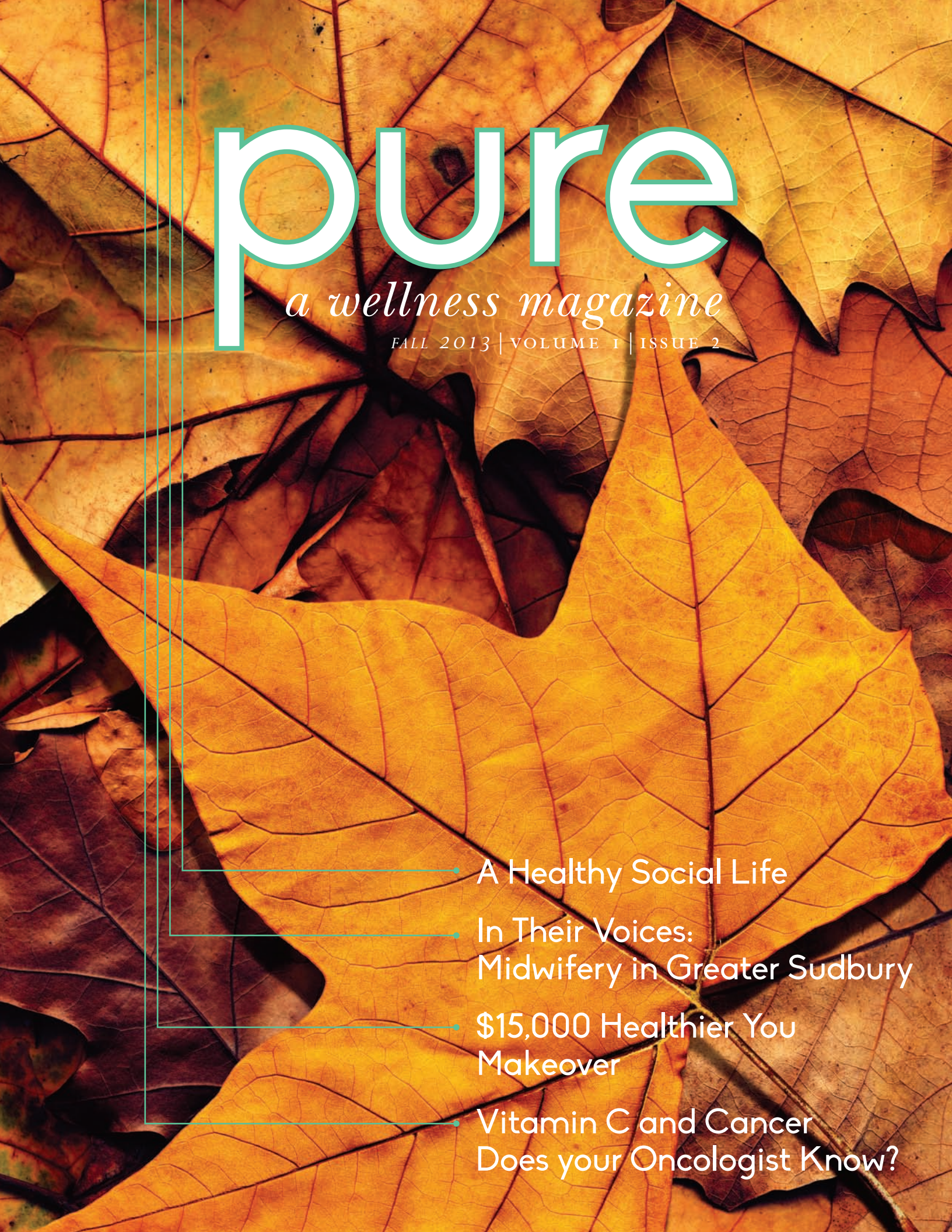


The background of the entire page is a close-up photograph of several autumn leaves. The leaves are in various shades of yellow, orange, and brown, with prominent veins. A large, bright yellow maple leaf is the central focus, with other darker, more brownish leaves layered behind it. The lighting is warm, creating a cozy, seasonal feel.

pure

a wellness magazine

FALL 2013 | VOLUME 1 | ISSUE 2

• A Healthy Social Life

• In Their Voices:
Midwifery in Greater Sudbury

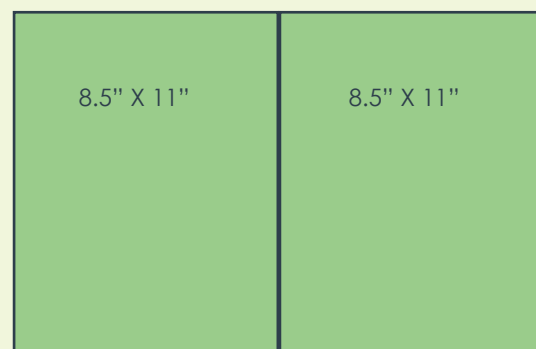
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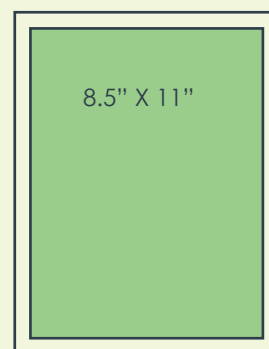
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Pure Wellness Magazine is founded in integrity of information. For us, that means being guided by a set of values that affect every decision we make with regard to our content. We consider our readership, advertisers, and local and global community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

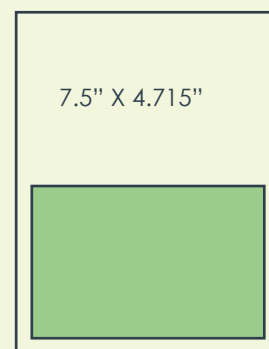
- *This magazine is Dr. Allan Price's vision - to inform the community abroad about the various practices involved in integrative medicine - and how they can benefit the reader and their family. It promises to promote education and all of the cutting edge information the field has to offer.*



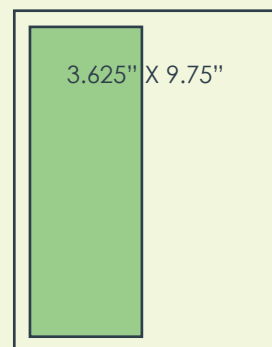
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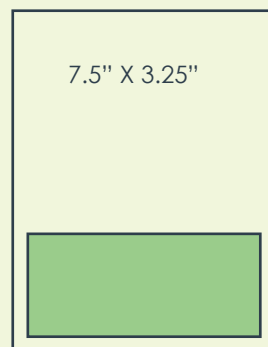
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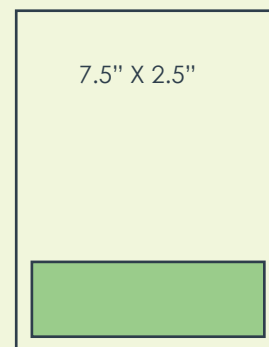
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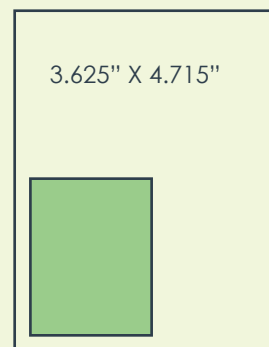
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Art Direction/Layout
Alissa Jensen
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Dr. Allan Price
705.586.(PURE)7873
advertising@purewg.ca

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Doc's Notes

Dr. Allan Price <
Editor in Chief



Welcome back to our second issue of PURE – A Wellness Magazine. Thank you for your overwhelming response to our first issue. There have been numerous requests to keep this magazine as a regular and integral part of our community’s healthcare information distribution. With the help of our great writers, supportive sponsors, retail distributors and interested readers, we will endeavour to continue with this successful venture.

A Paradigm Shift is Underway

As Chief Medical Officer of Pure Wellness Group, I am excited to feel a new paradigm of health-oriented medicine beginning to replace the crisis-oriented medical model that previously focused almost completely on symptom relief rather than looking at the underlying cause of illness and disease.

Placing attention on whole health (the physical, mental and social wellbeing of an individual) rather than viewing disease as a lack of health, is vitally important.

I certainly credit the current healthcare industry and medical model for its successes in reducing mortality caused by infection and trauma, however crisis-oriented medical care does not address or treat progressive degenerative diseases as effectively.

The accepted standard of viewing the diagnosis of disease as a complete diagnosis limits the medical community’s ability to see the “full picture” of an individual’s state of health. The reality is that all degenerative diseases are influenced by

multiple factors. A medical system that ignores the combined underlying root causes of the patient’s current condition misses the opportunity to promote maximum health and wellness.

I believe that medicine’s perception and goal should not be limited to diagnosing a pathological disease. Diagnosing a pathology represents a distinct level of failure. Rather, our goal should be to identify even subtle health changes in our patients prior to diagnosing a pathology and, utilizing the resources of medical science, employ the art of medical practice to prevent disease and promote health.

Today’s medical community is moving toward a more pathology-based approach that examines the multifactorial root causes and the inter-connected relationships between the body’s organs and the ways in which the body can be assisted in its healing process. I urge us all to recognize that there also exists a multitude of disciplines within the healing arts and sciences, each having a dynamic niche that should be applied without dogma. I strongly support this approach and encourage other disciplines to embrace this paradigm shift for its value to health care.

Keep your stick on the ice,
Doc Al

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

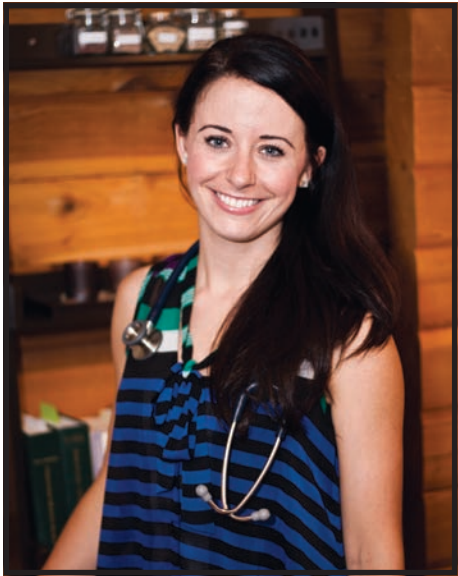


Doc's Notes

Hormones 101: The Breakdown of Estrogen

Hormones 101: The Breakdown of Estrogen

Dr. Tara O’Brien <
ND



Estrogen has acquired quite the reputation. With all the health conditions associated with this feminine hormone, it is no surprise that it has received such a bad rap. Conditions that are commonly associated with an imbalance of estrogen include fibrocystic breasts, premenstrual syndrome (PMS), breast cancer, uterine cancer, endometriosis, fibroids, and infertility. Countless research studies have proven the link between estrogen and wellbeing, and many treatment protocols in both conventional and naturopathic medicine center on decreasing the harmful effects of estrogen.

I would like to introduce an alternative concept with respect to this elusive hormone. The important message of this article is to discuss the idea of achieving estrogen balance. When it comes to health, estrogen itself is not necessarily the culprit, rather the unhealthy metabolism of estrogen that contributes to disease.

So let us delve for a moment into the enigmatic world of estrogen metabolism, and discover just exactly what this hormone is and what it does in our body.

Estrogen production occurs in a variety of locations. The primary contribution is in the ovaries. Secondary sources of production include the adrenal glands, the liver, breast tissue and even in our fat cells. In essence, estrogen is a growth hormone. It stimulates the lining of the uterus and vaginal walls, breast tissue, bone formation, sex drive, and even increases the production of good cholesterol. It makes sense, then, that with estrogen deficiency in menopause, that many of these systems can go awry.

In reality, estrogen is not a single substance, but rather it is a group of hormones that we collectively refer to as estrogen. There are actually three naturally occurring types of estrogen: Estrone (E1), Estradiol (E2) and Estrinol (E3). Estrone is the base molecule for estrogen, and is the predominant form present in menopause. Estradiol is the strongest and most active of the three forms, with 75 times more biological activity as Estrinol. Estrinol is the mildest and is highest in pregnancy. Consequently, Estrone and Estradiol are the ones we need to keep a close eye on, and ensure that they are metabolized in a healthy way to avoid their detrimental proliferative effects.

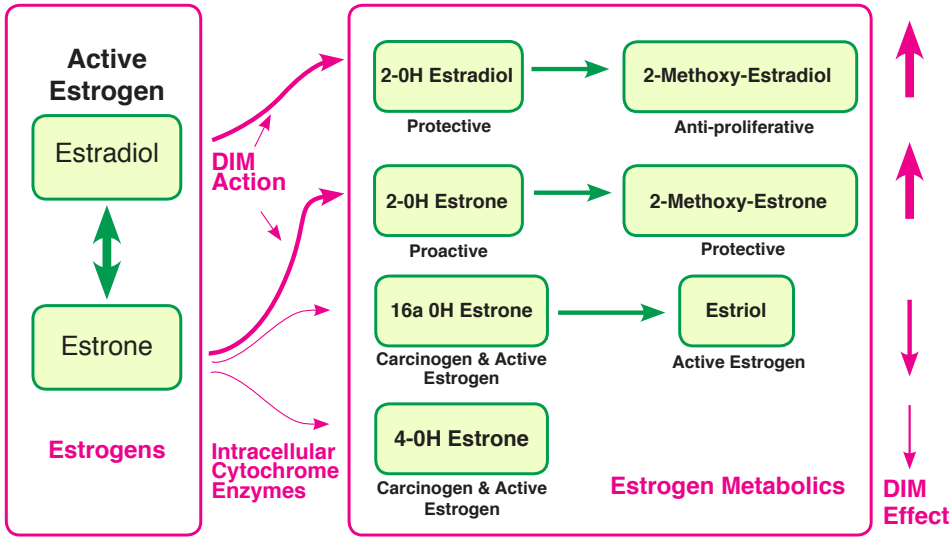
Estrogen metabolism gets even more complicated. In the attempt to achieve balance, Estradiol and Estrone are converted by the liver into Estriol, decreasing the activity of the former two. This process depends upon the ability of the liver to perform its function, as well as on good adrenal function. It is crucial then, to have healthy liver function and a clean body to maintain hormone balance.

“So how do we achieve estrogen balance? ...the good news is that you can start the process in the comfort of your own home.”

Our body then metabolizes these estrogens into 2-hydroxyestrogen, 4-hydroxyestrogen or 16-hydroxyestrogen. The 2-hydroxy form has anti-estrogenic effects, while the 16-hydroxy form is associated with estrogen-related cancers. ¹Research has shown that the ratio between 2-hydroxyestrogen and 16-hydroxyestrogen represents the dominance of one pathway over the other, and that modifying dietary habits can increase the production of the 2-hydroxy form, thereby decreasing cancer risk. ²In clinical practice, this is referred to

as the Estrogen Quotient. Many commercial laboratories have established reliable methods of testing these metabolites of estrogen, so that patients can assess their overall health risk at any stage in a woman’s menstrual history. In menopause, estrogen is low overall, but these tests can determine how the body is metabolizing these low circulating hormone levels. A woman is at risk of hormone related conditions at any stage of her menstrual life, so results of this novel testing can provide you with important information about how you can prevent the onset of hormone related disease or treat an existing condition ³Your Naturopathic Doctor can help you devise an integrative treatment plan to help you on your journey.

Three Different Forms of Estrogen



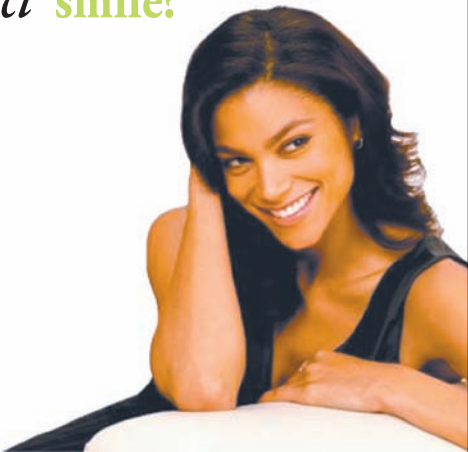
So how do we achieve estrogen balance? Honestly, the answer to this question is multifactorial and relatively complex; however, the good news is that you can start the process in the comfort of your own home.

This is a list of modifications you can make to your diet and lifestyle habits that require little effort. The intended outcome is to support the liver in its metabolism role of internal estrogens and to reduce outside sources of harmful estrogens.



- **Support liver detoxification pathways** by drinking several cups of green tea and lemon water daily
- **Manage your weight.** Excess weight means extra fat cells that encourage production of estrogen
- **Increase consumption of flaxseed and fermented soy products.** Studies show that 1-2 tablespoons of freshly ground flaxseeds can improve the estrogen quotient via an important constituent called lignan⁴
- **Increase consumption of plant foods, especially dark leafy greens and brassica vegetables.** Brassica vegetables are rich in I-3-C, an ingredient that increases the production of 2-hydroxyestrogen. These include bittercress, bok choy, broccoli, cabbage, brussel sprouts, and kale⁵
- **Eliminate consumption of cow's milk products.** Cows are very large animals, and their breast milk is chalk full of growth hormones that encourage estrogen production
- **Only eat red meat and poultry that is organic and hormone free.** Hormones are often injected into these animals to increase their growth rates. We ingest all of these hormones when we consume these animals
- **Increase eggs, garlic, and onions.** The naturally occurring sulphur in these foods help the liver to detoxify estrogen
- **Heal your digestive tract.** Circulating levels of estrogens are highly determined by how well our gut is eliminating waste. You can improve your digestion by taking probiotics, eating whole foods and addressing food sensitivities
- **Increase consumption of Calcium-D-Glucorate containing foods,** since this compound helps the body metabolize estrogen. These include oranges, apples, cherries, broccoli, grapefruits
- **Eliminate sources of methyl-zanthines** such as caffeine, theophylline, and theobromine (found in coffee, tea, chocolate, and cola) as these increase production of 16-hydroxyestrogen
- **Eliminate sugar, white flour and refined foods.** Processed foods cause a rapid rise in blood sugar. This triggers the pancreas to produce large amounts of insulin whose job it is to escort sugar into cells. The result is a rapid decrease in blood sugar and insulin levels. Fluctuations in blood sugar and insulin levels adversely affect our hormonal health and aging process
- **Get rid of the plastics.** Greater than 70% of plastics, even those that claim to be BPA-free, have compounds that are xeno-estrogens. Xeno-estrogens are synthetic substances that act like estrogen in the body and can alter our cell structure. Our exposure is increased even more when we store our food or beverages at extreme temperatures, like with refrigerating, freezing, or heating. Think of how many plastic water bottles that just sit in your car on a hot summers day!

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A Healthy Social Life

Colleen Kleven <
Award-Winning Author of
“The Beginner’s Guide
to Chick Night™”



How soon after your alarm goes off in the morning do you begin checking your voicemail, text messages and email? Have your feet even hit the floor before you start planning out your day and wondering how you’re going to get everything done? When was the last time you went out for an evening of fun with friends?

If your answers to these questions were “under five minutes”, “no” and “I can’t remember”, you are not alone. Most people find themselves in this rut at least once during their lifetime. It’s a common situation that often goes undetected until it becomes blatantly obvious.

The simple fact is that the busier you get, the less likely you are to take time

out for yourself. It doesn’t matter how efficiently you work or how quickly you perform all your errands and odd jobs, if you insist on getting everything on your “things to do” list done, you will never have any free time. Whether the work, errands and odd jobs are yours or on behalf of someone else doesn’t matter. When your only focus is on fulfilling your roles and responsibilities, eventually there isn’t any room left in your life for you.

“It doesn’t matter how efficiently you work... if you insist on getting everything on your things to do list done, you will never have any free time.”

Chronic lack of personal time takes its toll on your overall health and wellbeing by increasing your stress levels and decreasing your sense of job and life satisfaction. Conversely, studies have shown that stress levels decrease and job satisfaction increases when people make the conscious decision to achieve work-life balance by reintroducing a social life into their calendars.



To gain the maximum of each of these benefits, I encourage you to schedule a day or a night out with friends at least once a month and then follow through on that commitment. This will remind you that you are worthy of this time for yourself with friends.

Don’t mistake social media for a social life. Keeping in touch with people isn’t the same as actually spending time with them.

It is true that men typically interact differently on a guys’ night out than the way women have a Chick Night™. For men, the focus is usually on what they do together as opposed to what they talk about with their buddies. For women, the important factor is the emotional connection and the opportunity to develop a female bond with each other. Although men tend to socialize with each other in a different way than women do, the benefits remain the same.

How much of your free time you spend by yourself engaged in a favourite hobby or pursuit and how much of your personal time you enjoy in the company of friends is up to you; however, I encourage you to take full advantage of all the benefits of a healthy social life.

As cofounder of the Hanmer Chapter of Chick Night™ and the founder of Chick Night™ International, I can attest to the physical, mental and emotional health benefits of putting yourself back on your own list of priorities to achieve a work-life balance.

The many benefits of reintroducing a social life to your life include:

- Recharging your battery (which immediately improves your morale and outlook)
- Utilizing the restorative power of laughter (to help stabilize your mood and strengthen your ability to face challenges)
- Developing friendships you can count on (when life throws you a curveball)
- And avoiding stress related illness (by scheduling R&R time)

The award-winning author of The Beginner’s Guide to Chick Night, Colleen Kleven is a writer, corporate facilitator and popular keynote speaker. For details, see on Facebook @The Beginner’s Guide to Chick Night - Colleen Kleven or download a free sample chapter of her book at www.mychicknight.com.



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To Whiten or Not to Whiten

Sheryl Sasseville <
RDH



Dental Whitening is more popular than ever as models and celebrities flaunt their pearly whites on TV and in magazines. Even our friends and neighbors are joining the whitening revolution because of how much more accessible it is now than years ago. Due to the popularity of whitening, I have prepared answers to the most frequently asked questions.

“The whitening technique that I use in my office is natural and gets great results. Everyone whitens at a different rate and results rely on each person.”

Can I Whiten My Teeth?

Although most people can whiten their teeth, not everyone is a candidate.

Those people who should avoid whitening are:

- People under the age of 16: the nerve in their teeth is larger until this age, and sensitivity could be an issue
- Pregnant women: women who are expecting or breastfeeding are asked to wait until after the birth of their child, or when finished nursing
- Worn enamel: Clients who have decalcification, enamel erosion or other dental issues should avoid whitening
- Existing Cavities: Clients who have cavities in the area to be whitened would need to have fillings placed prior to treatment
- Fillings or Crowns: Clients who have tooth colored fillings or other restorations in their front teeth. Only natural tooth structure will



change color, and the filling will stay the same. These clients may be able to whiten, but will require a consultation first to discuss possible outcomes

- Allergies: Clients who are allergic to peroxide products

How Does It Work?

Even though our teeth look and feel smooth, there are millions of naturally occurring microscopic porosities in our enamel. Staining from our everyday poor lifestyle-choices (smoking, colas, coffee, tea, red wine, dark colored foods and sauces), get into these pores and discolor our teeth. No amount of brushing will remove these stains. This is where whitening comes in. Carbamide and Hydrogen Peroxide, two natural products are the ingredients in whitening solutions. When placed on the teeth oxidation

occurs, allowing the solution to get into the porosities and bleach out any stains. The whitening technique that I use in my office is natural and gets great results. Everyone whitens at a different rate and results rely on each person.

There are several methods to whitening. You can use store bought strips, gels, chewing gum, toothpaste and rinses. Professional whitening includes an in-office treatment which is done under a task-specific light. Gel is placed on the teeth, and the wavelength of the light excites the peroxide molecules in the gel to whiten your teeth. Results with this method are immediately seen at the end of the appointment. Another professional whitening method is a take-home kit. Custom trays are formed to your teeth, and you are sent home with the gel, trays and instructions for use. Results can take anywhere from 3 days to a few weeks depending on how often you wear the trays.

Will My Teeth Hurt?

As I mentioned earlier, our teeth naturally have microscopic porosities.

Whitening your teeth cleans out these pores. It does not create more porosity in your teeth that is not already there. Some clients may have some sensitivity to the whitening gel, but it is a rare occurrence in my office because of the type of whitening that I use. Dental whitening has been in practice for decades. It has been under the scrutiny of specific studies, however continues to repeatedly demonstrate that it is safe to use.

Will My Teeth Get Too White?

The whitening procedure is done gradually, so there are no surprises.

The best thing you can do if you are contemplating dental whitening is to talk to a dental professional. They will be able to tell you if you are a good candidate and answer any questions you may have.

*Dental whitening is available at Sudbury Dental Hygiene with 2 locations to serve you: **Pure Wellness Group** at 1596 Regent Street (705) 586 7873, or 850 Barrydowne Rd, Suite 201 (705) 566 8100.*



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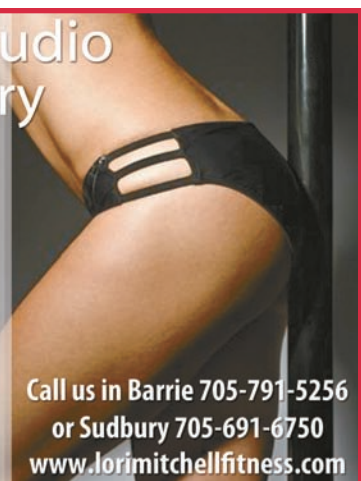
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In Their Voices: Midwifery in Greater Sudbury

Leslee Larsen, BSc., RM <
Midwife at
Sudbury Community Midwives
Part-time Faculty
at Laurentian University

“I always looked forward to my prenatal visits as the atmosphere was so welcoming and comfortable.”

“Knowing that I had my midwives help just a phone call away made me a calm and stable mommy.”

As a midwife I am grateful to the consumers of midwifery. The previous quotes remind me that our clients value personalized, supportive care and I never forget that the women we serve were the impetus behind the establishment and regulation of midwifery and the reason for its continued success¹. Their efforts to lobby government and regulate midwifery are in large part the reason midwifery is available to women in Ontario. Their words best describe what we do and why we do it. The Sudbury Community Midwifery practice collects anonymous client feedback forms after every woman’s care is concluded. All quotes included are the words of a woman who delivered with our midwives in the past year.

“I loved that I could have a home birth. They really helped me with coping in my labour and allowed my body to do what it needed to. I loved how they trusted my body and it helped me to as well.”

“I had a great experience, an unforgettable home birth. But, I also had a good experience for my first daughter’s hospital birth. The midwives made me feel comfortable and confident.”

Our clients appreciate having the choice to deliver at home or in the hospital. A 1987 report studying the implementation of midwifery in Ontario reported that consumers believed that midwives who were properly educated and regulated were better able to provide them care that was holistic, low in interventions and grounded in a belief that pregnancy is a normal life event. There was a constant and growing demand for women and family centered maternity care. Women also wanted continuity of care, that is, to know the person delivering their baby. They wanted choice in where they could deliver their babies, such as birthing rooms, home births or hospital births. They also wanted choice in caregivers.^{1,2}

1. Shroff F, Midwifery- from rebellion to rebirth. In F Shroff editor. The New Midwifery: reflections on renaissance and regulation. Toronto: Women’s Press; 1997. p.17

2. Report of the task force on the implementation of midwifery in Ontario 1987. Toronto. Ontario Task Force on the implementation of midwifery.

As a health care provider in this community I am also reminded daily that midwives are part of a larger health care team. Our collaboration with other care providers such as obstetricians, paediatricians, nurses, naturopaths and chiropractors ensures that women receive the best care possible. Midwives provide care in low risk normal pregnancy, birth and postpartum. If a woman needs her care transferred to an obstetrician we will facilitate the referral and remain involved as supportive care for the woman.

“I had to be induced, care was transferred to an OB (obstetrician). My midwife was still with me the whole time and delivered our baby. This was great because we were comfortable with her (midwife) and had developed a relationship with her during the pregnancy.”

“The midwives were very informative about my options and were very supportive of my decision for an elective c-section because of my assessment of risk factors.”

“Excellent transfer of care. I had a complicated delivery and my midwife was very informative as to the care and the reason for the transfer. I was quite impressed with her knowledge and care. Thank you.”

Being family centered and woman centered means midwives offer clinic visits that are flexible to meet client needs and long enough to answer questions and provide information (30-60 minutes). Post partum home visits are offered as well as early discharge from the hospital after delivery.

“They always gave more info than I even asked for which was great! I always knew what was happening.”

“I was always able to schedule appointments ahead of time and when it was convenient for my schedule.”

“Was wonderful to have home visits after the birth. Answered all questions I had.”

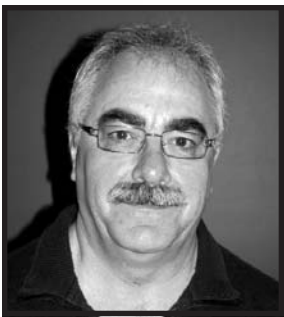
“Definitely felt very cared for during this process. Enjoyed being able to be home from hospital 3 hours after the birth; much different from the birth of our son! To feel confident and comfortable enough to come home so soon is an amazing feeling, and wouldn’t have been possible without the support of our amazing team of midwives.

I would like to add to the previous woman’s words and conclude by saying, thank you, and that the care we provide our clients would not be possible without their ongoing trust and support.



Capital Gains, Taxes and Transfer of Assets

Marcel Kirouac, Marie Kirouac and Jason Bebawy <



As summer is coming to an end and cottages are closed off for the winter, a common question arises: How best to transfer personal ownership of cottage property to our children? This question can of course be important for the transfer of any personal real estate property. Real estate properties have had substantial increases over the last decade, creating large capital gains either at death or when the properties are transferred to the children.

A personal residence is exempt from capital gains. A person who owns both a house and a cottage, may sell their home and move into the cottage claiming personal residence at the cottage from the day they are deemed to move into the cottage. They would be exempt from capital gains from that day forward. Any capital gains accrued prior to electing your cottage as your personal residence would be recorded as income at the time of death (if married, at the death of the second spouse), or when the property is transferred or sold.

If an individual intends to transfer property to the child(ren) and reducing the tax implications for the estate transfer of the assets is a concern, then financial planning should be a consideration.

One of the easiest solutions is to transfer the asset immediately to the children. This could however create some issues in the event of law-suits, possible leans from creditors and matrimonial rights. The initial value of the gift is usually protected from marital breakdowns, but any growth could be challenged and form part of the marital separation of goods. Most individuals would rather wait to transfer any assets, thereby maintaining control and limiting any risk of loss and/or exposure.

It is frequently asked if a ‘family trust’ may be used to hold the properties. A ‘family trust’ could be a solution. It greatly depends on the age of the individuals holding the property and what they are trying to accomplish or will want to accomplish upon death. Most people are not aware of the 21 year rule. This simply means that if an asset is held by a trust, on the 21st year of the trust any taxable gains will now be eligible for taxation. This is why individuals should seek professional advice prior to moving assets to a trust.



On the contrary, a testamentary trust does not have the 21 year rule. It can hold assets as long as the youngest beneficiary of the trust is alive. This should perhaps be considered if the assets will stay in the family for many years after the individual holding the assets passes away. The testamentary trust is created upon death. It can have multiple beneficiaries, such as children, grandchildren, great grandchildren etc. Rules and directions can established by the creator of the trust. The only problem with this option is there has to be a plan in place to be able to clean up any taxes prior to transferring assets to the trust.

A final idea to consider is the purchase of a “second-to-die” policy in order to cover the tax implications. This policy is usually non-expensive, assuming the assets are of a marriage. A second-to-die life insurance policy combined with a properly set up Will, and possibly using a testamentary trust, can be extremely powerful. If your life expectancy is less than 21 years and the assets are large, having a combination of a family trust, life insurance and testamentary trust can also work.

The worst thing that individuals can do is to ignore planning. The value of real estate has been increasing very rapidly and will keep on increasing. There will be some upward and downward trends in the real estate market, but the overall result is going to be growth. In the last 25 years assets could have grown by as much as 300%, thus leaving substantial liabilities. Calculating the tax liability is a very simple formula and is not costly to do. Many articles from banks, lawyers and accountants are available that will support some of the comments above. We recommend that individuals meet with a qualified financial planner willing to provide multiple options. A lawyer may be required to complete changes on a Will if needed, to create a family trust or possibly transfer any assets.

Financial Planning should not be ignored. Like health issues, if ignored, may become worse. Please do not ignore your financial planning. Do it for your mental health. Consult with a qualified financial planner.

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Advanced Tax Planning Strategies Inc. offers true financial and tax planning advice and services at no cost. We will help you achieve the maximum growth of your assets at the lowest tax possible.

► Advisor to Doctor Allan Price and the Pure Wellness Group

Services:	Products:
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Contact Marcel Kirouac or Marie Kirouac at
1-866-565-6319
Marcel's Cell Phone: 204-612-1733

Box 75, Group 60, RR 2, Lorette, Manitoba R0A 0Y0
Office: 204-878-9678, Fax: 204-878-9795, Cell: 204-612-1733

BloodScan™ Reporting...

Nicole Lepage <
BA, BEd, Certified Microscopist



BloodScan™ combines specialized sampling and assessment methodologies together with proprietary software to provide an unequalled experience for practitioners and their patients.

BloodScan™ regards cells as living ecological systems. BloodScan practitioners, by initially conducting live blood scanning are able to view the terrain and the flow of blood cells. This procedure is done by looking at live capillary blood samples taken via pricking the soft tissue at the side of a client’s finger.

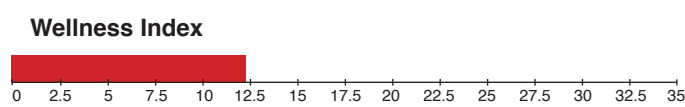
In sub-optimal health, pathological expressions are clearly visible within these ecological systems and the surrounding terrain. This procedure establishes the level of deviation from what is considered to be optimal and uses a sophisticated bio-terrain assessment system to qualify this deviation.

What does a report look like?

BloodScan utilizes a visual reporting system incorporating coloured horizontal bar graphs. These graphs use two primary colours GREEN representing the BloodScan reference range and RED representing the client result. The figure displayed in the GREEN bar is the upper limit for the optimal range while the figure displayed in the RED bar is the client result. Zero (0) is the ultimate or optimal score.



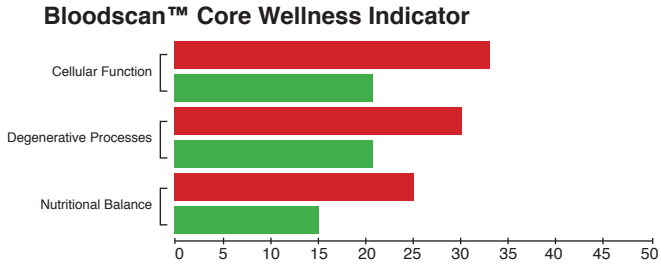
The Wellness Index describes the client’s current state of wellbeing.



0 to 15 indicates the client is generally well – although the higher the score within this range, the more unwell the client is compared to those with lower test scores. 15 to 30 would typically indicate that there is active degenerative or inflammatory processes for which the client may or may not have symptoms or s/he may be feeling generally unwell.

30 and above would typically indicate that the client is more than likely symptomatic and generally there would be some clinical pathology which could be identified through conventional testing.

Dr. Gary Jackson PhD, MD(AM), ND
PikLife PTY LTD.,
Jackson Metabolic Profile
www.bloodscan.com.au



These are the core indicators that the BloodScan practitioner and his client are looking to improve through assigned treatment protocols

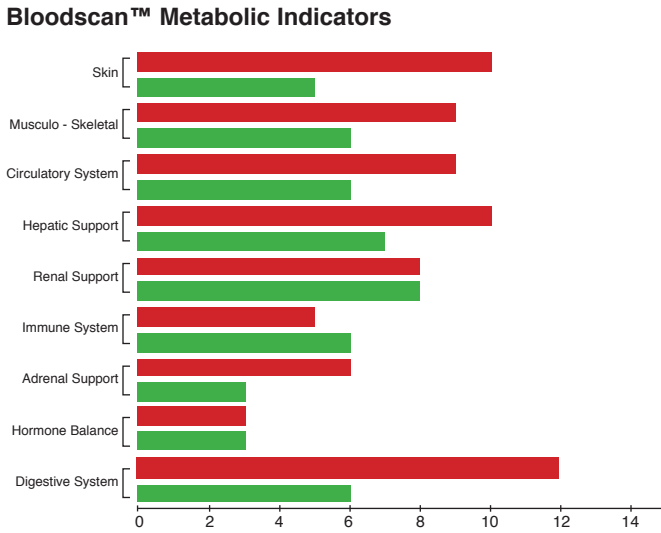
Cellular Function: This is the core indicator in the BloodScan™ system and demonstrates the degree of optimal or sub-optimal function based on the body’s energy demands.

Degenerative Process: Is seen where there is evidence of inflammatory processes including oxidative and adrenal stress, infection or existing disease processes including reduced oxygenation to cells.

Nutritional Balance: This would indicate either diet or lifestyle issues including poor absorption or inadequate supply of nutrients.

The Metabolic Indicators

Metabolic processes, in the context of the BloodScan Report, refer to the functions within the body and the body systems. Their function impacts on the body’s ability to carry out the specific chemical reactions required for Metabolism. Metabolism is dependent on Nutrients.



The next section in the BloodScan report looks at the more acute imbalances and are really only relevant to this test. These include Immune System Profile, Antioxidant and Mineral Profile, Metabolic Stress/Inflammation Profile, Cardiovascular Profile, Digestive System Profile and Toxin Profile. It also looks at the possible presence of exogenous parasites.

By understanding their individual progressive tendencies (i.e. the movement over time either towards or away from optimal wellness) a BloodScan client can: arrest existing pre-clinical conditions, prevent new ones from taking hold and regain youthful energy and vitality.

Also by ‘benchmarking’ where the client is at and by using scientific protocols, the client with the help of his BloodScan practitioner can impede the rate of current degeneration, repair oxidative damage and greatly enhance performance. BloodScan uses hi-resolution biological laboratory microscopes and specialised software together with established, proven and credible scientific principles as the basis of its profiling system.

BloodScan uses accepted laboratory practices in its methods and its validity has been independently established. BloodScan™ procedures do not diagnose disease; rather it identifies current health status and potential for disease risk draws correlations between diet, nutritional and mineral deficiency, adverse lifestyle factors and sub-clinical indicators such as the body’s readiness to respond to ‘alarm states’, thus being able to make recommendations as to the most appropriate pathways for an individual’s journey back towards higher levels of wellness.

“The doctor of the future will give no medication, but will interest his patients in the care of the human frame, through diet and in the cause and prevention of disease.”
— Thomas Edison



Pure Wellness Group, an advanced concept naturopathic clinic in Sudbury, Ontario is looking to expand our services.

We currently offer:

- Naturopathy
- Hydrotherapy
- Qi Massage
- Thermography
- A variety of other services and therapies
- Acupuncture
- Infrared Therapy
- Core Elite Wellness
- Pain & Addictions Therapy

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\$15,000 Healthier You Makeover

\$15,000 Healthier You Makeover

Colleen Kleven <
Writer, Author of "The Beginner's Guide to Chick Night"



"Marlene did not have a significant amount of weight to lose. Our focus was to stabilize her hormones and sugar levels, decrease her excess adipose fat stores and increase muscle tone so she could maintain her weight and energy goals once she was on her own."

— Dr. Allan Price

When Marlene Girolametto got the call that she had won the Pure Wellness Group \$15,000 Healthier You Makeover grand prize, she was so shocked she had to check her phone afterward to confirm that we had really called.

By mid-January 2013, Marlene had posed for "before" makeover pictures and had her initial consultation with Dr. Allan Price, ND, Chief Medical Director of Pure Wellness Group and Editor in Chief of Pure Magazine. Once Marlene had identified her weight loss, fitness and energy level goals, Dr. Price ordered a multitude of physiological tests, a comprehensive hormone panel and Live Blood Scan to determine the best individualized treatment strategy for her.

Dr. Price recalls, "Marlene did not have a significant amount of weight to lose. Our focus was to stabilize her hormones and sugar levels, decrease her excess adipose fat stores and increase muscle tone so she could maintain her weight and energy goals once she was on her own."



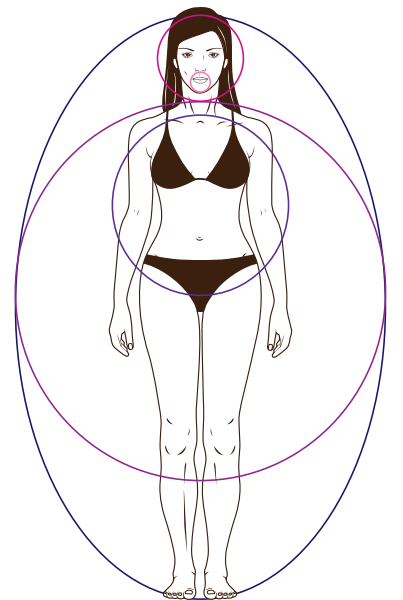
Increased Energy through Hormonal Balancing

To begin achieving these goals, Marlene was given melatonin for improved sleep patterns. Night-time sweats and hot flashes needed to be controlled. A com-

healthy makeover

NATURAL
TOOTH
WHITENING

COLLAGEN
INJECTIONS AND
MESOTHERAPY



CORE COMPLETE
AND CROSSFIT

HCG DIET

HORMONAL
BALANCING

“ I feel more like myself again, more like a woman, more alive and more sexual. ”

ination of DHEA supplementation and a regimen of Bio-Identical Hormone Replacement Therapy (BHRT) with topical creams were specifically compounded to balance her hormones.

“I feel more like myself again, more like a woman, more alive and more sexual. My energy levels have gone up enough that even some of my co-workers have noticed the change,” says Marlene. “My husband thinks this is wonderful. He’s always been supportive of me no matter what I look like. He’s happy that I’m happy and feeling better and that my energy level is higher.”



HCG Diet

At the beginning of February, Marlene began a three-week supervised diet protocol and prescribed HCG (Human Chorionic Gonadotropin) injections to increase her body’s metabolism and promote fat-burning of adipose tissue accumulations known as “brown fat” deposits primarily located in the abdomen. She lost 18 pounds in 20 days.

“I always wanted to get a two-piece bathing suit. I wouldn’t have a problem showing my stomach now. I have only gained one pound back since February and I just came off my two weeks’ holidays. I can live with that,” Marlene reports. “Dr. Price has persuaded me to eat more vegetables and more fruits, basically 80% of my intake, and that really helps.”



Collagen Injections and Mesotherapy

After successfully completing the diet protocol, Marlene reduced stress and helped her body detoxify by spending her lunch hour enjoying the infrared sauna and infrared massage bed three times a week for five weeks in February and March.

She also had regular appointments with Facial and Clinical Therapist, Alexandra Coman. A program of injectable vitamins and homeopathic medicines including collagen and hyaluronic acid combined with mesotherapy facial and body rejuvenation treatments tightened and toned her skin after the weight loss and improved skin elasticity in her neck and face.

“That got rid of my crow’s feet and laugh lines around the mouth. A lot of people have noticed and commented on that. My belly is gone, my face looks younger and my energy is higher. This is like a new and improved me,” says Marlene.



Core Complete and CrossFit

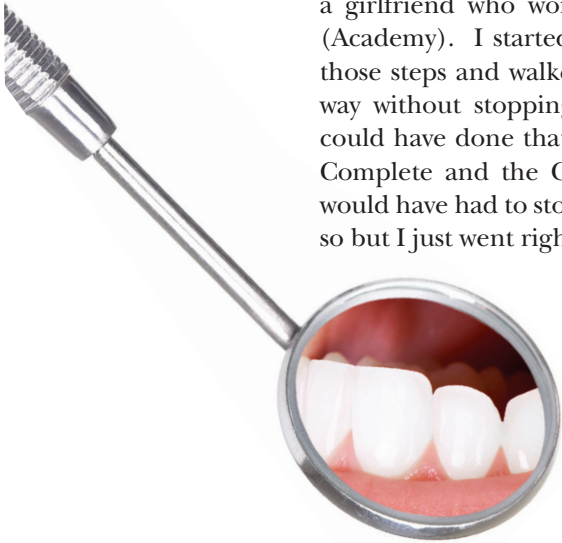
The next step in Marlene’s makeover was the Core Complete detox and body shaping program. Using this natural electrotherapy device, Certified Core Complete Technician, Chantal Young

was able to stimulate Marlene’s cells to increase cellular energy and release toxic build-up that can cause congestion in the digestive system, fat cells, liver, kidneys and lymphatic system. In addition to increasing her circulation, the device also stimulated her muscles.

“Marlene and I set a goal to clean her body and give her energy. We made a plan and she followed that plan so well she surpassed our expectations. Marlene always had a beautiful smile and a pleasant attitude. She was a little ball of sunshine every time she came in,” says Chantal Young.

Having finished the Core Complete treatments, Marlene was ready to move forward with Dr. Adam Ball, DC. A chiropractor and CrossFit trainer, Dr. Ball led Marlene through an eight-week session of fitness training. Each workout was specifically tailored to her ability level and personal goals.

“Being 56, I thought I’d feel 80 but they geared the CrossFit training for me. I wasn’t competing against the others. I was competing against myself,” Marlene remembers. “Recently, I went to visit a girlfriend who works at Marymount (Academy). I started at the bottom of those steps and walked the whole stairway without stopping. I don’t think I could have done that without the Core Complete and the CrossFit training. I would have had to stop every 30 stairs or so but I just went right up!”



Natural Tooth Whitening

As if that wasn’t enough to smile about, Marlene also met with Registered Dental Hygienist, Sheryl Sasseville for natural tooth whitening treatments. The whitening agent used on Marlene’s teeth created immediate results in just one appointment.

Marlene’s reaction can best be described as ecstatic. “I am extremely happy with the results”, she says.

The difference was clearly visible after Marlene’s teeth whitened by 14 shades. Now she has a bright new smile to go with her new figure, face and energy levels.



Final Results

Looking back over her experience, Marlene Girolametto is enthusiastic in her praise of the friendliness and level of professionalism exhibited by the staff and service providers at Pure Wellness Group.

“ If you do have a problem and it really bothers you, there are natural ways to correct it. I would recommend this to anyone. ”

“I never felt intimidated. It was an excellent experience from the beginning to the end. If you do have a problem and it really bothers you, there are natural ways to correct it. I would recommend this to anyone,” she says. “I would really like to thank Dr. Price for showing me a healthier way of living and for offering that makeover for me to win! I now know how the movie stars live!” Dr. Price couldn’t be more pleased with the final results.

“Marlene was the perfect patient. She had a wonderfully optimistic attitude which was reflected in her willingness to work with us and trust us with her care. I simply couldn’t be happier providing these treatments to such an inspirational, spirited and beautiful woman,” says Dr. Price.



Service List

Pure Wellness Group is an Advanced Concept Naturopathic clinic offering many integrated services:

- Bioidentical Hormone Therapy
- Women's Wellness
- Aging Well GH-3 Fountain of Youth Program
- Hollywood Cocktail
- Hyperbaric Oxygen Therapy
- Colon-Hydrotherapy
- PEMF Therapy
- Mesotherapy - surgical free aesthetic body and face contouring Out-patient
- Intravenous (IV) Therapies including: Chelation, High Dose Vitamin C, Bio-Oxidative Therapies, Multivitamin IV support, Hollywood Cocktail
- Ultra Bio Photonic Therapy
- ~ Alternative Flu and Immune Optimization Clinic - exclusive Allergy Therapy
- "5 SHOT technique" – exclusive
- ~ Weight Management Integrative Weight Management Healthy & Active Profile
- Lypo Lytic Injections
- HCG
- ~ Addictions Management
- Targeted IV Amino Acid Therapy
- Pain Management
- Cold Laser Therapy

- Smoking Cessation Clinic
- Oncology
- Adjunct Cancer Care
- Prevention
- Infertility
- Pre and Post Natal Care
- Pediatrics
- Accupuncture
- ~ Counselling
- Post Trauma
- Child, Family, Marital
- Anxiety
- Addictions
- Pain
- Palliative
- Financial
- Nutrition
- Dietary Modification Nutritional Supplementation Detoxification Programs
- Massage Therapy
- Infra-Red Sauna Therapy Protocols
- Chiropractic
- Personal Training 'CrossFit' certified

- Surface Electromyography by MyoVision Spinal Assessment
- Foot Leveler Assessment for Orthotic productions
- Dark-Field Live Blood Analysis
- Blood Scan – Metabolic and Nutritional Profiling
- Zyto Biocommunication
- Analysis ES Teck Testing Services
- ~ Optional testing including
- PET-CT scan
- Hair Analysis
- Urine Metabolites
- Heavy Metal load
- Neurotransmitter Profiles for Mood and Addiction Disorders
- Genomic Profiling
- Blood Requisitions including Environmental Toxic profiles
- Kinesiology
- Reiki
- Therapeutic Exercise and Personal Training
- Yoga
- Children's Yoga
- Thermography
- CORE Complete Detox and Body Shaping

Pure Wellness Group is a one-of-a-kind, state-of-the-art, technologically advanced and multi-disciplinary naturopathic clinic.

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

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

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P3E 3Z6



Dysglycemia... What Is It and Do I Have It?

Karen Hourtevenko MBA, PsyD. <
Nurse Practitioner, Certified Master Life Coach



For many, the word hyperglycemia (high blood-sugar) is associated with diabetes. In clinical practice we often see hyperglycemia and diabetes. As well, we see the opposite, hypoglycemia. These patients must eat every two hours to prevent sugar-lows. Our bodies truly respond to what we feed it, but many people are not aware and continue the vicious cycle of high/low blood sugars.

Let me explain.

Basically, hyper/hypo glycaemia are not only preventable, but reversible! Reversing this condition is dependent on your pancreatic ability to produce insulin. Carbohydrates, specifically refined carbohydrates can cause the rise and crash of blood sugar. Hyper/hypoglycemia are the precursors for type 2 diabetes. This is preventable with the proper lifestyle, including diet and exercise. The word 'diet' is not one that most people want to hear, but truly if you are experiencing hyper/hypoglycemia, than your present diet is causing it.

Let us look at what type 2 diabetes really is.

Many will say, "but my dad has it," or "my mom is a diabetic," or "that it runs in the family," so it must be genetic. Well, yes that could be true, but let us take a closer look. There are two body types: apple-shaped (weight around the belly) and pear-shaped (slim upper torso and weight gain on the lower torso). Scientific data

"I have many patients that are now completely controlled with diet and no longer require medications. That happens when there is a commitment to personal change."

— Karen Hourtevenko

suggest that the larger the waist circumference, the greater the risk for type 2 diabetes and heart disease. Women who have a waist measurement of 35 inches or more, and men with a circumferential waist measurement of 40 inches or more at the belly button, both find themselves at high risk for diabetes and heart disease. To really understand type 2 diabetes you have to understand weight gain. The million dollar question is: what come first; weight gain or diabetes? Well that is easy; weight gain. More importantly, what causes weight

“ Hyper/
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and exercise. ”

gain? High insulin levels cause weight gain. High insulin levels are pancreatic reactions to consuming too much sugar! Since 75% of the population is an "apple-shape," most people have the genetic predisposition for diabetes. That said, you can completely prevent type 2 diabetes and even reverse it (if your pancreas is still working)! At minimum, we can control diabetes with minimal medications if you make a choice to change your lifestyle. It is important to understand that you do not have to express the genetic tendency, and if you already have diabetes, lifestyle changes improve it and may even reverse it! Let us review what high insulin actually means.

Insulin is released in response to sugar in the blood stream. There are two ways for sugar to present:

1. Food (carbohydrates)
2. Stress (stress hormone cortisol)

We can decrease blood-sugar by reducing the sugar(carbohydrates) intake in our diet, decreasing stress and increasing exercise.

Families teach us the importance of nutrition, or not, and families teach us the importance of exercise, or not; therefore diseases that are expressed because of high insulin levels develop as if we do not have a choice. Well, there is a choice! With determination, learning what causes high insulin levels and taking charge, you can prevent and reverse diabetes! You might say, "well I do not eat junk food." If you do not, that is great. If you are overweight and your waist circumferences is above 35/40 inches, then you eat too many carbohydrates and the regular healthy diet needs to be tweaked for you. If you are not exercising, then start moving. I have many patients that are now completely controlled with diet and no longer require medications. That happens when there is a commitment to personal change. If you do not change then medications will be your only option. We are all busy and life can be tough, but we are ultimately responsible for our health and well being, it starts with choosing what we put in our mouth.

Vitamin C and Cancer Does your Oncologist Know?

Dr. R. Allan Price, B.Sc., ND <

Editor in Chief, Pure – A Wellness Magazine;
Chief Medical Director, Pure Wellness Group



It is quite likely that you were first introduced to the health benefits of vitamin C as a child, when your mother insisted you drink your orange juice or take chewable vitamin C tablets to fight off colds. Well, your mother was right! In addition to minimizing the effects of the common cold, vitamin C (ascorbic acid) helps your body maintain tissue strength and cartilage growth. Combined with vitamin E, it also works as an antioxidant for allergy sufferers.

Here's something you may not have realized about intravenous (IV) vitamin C. It is becoming increasingly accepted for cancer management.

Administering high levels of vitamin C intravenously increases the blood's ability to generate production of hydrogen peroxide, which is a toxin to cancer cells. Hydrogen peroxide targets and destroys cancer cells while leaving normal cells unharmed. Research has demonstrated that only through IV administration can we achieve blood-plasma levels of Vitamin C sufficient enough to kill cancer cells. As well, the achievement of these levels for a prolonged period of time is dependent on dosage, duration and frequency of treatments.

A research paper (Padayatty 2006), published in the Canadian Medical Association Journal highlighted what is likely to become the future of IV vitamin C therapy in cancer. This paper includes contributions from the National Cancer Institute, the National Institute of Health, the Center for Cancer Research and McGill University. As well, Research from the National Cancer Institute (NCI) and National Institute of Health (NIH) have continued to support Dr. Mark Levine MD of the NIH, in his Journal submissions promoting the benefits of IV Vitamin C in the treatment of cancers.

Since the publication of these papers, there has been a significant increase in the use of IV vitamin C among several leading oncology clinics throughout North America.

Other studies conducted over the past several decades are reporting similar findings. A leading oncology research team (Cameron and Pauling 1993) concluded "the administration of this harmless substance, ascorbic acid (vitamin C), might provide us with an effective means of permanently suppressing

neoplastic cellular proliferation and invasiveness. In other words an effective means of controlling cancer. Ascorbic acid (vitamin C) in adequate doses might prove to be the ideal cytostatic agent."

More recent research efforts by leading cancer clinics strongly support previous reports of profound positive impact from this intervention. These include collective studies of almost 4,000 patients who were actively receiving ascorbic acid therapy. Their findings indicated increased survival as a treatment outcome (Simone 2007).

“Administering high levels of vitamin C intravenously increases the blood’s ability to generate production of hydrogen peroxide, which is a toxin to cancer cells.”

Of equal importance is a separate review of more than 280 peer-reviewed papers that examined data collected from over 8,500 subjects. This comprehensive review highlighted the lack of any adverse reactions when IV vitamin C protocols were combined with antioxidant and chemotherapy interventions.

As a result of these and other studies, reports and reviews, we know that IV vitamin C increases quality of life and prolongs survival. It works interactively with conventional cancer therapies and prevents tumour cells from destroying the body's ability to produce intracellular hydrogen peroxide. In addition, IV vitamin C supports natural production of hydrogen peroxide that fights tumour cells and inhibits the enzyme produced by cancer cells (hyaluronidase) that is responsible for the breakdown of healthy tissue and the progression of tumours and metastasis. Real benefits are especially seen among patients with lymphomas. As well, we see and expect the same benefits for patients with metastatic cancer, colon cancer, liver cancer, breast cancer or lung cancer. We have also used it successfully in our clinic for bladder and prostate cancer.

Padayatty SJ, Riordan HD, Hewitt SM, Katz A, Hoffer LJ, Levine M. Intravenously administered vitamin C as cancer therapy: three cases. CMAJ. 2006;174(7):937-42.

Chen Q, Epsy MG, Krishna MC, Mitchell JB, Goros CP, Dacumer GR, Shacter E, Levine M. Pharmacological ascorbic acid concentrations

selectively kill cancer cells: action as a pro-drug to deliver hydrogen peroxide to tissues. Proc Natl Acad Sci USA. 2005 Sep 20;102(38):13604-9.

Cameron E and Pauling L: Cancer and Vitamin C. Philadelphia. Camino Books. 1993.

The vehement opposition of many oncologists towards adjuvant treatment with IV vitamin C, behoves me, since there exists clinical benefits of concurrent use with many chemo regimens. In fact, many research studies have demonstrated that IV Vitamin C seems to augment the effectiveness of chemotherapy or radiation. It is often recommended to have IV Vitamin C on the same day as radiation and/or chemotherapy treatments. If the goal of the treatment program is the best possible patient-care, then IV vitamin C should not be so easily dismissed.

The ability of IV vitamin C to prolong survival, improve quality of life and reduce adverse effects of conventional cancer therapies has been reproducibly demonstrated over several decades. IV vitamin C is an effective cancer therapy alone or in conjunction with many conventional chemotherapeutic drugs. Used in conjunction with radiation or chemotherapy, IV vitamin C kills cancer cells in the early stages of cancer without reducing the effectiveness of these treatments.

*Dr. Allan Price, ND has more than a decade of clinical experience in Northern Ontario. Focused on improving patients' health and quality of life, Dr. Price is highly respected for his work in oncology and recognized in the areas of age prevention, hormone balancing and optimum health therapies. His clinic, **Pure Wellness Group** is located in Sudbury, Ontario. www.purewellnessgroup.ca*

DR. ALLAN PRICE IS PLEASED TO WELCOME A NEW TEAM MEMBER TO THE PURE WELLNESS GROUP



**Introducing
Robert Kirwan, M.A. (Ed), OCT
Student-Athlete Concussion
Management Specialist**

Robert Kirwan is a life-long educator who currently operates a private practice known as The Greater Sudbury Learning Clinic. For the past two years he has been working in partnership with Dr. Michael Czarnota, Ph. D., a licensed neuropsychologist from Detroit who specializes in sport-related concussions. Together they have developed student-athlete concussion management protocols and procedures which can be adapted by school boards and minor sport organizations. Mr. Kirwan is pleased to now be affiliated with the Pure Wellness Group where he will be providing consultation services with respect to the academic implications of sport-related concussions among student-athletes, including accommodations for classroom teachers, home care guidelines and lifestyle adjustments student-athletes must consider when dealing with the effects of a concussion. He will work with parents and classroom teachers to help them better understand how to identify the signs, symptoms and behaviours consistent with concussion and then assist in the development of an appropriate rehabilitation program which will have the best chance of achieving full recovery and a return to pre-injury academic levels.

For an appointment or more information:

Phone: (705) 969-7215 or (705) 586-PURE (7873)
www.concussionmanagementpartners.com

Cancer Strategies Journal: Advances in Integrative Cancer Medicine and Research. Volume 1, Issue 3. Summer 2013

Intravenous Vitamin C Administration Improves Quality of Life in Breast Cancer Patients During Chemo-/Radiation and Aftercare: results of a Retro-

spective, Multicentre, Epidemiological Cohort Study in Germany, Vollbracht, Schneider, Leendert, et al., In Vivo 2011; 25(6): 983-990

The controversial place of Vitamin C in Cancer Treatment, Verrax & Caldron, Biochem. Pharmacol. 2008; 76: 1644-1652

Simone CB 2nd, Simone NL, Simone V, Simone CB. Antioxidants and other nutrients do not interfere with chemotherapy or radiation therapy and can increase kill and increase survival, Part 2. Altern Ther Health Med. 2007 Mar-Apr;13(2):40-7.

Electro-Magnetic Frequency (EMF)

Chantal Young <
GIA Wellness Consultant



By the year 2014, experts have estimated that there will be 7.3 billion active cell phones in the world, surpassing the actual number of people. While this number is staggering, it is not surprising. The Wireless Age is certainly upon us. In less than 30 years, the cell phone industry has greatly changed the lives of people, businesses and society around the world. It has also turned into a 250 billion dollar a year industry. With this ever changing technology, comes something else that most people do not think about. The potential danger to our health and the health of our children.

Although the cell phone manufacturers have always claimed cell phones are completely safe, no thorough safety testing had been done before cell phones were sold to the general public. Scientific testing has finally caught up

to what some people have known for a while, that there is plenty of evidence that details the increase presence of stress in the human body with constant exposure to wireless technology. Some health care experts believe there may be an increase risk of brain cancer and other ailments since the introduction of the cell phone.

Electro-Magnetic Frequency, known as EMF, is the measure of radiation that comes from a cell phone, cordless phone, hair dryer, computer/laptop, microwave oven, car or any other electrical appliance. Specifically, cell phones have the potential to heat up human tissue in the area of the head that the cell phone touches. This can cause headaches, tissue swelling, fatigue/insomnia, learning difficulties, and tingling. Everyone knows stress can exacerbate illness and disease. With EMF, we are all battling a silent, invis-



“...there is plenty of evidence that details the increase presence of stress in the human body with constant exposure to wireless technology.”

ble, tasteless and odorless toxin, clearly one that we need to address. Children are especially at risk. They are the first generation that have had cell phones around their entire lives. Scientists are concerned about their still developing bodies including their nervous systems, and thinner skulls, and have linked EMF's to ADHD, asthma, autism, even allergies. A child's brain absorbs EMF's at 3.3 times the rate of adults. A two-minute cell phone call can not only alter the electrical activity of their brain for up to an hour, but since their skulls are thinner it also penetrates deeper into the brain.

While the evidence is overwhelming that EMF poses a real health risk, not all news is doom and gloom. There is a company that has been helping millions of people combat the issue of EMF sensitivity. GIA Wellness and their patented and proprietary products have home and personal products ranging from GIA Cell Guards, GIALife Pendants to Home and Car Harmonizers. They are all affordable, easy to use and require no maintenance.

Visit their website www.giawellness.com/purewellness.w

gia Wellness™
Growth • Inspiration • Abundance



www.giawellness.ca/56847/

AViTA
Wellness Centre de Santé

New To The North!

Aviita Wellness Centre is now offering Pulsed Magnetic Field Therapy (PMF)

PMF takes the unhealthy, diseased cells and re-energizes them, regenerating and rebuilding cells to promote healing at a cellular level.

- Treatments in as little as 3 minutes
- No adverse reactions
- Affordable
- Simple, non-invasive

PMF for fast and effective healing! Provides rapid healing from surgery, radiation burns. Heals scar tissue, rebuilds cartilage and helps with bone re-growth. Repairs damaged tissues, torn tendons, fractured bones.

Experience an extraordinary healing effect! Ideal for:

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- Pain (knee, back, shoulder, neck, etc.)
- Increasing range of motion in joints
- Plantar fasciitis
- Sports injuries
- Skin wound healing
- Edema
- Circulation
- Chronic Fatigue and Fibromyalgia

FREE

PEMF seminar COMING SOON! Open to all. Please call 705-522-2424 for upcoming dates or check the website for more info.

Call 705-522-2424 to book your FREE health consultation today!

Inquiries from Doctors, Chiropractors, Surgeons, etc. are all welcome.
208 LOACH'S RD., SUDBURY, ON. | 705-522-2424 | WWW.AVIITA.CA

Patients Speak Out



Karleen Lachance <
Manitoulin Island, ON

Addressing Dr. Price

In the fall of 2005, I was diagnosed with cancer and given less than two months to live. Since I was new to Sudbury, my husband introduced me to Abdul from Paris Natural Foods. He referred me to Dr. Allan Price.

Dr. Price was able to see me within a very short time. I was tested at his clinic and later examined by him. One of the first things I said to him was that I wanted only natural remedies and treatments. As he examined me, I was emphatic concerning chemotherapy and only wanting naturopathic care. After the examination we sat down and Dr. Price calmly, firmly explained to me that, although he understood my concern, I would have to undergo chemotherapy because I was so ill. He assured me that I could also start naturopathic treatments to strengthen my body.

From the very first meeting with Dr. Price and throughout the seven years of my illness, chemotherapy and naturopathic treatments, Dr. Price has always been patient, caring and reassuring. Every treatment is explained thoroughly and he always respects my decisions.

In spite of his busy schedule, Dr. Price always takes a moment to reconnect and reassure his patients while he is walking around his clinic. He has proven to be thorough, committed and conscientious. I can sense that he comes from a place of “open heart”. He is not only a physician, but also a healer.

I have needed chemotherapy and related treatments and I am also grateful to my allopathic and radiation oncologists for their care and warm heart. However, I feel that without Dr. Price, I would not be alive and writing this today. I can never thank him enough for all he has done for me during these difficult years.



Paula H <
Ottawa, ON

Addressing Dr. Price

Apr 28 2013. It feels like a lifetime ago when I felt tired, sad, and borderline hopeless. My hormones were plunging, I was feeling anxious and depressed and lacked motivation, as I almost always felt exhausted. Some well meaning people told me to accept this as a part of aging, and learn to live with it.

Thank goodness I had a good friend with a completely different take on things! My friend suggested I consult with Dr. Price, as she had endured similar symptoms in the past few years and managed to turn her health around. After running some tests and engaging in a thorough discussion with Dr. Price, he put together a health care plan tailored specifically to my needs. After a few weeks on this program it felt like the dark clouds had lifted and I saw the sun for the first time in ages.

As I was driving to work the other day, singing to the music on the radio and anticipating a great day ahead, all I could think was ‘Thank you Dr. Price, I’m back!!’

Manon < *Addressing Dr. O’Brien*

I have been healthy since the 3 day fast and the elimination diet. It took about a month to feel good and I’ve never felt better, more energized and stronger. Thanks to your guidance, I am able to pursue a career path I’ve always dreamed of. Thank you for what you have given me; my life back.



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