pure

a wellness magazine

Spring 2014 | Volume 2 | Issue 1

A Vision for Healthcare

pure
a wellness magazine

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ABOUT THE MAGAZINE

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

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

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

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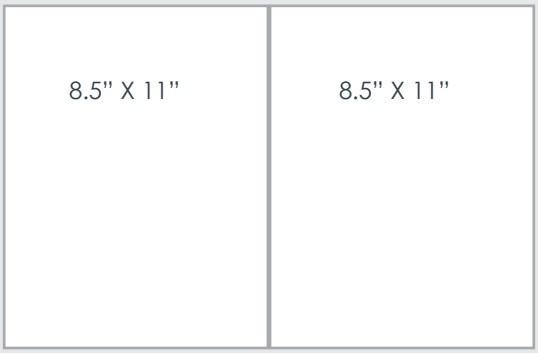

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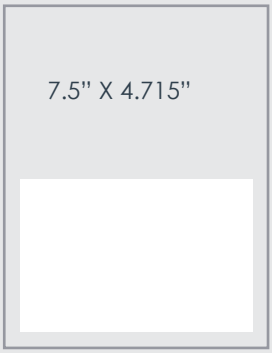

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INSIDER

Doc's Notes

Our bodies work a great deal harder than previous generations because we live in a different world than our ancestors. This is a world filled with environmental chemicals, toxins and stress. This is a world where one in three people will die of cancer and we are predicting that by 2050 that number will reach as high as one in two. This is a world where between 15% and 20% of all children are suspected to have either a learning, emotional or developmental disorder. If this is not an epidemic, I don't know what is!

Have you been asking yourself why this is happening? Have you been asking yourself why this problem is getting worse? Toxic environmental influences create a higher demand on our filter-organs, the liver and kidneys, to eliminate toxins. I have studied this situation extensively and researched the most effective protocols to combat toxic effects and support the body.

We must strive to eliminate the environmental stressors that emit, transmit or transfer toxins to our body. In the meantime, we need to help our bodies remove these toxins and support our organ systems on a regular basis. Detox is a simple process that has a huge impact on the health and wellness of our body. We already complete tasks such as brushing our teeth to reduce the risk of tooth decay and fastening our seatbelts to prevent fatalities in auto accidents. Now we need to make changes in our daily routine to address the risk factors of cancer and other illnesses.

Dr. R. Allan Price, B.Sc., ND
Chief Medical Director,
Pure Wellness Group
purewellnessgroup.ca

Take positive action to reduce the risk of cancer and other illnesses. If you want to learn more, there are naturopathic doctors available to help you understand your current health status and risk profile. As well, they can help design a wellness plan that works for you by supporting toxin elimination.

I encourage you to become active in your community, identifying and creating action plans to reduce the environmental exposures that are contributing to this toxic load epidemic.

If you are looking for additional information on detoxification or other health topics, connect with our experts on Facebook and Linked In and visit our Pure Wellness Group website as we share valuable information that can change your life.

Keep your stick on the ice,

Doc Al

NATURAL FLU VACCINATION: SUPPORTING YOUR BODY'S DEFENCES NATURALLY

Somewhere between 5-20% of Canadians contract the influenza virus, or more commonly referred to as the "flu". Of those, 99.9% experience flu-like symptoms without any complications. The elderly, those individuals who are immune-suppressed or those who have a history of pneumonia may benefit from the flu shot. However, it is the responsibility of each person to decide for themselves, with the guidance of their health practitioner, if the flu shot is right for them.

For people who are otherwise healthy and not at risk of developing a life-threatening complication from the flu, it is important to know that there are alternatives. Natural flu alternative programs work in combination with strategies that boost your immune system and reduce your risk of contracting the influenza virus.

"The goal of the natural flu shot is to stimulate the body's own natural defences, the white blood cells. This alternative approach wakes up our front line so when we do come in contact with an infectious organism like a virus or bacteria, our immune system is primed and ready to fight it off", says Dr. Tara O'Brien, ND. "With the natural flu shot, in combination with healthy hygiene and other immune supporting strategies, you and your family will be well protected during the flu season."

Whether you choose to be vaccinated or get a natural flu shot, these are steps you can take to help strengthen your immune system:

- Decrease consumption of damaged omega-6 oils like trans fats found in processed foods
- Increase your intake of high quality, good source omega-3 fats found in fish oil
- Avoid sugar, fructose and processed foods that weaken your immune system
- Ask your health care professional to monitor your vitamin D levels
- Get enough sleep and arm yourself with stress-reduction tools
- Increase your circulation and blood flow through exercise
- Be vigilant about washing your hands
- Avoid hospitals as they are the likeliest place for exposure

A healthy immune system is your first and best defence against any viral threat. Natural immunity and the immunity gained by recovering from milder versions of influenza provide long-lasting protection. If you do begin to feel the onset of flu-like symptoms, there are natural treatments available to reduce the severity and duration of your symptoms.

Ask your naturopathic health care provider about the natural flu vaccine and alternative flu strategies.

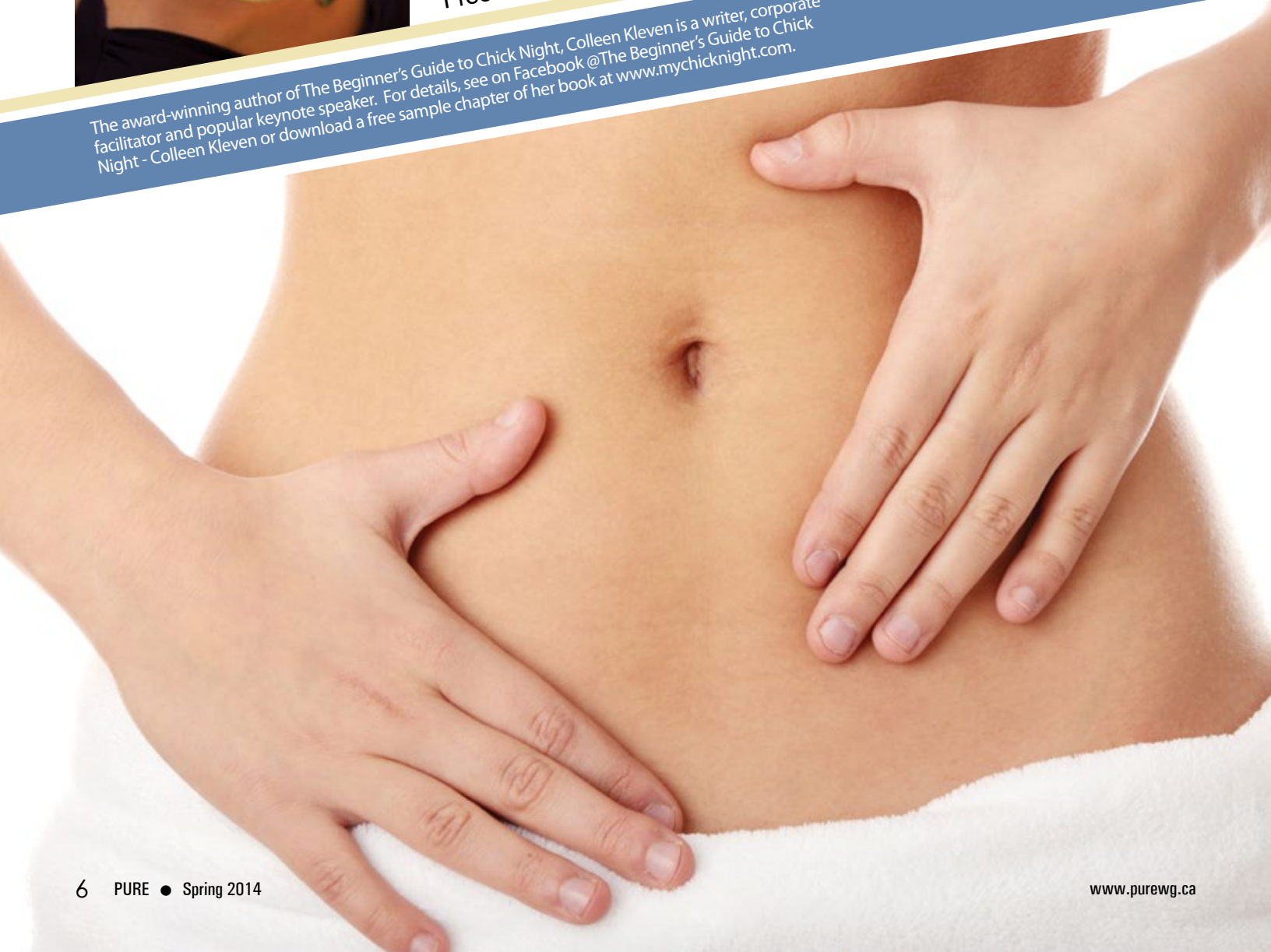
Dr. Tara O'Brien,
HBSc., ND
purewellnessgroup.ca

Before beginning any type of detoxification, it is important to make sure your colon is prepared to properly eliminate the toxins that your liver and kidneys will be filtering out. A colon impacted with fecal matter won't be able to successfully eliminate these toxins. Instead, it will extract the toxins meant for elimination and reabsorb them back into the blood. Then the liver and kidneys have to process them again. This creates unnecessary stress on the colon and reduces the effectiveness of the detox program because instead of evacuating these toxins, the body ends up recycling them. So quite simply, the first step in a successful detoxification program is to clear out the colon.

BOOST THE BENEFIT OF OF YOUR DETOX WITH COLON HYDROTHERAPY

Colleen Kleven
Freelance Writer - colleenkleven.com

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.



When Joanne St. Jean describes the healing benefits of colon hydrotherapy, her eyes light up. As owner and lead technician at Aviita Wellness Centre, she has seen a 40-year-old CrossFit trainer suffering from abdominal bloating, lower back pain and debilitating muscle spasms return to her life and lifestyle with renewed vigour. She has watched an 18-year-old University student suffering from massive headaches, increasing brain fog, growing depression and deteriorating eyesight make a full recovery. She has even witnessed the remarkable turnaround of a 92-year-old woman who had been reduced to juicing all of her food. Within 48 hours of her colon cleanse, this woman was enjoying solid food again.

THE COLON HYDROTHERAPY DEVICE AT AVIITA WELLNESS CENTRE (WWW.AVIITA.CA) IS STATE-OF-THE-ART IN ITS DESIGN AND FUNCTION. IT DOES NOT USE CHEMICALS OR DRUGS, PLACES NO STRESS ON THE BODY AND ALLOWS FOR COMPLETE PRIVACY DURING THE TREATMENT.

When the colon is functioning properly, its job is to extract the moisture and nutrients from food that has travelled through the stomach and intestines. However, if fecal matter is delayed in passing through the colon, it becomes too dehydrated to move properly. This impacted fecal matter adheres to the walls of the colon where it begins to ferment and create toxins, resulting in severe inflammation. Symptoms include constipation, consistent headaches, brain fog, Irritable Bowel Syndrome, alternating constipation and diarrhea, nausea, flatulence, intolerance to certain foods, diverticulitis and hemorrhoids.

Colon hydrotherapy uses a soft infusion of warm, filtered water to saturate the fecal matter in the colon and allow it to freely evacuate the body. This removes some parasites or bacteria the colon may be incubating. Additionally, it reduces the risk of false readings during testing for illnesses including rheumatoid arthritis, heart disease, lung disease and schizophrenia by eliminating the symptoms associated with severe inflammation of the colon.

The timing of a colon cleanse is important. Colon hydrotherapy is recommended before beginning a detox program, chelation therapy or prior to starting cancer treatments to prepare your body in toxin removal. During a detox, colon hydrotherapy reduces the flu-like symptoms of bone and muscle aches, shaking and sweating that is typically experienced during detoxification. After a detox, a colon cleanse gives the body a fresh start. Your gastrointestinal tract is better able to absorb nutrients from the foods you eat and your elimination processes work at peak efficiency to rid the body of toxins rather than reabsorbing them. If you are feeling tired or experiencing any of the symptoms associated with a sluggish or impacted colon, consult your natural health care practitioner for details on colon hydrotherapy.

DETOXING THE BRAIN

Karen Hourtovenko
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Are you unhappy with the life you are living? Are there areas of your life that you would like to change? If so, it might be time to detoxify your brain. I do not mean a body detoxification program. I am referring to making a conscious choice to rid your mind of toxic thought patterns and beliefs that are keeping you from living the happy, fulfilled life that you deserve.

We all have inherent beliefs about who we are and what we are capable of accomplishing. These beliefs are like computer programs that run in the background and affect how we function day-to-day. Most of these beliefs were downloaded into our brains by our parents and other authority figures when we were young.

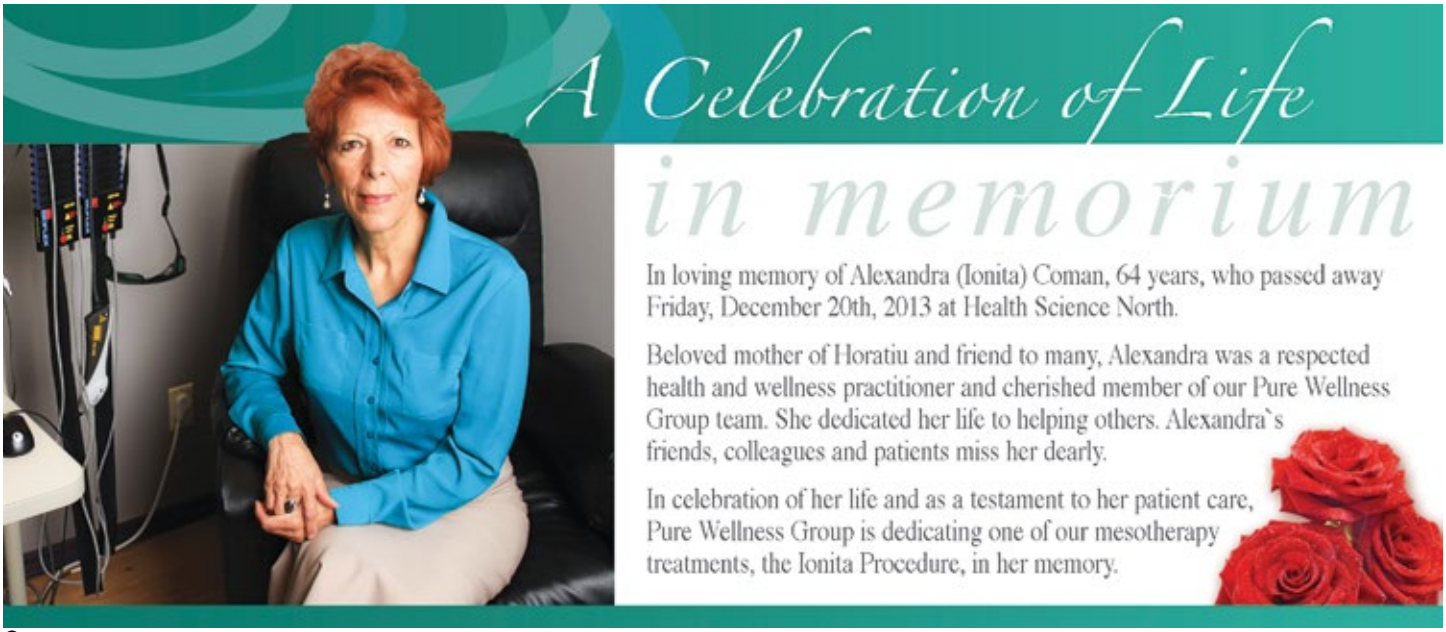
As children, we believed everything we were told, regardless of whether it was supportive or condemning. Consequently, these beliefs became the software we have used to make decisions about our goals, our relationships and our career choices. They directly affect our ability to live to our highest potential.

Fortunately, these beliefs are not genetic. Research on neuroplasticity has shown that it is possible to change the electrical conduction within the brain to access a different function. Positive thinking has a profound effect on how genes function and on an individual's behaviour. The opposite is equally true. Negative thoughts will negatively affect our behaviour and control our biology to the point of affecting our health.

You can literally alter the brain's physical structure and functional organization by uninstalling this faulty software and re-installing an improved version in the form of new ideas and beliefs. Then, the behaviour associated to these beliefs can also be modified. In this way, detoxing your brain really can change your life.

The first step of this detoxification program is to decide what it is that you would like to achieve in your life. Then begin making the plans to work toward your goals. Pay attention to that inner voice that keeps telling you all the reasons why you can't or shouldn't even try. Do not let this inner critic make your choices for you. Release and let go of the negative thoughts and make a conscious effort to change your negative self-talk. Begin this change by starting your sentences with the words "I can". Continue your detox by recognizing each success along your path, however big or small.

Every change starts with the decision to make that change. Is today the day you make your decision? Is today the day you begin to detoxify your brain?



THE MOST IMPORTANT PERSON
WHY YOUTH COACHES NEED TO STEP UP IN CONCUSSION PREVENTION

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Concussions have been at the forefront of society for some time now as more and more professional athletes suffer (examples include Sydney Crosby, George Parros, or a large cohort of the NFL). Publicizing the concussions of high profile athletes has also raised a lot of questions about what is being done to protect youth from similar injury.

The problem now is not that people aren't talking about it, but rather who is doing something about it. The programs are out there when it comes to awareness, prevention, return to play, etc. We all have access to them through our sport governing body, school or, at the very least, the Internet. So why is it then that when a child gets hit and doesn't get up immediately, there is so often nobody around who knows how to handle the situation correctly? Or when the initial injury was treated properly, but then the affected victim resumes training or competition before the appropriate return to play procedures are followed?

In many youth sport scenarios there are at least two parties responsible for the athlete's in practice and competition: the parent(s) and the coach. Parents are great instruments in recognizing a problem, as they know the child the best, and can easily identify change in behavior or mood. Unfortunately, parents are also biased and occasionally are extremely polar in how they deal with injury. They may exist on one end of the continuum where they want to protect their child all the time, or the other end where they want them to excel in the sport and are concerned that sitting out will cause opportunities to be missed. Therefore, the coach often must be the one who remains un-biased in the protection of the player.

The role of the coach needs to be acknowledged as a very broad one. A youth coach will often have many responsibilities outside of just coaching the athletes. But, many coaches agree that the primary focus of a coach is the well-being of their athletes. So why is it then, that we see youth coaches continually returning athletes to play after sustaining a blow to the head? Where is the accountability of coaches to protect their players' safety? As a coach, you must do everything in your power to protect each athlete from the effects of multiple blows to the head.

Chronic Traumatic Encephalopathy (CTE) is a progressive degenerative disease of the brain found in athletes (and others) with a history of repetitive brain trauma, including symptomatic concussions as well as asymptomatic sub-concussive hits to the head. These concussions and sub-concussive hits also have effects that are both short and long term. These include, but are not limited to, memory loss, confusion, impaired judgment, impulse control problems, aggression, depression, and, eventually, progressive dementia. Additionally, these issues can arise in days, months, or even years following a concussion. 1

I want to emphasize that these are not issues only being seen in older athletes later on in life. The Center for the Study of Traumatic Encephalopathy at Boston University has completed a case study on an 18-year old ex-football player's brain that exhibited signs of CTE previously seen only in older athletes. Not to mention that the symptoms listed above have been seen in athletes of all ages after injury. The concept of asymptomatic sub-concussive hits to the head needs to be understood and protected against. These smaller hits may not result in a concussion immediately, and may not even present any symptoms. However, if or when a concussion does occur, all those sub-concussive hits will contribute to the severity of the concussion, and the damage after the fact. 2, 3

There are a couple simple things that a coach can change in the handling of a concussion in order to drastically change the outcome:

- Ensure the athlete consults with a medical doctor
- Follow all return to play procedures to completion, every time
- Work with parents and teachers to protect athlete during recovery
    - Not Just Physical Activity: This includes things like video games, homework, classwork, etc.
- Don't rush athletes back, winning is not more important

This article is not being written to provide groundbreaking news about what concussions are, what they do, or how they happen. In addition, I am not a doctor, I am not attempting to enlighten readers about concussions themselves. The reader can do that. But I am a coach, a researcher, and a member of the sport community. I believe that it is time for more coaches, across all sports, to be more accountable to their athletes. Time to protect the best player and the worst player to the same degree, and to put the short and long term safety of each athlete ahead of individual, team, or personal goals.

Five million Canadians experience heartburn at least one time per week. The lost productivity from those who suffer each year amounts to approximately $2.1 billion. [1]

Homeopathic remedies have been relieving people's digestive disturbances for over two hundred years.[2] Homeopathic remedies offer a financially efficient way of addressing some digestive symptoms, as well as, stimulating the natural systems of tissue repair in the body. The law of similars is used in remedy selection by trained practitioners, and in part helps define homeopathy. Homeopathic medicines are chosen by a skilled practitioner to address health conditions based on a grouping of expressed symptoms. The homeopathic remedy is selected based on the symptoms that a crude dosage of the same product would cause similar symptoms in the patient. The homeopathic remedy is then selected introducing a vital force higher than the expressed symptom picture. This process allows the body's innate systems to regulate, reach a homeostasis and return to health.

Homeopathic medicines are available at your local health food stores, pharmacies and through your homeopath or naturopath. Homeopathic remedies are available in different potencies.

HOMEOPATHICS FOR DIGESTIVE DISTURBANCES

Jessica Ernewein
DCHM(Hons), HD(Rhom)
Homeopath, Sudbury
sudburyhomeopathicclinic.com

Contact your natural health care provider for additional information or instructions.

The following is a list of homeopathic remedies that address specific digestive disturbances by boosting the body's immune properties, targeting those symptoms and restoring balance to the body.

Arsenicum Album: This is a great remedy for symptoms related to food poisoning and/or overeating that may cause burning in the esophagus/stomach and profuse diarrhea with vomiting.

Bryonia: This remedy often helps with that heavy feeling in the stomach, accompanied by heartburn and a bitter/sour taste.

Carbo Vegetabilis: Useful for palliating symptoms in any sort of food poisoning brought on by meat or fish. Typical symptoms include bloating, sour belching/fainting, burning pains in the stomach and abdomen accompanied by intense bloating and abdominal cramping.

Colocynthis: Often resolves symptoms of cutting/cramping pain in the stomach and abdomen. This remedy is known for frequently quenching the pains which are described as stones grinding the intestines or a sensation that they will burst from the outward pressure of the bloating, especially if the symptom of spasms are relieved by hard pressure to the abdomen or bending over double.
Lycopodium: Indicated for people who are always hungry, however even when eating small amounts of food, it causes gas and bloating. The identifying or 'key' symptom is typically the rumbling gas in the mid to lower abdomen that presses upward. As well, labored breathing may be seen in these patients. This remedy is also most helpful for constipation.

Nux Vomica: A remedy typically prescribed for the over indulgers. It aids in helping with indigestion of stimulants (coffee, alcohol, narcotics) and foods (sweets, rich foods, and fatty foods). The identifying symptom of pain felt in the stomach is a constricting sensation. This remedy is also commonly prescribed and has proved its effectiveness for the symptoms associated with hangovers.

1. Statistics - Canadian Digestive Health Foundation www.cdhf.ca/en/statistics
2. 150 facts about homeopathy! - Nelsons UKwww.nelsonsnaturalworld.com
3. Materia Medica, Samuel Hahnemann. 1880
4. HOMŒOPATHIC MATERIA MEDICA, by William BOERICKE,M.D.Boericke. 1928
5. Kent's Comparative Reperatory of the Homeopathic Materia Medica. Dr. Dockx, Dr. Kokelenberg. 2004

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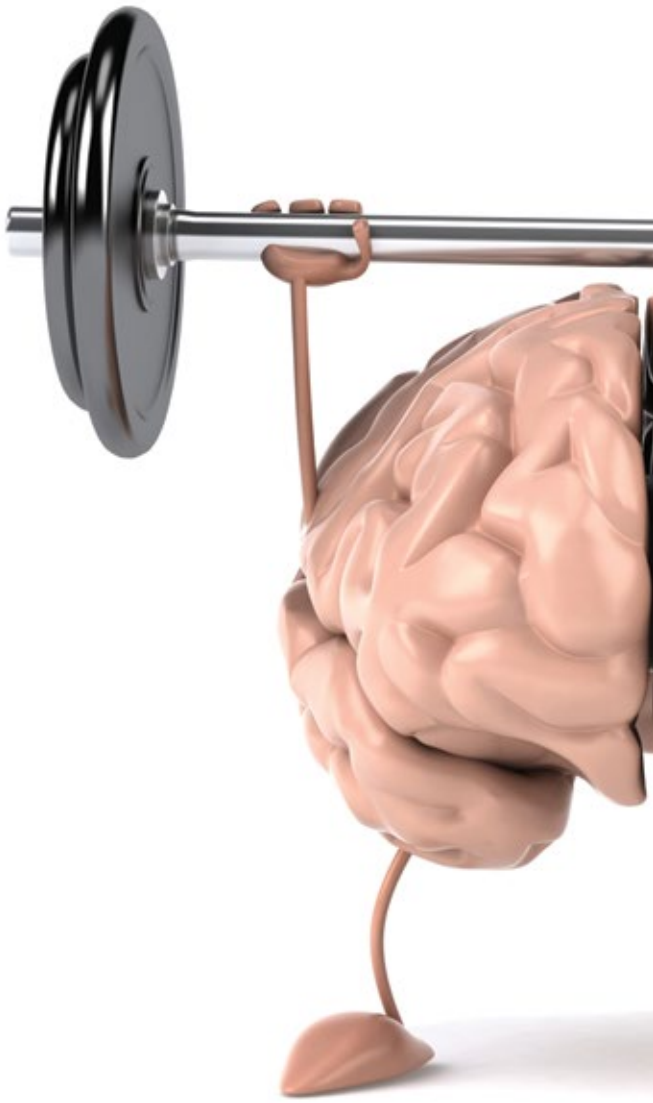


MENTALLY STRONG PEOPLE:

1 Wasting Time Feeling Sorry for Themselves. You don't see mentally strong people feeling sorry for their circumstances or dwelling on the way they've been mistreated. They have learned to take responsibility for their actions and outcomes and they have an inherent understanding of the fact that frequently life is not fair. They are able to emerge from trying circumstances with self-awareness and gratitude for the lessons learned. When a situation turns out badly, they respond with phrases such as "oh, well" or simply, "next!"

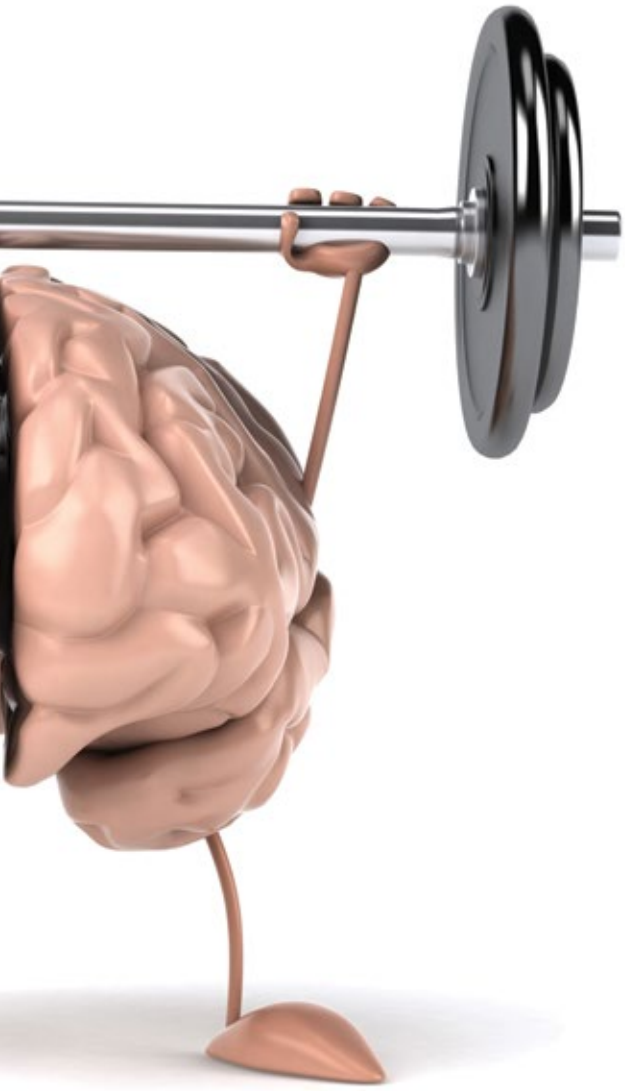
2 Giving Away Their Power. Mentally strong people avoid giving others the power to make them feel inferior or bad. They understand they are in control of their actions and emotions. They know their strength is in their ability to manage the way they respond.

3 Shying Away from Change. Mentally strong people embrace change and they welcome challenge. Their biggest "fear," if they have one, is not of the unknown, but of becoming complacent and stagnant. An environment of change and even uncertainty can energize a mentally strong person and bring out their best.

4 Wasting Energy on Things They Can't Control. Mentally strong people don't complain (much) about bad traffic, lost luggage or especially about other people. They recognize that all of these factors are generally beyond their control. In a bad situation, they recognize that the one thing they can always control is their own response and attitude and they use these attributes well.

5 Worrying About Pleasing Others. Know any people pleasers? Or, conversely, do you know people who go out of their way to displease others as a way of reinforcing an image of strength? Neither position is a good one. Mentally strong people strive to be kind and fair and to please others where appropriate, but is unafraid to speak up. They are able to withstand the possibility that someone will get upset and will navigate the situation, wherever possible, with grace.

6 Fear of Taking Calculated Risks. A mentally strong person is willing to take calculated risks. This is a different thing entirely than jumping headlong into foolish risks. But with mental strength, an individual can weigh the risks and benefits thoroughly and willfully assess the potential



THE 13 THINGS THEY AVOID

downsides and even the worst-case scenarios before they take action.

7 Dwelling on the Past. There is strength in acknowledging the past and especially in acknowledging the things learned from past experiences. Mentally strong people are able to avoid miring their mental energy in past disappointments or in fantasies of the "glory days" gone by. They invest the majority of their energy in creating an optimal present and future.

8 Making the Same Mistakes Over and Over. We all know the definition of insanity, right? It's when we take the same actions again and again while hoping for a different and better outcome than we've gotten before. A mentally strong person accepts full responsibility for past behaviour and is willing to learn from mistakes. Research shows that the ability to be self-reflective in an accurate and productive way is one of the greatest strengths of spectacularly successful executives and entrepreneurs.

9 Resenting Other People's Success. It takes strength of character to feel genuine joy and excitement for other people's success. Mentally strong people have this ability. They don't become jealous or resentful when others succeed (although they may take close notes on what the individual did well). They are willing to work hard for their own chances at success without relying on shortcuts.

10 10Giving Up After Failure. Every failure is a chance to improve. Even the greatest entrepreneurs are willing to admit that their early efforts invariably brought many failures. Mentally strong people are willing to fail again and again, if necessary, as long as the learning experience from every "failure" can bring them closer to their ultimate goals.

11 Fearing Alone Time. Mentally strong people enjoy and even treasure the time they spend alone. They use their downtime to reflect, to plan and to be productive. Most importantly, they don't depend on others to shore up their happiness and moods. They can be happy with others and they can also be happy alone.

12 Feeling the World Owes Them Anything. Particularly in the current economy, executives and employees at every level are gaining the realization that the world does not owe them a salary, a benefits package and a comfortable life, regardless of their preparation and schooling. Mentally strong people enter the world prepared to work and succeed on their merits at every stage of the game.

13 Expecting Immediate Results. Whether it's a workout plan, a nutritional regimen or starting a business, mentally strong people are "in it for the long haul". They know better than to expect immediate

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

RETURNING TO SCHOOL AFTER A CONCUSSION REQUIRES CAREFUL CONSIDERATIONS

We can no longer ignore the fact that at least 8% of adolescents will experience a traumatic brain injury resulting in at least one of more of the signs, symptoms and behaviours consistent with concussion.

While the majority of these injuries will be sport-related, many will occur from simple day to day activities such as tripping in the school yard or bumping heads in the hallway.

For the Greater Sudbury Area, this means that with over 10,000 students enrolled in Grades 7 through 12, we can expect no fewer than 800 head injuries this year alone. It also means that there are about 2,000 students currently in those grades who have already had at least one concussion since beginning Grade 7. By the time they graduate from high school, each student has a 50% chance of having received at least one concussion.

Unfortunately, the vast majority of the signs, symptoms and behaviours will be missed, ignored or concealed, leaving hundreds of youth at risk of serious consequences should they receive a second concussion before the first one has healed.

Society has been slow to accept that this is not merely something that prevents a person from taking part in sport activities. A concussion is a brain injury that results in damage to communication pathways through which electrical and chemical impulses travel between neurons.

After a student has a concussion, even if he/she is not aware of the injury or does not recognize the symptoms, it is common to experience difficulties in school. Cognitive tasks such as learning new tasks or remembering previously learned material may pose challenging. The exposure to bright lights and screens or noisy cafeterias and hallways may also aggravate the condition and lead to further symptoms.

Students often report having trouble paying attention in class. The vast majority say it took a long time to do homework and assignments because they frequently needed to take rest breaks. They also found it extremely difficult to study.

Math is by far the most difficult subject for an injured student to deal with after a concussion. Most will experience a drop in grades. In fact, falling math grades or increasing difficulty may be a sign that parents and teachers need to pay closer attention to identify concussions in student-athletes.

Unfortunately, most children and adolescents look physically normal after a concussion. Classroom teachers and parents often fail to recognize the need for academic/ environmental accommodations during the recovery period.

In most cases, the adjustments can be simple. To alleviate headaches, allow the student to go with a buddy to the library or the nurse's office where it is quieter. Allow the student to wear a baseball cap and sunglasses to prevent the light from bothering him/her. Allow students to transfer from class to class five minutes early to avoid crowded hallways. Even consider half day or half class schedules, no homework and no exams for a while.

Keep in mind that any cognitive demand on the damaged area of the brain will affect the recovery process. This means that rehabilitation strategies for a gradual return to academic activities are just as important as return to play protocols involving physical exercise. One cannot receive a concussion on the weekend and expect to continue with a normal schedule of classes, homework and testing the next week.

Every concussion is different. Symptoms will vary from student to student, thus demanding an individualized approach. The plan should be designed to minimize the disruptions to all areas of the student's life, allowing him/her to return to play and to school as soon as possible by gradually increasing the mental and physical activities as symptoms improve and do not return.

Robert Kirwan, M.A. (Ed), OCT is a Student-Athlete Concussion Management Specialist with the Sudbury Wellness Group. For more information on this topic visit www.thelearningclinic.ca or www.sudburywellnessgroup.ca
You can also call 705-969-7215

Introducing the Paradigm Shift in Healthcare
THE SUDBURY WELLNESS GROUP

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

The Sudbury Wellness Group is an integrated alliance of professionals and business owners who provide goods and/or services that can be used to improve the overall health and wellness levels of the general population in the Greater Sudbury area. Our primary objective is to increase public awareness of the broad range of health and wellness goods and services available through the Sudbury Wellness Group of Affiliates.

The Sudbury Wellness Group was founded by:
Dr. Allan Price BSc ND &
Robert Kirwan, M.A. (Ed), OCT.

Dr. Price, a Doctor of Naturopathic Medicine, is the Clinic Director of Pure Wellness Group, a naturopathic clinic in the City of Greater Sudbury.

Robert Kirwan

Robert Kirwan is an Education, Training & Staff Development Specialist who operates a private practice called the Greater Sudbury Learning Clinic.

Kirwan, the Managing Director of the SWG, will be using an education-based communication model consisting of video recorded mini-lessons conducted by the individual affiliates as one of the main methods of transferring knowledge to the community. "Our mission is to help people of all ages overcome the problems that are preventing them from achieving optimum health and wellness in all areas of their life. We are especially interested in providing parents and teachers with the information they need to

help the children in their care maximize their potential in school and to experience life to the fullest."

Dr. Price explains that, "The Sudbury Wellness Group of Affiliates is a revolutionary integrated model which will become the paradigm shift in healthcare. We are not waiting to see it happen. We are making it happen".

Kirwan adds, "We are basically creating a virtual teaching institution where the community is the classroom and the people living in the Greater Sudbury area are our students."

"We are all learning and we all have a common goal when it comes to health and wellness," Dr. Price declared. "The Sudbury Wellness Group of Affiliates recognizes that people must understand the root cause of their symptoms and problems and must then be provided the education they need to do something to address their problems effectively."

VIRTUAL CONFERENCE CENTRE MODEL

"In order to accomplish our mission, we have created a "virtual" health and wellness conference centre which is part of an education-based program where our affiliates will share their knowledge and expertise in a broad range of areas," explained Kirwan. "This information will be available free of charge on our web site at www.sudburywellnessgroup.ca and can be accessed without passwords or any membership obligations."

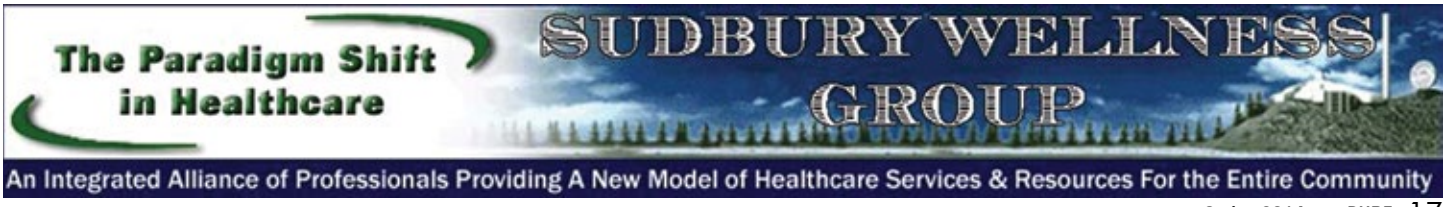
Kirwan continued, "You will be able to select from an ever-expanding list of virtual educational lessons which are being continuously produced by our member affiliates. In addition, each affiliate will actually bring you on a virtual personally guided video tour of their clinic, office or facility. It will be as if the affiliate was able to magically transport you directly to his/her office or clinic or retail outlet where you can see exactly how the facility is set up."

A VIRTUAL TEACHING INSTITUTION

A Virtual Health & Wellness Resource Centre www.sudburywellnessgroup.ca

Classroom teachers at all levels of education including post-secondary will be encouraged to use the virtual conference centre as a teaching resource to enhance their curriculum. Parents will also be able to visit the virtual conference centre to find out information that will prove invaluable for their children and the rest of their family.

The Sudbury Wellness Group of Affiliates recognizes that we are in the midst of a paradigm shift from paternalism or "doctor knows best" to the idea that people today recognize the limitations of the prevailing medical and institutional systems and are in hot pursuit of other avenues for effective treatment of chronic degenerative disease and all other elements that are preventing one from achieving optimum health and wellness in all areas of one's life. Our affiliates offer a wide range of goods and services which will help people overcome their personal challenges and problems, but our primary objective with the Sudbury Wellness Group is to provide people with the education and awareness they need to make wise choices. This is an initiative that will empower people to be more autonomous when it comes to their health and wellness. For more information, visit the web site at www.sudburywellnessgroup.ca



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- Karen Thistle

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Losing the Weight:
One Woman's Weight Loss Journey

Colleen Kleven
Freelance Writer
colleenkleven.com

Over the years, Karen Thistle has tried everything she could think of to lose weight, but instead had continued to gain it. She sought the aid of her family doctor, exercised "like a maniac" and spent 2-½ years getting nutritional counselling. "My medical doctor was very supportive. We had tried what we could but weren't getting anywhere", she recalls.

A chance meeting with a member of the Pure Wellness Group team changed that. The more Karen Thistle heard, the more interested she became in their Integrative Weight Management Program.

During her first appointment, a naturopathic doctor took her medical history, conducted a physical examination and ordered tests to determine her blood type, metabolic rate and any hormonal or blood sugar regulation issues. Based on those results, a uniquely tailored treatment plan was designed including nutritional recommendations, hormonal balancing, exercise guidelines, dietary supplements, and a detoxification program.

Karen was given a long list of foods she can eat and given adrenal gland and thyroid support supplements to address hormonal issues impacting her ability to lose weight. She was advised to eat a large breakfast, have a moderately sized lunch, with a small dinner. If she needs a snack during the day, it is a one-quarter cup of nuts and a piece of fruit, in that order.

"It's not just what I eat but when I eat it that matters. The body metabolizes food groups differently. You start with what the body has to work hardest to metabolize, to get that (metabolic) rate to kick in first", Karen Thistle explains. "The supplements are not miracle cures but they are another part of the picture. Eating the right types of food at the right time and including moderate exercise done properly is really working for me."

Since starting the program, Karen Thistle has lost 60 pounds and six inches off her body. In December of 2012, she was size 24 "praying not to get to size 26." As of December 2013, she is size 18 heading in the other direction. "I am back to the size I was in high school. I feel such relief that this is working," she declares.

"I can't say enough about the people at Pure Wellness Group. You're not judged. I have been with them for a year and I have always felt like they were in my corner," she explains. "If you go through their doors willing to do your half of the work, they will meet you halfway and they will support you."

Karen Thistle
Starting weight:
300 lbs / Size 24
Weight loss to date:
65 lbs / Size 18

DETOXIFICATION FOR THE PREVENTION AND PRE-TREATMENT OF CANCER

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

A growing body of evidence is linking toxic environmental and occupational exposure to cancer. An article in The New England Journal of Medicine (2000) cited environmental influence as a major factor in 90-95% of all cancers. It went on to reveal that genetic causes of cancer account for only 5-10% of cases.

There is no longer anywhere in the world that you can go to avoid toxic exposure. PCB residue has been found in seals living at the North Pole. Toxic chemicals have even been detected in unborn children. During research testing, the Environmental Working Group found over 200 toxic compounds in the umbilical cord blood of 10 newborns.

The National Cancer Institute dedicated its 2008–2009 activities to examining the impact of environmental factors on cancer risk. Its President's Cancer Panel considered industrial, occupational and agricultural exposures as well as exposures related to medical practice, military activities, modern lifestyles and natural sources. The referenced report presented numerous recommendations for mitigating or eliminating barriers to understanding and reducing environmental and occupational carcinogenic exposure.

The lifelong accumulation of chemicals from food, air and environmental exposure is known as toxic body burden. This toxic accumulation is not without consequences. It can lead to chronic health conditions like autoimmune and neurodegenerative diseases as well as diabetes and cancer. Exposure to environmental toxins is also associated with infertility, developmental delay in children, chemical sensitivities and hormonal imbalances.

Avoidance and removal of toxic environmental influencers is absolutely necessary for achieving health stability. Regular drainage, chelation therapies and detoxification strategies are designed to liberate and eliminate any bound toxins from the body's tissues. Additional protocols stimulate tissue regeneration by providing vital nutrients. Nutritional therapy must also play a bigger role in cancer prevention and pre-treatment, particularly in light of the fact that diet actually surpasses tobacco as an environmental influencer.

Our approach to maintaining health includes identification of body burden through appropriate testing, professionally designed and independent daily maintenance protocols, regular cleansing and/or detoxification, supporting and increasing liver function and the liberation of bound toxins. Treatments include daily nutrient regimens, dietary and lifestyle modification, chelation of heavy metals, infra-red sauna detoxification therapy, therapies to increase oxygen utilization and detoxification, immune system optimization and preventive antioxidant loading.

Pure Wellness Group offers the Toxic Effects CORE (Chemical Occurrence & Related Exposure) clinical profile that identifies whether a patient's symptoms are related to environmental toxins. This comprehensive and cost-effective tool measures levels of a patient's exposure in comparison to population levels. Test results provide insight into patient exposure and support the development of treatment protocols that manage body burden, lifestyle changes and ways to avoid ongoing exposure.

Standardized chemotherapy treatments, although covered by OHIP, promise little in the way of survival rates. The average five-year survival rate of patients with metastatic cancer who undergo chemotherapy and radiation treatments is 2.3 percent. Patients with metastatic cancer who seek integrative protocols in conjunction with chemotherapy and radiation treatments have a five-year survival rate of up to 60 percent. Armed with this information, it becomes clear why effective cancer treatment needs to shift in focus from treatment to prevention and pre-treatment that includes identification and removal of toxic environmental influences on the body.

There is hard science to indicate that nutritional, lifestyle and detoxification strategies will reduce your risk of developing cancer. Contact your health care provider to learn more about the link between environmental toxic exposure and cancer.

Although there are countless existing but unrecognized environmental carcinogens that need to be identified, here are some of the most common sources of exposure to be avoided:

- Select types of fish, fatty meats and produce
- Industrial products like adhesives and paints
- Petroleum products including gasoline additives, car exhaust
- Personal care products such as perfumes and cosmetics
- Household cleaners and air fresheners
- Contaminated soil and water
- Cigarette smoke

Article sources include:

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For additional information on findings released by the National Cancer Institute, visit http://deainfo.nci.nih.gov/advisory/pcp/annualReports/pcp08-09rpt/PCP_Report_08-09_508.pdf

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DETOX YOUR FINANCIAL FUTURE:

TAX PLANNING FOR PRIVATE CORPORATIONS AND FAMILY BUSINESSES

Marcel Kirouac
1-899-565-6319

When most people start their businesses, their main concern is in making sure they have enough profits to pay off the bills. As the business evolves, it starts making money in excess of what is required for operation. That is when expansion starts and depending upon the success of the business at this stage, the growth can be very rapid.

This is where many companies make a mistake. Business owners are so busy that they don't always take the time to do long-term planning until they are in the high tax bracket. To get around paying higher taxes they sometimes use techniques to create a tax liability. In most instances, it is advisable to pay the taxes at the low rate and keep the deductions for the high tax dollars.

Individual shareholders of corporations should take advantage of the low tax dollars available to them personally at $65,000 a year. They should also take advantage of the $500,000 low tax corporate dollars. When a company is in a high tax income bracket, depreciation is occasionally used to offset low tax income. This creates high tax liability when the assets are sold.

Estate planning and succession planning for family businesses and private corporations should start prior to having a tax problem. Financial planning is not only about solving problems. It is about positioning business owners with flexibility down the road. If you have not already done so, find a financial planner who has the expertise, knowledge and tools to do your planning and work with your accountant and lawyer. Or, find a qualified accountant who offers some planning services and meet on a yearly basis, prior to your year end.
I recommend the first option. By working with your accountant and lawyer, a financial planner will make sure everything is done properly and legally. Combined with the proper structures and tax savings, properly set up planning will help carry life insurance, disability and critical illness products at very low cost, or no cost.

Most business people think of financial planning and succession planning twice a year, usually at New Year's and/or their corporate year end. Thinking about these crucial planning elements earlier and more often would go a long way to relieving the financial stress and pressure that can affect your health.

Dr. Tara O'Brien, HBSc, ND
purewellnessgroup.ca

PROMOTING FERTILITY THROUGH DETOXIFICATION

A growing body of evidence points to the overwhelming quantity of toxins found in our environment. This data also highlights the subsequent impacts of these toxins on our health. In 2009, the Environmental Working Group, an environmental health research and advocacy organization, sampled the umbilical cord blood of 10 newborns and found a startling 232 toxic chemicals.1 These statistics have instigated national strategies to protect pregnant women and their unborn children from toxic elements.

That same year, influential organizations including the Endocrine Society, the American Society of Obstetricians and Gynecologists and the American Society for Reproductive Medicine called on government officials to reduce the public's exposure to endocrine-disrupting chemicals.

Health Canada has instigated a program to monitor Canadians' exposure to environmental toxins through measurement of urine, hair and breast milk samples. To date, two reports on Human Biomonitoring of Environmental Chemicals in Canada have been published and are available online. 2 The second survey, published in 2011, reported that 95% of Canadians had some level of BPA (Bisphenol-A) in their urine.

The most fearful aspect of this issue is that the extent of damage from this chemical is not yet fully understood. This research has pushed health experts to advocate for stronger regulations to protect the public. The Endocrine Society has warned that "even infinitesimally low levels of exposure to endocrine-disrupting chemicals – indeed, any level of exposure at all – may cause endocrine or reproductive abnormalities, particularly if exposure occurs during a critical developmental window. Surprisingly, low doses may even exert more potent effects than higher doses."1

Current Canadian statistics report that up to 16% of heterosexual couples aged 18-44, are struggling with infertility. This is almost double what the national average was only ten years ago.3 Health experts have discussed several theories to identify the factors behind the growing rate of infertility. The answer is multifactorial, which makes it difficult to pinpoint the cause with each couple; however we do know that we are exposed to hundreds of new chemicals that impact fertility on a yearly basis.

A study from Italy, published in 2012, found that couples that struggle with fertility have five times the amount of phthalates in their urine compared to couples that can easily conceive a child.4 Phthalates have been banned for cosmetic use in Europe since 2003, but Canada has yet to follow suit.5 Another scary statistic is that women who live in agricultural areas have a 40-120% higher chance of miscarrying because of exposure to harmful pesticides.

The list is quite extensive and pervasive. Pesticides are used on non-organic crops that are sold in every grocery store. Processed foods often contain harmful additives and preservatives to provide a longer shelf life and to preserve taste. For example, MSG (monosodium glutamate) has been found in animal studies to reduce fertility.

Although these very powerful industries will often deny or underplay the health impacts of the toxic chemicals used, it is important to note that most of these ingredients have not been studied well enough to rule out whether they are harmful or not. Unfortunately, as with DDT or PCBs, which are now banned substances in North America, we cannot accurately assess the damage until it has already been done. We can, however, choose to be proactive with the information that is out there and make informed decisions.

It is imperative that we caution ourselves and moderate our

exposure by understanding how we are exposed. We are exposed to these chemicals via the air we breathe, the water we drink, the food we eat and the skin care products that many of use on a daily basis. It is estimated that the average woman uses 17 products before she even walks out the door in the morning! And she does so, often, without being aware of the potential health risks.

Fortunately, it is possible to test our body burden of various chemicals and toxins. Reliable testing can accurately determine what is being stored in the body and how it can be eliminated. Testing including toxic heavy metals7 solvents and toxic chemicals8 are available from your Naturopathic Doctor. If you are suffering from infertility you may benefit from these tests and/or a Comprehensive Hormonal Panel. This could very well be a missing link in your treatment plan.

The most effective treatment is to limit exposure to chemicals and preservatives. Shift your actions towards being a consumer of health instead of simply a consumer of material products. Floors might not shine the same, whites might not be the brightest but you can be assured that you are making better decisions for your health, the health of future generations and that of the environment.

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ENDOCRINE-DISRUPTING CHEMICALS: INFERTILITY WATCH LIST

Thousands of chemicals have been identified to have endocrine-disrupting effects that impact fertility. The following list includes some of those most commonly found:

- Phthlates – a preservative found in cosmetics, nail polish and plastics including children's toys. Banned in the European Union.
- Bisphenol A (BPA) – an element found in industrial and consumer plastics that is associated with cancers, reproductive and cardiovascular disorders.
- Polychlorinated biphenyls (PCBs) – historically used in coolant fluids and now banned in North America, although discernible levels are still found in our soil.
- Organophosphates – used in agriculture as an insecticide, herbicide and nerve agent and also found in plastics.
- Parabens – this most widely used preservative in cosmetics has been shown to mimic estrogen and is found in breast cancer tissues.
- Heavy Metals – mercury found in canned tuna, contaminated lipsticks, eye shadow, blush and foundation. A staggering 96% of cosmetic products tested in Canada are contaminated with lead.
- Perfume (fragrance) – found in several cosmetic and household products and used to conceal the odor of chemicals. The regulations on listing fragrances are still very poor.
- Petrolatum – a carcinogen also listed as mineral oil or jelly. It is used to lock in moisture.
- Polyethylene glycol – a petroleum-based product used to retain moisture in creams, fragrance and sunscreens.
- Sodium laureth sulfates – a foaming agent found in soaps, detergents and toothpastes that is readily absorbed into the skin.
- Toluene – used in nail polish to create a smoother application, this ingredient is banned in the European Union because of its toxic effects to developing fetuses.
- Retinyl palmitate – a form of vitamin A and a potential carcinogen found in sunscreen, moisturizers and creams.
- Oxybenzone – a carcinogen found in sunscreens.
- Nonoxyol – defoaming agent found in hair care products and spermicidal gels.
- Formaldehyde-releasing preservatives – a group of preservatives found in shampoos, conditioners, gels, nail polish and moisturizers that are carcinogens. List includes DMDM, hydantoin, methanamine and diazolidinyl urea.
- Triclosan – antibacterial and antifungal agent found in cosmetics, toothpastes, clothing, furniture and cleaning products. The Canadian Medical Association has recommended it be banned in Canada because of concerns about bacterial resistance.
- Benzophenone – a carcinogen found in nail polish, shampoo, body wash, gels and perfumes.

DETOXING YOUR ENVIRONMENT OF ELECTROMAGNETIC FIELD (EMF) RADIATION

Colleen Kleven
Freelance Writer
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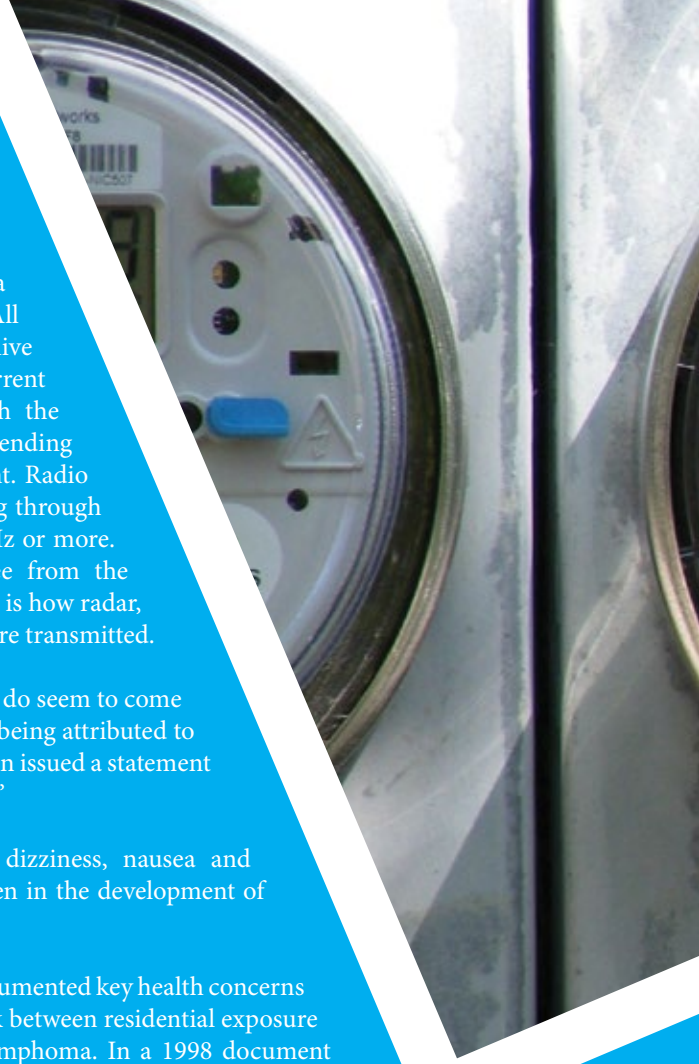

The first step to detoxifying your home of electromagnetic field (EMF) radiation is understanding how it is created. Electromagnetic field (EMF) refers to the area surrounding an electrical device in which a frequency or wavelength can be measured. All electrical wires or devices that are plugged into a live outlet emit an electric field, even if there is no current flowing. This "dirty electricity" surges through the walls of your home at different frequencies depending upon the time of day and the type of equipment. Radio frequency (RF) occurs when the current flowing through a wire or power cord oscillates at a rate of 3 KHz or more. The increased frequency is able to break free from the surrounding area and travel great distances. This is how radar, radio, satellite TV, Wi-Fi and cell phone signals are transmitted.

As handy as these transmissions of power and communication signals are, they do seem to come with a cost. Ongoing exposure to low frequency EMF radiation is increasingly being attributed to electrohypersensitivity issues. In December 2005, the World Health Organization issued a statement that "Electrical Hypersensitivity (EHS) is a growing worldwide health concern."

Individuals who are hypersensitive may begin to experience headaches, dizziness, nausea and unexplained skin rashes. Early signs of hypersensitivity in children can be seen in the development of new and troublesome behaviours.

Far more serious are the dozens of studies dating back to the 1970s that have documented key health concerns associated with exposure to low frequency EMF radiation. These identify a link between residential exposure to magnetic fields and childhood leukemia, nervous system tumours and lymphoma. In a 1998 document (Portier and Wolfe 1998) published by the National Institute for Environmental Health Sciences, all reviewed studies indicated "statistically significant increased risk of leukemia that ranged from 38% to a four-fold increase with exposure to magnetic fields".

The International Agency for Research on Cancer (IARC) and the World Health Organization (WHO) continue to analyze and report on emerging evidence regarding the health effects of radiofrequency (RF) energy. In 2011, the IARC classified radiofrequency exposure as "possibly carcinogenic". The issue is becoming increasingly alarming

with the rise in everyday use of cell phones and Wi-Fi technology found in homes, offices, public places and in schools. In response to the growing body of evidence pointing to the public health hazards of RF radiation, Health Canada has established safety guidelines for exposure to radiofrequency fields in its Safety Code 6 publication, "Limits of Human Exposure to Radiofrequency Electromagnetic Fields in the Frequency Range from 3 kHz to 300 GHz". Industry Canada has also adopted this guideline and requires all radiocommunications and broadcasting operators to comply with Safety Code 6.

A groundswell movement in Europe and the UK has spread to North America as a result of various government ministries, public health organizations and even school boards speaking out against, and in some cases banning the use of Wi-Fi in classrooms and public libraries. Schools that continue to use SMART Boards and encourage the use of laptops in the classroom are being advised to unplug them when not in use.

The issue of smart meters is also under public scrutiny. Smart meters emit RF radiation each time they transmit data, which is every 10 minutes. Imagine the long-term effects of positioning your bed or an infant's crib against the outside wall where a smart meter is located. A class action lawsuit including a growing number of businesses has been filed against BC Hydro to block mandatory smart meter installations. In Greater Sudbury, data about RF radiation from wireless smart meters is being collected for presentation to the federal government by Nickel Belt MPP, France Gelinas.

People who use an unshielded laptop computer for extended periods of time can eventually develop health complications including irritable bowel syndrome and persistent yeast infections, or worse. Among many new studies, Dr. John West, a breast cancer surgeon with 40 years of experience treating more than 10,000 patients has begun collecting breast cancer data on young girls, ages 21-39, that point to a direct link between carrying cell phones tucked inside their bras and developing breast cancer.

Numerous products are available to block EMF and RF radiation including high frequency shielding paints for walls and floors; shielded clothing, outwear, laptop blankets and bedding; and a cell guard for cell phones that oscillates to negate the frequency. Before making the investment, have the EMF and RF radiation levels in your home measured to determine whether your living space needs to be detoxified. You can book a free home assessment through Pure Wellness Group.

To begin the immediate detoxification of your home, start by reducing the potential for EMF and RF radiation:

- Rearrange or move furniture that is currently against an outside wall with a smart meter.
- Unplug appliances and technological devices when not in use.
- Unplug all power bars, especially the power bar for your home entertainment system, when not in use.
- Unplug your wireless Internet modem when not online.

Remember that turning an appliance "off" is not enough. You must disconnect it from the power source in order to eliminate the EMF emissions. By getting into the habit of unplugging the appliances and technological devices in your home when not in use, and especially overnight, you not only detoxify your living environment, you will also save on your electric bill. Protecting yourself may prove to be as easy as moving furniture around or it might require switching your master bedroom into the spare room to distance yourself from the smart meter.

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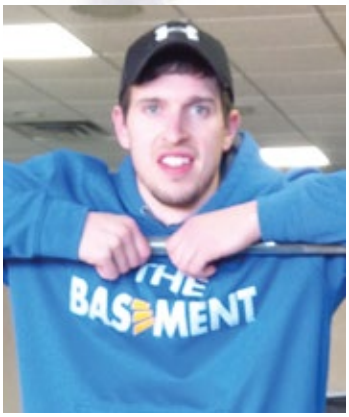
SPINNING YOUR TIRES



John Hillier
Personal Trainer, CSEP,
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basementfitness.com

There could be any number of reasons why you are still struggling to lose that extra weight or that you are not looking your best physically. In any case, the biggest problem that I observe is that people all too often lose motivation and quit before achieving their goals. On the contrary, some individuals have the opposite problem. They may go to the gym regularly and choose to eat a healthy diet, with little to no result. In either scenario, you are simply spinning your tires unless you create a training plan that is tailored to help you attain your fitness goals.

Exercise, by definition, is simply getting your body moving. Training, on the other hand, is taking the necessary steps to achieve a specific goal. You cannot just simply walk into the gym and go with the flow. You must walk into the gym with intention and with a program, set personal bests for yourself, refocus and repeat. In other words, create a plan and stick to it.

What speed did you set the treadmill at last week? Was it the same this week? What weight of dumbbell did you grab off the rack this morning? Was it the same one you used the workout before? Albert Einstein wisely said, "Insanity is doing the same thing and expecting a different result."

Planning your workout is important. Monitoring your progress is even more important. Write down your workout plan before going into the gym so you know what you need to accomplish. This will also prevent you from skipping sets or ducking out early.

As you lift, be sure to mark down what weights you used, how many reps you did and how you felt about your workout, during and afterward. Think of it as your own fitness report card. Focus on making each workout better in some aspect. If you are constantly lifting heavier weight, your body physiologically has to get stronger. Likewise if you are training for your 10km race, with each kilometer you knock out, your next run should get easier. Rest accordingly and put in quality training sessions versus more frequent watered down sessions. Be sure to tell a friend or a family member what you are trying to accomplish. Accountability is a fantastic motivator. Write your goals down on paper, be sure to revisit frequently, and set new goals as you progress. Remember that dramatic changes will not happen overnight, but with each workout you take one step closer to achieving your objectives instead of spinning your tires.

Sitting is the New Smoking

by Lisa Lounsbury,
Founder and Director of
New Day Wellness

Approximately 1/3 of Canadians have a chronic illness. 1 Nowadays, it is common knowledge that smoking is a major contributor to that statistic. However, what you may not realize is that many chronic conditions are, at least in part, attributed to lack of physical exercise.

Recent studies now indicate that even physically active people need to be more aware of how often they move as opposed to how much they move. A Sitting Duration Study conducted in 2012 showed that people who exercise up to 150 minutes a week spend as much time sitting as those who get virtually no exercise. Even people who exercise up to 90 minutes a day can be considered to have a sedentary lifestyle, if they stay seated for long periods of time.

Our bodies were designed for constant movement. Unfortunately, we are spending more and more hours of our day sitting. We sit in the car, sit at the computer and sit in front of the TV. We sit so much that we, as a society, are actually developing chronic illnesses stemming from this sedentary lifestyle.

As we sit with our hips flexed at a 90-degree angle, the blood flow is significantly restricted to our lower limbs. This position restricts our circulation and can increase the risk of forming blood clots or other cardiovascular complications.

Our bodies need to move at least every 30-60 minutes during our waking hours but even an investment of 30-90 minutes of intense physical exercise at the end of your day does not reverse the damage caused by sitting for prolonged lengths of time during the day. 2

If your job requires you to spend eight hours a day working at a desk, there are many ways you can incorporate movement into your routine. Get up and walk to the photocopier, the fax machine or the lunchroom. Try standing up every time you talk on the phone. Instead of sending an email to a colleague in the same building, walk over to the person's desk and ask your question. Additionally, set a timer on your computer to remind you to stand up and stretch. If you spend most of your day driving, remind yourself to pull over as often as you can to get out and walk around your vehicle. Take a look at your day and co-ordinate opportunities to move.

Once you've established a routine of regular movement and stretching daily, you will begin to notice that it is no longer a chore to incorporate it into your day with little effort or reminders. Looking for opportunities to move helps your mind and body stay alert and effective.

The next time you realize you've been sitting for a long period of time, remember that it can become just as harmful to your health as smoking.

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Lisa Lounsbury is a wellness and nutrition specialist, personal trainer and fitness instructor specialist. She is also the Founder and Director of New Day Wellness, a company that offers workplace wellness programs and individual fitness coaching.
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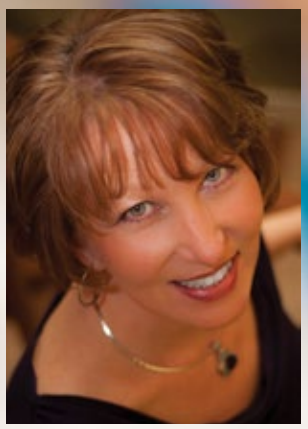

Colleen Kleven
Freelance Writer
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1 Doctor's Vision of Health Care

Dr. Allan Price, ND, one of Ontario's leading naturopathic doctors, has a vision beyond standardized medicine and testing. With a global focus on healthcare strategies, his lifelong pursuit of better patient care solutions has led Dr. Price to advanced diagnostic testing, cutting-edge technologies and highly successful treatments. His clinic, Pure Wellness Group, has achieved impressive results with cancer treatment and cardiac intravenous (IV) therapies related to his strategic search for enhanced protocols.

As the recipient of a Forty Under 40 award, Dr. Price was recognized for his achievements in patient care and his vision for the future of healthcare. "The more treatment strategies I learn from around the world, the better I am able to help my patients," says Dr. Price. "I look past the diagnostics and therapies that OHIP funds because I want to give my patients their best chance for health and quality of life, with an increased awareness of global trends in healthcare. To do this, I need to search for the most advanced testing and protocols. I also want to give them access to as much information as possible so that they have autonomy over their healthcare decisions," he adds. "Standardized chemotherapy treatments are covered by OHIP, but on their own the five-year survival rate of a patient with metastatic cancer is only 2.3 percent. By adding integrative therapies to their chemotherapy and radiation protocols, the five-year survival rate climbs to as high as 60 percent. Why would I not offer my patients the chance to significantly increase their chances of survival?"

In his 14 years of practice, Dr. Price has noticed that his patients have become more educated on prevention strategies and diagnostic testing. He knows they are trying to take a more active role in their healthcare. "Most patients want access to advanced testing without having to endure a long wait for answers. There are independent world-class labs where patients can have leading edge testing completed and results returned within 72 hours. A world-renowned lab in Greece is incubating the stem cells of cancer patients and testing them with multiple lines and multiple combinations of chemotherapeutic drugs, with and without some of the most well-known alternative care therapies, to determine the patient's best options", states Dr. Price.

"Patients will soon have the opportunity to access protocols that have been tested for effectiveness prior to beginning treatments. I see this in the future for healthcare", adds Dr. Price.

Education and information is at the heart of Dr. Price's vision. He sees a world of "healthcare without walls" where doctors and healthcare practitioners can network and access information about therapies, procedures and diagnostic testing they don't ordinarily have access to. This vision has prompted Dr. Price to launch the Sudbury Wellness Group, at www.sudburywellnessgroup.com. An online video library system, this virtual and collaborative health and wellness resource centre is already beginning to attract a large following of healthcare professionals who are accessing and contributing information. "I see this forum as a shared resource and an avenue for referrals among healthcare professionals. It's going to be a place where like-minded healthcare professionals gather, refer, share information and resources," Dr. Price explains.

Another aspect of Dr. Price's vision for the future is increasing patients' accessibility to high impact, quality healthcare supplements. He is currently in the process of creating an online supplement store where medical doctors, naturopathic doctors, chiropractors, physiotherapists, other professionals, as well as their patients, can source out supplements that are approved for use in Canada. The purewellnessgroup.ca website's current online supplement store will soon become a venue for information, education and access to professional product lines that also include non-toxic home cleaning products and cosmetics that reduce the risk of environmental stressors that trigger serious health issues.

"My initial momentum for health care was to help patients and families who had to deal with cancer. In order to effectively help these patients, I had to understand that environment was a big issue and that nutrition could make a difference. I also had to recognize that hormone balancing is an integral part of the big picture for overall health and vitality", says Dr. Price.

When you review the success rate of the Pure Wellness Group clinic, the testimonials are indeed powerful. In his global search for answers, Dr. Price has uncovered new approaches to replace and enhance standard medical responses. "It's the combination of natural therapies and protocols that make the difference," says Dr. Price. "I look at it from a global perspective. I access all the benefits of science and research studies being conducted around the world because I want what's best for my patients. That's what really matters to me."

Lenard Kameka, RMT

LIVING THE DREAM

Italian explorer Christopher Columbus is quoted as saying, "You can never cross the ocean unless you have the courage to lose sight of the shore." I see life as a series of stepping stones. Some steps require a leap of faith. Others are unknown and are only visible in hindsight. The choices made for you don't define you. It is the choices you make for yourself that define you and empower you to live those choices.

Hello, my name is Lenard Kameka and I am a Registered Massage Therapist (RMT). Being able to say that about myself is something I do not take for granted. Earning my RMT designation was a significant stepping stone for me that marked a great completion and a promise of new beginnings. By accepting a position offering registered massage therapy to clients at Pure Wellness Group, I have found a place to establish and grow my practice in a collaborative environment directed by a respected peer in the health community, Dr. Allan Price, ND. Also, thanks to Dr. Price, I now have the opportunity to introduce myself to the readers of Pure Magazine.

"Live your life and do not let anyone tell you how to live your life." Those words of advice were given to me by my father, Sydney Kameka as I was leaving home for the first time to go to Humber College. After achieving honours in my program, I decided to stay in Toronto and continue with work and study. I participated in numerous seminars, became a Reiki practitioner and attended introductory classes in preparation for hospice work.

I have always been passionate in my belief that no one should face death alone, so I approached Trinity Home Hospice, an organization in the heart of Toronto that offers home support to the terminally ill. After several weeks of training including the grieving process, family support and advocacy I began working in the field. Altruism is "the act of giving with no reward or gain in return", however my experiences gave me valuable insight into my inner depth. Learning to put myself aside for the sake of another, regardless of circumstance, allowed me to connect with people in a way that was previously dormant. For the better part of 10 years, I was a Personal Support Worker on the front lines of downtown Toronto, working with mentally ill, terminally ill and elderly patients. Later, I specialized in disability and travelled across North America supporting disability inclusion advocate and published author, Judith Snow.

It has been my experience that transition and change are never easy but are absolutely necessary for growth. The following years were literally a challenge to my life in overcoming my own health challenges. These were times that put my ideals and beliefs to the ultimate test. I was to discover firsthand what a patient faces when dealing with illness. I found out, to my dismay, that the support I was providing all those years was an exception and not the norm. I had very little choice but to turn my personal ability to support others inward, in support of myself. I recovered exceptionally well and moved swiftly to put the past far past. "Don't put the key to your happiness in someone else's pocket." I lived the truth of those words.

After many years away, I came back to Sudbury just in time for my father's 85th birthday. I looked after him in my way, as well as my brothers did in theirs. I advocated, I questioned and I never gave in when it came to honouring my father's spirit and wishes. I was trained in ensuring quality of life and no stranger in ensuring the quality of death. He took his last breath in peace on Tuesday, August 3rd, 2010 at Sudbury General Hospital.

As I continue to move forward in my life, I live the dream of service based on the passion of my ideals and the conviction of my beliefs. The fundamental practice of massage therapy is one avenue for individuals to reach goals to recover and maintain quality of life and be empowered to invest in their own wellbeing. I look forward to meeting you and providing my skills and services as we work together to achieve your optimum state of health.

SMOKING: BY THE NUMBERS

50 billion: The number of cigarettes sold in Canada yearly.

100,000: The number of Canadian teenagers who take up smoking yearly.

5 million: The number of smokers in the Canadian work force.

$15 billion: The amount the Canadian economy loses yearly due to smoking.

50 million: The number of smokers in the United States.

25 percent: The proportion of family income spent on cigarettes in China.

40: The number of cancer-causing chemicals in smoke.

10: The number of minutes of life lost per cigarette.

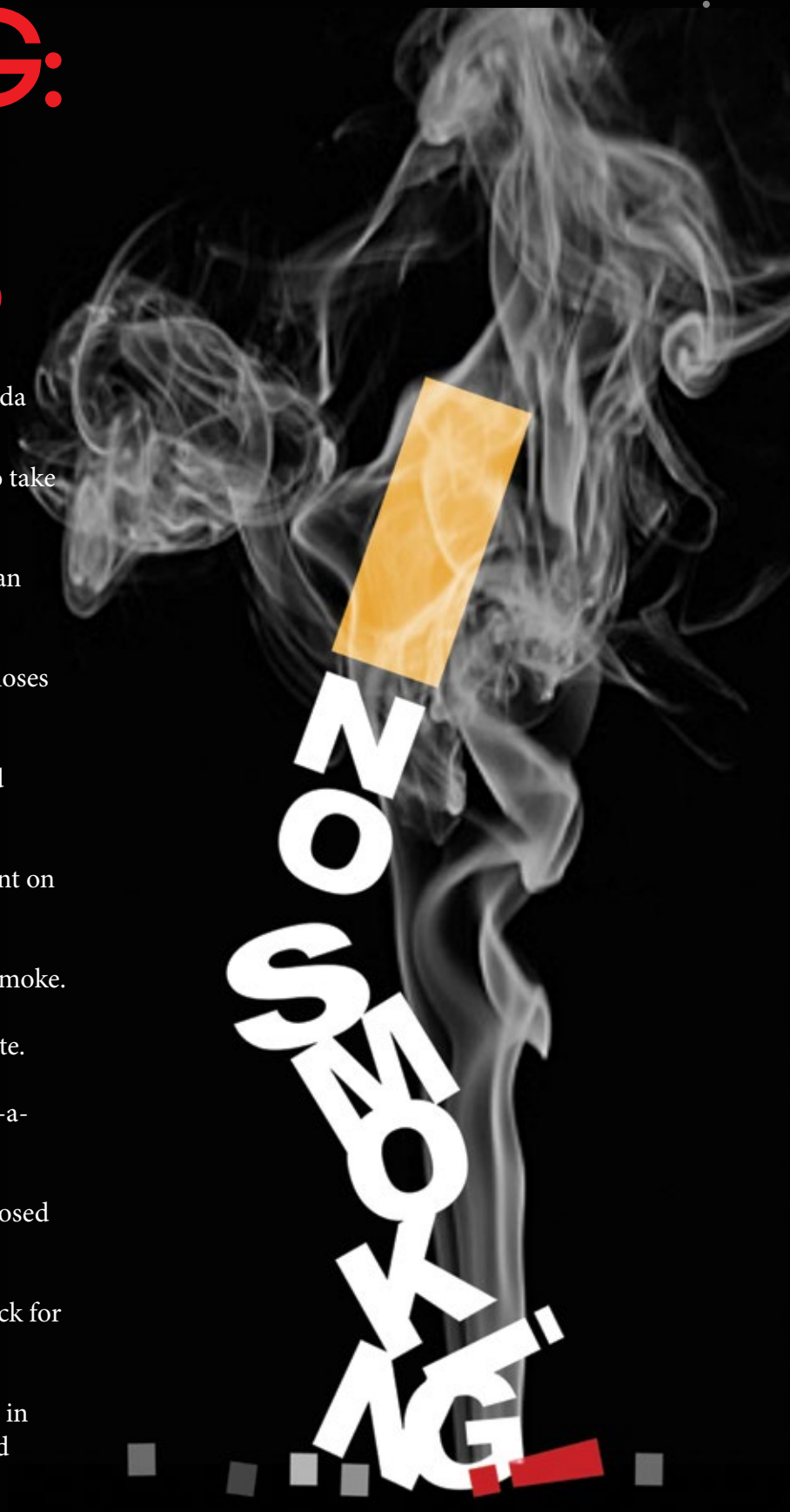
30 percent: The breathing capacity lost by a pack-a-day smoker by age 50.

19,000: The number of Canadians who are diagnosed with lung cancer yearly.

300 percent: The increased chance of a heart attack for smokers over non-smokers.

$80,000: The amount a worker in California won in a lawsuit for a heart attack caused by second-hand smoke.

Sources: Health Canada, Canadian Council on Tobacco Control, Canac Lung Association, Centre for Disease Control, Atlanta, Physicians for a Smoke-free Canada, The Medical Post, U.S. Surgeon General and the World Health Organization



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- **Aging Well GH-3 Fountain of Youth Program**
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- **Ultra Bio Photonic Therapy**

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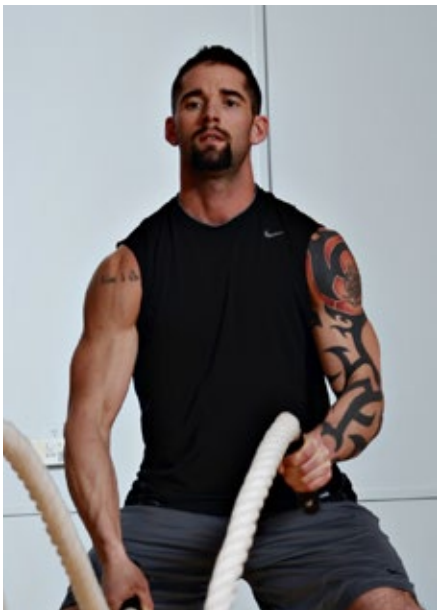
5 QUESTIONS TO ASK YOUR PERSONAL TRAINER



By Aaron Sidenburg,
B.Sc.PhysEd, CanFit CPT
Owner, The Basement Fitness
www.thebasementfitness.com

There are more people out there today than ever before claiming to be fitness professionals simply because they have read Muscle & Fitness Magazine or lost weight themselves. When hiring someone to give you professional advice, make sure that is what you will be getting.

Regardless of your reason for hiring a personal trainer, here are five basic questions you should ask before you start:

1. What is your background?

Find out where your trainer was educated. Was it a college or university program with a physiology background or a specific course geared toward training? How long has your trainer been in the industry and what kind of people has he/she worked with? Trainers often specialize in weight loss, athlete specific training or show preparation. To get the most out of your experience, be certain your trainer's skill set matches your goals.

2. What kind of guaranteed results do you offer?

Steer clear of a trainer who guarantees results. Your trainer is there to motivate, educate and design a program that leads you toward your results. Building muscle and burning calories is a big part of shaping the body; however your commitment to a properly designed program in the gym and a proper diet to enhance your results is the real key to success.

3. What should I expect to see in terms of progression in my training?

Regardless of whether you are familiar with the gym or it's your first time hitting the iron, your trainer should have a progressive plan to get you to your goals. Ask your trainer what type of phases you should expect to go through as you move closer to your results. If general fitness and health are your goals, there should still be a plan in place to continually hit new personal bests. If you are not being challenged, your body isn't changing.

4. What should I be doing on my own time?

As you develop confidence and understanding, your trainer should be setting goals and programs for you to complete on your own. By giving you the proper homework you will not only achieve better results in a shorter amount of time, you will be more likely to stick with your fitness lifestyle for the long term. Your body needs continual maintenance to be in peak shape inside and out.

5. What is your training philosophy?

If you find yourself constantly having to convince yourself to go to your training session, you are either in a rut, uninspired or maybe a little bored with your routine. You should look forward to your session and what you will get out of it. Knowing your trainer's philosophy toward training will help you find the right fit and ultimately get you to where you want to be while enjoying the process.

Your relationship with your trainer is an important one. Seek knowledge and understanding and you will find yourself more confident and motivated than ever to achieve new success.

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Available at:
purewellness group.ca

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- Work performance falling off

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- Increases energy
- Improves mood and memory
- Lowers cholesterol
- Protects against heart disease

Schedule an appointment with a Naturopathic Doctor

A series of new studies has shown that increasing the Testosterone levels could possibly prevent atherosclerosis and heart attacks. Atherosclerosis is the most common form of cardiovascular disease. It's an accumulation of fatty plaque deposits in the arteries, resulting in the narrowing of the arterial diameter which then restricts blood flow to vital organs. One of the major causes of male erectile dysfunction is atherosclerosis. The best way to fight it is to prevent it. Testosterone is a very important partner in the prevention of atherosclerosis.

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