomodulation. Apoptosis is a form of cell death in which a programmed sequence of events leads to the elimination of cells without releasing harmful substances into the surrounding area. It plays a crucial role in developing and maintaining the health of the body by eliminating old cells, cancer cells, and unhealthy cells.

**Angiogenesis is the process by which blood vessels develop from pre-existing vessels**
Malignant neoplasms
need adequate blood supply and nutrients to sustain their growth. Tumor angiogenesis enables a tumor mass to expand and spread, and plays an essential role in tumor progression and metastasis.

**Immunomodulation and natural killer cell activity**

Immunomodulation is the fluctuation of the body’s immune system caused by compounds (natural or synthetic), environmental pressures and epigenetic influences which activate or suppress its function. Mistletoe lectins have been identified as the main active component in immune modulation and exhibit cytotoxic effects as well as immunomodulatory activity. The immunomodulatory mechanisms have been shown to involve increases in natural killer (NK) cell activity. NK cells are lymphocytes in the innate immune system which monitor cell surfaces of autologous cells for an aberrant expression of MHC class I molecules and cell stress markers. Since their first description more than 40 years ago, NK cells have been implicated in the immune defenses against tumors. Current models propose that they, in contrast to their sister T and B lymphocytes, do not recognize foreign antigens, but rather are “self-centered” by detecting changes in self-molecules displayed at the surface of autologous cells.

**Peptides and antibody-dependent cellular cytotoxicity**

Peptides from mistletoe can also stimulate antibody-dependent cellular cytotoxicity (ADCC). When targeting cells, NK cells can be specifically activated through certain Fc receptors which are expressed on their cell surface. NK cells can express specific Fc binding glycoproteins which can connect to the Fc portion of immunoglobulins, transmitting activating signals within NK cells. Once activated through Fc receptors by antibodies bound to target cells, NK cells are able to lyse target cells without priming, and secrete cytokines like interferon gamma to recruit adaptive immune cells. This ADCC of tumor cells is utilized in the treatment of various cancers overexpressing unique and specific antigens.

**Mistletoe as an adjuvant**

Mistletoe extract also shows a strong effect as an adjuvant, which induces TNF-α and IL-12, which is partly mediated via CD4. Desensitization of the TNF-α response could be shown after repeated application in vitro and in vivo. VaL also induces a specific lymphocyte sensitization upon multiple injections and production of IgG1 and IgG3-mistletoe antibodies.

In clinical studies using healthy volunteers, it was shown that a clinical long-term effect is the bystander stimulation of various memory T cells which might mediate in vivo antitumor and anti-infectious T-cell response under mistletoe-extract immunization, thus sensitizing primarily a Th1 response. This is seen after repeated administration of the VaL extract.

T helper cells (Th cells) assist B cells in their duties, including making antibodies. Antibodies stick to antigens on the surface of germs, stopping them in their tracks and creating clumps which alert the body to the presence of intruders. Phagocytosis can then engulf and destroy antibody-covered intruders. Cytokines produced by these Th subsets play a critical role in immune cell differentiation, effector subset commitment and directing the effector response. Imbalances in these can lead to poor response to infections and cancers or the development of autoimmune diseases or unhealthy or chronic inflammation which can promote cancer development.

**B cells’ positive and negative roles**

B cells can play an important role in modulating the immune response to cancer, consistent with being the second most abundant tumor-infiltrating lymphocyte. They can inhibit tumor development through the production of tumor-reactive antibodies, promoting tumor killing by NK cells, phagocytosis by macrophages, and the priming of CD4+ and CD8+ T cells.

On the negative side, B cells can promote tumor development through the production of autoantibodies and tumor growth factors. Regulatory B cells can directly and indirectly suppress Th1 and CD8+ cytolytic T cell responses. A recent study showed that priming the immune system with checkpoint inhibitors like anti-PD1 agents can increase response rates. In the TONIC trial, it was noted that a short-term induction, or priming, with radiation or chemotherapy can modulate an anti-cancer immune response, resulting in increased activity of anti-PD1. A single dose of radiation can induce immunogenic cell death, overcome T-cell exclusion and promote antigen presentation.
Mistletoe represents a unique cancer cells, as well as induced immune responses to cancer cells along with immune cell priming. – Dr. Sean Devli

For Helixor® products, these are the current recommendations:

Helixor® A (VAE from fir trees) for patients with autoimmune disease and/or allergies and those in poor physical condition, with brain cancer, head and neck cancer, prostate cancer or lung cancer.

“Mistletoe represents a unique therapeutic modality as it offers up direct cytotoxic effects on cancer cells, as well as induced immune responses to cancer cells along with immune cell priming.”

- Dr. Sean Devli

Helixor® P (VAE from pine trees) for patients with sarcoma, skin cancer (i.e. melanoma), renal cancer, testicular cancer, breast cancer and lymphoma.

Helixor® M (VAE from apple trees) for patients with cancers not referred to above and those in good physical condition.

Symptoms associated with the use of mistletoe

Patients may experience symptoms associated with infusions of mistletoe and subcutaneous injections of mistletoe. Practitioners should always be aware of the potential of an allergic reaction and anaphylaxis. After caring for hundreds of patients and using mistletoe thousands of times, I personally have never seen anaphylaxis and have witnessed only one allergic reaction which was quickly reversed with histamine blockers and steroids.

Mistletoe Protocols

The following mistletoe regimens are ones I am familiar with from prior and current clinical practices.

Iscador® is a fermented aqueous extract of European (or white-berry) mistletoe (Viscum album L.). It is treated by a special mechanical process of anthroposophical pharmaceutics to increase efficacy. There are different doses and types of Iscador®, depending on the host tree, and various application schemes.

Iscador® is generally administered subcutaneously two to three times a week. For information concerning the specific therapy regimens, one has to consult the original studies, clinicians currently using these protocols and/or research center using mistletoe extracts in clinical trials. Helixor® mistletoe extracts are sourced from fir (A), pine (P) and apple tree (M).

Helixor® is a composition of purely aqueous fresh plant extracts from the white-berry mistletoe. It is produced using special rhythmic flow methods developed by Helixor® and without using fermentation. This is the product I use for intravenous administration.

Expectations with IV infusions for patients range from unnoticeable effects to fevers, chills, body aches and malaise. All these symptoms are more likely to occur as doses are escalated over time during the treatment plan. In general, IV mistletoe can be given every other day and dosing can be increased on a gradual basis and as tolerated. The type of mistletoe given is based on the type of cancer a patient has, their general health status and any underlying allergies they may have.
I advise that patients create a care team which allows for the breadth and depth of the clinical professional’s experiences to yield a highly-personalized and proactive patient care plan. It is my opinion that it takes a village to treat a villager.

– Dr. Sean Delvin

Anaphylaxis, which is rarely reported in the literature, appears to be due to an IgE-mediated reaction to visco toxins in the VAE.

With subcutaneous injections, we look for local tissue reactions like redness and itching to see if the immune system is responding. Some clinicians have coordinated the placement of subcutaneous injections around superficial tumors and some have even performed intra-tumoral injections with mixed responses. Some of those responses included progressive disease, disease stability and tumor regression.

With infusional therapy, we look for more systemic symptoms, including fever, body aches, malaise, headaches, dizziness, nausea, sweating, and chills.

During the past 12 years, I have seen many new therapies and adjuncts come along which have furthered our ability to help prime and support patients’ immune systems.

However, I have yet to find something as effective and well tolerated as mistletoe extracts and I continue to use them regularly in my patient care programs. I have noticed a myriad of responses to treatment. In patients who strictly used mistletoe alone (these patients were few as everyone is encouraged to take a multipronged approach to the treatment of their disease), responses waned from progressive disease to symptom control (i.e. reduction in pain, nausea and weight loss) to disease stability and partial remission. For patients receiving multi-modality treatments, overall responses trended towards disease stability, partial response and complete response, including overall improvement in quality of life. Of clinical importance, based on my observations, there was a clear relationship between symptoms of fever, malaise and tumor site pain and overall response. The more dramatic those symptoms, the more often disease stability, partial response and, in some rare cases, complete remission occurred.

Some stand-out patient responses for me include an ovarian cancer patient with recurrent ascites who had developed resistance to multiple chemotherapies during the course of her care. In our clinic, she received mistletoe IV and IV vitamin C for supportive measures for a period of six weeks. She responded very well, with complete elimination of ascites and tumor burden reduction of 30 percent.

Mistletoe use in conjunction with other therapies

In conclusion, mistletoe represents a unique therapeutic modality as it offers up direct cytotoxic effects on cancer cells, as well as induced immune responses to cancer cells along with immune cell priming. Based on my years of experience and review of the current clinical research, I would say that mistletoe extract should be considered for the majority of cancer patients and should be used within the comfort level of the practitioner, either as a SQ or IV administration with appropriate dose escalation. Intratumoral or peri-tumoral injections should be considered in appropriate cases where the tumor can be easily accessed and the clinician is trained and experienced with such injections.

Mistletoe therapy should be done in conjunction with traditional and integrative approaches, to include genomic testing of the patient and their tumor, surgery, radiation, hyperthermia, chemotherapy, fractionated chemotherapy, targeted therapy, immunotherapy, orthomolecular therapy, detoxification protocols, dietary recommendations like intermittent fasting and ketogenic diets, use of off-label medications (e.g. low-dose Naltrexone, Metformin, Doxycycline, etc.), use of mushroom extracts and AHCC, supplemental products and overall lifestyle modification, along with spiritual and emotional practices.

I also advise that patients create a care team which allows for the breadth and depth of the clinical professional’s experiences to yield a highly-personalized and proactive patient care plan. It is my opinion that it takes a village to treat a village. Communication and professional collaboration are key.

ABOUT THE AUTHOR

Dr. Sean Delvin is a board-certified Family Physician and board eligible in Emergency Medicine. He is board-certified and fellowship-trained in Anti-Aging and Regenerative medicine and fellowship-trained in Integrative Cancer Therapeutics. Dr. Delvin has focused his clinical practice on evaluating and treating patients with all forms of advanced and complex disease states, including cancer, chronic infectious diseases and metabolic disorders.

Dr. Delvin holds a Masters degree in Biochemistry and has pursued doctoral studies in Pharmacology with an emphasis on the evaluation of novel antineoplastic agents. He has been practicing Integrative Oncology and Integrative Medicine for the past ten years and is a certified IPTLD instructor, sitting on the Advisory and Educational board of the IPTLD Foundation. He has travelled extensively working and studying with cancer physicians and researchers internationally in an effort to better understand cancer and its treatment. Dr. Delvin currently teaches and works with a variety of Integrative Oncology groups around the country as a consultant.
Conquering cancer

AND KEEPING HER FERTILITY

Just days before her 27th birthday, Catie, a jovial and vibrant young woman, was diagnosed with a rare form of ovarian cancer. The future looked bleak when doctors suggested she would need to undergo an intensive course of chemotherapy, and may never be able to have children. However, meeting Dr Dalal Akoury, a specialist in integrative cancer treatments, changed everything. Catie discovered there was a way to treat her cancer successfully without damaging her body in the process.

Catie first noticed something was potentially wrong during her first year of marriage, when she was just 26. “I was having a lot of cramps and stomach pains,” Catie remembers. “At first I thought it was a food allergy, so I went through periods of cutting different things out of my diet.”

But as time went on, other symptoms developed. “A few months later I started experiencing a little bit of heavy fluid that was almost like a shot glass worth of water being poured out from my uterus every single day.”

Doctors reassured Catie that her symptoms were due to coming off birth control for the first time in nine years, and that they would ease as her body regulated itself. Routine tests came back normal, and Catie was an otherwise fit and healthy 26-year-old.

It was only when Catie was admitted to the hospital, experiencing extreme pain, that doctors finally discovered the source of the problem.

Searching for answers

“They found that I had cysts, and one very large cyst on one of my ovaries,” Catie explains. “Eventually, we had to do surgery to remove the cyst because it kept growing and they found out it was malignant. That’s when they diagnosed me with two types of ovarian cancer – endometrial and clear cell. Clear cell is a very rare type which is typically only diagnosed after age 60. I don’t have any genetic markers for cancer, so it was just very random.”

After the diagnosis, Catie decided to get different opinions from several oncologists, but she was told chemotherapy was the only treatment option. Doctors dismissed her questions about alternative treatments, or if changing her diet could have any kind of healing effect.

Unsatisfied, Catie, her husband Jim, and her parents continued to search for alternative options.

Catie’s parents discovered Dr. Dalal Akoury, a Pediatric Oncologist who specializes in integrating alternative and holistic care in cancer treatments. The biggest hurdle was, Dr Akoury’s clinic was over seven hours away from Catie’s home in North Carolina. Despite the distance, Catie’s family encouraged her to take a trip to see what Dr Akoury could offer.

A holistic treatment

Initially skeptical, Catie decided to trial treatment with Dr Akoury for just two weeks. Shockingly, her opinion soon changed. “I quickly came to learn that this is more than just a doctor’s office,” Catie says of Dr Akoury’s clinic. “It’s a family.”

Catie went on a special detox diet and spent time with Dr Akoury discussing which treatment plan would suit her specific physical, emotional, and spiritual needs. Catie immediately noticed the difference between Dr Akoury’s approach compared with the traditional doctors she had met with.

“A good way to describe Dr Akoury’s method is that it’s not just your medicine or your pills that you’re prescribed. You’re looking at your mind, body, and spirit,” Catie explains. “That takes time, effort, love – you have to really care about somebody and not many doctors have the ability or time to care for their patients that way. And that was completely different and wonderful.”

They diagnosed me with two types of ovarian cancer – endometrial and clear cell.

– Catie King
A good way to describe Dr Akoury’s method is that it’s not just about your medicine or pills that you’re prescribed. You’re looking at your mind, body and spirit. That takes time, effort, love... not many doctors have the ability or time to care for their patients that way.

– Catie King

**Hope for the future**

Not only was Dr Akoury’s treatment plan personally-tailored and holistic, it was also far less invasive than the other options Catie had been offered. This unique treatment used a very low dose of chemotherapy which was specifically targeted at the cancer cells. Traditional chemotherapy is not targeted in this way, so it damages healthy cells in the process and can often have many negative side effects.

Doctors had told Catie that she would have to go back on birth control, and that there was a high risk she would never be able to have children after the traditional treatment. However, Dr Akoury was able to reassure her that her healthy cells would be protected.

“This was so important to me because Jim and I wanted to be able to have kids,” explains Catie. “We wanted to be able to save my ovarian cells and my uterus and all of those things that cancer can and could have damaged. Just the cells alone could have been killed off by going through chemo.”

“Dr Akoury said the complete opposite to the other doctors. She said - you are not going back on birth control, and you’re not going to have to worry about these cells. We’re going to just target your cancer cells, and your other cells are going to be doing great.”

Remarkably, Dr Akoury offered this holistic alternative treatment at around a third of the price of the traditional chemotherapy. However, Catie’s health insurance refused to fully cover alternative treatment.

“Insurance covered a very small amount. Anything that involved chemo they would cover, but anything else that went along with the chemo was not covered,” Catie says. “It’s crazy how much more expensive it is to go down the traditional method, but the insurance will cover it.”

Catie’s family set up a GoFundMe page, and with the generous support of family, friends, and even strangers, Catie was fortunate enough to raise the full amount needed for treatment. With this outpouring of love and support, Catie began her journey of healing with Dr Akoury.

**Commiting to the process**

For three months, Catie was in the clinic almost every day receiving treatment. Miles away from home, Catie had to stay focused and committed to the treatment plan because it encompassed all aspects of her life.

“If something is quick and easy, it’s probably not the right way of doing it,” Catie reflects. “And not to say that traditional chemo is easy, or traditional medicine is, it’s just that when you’re looking at all aspects of your treatment it takes time and effort. We think - oh get it done, get it quick and fast and move forward - and that’s not necessarily the best way forward.”

Catie describes how Dr Akoury would prescribe things for her to do outside of the clinic, such as exercising, consciously breathing, walking by the beach and keeping to a special diet.

“All of your meals and everything you are doing there is all being planned out and thought of every day so even when you’re not in the clinic you’re still going through treatment,” she explains.

**Targeting cancer cells**

In fact, diet is a key part of Dr Akoury’s method which combines a very low dose of chemotherapy with other techniques to ensure that only the cancer cells are targeted, and the healthy cells are protected.

“They were targeting my cancer cells specifically, by starving them on a ketosis diet, and lowering my blood sugar by giving me insulin. Then they would give the chemo and I would eat more sugary foods to bring my blood sugar level up,” Catie describes the treatment process. “As soon as I got those sugar foods in my system, the cancer cells, which are more aggressive than normal cells, would open up to receive the sugar and with it they would receive the chemo. This is how the chemo was able to target the cancer cells over my normal cells.”

Using this method, Catie received a very small dose of chemotherapy – only around 15-20% of what she would have received on traditional treatments. Because of this, she was able to be effectively treated without experiencing all the negative and damaging side effects.

“I was able to keep my hair, I was able to keep my health, a family!”

– Catie King

---

Catie and her husband Jim on their farm the day Catie received her diagnosis.
I was able to keep my energy, my taste buds, my finger sensitivity, all the things that a lot of people lose as they go through chemo treatment, I didn’t have to deal with because we were targeting just my cancer cells and not all of the cells in my body.

In fact, Catie didn’t even start to feel extremely sick or weak. “I was very surprised, I did not feel weak at all. There were certain days that I had certain IVs that were immune boosting, rejuvenating in some way where I would wake up and feel great in the morning. And I was like, I want that one again!”

**Emotional and spiritual support**

Being away from her husband and family was inevitably hard, despite the fact they took turns in coming to stay with her in South Carolina as often as they could. Fortunately, Catie became close friends with many of the other patients, and Dr Akoury played a key role in personally supporting her throughout her treatment.

“Dr Akoury is a very special doctor. She truly develops a relationship with her patients – a full heart investment. I’m very thankful for that.”

As a Christian, Catie also found strength and hope in her faith during this challenging time. She was encouraged to find that Dr Akoury and many of the other patients could also encourage her in her spiritual journey.

“It wasn’t just a spiritual journey for me and my family, but it was a spiritual journey as a community in the clinic,” Catie shares. “We all got really close as we spent time with each other, and as we were going through treatment. I was definitely strengthened spiritually when I was there.”

**Educating and inspiring others**

After completing Dr Akoury’s treatment plan, Catie found out the good news that the treatment had been successful and she was cancer free!

It’s now been nearly two years, and Catie is living life to the full and looking forward to the future with her husband. “We hope to, and are trying to, have kids,” Catie smiles. “That’s something we wouldn’t have had the possibility of if we had not gone through an alternative treatment.”

Now, when Catie talks about her experience it is in overwhelmingly positive terms, and she is already using her story to educate and inspire others.

“Dr Akoury is a very special doctor. She truly develops a relationship with her patients – a full heart investment. I’m very thankful for that.”

- Catie King

“Dr Akoury is a very special doctor,” Catie says. “She truly develops a relationship with her patients – a full heart investment. I’m very thankful for that. And of course, I’m thankful for my parents my family, my husband, and all the people who donated and sent cards.”

As a Christian, Catie also found strength and hope in her faith during this challenging time. She was encouraged to find that Dr Akoury and many of the other patients could also encourage her in her spiritual journey.

“It wasn’t just a spiritual journey for me and my family, but it was a spiritual journey as a community in the clinic,” Catie shares. “We all got really close as we spent time with each other, and as we were going through treatment. I was definitely strengthened spiritually when I was there.”

**Educating and inspiring others**

After completing Dr Akoury’s treatment plan, Catie found out the good news that the treatment had been successful and she was cancer free!

It’s now been nearly two years, and Catie is living life to the full and looking forward to the future with her husband. “We hope to, and are trying to, have kids,” Catie smiles. “That’s something we wouldn’t have had the possibility of if we had not gone through an alternative treatment.”

Now, when Catie talks about her experience it is in overwhelmingly positive terms, and she is already using her story to educate and inspire others.

“Dr Akoury is a very special doctor. She truly develops a relationship with her patients – a full heart investment. I’m very thankful for that.”

- Catie King
There’s so much more to health than just what is going on in your body, and there are other ways to treat illness besides just popping a pill and taking a prescription. We want to blast that message out there so that we can all have a much healthier future.

— Catie King

“I would have never met so many wonderful people or strengthened my relationships with my husband, my parents, and with God if I hadn’t gone through this. When I went back home I was able to tell my story and help others going through similar things.”

Even Catie’s mother, Leslie Green, describes the experience as a blessing. She can see the good that has come out of it, now that others going through various illnesses are being encouraged by Catie’s success story with Dr Akoury and alternative treatment. “We get phone calls on a weekly basis telling us “I heard about your daughter, tell me the story because we are going through XYZ illness and we don’t know what to do.”

Catie and her family are passionate about getting the message out to as many as possible that there are effective alternative treatments available for serious illnesses. The prognosis and treatment options given to patients are often limited and may not show the full picture. As Catie’s story shows, alternative treatments can actually be even more effective, and much less invasive, than traditional options.

“We hope that Catie’s generation will really get the message that it’s so important to look at health from the spirit, mind, and body perspective,” says Leslie. “There’s so much more to health than just what is going on in your body, and there are other ways to treat illness besides just popping a pill and taking a prescription. We want to blast that message out there so that we can all have a much healthier future.”
Matthew Van Winkle. As a teenager he practiced breakdancing, which led to his friends calling him Vanilla, as he was the only member of the group who was white. The Ice part of his name came later, from one of his breakdance moves, “The Ice”.

Now a successful businessman, as well as a celebrity, Vanilla Ice went through some dark times, including he acquired most of his tattoos. In 1994 he attempted suicide with a heroin overdose. After being revived, he came to the conclusion it was time to change his lifestyle.

In addition to his businesses, music and TV persona, Ice was a professional motocross racer and later became the world’s No. 6-ranked sit-down jet ski racer.

How did you develop a passion for so many businesses?
I guess it started from my competitive drive from when I raced motocross as a kid. I figured out on my own how to hustle and make some money. I would go to the mall and start break dancing, putting a tip jar out in front and people would throw money in it. And I learned a way to make some money from something I loved.

And your parents were happy for you to do that?
They didn’t know, but I never had to ask for an allowance, because I earned my own while all my friends got their parents to give them $5 a week, which was a lot in the ’80s. For me it was a way to make my own money from my hobby. I would battle with other break dancers and rappers, and we would have competitions.

How did you get into construction?
In 1990, with the success of “Ice Ice Baby” and “To the Extreme”, everything suddenly skyrocketed when I sold over 100 million records. So, I bought a bunch of houses as an investment. Then I started to learn about real estate. That was the beginning and I’ve been doing this for 25 years now. I don’t only do the construction but also the design. I went to design school and got a degree 18 years ago in interior design. I got my General Contractor license 25 years ago, so I do construction and design. For me it’s like an art, I have the same passion as when I’m rapping, I let the creative juices flow, and I leave my signature on the homes through the design and the decoration. You can definitely identify my homes.

Tell us about your TV series.
I expect the unexpected. I never planned my life. I found a passion along the way which I never expected and now it’s developing, so from the construction and design, I...
have my own TV show, “The Vanilla Ice Project”, which started in 2010 and is now on season 8. I get to show the world the latest and greatest in home-design and technology. We are doing lazy river swimming pools in homes which look like they are from out of a five-star resort. We put elevators in homes or copper ceilings and chandeliers which are made of crystals. It’s the wildest décor you have ever seen.

How do you manage fear?
I manage it very well. For some people fear holds them back; they are afraid to move forward because they live in the fear of doing something that they think is a mistake in the future. It may be the unknown, but I will dive right in to see what it’s all about. My curiosity gets the better of me sometimes. I want to learn, and I always ask a lot of questions, I talk a lot and interact with people. I love to interact with people, no matter where they are from, and I’ve met people from all walks of life.

What would be your advice to entrepreneurs?
I started with motocross, then became a rapper. I never thought I would make millions of dollars from real estate, but it just goes to show you can go from one passion to another. The sky is the limit! We’re all capable of doing everything, it’s just a matter of applying yourself, find your purpose, find your meaning and you can go on to accomplish your goals. It’s all about passion, energy and drive. It’s important to have goals and understand where you are going.

How do you get the ‘flow’? Is it always there?
No, it’s not like a light switch you can turn on and off. Sometimes you have to marinate for a while. When the creative juices are flowing, you need to make sure you take advantage of that, write it down, capture it when it’s fresh. When writers are writing a book, they sometimes need to go seclude themselves, in the mountains or somewhere away from everything and everyone, so they can tap into their creative juices. I’m kinda the same way. When I’m working on a construction project, I’ll go and be by myself until everyone else has gone away and the inspiration sometimes comes in the middle of the night. When that happens I take advantage of that but that just goes to show how passionate I am. Ideas run through my head constantly and I just love it so much, it is a passion. I believe that you are not born with talent, but that talent comes from your passion. When you are interested and passionate about something, stick with it and run with it and you’ll become better and better at it as you practice and that’s what I have done.

Tell us about a book that has impacted your life.
There is a book called The Platinum Rule by Michael O’Connor and Tony Alessandra which taught me how to build an effective team. I have applied it to everything I have done.

I have used it in building my real estate team, my design teams, my construction teams, all the different teams of people I have. The philosophy behind it, is that there are four types of people: Thinker, Relator, Socialiser and Director and they all have their role.

The Socialiser is an outgoing person who walks into the room and is the centre of attention, has the gift of the gab, but can’t sit down for five minutes.

The Relator tells everyone why they are there and what they are doing, they are the communicator. They are able to tell people how it all relates to everyone and gives them the business model. They have a natural flow of relating to people and can communicate with all walks of life.

The Thinker doesn’t say much, they are usually at the back of the room and you are always wondering what they are thinking. They are great at technical or detailed stuff. They put everything in place.

The Director builds a team and tells everyone what they should do, they’re the bossy one!

Tell us about Dancing with the Stars.
It was the most amazing experience. I learned how to Cha Cha, Salsa, Paso Doble. Fox trot. The great thing about dancing is that everyone is always happy when they are dancing. Do you ever see someone miserable

You can go from one passion to another... The sky is the limit!
- Robert Matthew Van Winkle
when they are dancing? I love being around people who are dancing for that reason. I got the chance to do Dancing with the Stars and I learned lots of fancy dances, including ballroom, which I never thought in a million years I would be able to do. I was also very sore! They teach you all these things, they made you walk everywhere on your toes, you can’t put your heel to the ground, and I thought, “no problem, I can do that”. But then I couldn’t tie my shoes for a week, it hurt so bad. But it was such a magical adventure.

What words of advice would you like to give our readers?

Nothing can stop you, follow your dreams. Be happy, smiles are contagious.

I believe that you are not born with talent, but that talent comes from your passion. When you are interested and passionate about something, stick with it.

— Robert Matthew Van Winkle

Dancing with the Stars was the most amazing experience. I love being around people who are dancing because they are always happy.

— Robert Matthew Van Winkle
As Robert F. Kennedy Jr. stated, “The greatest crisis that America faces today is the chronic disease epidemic in America’s children”. The Children’s Health Defense Fund published a white paper with the following shocking facts: in 2011, 54 percent of children had at least one of twenty chronic health conditions; life expectancy is declining and infant mortality is rising. Children in the U.S. are 76 percent more likely to die before their first birthday than infants in other wealthy countries; a study conducted from 2001-2004 found that half of youth (ages 13–18) in the U.S. had been diagnosed with at least one mental, emotional and/or behavioral disorder; top military leaders report seven in ten young Americans aged 17–24 are unfit to serve in the U.S. military because of obesity, asthma, hearing, eyesight problems, and/or mental illness.

The health of the future generation
According to the National Vaccine Information Center, one in six children are learning disabled, one in nine have asthma, one in fifty have autism, and one in four hundred have diabetes. In Oklahoma, the prevalence of school-aged children diagnosed with mental illness was 20–27 percent, with only 28–47 percent of those receiving proper treatment. The Center for Disease Control (CDC) reports that six in ten adults have a chronic disease and four in ten have two or more chronic diseases. Chronic disease runs a tab of $3.3 trillion annually and is the leading cause of mortality and morbidity in America.

Is a new model possible?
The constraints of the American Medical System have evolved over the past 100 years. With the staggering increase in chronic disease and disability in children and adults, physician burn out, high overhead costs and declining reimbursement, it is evident that the current system failed years ago.

What if healthcare providers could shift the emphasis from intervention to prevention, educate on personalized symptoms and disease susceptibility, intervene at the onset of early symptoms, as well as provide customized strategies to preempt symptom onset, recurrence and progression?

- Dr Stephanie Christner

As the physician, a 10-15 minute office visit was not adequate to understand the complex mental, physical, environmental and spiritual aspects that contribute to the health and disease of my patients. With my background in family medicine and my evolving education in cellular medicine, I soon found myself being the psychiatrist and Primary Care Provider (PCP), all in one visit.

Understandably, I could no longer see four to five patients an hour so, instead of keeping up with the quota, I chose to see only one patient an hour for the next two years. Finally, frustrated with the care I was providing and the care my patients were not receiving from their PCP, I made the decision to build my own practice. My sole mission was to create an efficient medical home where both parents and children were offered holistic and mainstream care for prevention and intervention, where their questions would be answered and their health would improve.

Mistakes to avoid
Although, I recall several wise physicians who advised I stay away from accepting insurance. I finally caved due to the fear of abandoning patients and not having the volume to stay afloat. With this decision, I hired a nurse practitioner to tag-team the primary care issues for adults and children as I handled all psychiatry and functional testing.

To cut a long story short, my payroll quickly skyrocketed with a nurse practitioner, a registered nurse and three office staff. I took on equipment leases and my own lab. I was less focused on my increasing overheads and more focused on creating a beautiful, inviting clinic that offered personalized, holistic, preventative care, along with mainstream care and developing systems that allowed for efficient flow, education and follow-up. It seems so easy, right? Unfortunately, no! I strongly encourage anyone venturing on a similar path to minimize their overhead expenses, seek a financial and practice mentor, be conscious of balancing home and work and, as always, treasure the time you have with patients.

Creating a direct primary care model
To minimize your overhead expenses, maximize your revenue and provide top of the line care, I would...
Imagine, a New-Age American healthcare system where patients proactively seek wellness instead of passively accepting disease and where physicians are teachers and healers instead of paternalists

– Dr Stephanie Christner

consider the following: For PCPs, I would suggest a Direct Primary Care (DPC) model, where patients pay a monthly retainer of $15-$100 a month and patient load is limited to 600-1,200 patients. With 600 patients, this puts your base income at $108,000 to $600,000.

The DPC model fosters the doctor-patient relationship and does not bill insurance. The provider is available around the clock which minimizes use of urgent care and the ER, and offers same-day appointments, wholesale medication and discounted laboratory testing. By taking out third-party payers, you can drastically decrease your overhead and charting.

Partnering with revenue makers
For psychiatrists, I would suggest following a direct payment model with a fee schedule like the one used by Dr. Brian Dixon at Progressive Psychiatry. There are excellent resources available to assist with a DPC practice, including but not limited to the American Academy of Private Physicians, the American Coalition for Private Physicians, the Direct Primary Care Coalition and the American Academy of Family Physicians. In addition, the April 2014 Milliman American Psychiatric Association Report indicates “clear potential for healthcare expenditure savings through effective integration of behavioral healthcare with medical services... estimated to range from $26-$48 billion annually.” Thus, I would consider working very closely with a mental health provider and possibly sharing some overheads. To start, avoid hiring anyone (that is not a revenue maker) other than one excellent office manager/assistant. Do not take on any machine leases until you are in the black. Minimize brick and mortar, and the length of your lease if you’re renting office space.

Creating a support system of partners
Develop relationships with strategic partners, mentors and resources like HealPreneur Magazine. Dr Mitch Ghen, the star of integrative and anti-aging medicine, offers private consulting services to healthcare providers to help incorporate functional medicine principles into their practices through a program called ‘Offer Wellness.’ Dr Mitch can assist with integrating the most current diagnostic and therapeutic modalities, from discounted lab, trusted suppliers of nutraceuticals, hormones and injectables to electronic medical records and telemedicine providers. Look for a wise mentor and learn everything you can, then implement their system. Do not reinvent the wheel or hire staff either. Add revenue generators one at a time.

Imagine, a New-Age American healthcare system where patients proactively seek wellness instead of passively accepting disease and where physicians are teachers and healers instead of paternalists. Physicians can be rewarded both emotionally and financially for excellent patient care and miraculous health outcomes. To change generations, we must start today. Families need and deserve a medical home that can capitalize on the most innovative research on health and longevity and apply it to the family unit one generation at a time. ■

The highest courage is to dare to be yourself in the face of adversity, choosing right over wrong, ethics over convenience, and truth over popularity...

These are the choices that measure your life. Travel the path of integrity without looking back for there is never a wrong time to do the right thing.

- Michael Moore

ABOUT THE AUTHOR
Dr Stephanie Christner completed her Bachelor of Science in Economics and her Bachelor of Business % for Health Sciences and went on to complete her Oklahoma Department of Family Medicine and *¥. She was awakened to the business and political interests of big pharma and government after doing intense research as to the cause of her six-month-old daughter’s sudden death. The resulting in a staggering increase in chronic metabolic (diabetes, heart disease, gastrointestinal disorders, allergies, fibromyalgia, chronic fatigue), neurologic (autoimmune disorders, developmental disorders, Alzheimer’s, Parkinson’s) and psychiatric disease (PTSD, suicide, depression, bipolar, anxiety, psychosis, substance dependence).
Dr Dalal Akoury offers insight into how chiropractors can crack the code of regenerative medicine by using exosomes as part of a patient’s treatment. She discusses guidelines on establishing a successful regenerative clinic and including exosome therapy for the greater benefit of patients.

What is regenerative medicine?
Regenerative medicine is the medical practice of using cell therapies and their potential to restore structure and function to damaged tissues and organs in the body. Cellular medicine works by harnessing the body’s innate ability to repair, regenerate and heal itself without drugs or invasive procedures. It stimulates gene expression, enhances cellular metabolism, improves oxygen utilization, and increases cellular detoxification including upregulating hundreds of antioxidants’ response elements. These repairs consequently lead to total-body wellness.

What is exosome therapy?
Exosome therapy is the cutting-edge superstar of cellular medicine that is impressing doctors. Exosomes are the key cell-to-cell communication system, maintaining healthy cellular terrain and playing a pivotal role in the regulation of these communication processes.

Exosomes contain growth factors: messenger RNA, micro RNA, cytokines, chemokines and other biologically-active molecules. In other words, exosomes carry vital genetics and proteins to other cells. As human cells, tissues and/or organs continue to deteriorate with age, and as degenerative diseases settle in, exposing the degenerated cells to those of a younger organism, exosomes from young stem cells rejuvenate and repair older cells. Neonatal exosomes promote cellular healing. Stem cell derived exosomes assist in transferring natural killer cells (NK cells) into T-Regulator cells (helper cells), which is how they calm an over-reactive immune system.

Why are chiropractors best suited to offer exosome therapy?
Chiropractic is the largest complementary and alternative medicine profession in the United States, with approximately 70,000 members. Chiropractic is a well-established part of the health care delivery system. Furthermore, evidence-based practice has had a growing impact on chiropractic education and the delivery of chiropractic care.

There is growing recognition within the profession in the treatment of lower back pain, neck pain, mid-back pain, headaches, and extremity conditions. These pain-producing conditions are debilitating. Cell therapies, including stem cell injections, have proven helpful in restoring ongoing degenerative back (disc) issues and new breakthrough exosome therapies have shown even more promising results.

What conditions can be helped by Exosome Therapy?
Exosomes offer a promising approach towards treating a number of health conditions including neurological indications such as autism. Furthermore, exosomes are used in a variety of medical conditions including:
- Musculoskeletal – Joints, discs, muscles, bones, ligaments, tendons
- Autoimmune – SLE (Lupus), RA, Dermatomyositis
- Neurodegenerative – Multiple Sclerosis, Alzheimers, Parkinsons, spinal cord injuries
- Skin: burns, scars, ulcers

Who is it for?
Are you a visionary who has health expertise that solves a specific pain or problem and loves innovative, cutting-edge regenerative medicine? Do you want to serve and offer your patients options to treat their condition? These treatments are for those looking to attract more qualified leads and customers, and make more money without feeling “salesy”; for those who want to position themselves and STAND OUT instead of being “lost at sea” in this crowded industry; for those who want to have a clear message and better connect with their audience so they actually “get” what it is you are offering. You want a streamlined business that works for you and gives you more freedom instead of being a slave to your work.

Dr Dalal Akoury

"Chiropractic is the largest complementary and alternative medicine profession in the United States, with approximately 70,000 members."

- Dr Dalal Akoury
How to establish a successful regenerative medicine clinic:

- Choose the right supplier of exosomes:
  - Proper product
  - The correct source
- Get the right education for you and your staff
- Choose the proper application that:
  - Suits your patients’ needs
  - Creates your niche
- Get the proper staff:
  - Nurses
  - Nurse Practitioners
  - Physicians

Personnel

Education and staff training are critical for the establishment and operation of a CPL. Processing products for cryopreservation is not a highly-technical operation, however attention to detail, a strict aseptic technique, focus on quality and consideration of the importance of each product for the patient are key factors for success. Staff with formal education in a laboratory-based discipline, preferably with some experience in clinical hematology and/or blood banking, are most suited for the work that is required. Cell delivery systems will be specialized and require well-trained medical and nursing staff, technicians or nurses trained to handle cells once delivered, and patient counselors, as well as statisticians and database managers who will oversee the monitoring of patients in relatively long-term follow-up studies.

Quality control

Testing of the product can be performed by the cell processing staff if necessary, but it may be more cost effective to contract with a hospital’s microbiology, flow cytometry and/or hematology laboratories that perform these tests routinely. Either way, the staff performing quality control testing must be trained in the unique aspects of testing hematopoietic progenitor cell (HPC) products.

Most biologics – that is, stem cells and exosomes – involve freezing and storage at temperatures below -160°C. Strict adherence to aseptic technique and protection from temperature fluctuations is a must. Products stored in liquid-phase LN2 (-196°C) are better protected from temperature fluctuations, with the availability of a clean, temperature-controlled and secure environment and reliable electricity. Cellular therapies require the careful preparation, characterization and delivery of cells in a clinical environment. Cells need to be manufactured in good manufacturing practice facilities with prerequisite safety practices in place, using the capacities and infrastructure of the most advanced medical clinics for delivery of cell therapies. A carefully constructed cell therapy clinical infrastructure with the requisite scientific, technical and medical expertise will have the capability to deliver exceptional results.

People suffering from diseases or injuries, who have little hope from conventional medicine and with little assurance from the mainstream scientific community, cannot rely on assistance to arrive on time to help them or travel to clinics promising therapies and cures without proven efficacy, where little if any long-term follow-up is performed. This trend is not only costly to the individuals seeking out such therapies, but threatens to cast a cloud over the promising areas of cell therapies that are showing tangible signs of progress. As a first goal, a proper clinical model can immediately apply therapies based on proven clinical evidence of efficacy and safety for patients suffering from issues such as back and joint pain, controlling the existing organization with uniform methods of cell manufacturing, delivery, outcomes assessment, patient care, and long-term monitoring.

It is clear that we need to have an efficient, high-quality network of clinical centers with the appropriate regulations. Providing evidence of safety and efficacy will be a mandatory step to advance this field.

WHAT PATIENTS MUST LOOK OUT FOR?

Safety and regulations that patients need to be aware of:

Not all stem cell treatments are created equal. Currently, very few stem cell treatments have been proven to be safe and effective. There is something to lose when you try an unproven treatment.

When there is no existing or effective treatment for a disease or condition, it is easy to understand why you may feel there is nothing to lose from trying something new, even if it isn’t proven.

Unfortunately, most of the unproven stem cell treatments for sale throughout the world carry very little promise of actual benefit and very real risks:

- Complications may create new short- and long-term health problems, and/or make your condition or symptoms more difficult to manage.
- Receipt of one unproven or experimental treatment may make you ineligible for future clinical trials or treatment options.
- Out-of-pocket expenses could be enormous. In addition to treatment costs, there may be accommodation charges or other fees. In most cases, insurance companies and government health programs do not cover the cost of experimental treatments.
- If travel is involved, there are additional considerations, including time away from friends and family.

Before deciding whether to pursue an unproven or experimental treatment, carefully assess the treatment you are considering. Weigh the risks and potential benefits. Seek input from your loved ones and from your healthcare team – they may provide insight you haven’t thought of.

Different types of stem cells serve different purposes in the body:

Different types of stem cells come from different places in your body and have different functions. It is therefore unlikely that a single cell type can be used to treat a multitude of unrelated diseases involving different tissues or organs.

Be wary of clinics offering treatments with stem cells originating from a part of your body unrelated to your disease or condition.

Patient testimonials and other marketing provided by clinics may be misleading

It can be hard to tell the difference between doctors conducting responsible clinical trials and clinics selling unproven treatments. Most specialized doctors receive patient referrals, while clinics selling stem cell treatments tend to market directly to patients, often through persuasive language that can be intentionally or unintentionally misleading. Clinics peddling unproven stem cell treatments frequently overstate the benefits of their offerings and use patient testimonials to support their claims. Beware of clinics that use persuasive language.

ABOUT THE AUTHOR

Dr Dalal Akoury, MD, is the founder of AWAREmed and the director of the Integrative Advanced Medicine Institute. She is board-certified in anti-aging functional and regenerative medicine, and has accumulated more than twenty years of experience in emergency medicine and pediatrics. Dr Akoury has a master’s degree in public health and has served fellowships in pediatric hematology/oncology and performed research in leukemia and the effects of smoking. This lifetime of experience, along with a unique sensitivity, genuine compassion, and a driving passion to inspire health in everyone, has prepared “Dr Dolly” to be in this place at this time. About developing her dream, AWAREmed and Wellness U, Dr Akoury says “My mission is to ignite the spark of health deep within everyone, and to allow this sparkle of wellness to shine through everyone’s eyes, becoming one with the universe, and aligning body, mind, and spirit.”
WHY XOSTEM?

Because XOStem offers you a complete regenerative medicine solution

At XOStem, we are dedicated to help Cell Therapy Health Entrepreneurs start and scale successful regenerative clinic programs with an emphasis on cutting-edge scientific breakthroughs, such as exosomes in conjunction with other cell therapies for incredible outcomes that offer:

- Better results for your patients and clients
- An increase in your clinic’s income and revenue
- The chance for you to become part of a growing community of integrative medicine practitioners that support and encourage each other.

We do so by helping you implement and master these four key areas:

- **Mindset**
  - Build unshakable confidence and a winning entrepreneurial mindset for lasting success.

- **Marketing**
  - Create scalable marketing campaigns that consistently and predictably attract an endless stream of qualified leads to your business.

- **Monetization**
  - Convert qualified leads into high-paying clients through automated webinars and enrollment conversations without being “salesy” or pushy.

- **Self-Managing Systems**
  - Deploy simple processes and systems that help you work smarter, not harder, so you can scale your business doing what you love most while enjoying more freedom in the process.

How to Feel Your Way to Financial Freedom

As the Founder and CEO of XOSTem, the world’s leader in assisting health entrepreneurs and practitioners leverage the cellular medicine industry to turn their expertise into high 6- or 7-figure businesses with less stress, my true passion is helping visionaries like yourself achieve massive success with your regenerative medicine business. By helping you, we can collectively help more people around the world live healthier.

Specifically, we help you create a premium regenerative medicine center that creates dream-come-true results for your patients and clients, while positioning you in a “category of one” so you rise above the noise and predictably attract your ideal clients.

We work our magic through Achievers Mastermind, our implementation-focused Health Business workshop, and our annual XOSTem LIVE events, along with distributing safe and pure exosomes and stem cells, along with the appropriate equipment.

All of our trainings and experience deliver systems, processes and frameworks that simplify the complexities of running a successful regenerative health business and move you closer to enjoying more income, impact and freedom in a fraction of the time.

You have the potential to tap into an incredibly bright future, where you may generate seven figures per year guiding over 500,000 people to better health.

For more info: www.chirostemregen.com
A DUCKLING STORY

Branding and Business Consultant Vaske Krabbe takes inspiration and lessons from nature on how we can look out for our businesses and careers by employing the skills of an experienced business coach who can guide our journey to success.

If you don’t hire a coach, you will find yourself spending at least 80% of your time on tasks which are not your core business.
- Vaske Krabbe

This morning as I was walking, I noticed a family of ducks – the mom and dad looking after their little ducklings. I had to stop and take a picture. And then it hit me... If you are in business, no matter what kind of business, you are like one of these baby ducks! Yes, I am serious, and please hear me out.

Who is looking out for you?
Do you have someone skilled in “making it no matter what” by your side? Someone who has been there and done that? Someone you can fully trust? Someone who would give everything to save you? Well, I just described to you what a business coach does.

But seriously, do you have a business coach? And if you don’t, let me ask you this: who is watching over you?

The business road is full of challenges and often even dangerous situations. Are you all by yourself out there?

What do you think the chances are for one of those little ducklings to not get run over by a car if it was on its own? So, my question to you is: why are YOU on your own?

When we first start, we believe we can do it all by ourselves. We all do. We see a coach as a frivolous expense because, hey, we have got our expertise, right? Until the business reality proves us wrong.

Why hire a coach?
Firstly, if you don’t hire a coach, you will find yourself spending at least 80% of your time on tasks which are not your core business and, to be quite frank, that you are not really good at. These tasks will exhaust and aggravate you, and the final result won’t even be close to what you wanted.

Secondly, you need to be accountable. Accountability helps you stick to your goals, and prevents you from making mistakes or repeating the same mistakes.

Thirdly, you will learn so much from your coach! You will develop new skills, and gain wisdom and business insights that will exponentially propel your business.

People need your expertise, your passion, and your commitment to make their lives better! They really don’t need to see a logo made by you, unless you are a graphic designer of course.

Who is going to rescue you?
Why do we call the animal rescue team if we see a lost duckling, but assume we can do without a rescue of our own? It is just a matter of time before a car hits you my friend... Who is going to rescue you then?

I guess this short story is my way of offering you a wake-up call if you are still under the impression that you don’t need a coach to help and guide you in your business ventures and career. To your brilliance my Friend! I hope you take action and protect yourself and your business from being run over.

ABOUT THE AUTHOR
Vaska Krabbe is the CEO of a boutique branding agency called Branding Brilliance, which specializes in creating strong, magnetic brands for professionals from all over the world. If you are curious to find out how people see you as a brand, go to www.brandingbrilliance.com and take the free quiz.
hat interesting times we live in right now. Every morning, I wake up with a feeling of gratitude in my heart for the beautiful life that I get to live. Although the world is experiencing the turbulence of populist movements, the division between religious and political groups is the largest we have experienced in generations, and the disparity between classes is now wider than ever, it still is an extraordinary time to live in.

The times we live in
Historians will look back at this time and dissect it with minutiae. So many intermingling socio-economic, political and technological lines, crisscrossing all at once. Never before have we been richer, yet we haven’t been this unhappy in generations. Never have technologies exploded so rapidly, yet the same generational issues, and diseases remain uncured. Never has the common man had access to so much information, yet most choose to wallow in the sensationalism of the media rather than utilize their life in a more meaningful way than the previous generations. Interesting times, indeed.

How can we make sense of it all?
In the midst of these tempestuous times are millions of hard-working small business owners who are trying to make sense of it all. Consumer tastes are shifting faster than ever before, profitable markets disappear overnight, and last month’s marketing tactics can’t guarantee you will be able to pay your bills six months from now, let alone retire in ten or fifteen years. How can they make sense of it all?

It seems like business owners have so many things to keep track of just to keep their head out of the water. When they come and ask for my advice, many business owners are confused, overwhelmed, exhausted, and they have fear in their eyes.

“What will the future bring, Marco?”
“How can I anticipate the next trend and adapt to it fast enough?”
“How can I run a successful business and still put enough aside for my retirement?”

Those are some of the questions they ask me.

International business expert Marco Robert tells us why we should sell our business now!
Go back to the basics of business

I advise these clients that the first thing we need to do is to go back to the basics of business:

1. Business is simple – once we remove all the mind-numbing management theories by so-called experts and stop trying to make sense of the marketing tricks of the stage gurus and talking heads on social media. They don’t know what they’re talking about!

2. Business is rational – once business owners learn to put their whims, egos, tastes, inclinations and emotions aside. Business is rational so stop being so delusional!

Then, business owners have to commit to going back to the basics of management.

You see, before there were religious tensions, people ran successful businesses. Before there was a political left and right, people ran successful businesses. Before there was Facebook, Twitter, Instagram, LinkedIn, Snapchat and all the other social marketing platforms, people ran successful businesses.

So, stop for a moment. Stop trying to merge your delusions, your fancies, your faith, your good heart and your business, and only your business, and you will succeed. Turn off your TV and stop interacting with the dividing leeches of social media. Focus on your business.

Your only social responsibility: Increase profits

Like the economist Milton Friedman stated in the 1970s, “There is one and only one social responsibility of business – to use its resources and engage in activities designed to increase its profits.” If you own a small or medium-sized business, that’s your job: increase profits. That’s it. Period.

Let me tell you why I am writing this article. Because I am a bit nervous. The economy has been on an upswing for quite a few years but only a fraction of economic growth has been fueled by an actual increase in production. Yes, we are more productive than before, but most of the recent economic growth has been fueled by debt. In short, we borrowed the money to grow our economy and, at some point soon, we will have to pay it back.

We are tetering on the edge of an economic cliff while many business owners are entertaining themselves on Facebook by caring more about Trump’s activities than their businesses. They love to entertain themselves by reading their favorite pundits’ skewed political commentaries and blaming this group or that, yet little is being done to grow and cultivate successful businesses. The masses are being entertained while on the verge of an economic disaster.

Wake up!

This economy will come down. It has to. It’s sheer gravity. As Sir Isaac Newton famously stated, "What goes up, must come down."

Most businesspeople don’t seem to get that. Baby Boomers are getting older yet are still trying to grow their unchanged businesses a little more before retiring. It’s not working. In fact, many are losing market share because they can’t adopt new technologies fast enough.

BABY BOOMERS, GET A NEW PLAN

"Here’s my advice: if you are a Baby Boomer, someone who will have to retire in the next ten or fifteen years, you’d better have a plan to get out of your business soon. Stop trying to grow your business just a little more on your own. It’s not working.

Either sell your business, take whatever the market will give you and get out now, or find a business expert like me who can help you move your business up and fast. The clock is ticking. You don’t have much time left.”

The economy has been on an upswing for quite a few years but only a fraction of economic growth has been fueled by an actual increase in production.

– Marco Robert

You see, before there were religious tensions, people ran successful businesses. Before there was a political left and right, people ran successful businesses. Before there was Facebook, Twitter, Instagram, LinkedIn, Snapchat and all the other social marketing platforms, people ran successful businesses.

– Marco Robert

ABOUT THE AUTHOR

Marco Robert is a business management and mergers & acquisitions expert. Using the BOSS Model, a business decision matrix he pioneered nearly twenty years ago, Marco advises family-run businesses in America, Canada, Europe, Asia, Australia and Africa.
Attention Business Owners!

Do you want to Outperform Your Competitors, Dominate Your Market and Get More Leads?

Get a 100% FREE Customized Online Competitive Analysis Report

This report shows you what you need to do to beat your competition and dominate your market ($500 value).

Contact Us at the Email Below To Get Your Report:
Info@EDNADigitalMarketing.com

Don't wait until you lose another customer!

Email Us Today:
Info@EDNADigitalMarketing.com
www.EDNADigitalMarketing.com

Lead Acquisition Specialists
Digital Marketing Consultants