

- ❧ All oncologists have up-to-date knowledge about alternative approaches to cancer
- ❧ There is no research on natural approaches to cancer prevention
- ❧ Studies on natural approaches aren't credible because they were designed poorly
- ❧ Research on natural approaches to cancer prevention has not been done in this country or at reputable institutions
- ❧ Soy increases the risk of breast cancer
- ❧ If you are being treated for breast cancer you shouldn't take any supplements
- ❧ Antioxidants shouldn't be taken while on chemotherapy
- ❧ Natural approaches have weak effects if any

Key Messages:

- ❧ Breast cancer is a largely preventable disease
- ❧ The incidence continues to climb every year
- ❧ The American diet and lifestyle are a recipe for breast cancer.
- ❧ The major causes of breast cancer have been identified, as well as dozens of natural ways that protect against it
- ❧ Women *can* significantly lower their risk of breast cancer through simple diet and lifestyle choices
- ❧ Women with breast cancer can significantly improve their chances of survival with simple diet and lifestyle choices
- ❧ Diet and lifestyle choices dramatically impact your risk of breast cancer
- ❧ Most breast cancers are not genetic—only about 5%
- ❧ It's never too late to make changes to improve your risk
- ❧ It is true that the younger you start making healthy choices the lower your risk will be, but it is never too late

🌀 The effects of natural approaches such as supplements, foods, and herbs on the risk of breast cancer aren't small -- many can lower the risk by 50% or more.

🌀 The protective effects of many supplements, herbs and foods don't **add** up—they **multiply**

🌀 You are not powerless when it comes to your health and your risk of breast cancer. You have the ability to enormously reduce your risk and improve your chances of surviving it

Interview Questions

- 1) What is the incidence of breast cancer in this country?
- 2) Have our treatments made any difference?
- 3) Do we know what causes breast cancer?

14) Is there a web site where women can contact you?

Press release

PR Contact: Dean Draznin Communications
Dean Draznin 641-472-2257 dean@drazninpr.com
Terri Slater 561-487-7037 terri@drazninpr.com

PRESS RELEASE

**Pioneering Activist/Surgeon Leads New Preventive Campaign
Against Breast Cancer**

TAOS, NM, June 3, 2005—An unspoken fear haunts most women today—the fear that breast cancer is inevitable, and that the clock is ticking. Everyone knows someone who has it or had it. Every woman’s worst nightmare is compounded by the common belief that it’s impossible to prevent. And that treatment delivers disfigurement, months or years of debilitating chemo and even then, uncertain outcomes.

Christine Horner, MD, FACS, who has been at the front lines of the fight against breast cancer for over ten years, is launching a new campaign to dispel the commonly held misperception that there is little a woman can do to substantially lower her risk of breast cancer or improve her chances of surviving it. Dr. Horner’s goal is to reverse the alarming increase in the rate of breast cancer by raising awareness of the dozens of research-proven natural approaches that are highly effective at protecting against and fighting breast cancer.

“The viability of natural approaches has largely been overlooked,” says Dr. Horner. “Credible human studies show breast cancer can be reduced and survival enhanced dramatically through simple dietary and lifestyle changes.”

Dr. Horner’s new book, *Waking the Warrior Goddess: Dr. Christine Horner’s Program to Protect Against and Fight Breast Cancer*, was released by Basic Health Publications in May 2005. This groundbreaking work presents a simple 30-step program to help women incorporate healthy lifestyle changes to prevent and fight breast cancer naturally.

“This time it’s more personal than ever,” says Dr. Horner. “At the beginning of the 5-year legislative campaign, I lost my own mother to breast cancer. Equally disturbing was the trend I witnessed in my practice and across the country—younger and younger women falling victim to breast cancer every year.” This along with her personal unwillingness to become a breast cancer victim herself compelled this surgeon/activist to make radical changes in her life’s direction. After years of research, Horner, now a *former* surgeon, has become a leading educator in the area of women’s wellness and breast health.

“The incidence of breast cancer has risen 21 percent from 1999-2003. Greater cultural affluence,” she says, “seems to be directly related to higher levels.

“Women in Asia on average have 6 times lower risk of breast cancer, but when they move to the U.S. they rapidly become on a par with American women. How we eat and live in the U.S. is a prescription for disaster.”

Dr. Horner emphasizes that even in a highly toxic environment, many common foods, natural spices, herbs and supplements can help to significantly protect women from breast cancer. The list includes green tea, turmeric, grape seed extract, garlic, flax seeds, CoQ10, soy, rosemary, maitake mushrooms, wakame and mekabu seaweed, vitamin D, and many plant chemicals, especially several found in cruciferous vegetables such as DIM and calcium D-gluterate.

“Everyone should know there are dozens of natural sources and techniques that are highly effective at warding off breast cancer and also helping you fight the disease if you already have it,” she says. “It’s never too early or too late to incorporate health-promoting habits, foods, and products into your life.”

Sell sheet

WAKING THE WARRIOR GODDESS

DR. CHRISTINE HORNER'S PROGRAM TO PROTECT AGAINST & FIGHT BREAST CANCER

Christine Horner, M.D., F.A.C.S.

Harnessing the Power of Nature & Natural Medicines to Achieve Extraordinary Health

Breast cancer has reached epidemic proportions in the United States. Once a relatively rare disease, it now affects 2 to 3 million women, and the incidence is going up at an alarming rate. What can we do about it? Christine Horner, M.D., has the prescription: Take healthy organic foods, add a good dose of certain supplements, get the rest and exercise we need, and avoid those things that are bad for our bodies. We each have a Warrior Goddess in us, and it's time to set her free.

A pioneer who pushed through federal and state legislation ensuring that breast reconstruction after a mastectomy would be paid for by insurance companies, Dr. Horner lost her own mother to breast cancer. She decided then that her mother's death would not be in vain. Something good would come from it. This legislation was her first gift to her mother's memory, and this book is another.

Using the metaphor of the Warrior Goddess, this book explains something that Ayurveda describes as our "inner healing intelligence." It also explores the various foods and supplements that can enable women to successfully fight breast cancer and claim the healthy body that should be theirs. Dr. Horner tells readers what to avoid and what to embrace, what will poison the Warrior Goddess and what will feed her and what she needs to thrive.

The final part of *Waking the Warrior Goddess* presents Dr. Christine Horner's Thirty-Step Program for reclaiming health and defeating breast cancer. It is a guideline that could serve many other health-promoting purposes, too. The Thirty-Step Program focuses on those nutrients and activities that bring health, vitality, and longevity to women. In addition, this book includes an extensive resources section for obtaining the particular nutrients and products that our bodies need to become and stay strong and healthy.

About the Author: Christine Horner, M.D., F.A.C.S., is a nationally known surgeon, residing in Taos, New Mexico. She holds two board certifications: the National Board of Surgery and the National Board of Plastic Surgery. Dr. Horner was recognized as a leader in her field after she initiated, organized, and managed a successful national campaign to pass laws requiring insurance companies to pay for breast reconstruction following mastectomy. For over a decade, Dr. Horner worked with the American Cancer Society. Dr. Horner is a popular, charismatic speaker and, for the last several years, has spoken extensively on natural health topics and natural approaches to breast cancer prevention. In 1997, Dr. Horner was honored by receiving the YWCA Career Women of Achievement Award.

DR. CHRISTINE HORNER'S PROGRAM TO
PROTECT AGAINST & FIGHT BREAST CANCER



Christine Horner, M.D., F.A.C.S.

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8200 Boulevard East, 25G
North Bergen, NJ 07047
Toll-Free 800-575-8890
Fax: 201-868-2842

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