

FOR IMMEDIATE RELEASE

**Biology Is Not Destiny, Integrative Cancer Doc Says**  
**New Book Guides Patients through Full-System Battle Plan**

Evanston, IL, May 2009—Genetic testing may have made it easier to predict the likelihood of developing cancer, but living in fear of a disease is no way to live your life. And if you do develop cancer, what then? With lifestyle interventions and tailored therapies, each of us has it in our power to alter the behavior of our genes, turning off those that promote cancer, and turning on those that fight it.

That's the bottom line – to work with the body to fight the disease, according to Keith I. Block, MD, director of the Block Center for Integrative Cancer Treatment in Evanston, Illinois, and author of *Life Over Cancer*, newly released by Bantam.

“We already know that integrative cancer treatment can offer patients a ‘survivor’s edge.’ By intentionally reprogramming a patient’s biochemical terrain using customized diet, lifestyle and nutritional interventions, we can favorably impact response to treatment, mitigate treatment toxicity, improve quality of life and impact survival.

Individualizing a regimen to a patient’s own biology is vitally important. What every cancer patient needs, says Dr. Block, is a tailored plan of battle that combines conventional treatments with effective complementary therapies.

**Treating Cancer Comprehensively.** In *Life Over Cancer*, Dr. Block details the program he has developed over the past three decades to treat not just the disease but the whole patient. “Recent advances in gene knowledge allow us to profile genetic misspellings in a person’s DNA,” he says. “With this fingerprint, we can develop a regimen tailored to a person’s own biology and maximize the treatment’s effectiveness.”

Armed with hope and conviction, sound information and a strong support team, it’s entirely possible for people with cancer to reverse their pathology, regain their health and reclaim their lives.

*Life Over Cancer* approaches treatment from three separate but complementary directions. Patients first make lifestyle changes, modifying their diets, incorporating exercise and mind-spirit interventions, and improving their quality of sleep.

Simultaneously, they strengthen their anti-cancer biology—the physiological environment that either encourages the growth and spread of malignancies or thwarts them. This is done through individualized lifestyle and diet modifications and personalized nutritional supplementation

The third prong of treatment is to target tumors directly, including surgery, chemotherapy, radiation and molecular targeted therapies, plus experimental options, off-label use of approved drugs and natural medicines. The patient’s new diet, supplements, fitness regimen and mind-

spirit interventions will complement these therapies, minimizing their toxic or debilitating side effects and increasing their effectiveness.

“Here is cancer care as it should be: person – centered, integrated, individualized, and science-based. If you or your loved ones have been touched by cancer, or if you care for those with cancer, read this book,” says Wayne B. Jonas, M.D., President and CEO of the Samueli Institute

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The Block Center for Integrative Cancer Treatment, located in Evanston, Illinois, was founded in 1980 by Penny and Keith Block, MD. The Center's research-based treatment integrates an innovative approach to the best of conventional medicine with scientifically sound complementary therapies – therapeutic nutrition, botanical and phytonutrient supplementation, prescriptive exercise, and systematic mind-body strategies – to enhance the recovery process.

Dr. Block is Director of Integrative Medical Education at the College of Medicine at the University of Illinois, Chicago, and a member of the National Cancer Institute's PDQ Cancer Complementary and Alternative Medicine (CAM) Editorial Board in Bethesda, MD,. The Block Center regularly participates in industry-sponsored clinical trials of new drugs, large-scale drug monitoring studies, and research on medical communication and patient perception. The Center's research staff has participated in laboratory and clinical research projects with investigators from a number of universities and clinical centers, including the University of Illinois at Chicago, Bar-Ilan University in Israel, M.D. Anderson Cancer Center, and the Karolinska Institute in Stockholm. The Block Center is currently the only private North American medical center using chronomodulated chemotherapy.