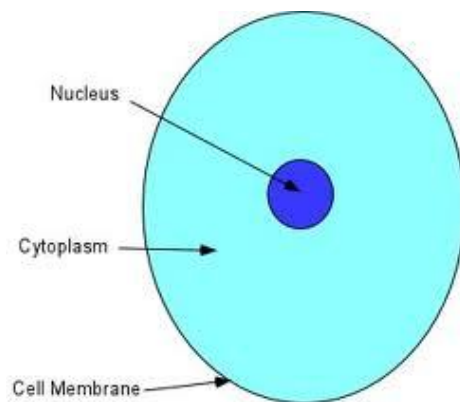


“Not everything that can be counted counts and not everything that counts can be counted” – Albert Einstein

Environmental insults cause 95% of ALL cancers



What “environment” are we speaking about?



As a biological species, humans are a product of not only what we eat, breathe, absorb, and do, but also what our parents ate, especially our mother!

Our genes (~3.2 billion base pairs in the nucleus of each of our ~50 trillion cells) respond to, and are solely expressed by their surrounding.

Our genes are impacted by the ‘total’ cellular environment, which includes the liquids in the nucleus, in the cytoplasm, and on the outside of the cell. These liquids include H<sub>2</sub>O, salts, sugars, and proteins. Personal choices (including food) have profound influence on these environments.