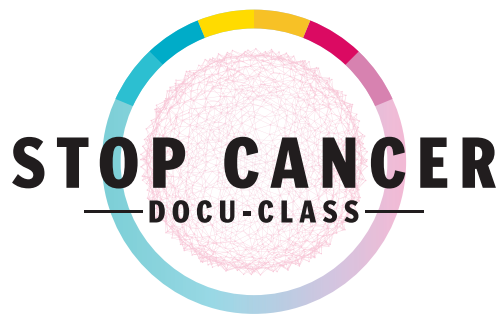


STOP SKIN CANCER



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ABOUT JONATHAN LANDSMAN

As the creator of NaturalHealth365 Programs, I've worked with some of the brightest minds in natural health and science. Having been in the health and fitness industry for over 35 years, I've produced over 500 health programs with over 300 of the finest integrative healthcare providers in the world.



Reaching millions of people, worldwide, I am committed to educating the public about the importance of eating a healthy, organic (non-GMO) diet; consuming high-quality nutritional supplements, as needed and participating in healthy lifestyle habits like, exercise, detoxification protocols and mind/body work, on a regular basis.

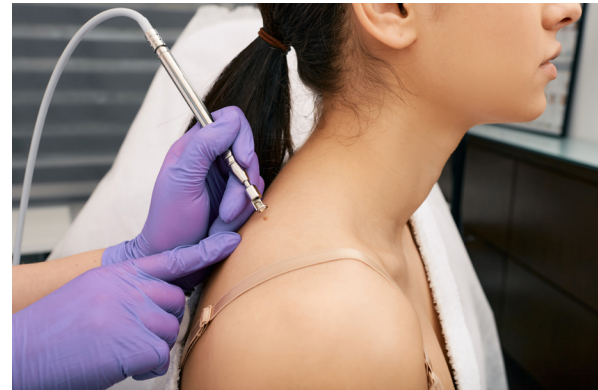
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WARNING: ONE IN FIVE AMERICANS WILL DEVELOP SKIN CANCER

Skin cancer is the most common cancer in the United States, with The American Academy of Dermatologists estimating that 20 percent of Americans will develop the disease at some point in their lives.¹ The most common type, basal cell carcinoma, accounts for 80 percent of the skin cancers in the country.²

Treatment usually takes the form of removal - often by laser therapy, freezing or excision - although if the cancer has spread, it may require treatment with chemotherapy or immunotherapy. While basal cell carcinoma needs prompt diagnosis and treatment, it is a slow-growing type of cancer that is rarely fatal.



Less commonly, another type of skin cancer, squamous cell carcinoma, develops in the epithelial cells that lie on top of the basal cells. As with basal cell carcinoma, this form of skin cancer has a good prognosis if caught early, and removal is the gold standard for treatment. According to the Centers for Disease Control and Prevention, about 4.3 million adults are treated for basal cell and squamous cell carcinomas every year, at a national price tag of \$4.8 billion.³

MELANOMA IS RELATIVELY RARE - BUT POTENTIALLY LIFE-THREATENING

Melanoma, which begins in the melanocytes, or melanin-forming cells, comprises only 1 percent of all skin cancers in the United States. Yet it causes most of the deaths, claiming around 7,600 lives a year.

Because melanoma tends to spread quickly and to migrate to other vital organs of the body, early detection is essential.⁴ In fact, for patients whose melanoma has not spread, the survival rate at five years is an encouraging 93 to 99 percent. If the cancer has metastasized to nearby lymph nodes, however, the five-year survival rate plummets to 68 percent. And, if it has migrated to more distant parts of the body, the 5-year survival rate hovers at a mere 30 percent.⁵

According to an article published in *JAMA Dermatology*, the incidence of melanoma has been rising steadily nationwide over the past 40 years, with the risk of developing the disease changing from one in 78 in 2009 to one in 54 in 2016.⁶

Skin cancer can take a variety of forms, appearing as a bump, nodule, mole, freckle, scaly area, scab or open sore. Experts say that anything changing or unusual on your skin calls for a prompt visit to your dermatologist.⁷

SUN WORSHIPPERS BEWARE: ULTRAVIOLET RAYS IN SUNLIGHT MAY TRIGGER SKIN CANCER

For many, reveling in the bright sunshine and basking on the beach are truly among the greatest joys of summer. While it's hard to believe that something that feels so good could be bad for us, the fact is: studies suggest that the primary cause of skin cancer is excessive exposure to ultraviolet rays, which can cause oxidative stress and damage to skin cell DNA.⁸ The Skin Cancer Foundation reports that 90 percent of nonmelanoma skin cancers - along with 86 percent of melanomas - are associated with ultraviolet light from the sun and from tanning beds.⁹

The good news is that a large variety of natural compounds found in food - including assorted vitamins, minerals, enzymes, fatty acids, polyphenols and plant pigments - can act as antioxidants, meaning they scavenge the damaging free radicals that could otherwise lead to oxidative stress and trigger the development of skin cancer.

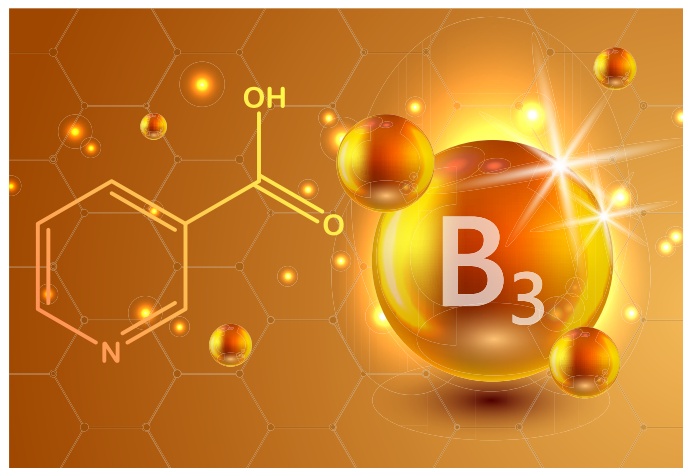
Without further ado, let's put the spotlight on five of the most hard-working antioxidants on the planet, all of which have the potential to bolster the body's defenses against skin cancer - and all of which are available in everyday foods.

“B” PROACTIVE AGAINST SKIN CANCER WITH THE ACTIVE FORM OF VITAMIN B3

Nicotinamide - a term reminiscent of the word “nicotine” - may not sound particularly wholesome or healthy. After all, nicotine in cigarettes is a proven toxin and carcinogen. However, the name is deceiving.

Also known as niacinamide, nicotinamide is actually a beneficial, biologically active form of essential vitamin B3, which is also called niacin. Are you confused yet?! The important thing to remember is that both oral and topical nicotinamide have been shown in studies to help protect against skin cancers by renewing energy supplies in the skin and enhancing the ability of the immune system to repair damage from UV radiation.

In an Australian study conducted at University of Sydney and involving 386 participants, researchers found that patients with a history of basal and squamous cell carcinomas who took 500 mg of nicotinamide twice daily for a year enjoyed a 23 percent reduction in new skin precancers.¹⁰ While there haven't been studies linking nicotinamide with less skin cancer in the general population, many scientists feel this nutrient has protective value for people who have had multiple skin cancers.



Interestingly, nicotinamide may do more than just ward off nonmelanoma cancers. In a review conducted by the same team of researchers and published in *Photodermatology, Photoimmunology and Photomedicine*, the team concluded that nicotinamide may help prevent a far more dangerous type of skin cancer - melanoma - as well.

The researchers credited nicotinamide with multiple mechanisms against skin cancer, reporting that it boosts DNA repair and suppresses the synthesis of pro-inflammatory molecules such as interleukin-6 and tumor necrosis factor alpha. It also causes an increase in the death of melanoma cells, while regulating the activity of sirtuin1, an enzyme involved in cancer

growth. Calling for more studies to investigate the benefits of nicotinamide, the team endorsed the nutrient as a “well-tolerated therapy” and a “promising agent for the prevention of melanoma in high-risk individuals.”¹¹

Nicotinamide is available as a supplement, both by itself and in a formulation with other B complex vitamins. Of course, check first with your integrative doctor before supplementing.

By the way, you can also boost your dietary intake of this vitamin by eating brewer’s yeast, lean meats, eggs, fish, nuts, beets, seeds and legumes.¹² One note of caution, however: although nicotinamide helps to ease damage from UV radiation, it doesn’t change the sunburn threshold - and doesn’t eliminate the need for sensible sunning behavior.



ALERT: COQ10 STATUS IS LINKED WITH MELANOMA OUTCOMES

Melanoma is relatively easy to cure if diagnosed early. However, once it has metastasized, or spread, to other parts of the body, it can be deadly. Sadly, most people diagnosed with melanoma never hear about a study which links low levels of coenzyme Q10 with an increased risk of melanoma metastasis.

CoQ10, or ubiquinone, is a vitamin-like nutrient that affects the expression of genes involved in cell signaling. Not only is it a powerful antioxidant, but it helps the body renew and recycle other important antioxidant, such as vitamins C and E.

In a study published in the *Journal of the American Academy of Dermatology*, researchers assessed CoQ10 levels in 117 patients with melanoma that had not metastasized, along with a control group of melanoma-free volunteers. The team found that lower blood levels of CoQ10 - defined as amounts under 0.6 mg/L - were linked with poorer outcomes for melanoma patients.

In fact, the researchers reported that they were able to predict melanoma progression just by analyzing CoQ10 levels! People with low levels of CoQ10 were a stunning eight times more likely to develop metastasis than those with higher levels, while higher CoQ10 levels almost doubled the amount of time that patients were free of metastasis.

Significantly, of the 17 patients who died of the disease, all had lower CoQ10 levels. None of the patients with higher levels passed away during the study.¹³

Unfortunately, levels of CoQ10 decline with normal aging. Add to that the fact that the average age for skin cancer diagnosis is 65 - and you can see the need for mature individuals to stay topped up on CoQ10!

However, aging isn't the only threat to optimal CoQ10 status. Having a mitochondrial disease, developing cancer and taking statin drugs intended to lower cholesterol can all cause CoQ10 levels to "take a hit."

You can boost your CoQ10 intake with wild-caught salmon and sardines, grass-fed beef and free-range chicken. Vegetarians and vegans can obtain this important nutrient by eating wheat germ, sesame seeds, pistachio nuts and beans.¹⁴ Integrative doctors typically recommend CoQ10 dosages ranging from 100 mg to 300 mg a day - but talk to your integrative healthcare provider before supplementing.

LOOK TO LYCOPENE TO HELP PROTECT SKIN FROM HARMFUL UV RAYS

Lycopene, an antioxidant plant pigment found in tomatoes, has been linked in studies with lower risk of various cancers. Now, in research published in the *Journal of Cellular Biology*, scientists explored the "nuts and bolts" of lycopene's mechanisms against skin cancer.

As part of the study, the team exposed skin cells to high levels of UV radiation, which had the (expected) result of causing cells to hyperproliferate - or grow wildly out of control. Next, the team made an eye-opening discovery: treating skin cells with lycopene before exposure reduced these cancerous changes and encouraged apoptosis - meaning lycopene helped cells regain their potential for pre-programmed death.

In other words, the cancer cells were no longer “indestructible!” Lycopene also helped the nuclei of the cells readjust to a more normal rate of replication. This could almost be likened to bringing a runaway locomotive back under control.¹⁵

It's not surprising that lycopene can help fight oxidative damage from UV rays. As a natural pigment, lycopene's job is to protect tomatoes and other plants against the withering effects of sun damage.

Studies show that it may be able to extend the same courtesy to human skin. In a placebo-controlled study published in the *British Journal of Dermatology*, researchers found that patients who regularly ate tomato paste for ten weeks were 40 percent less likely to get sunburned!¹⁶

Of course, one can't just gobble tomatoes and expect to be fully protected from sunburn. Sensible sun protection is still a wise move. That said - it's encouraging to know that lycopene has measurable abilities to protect against some of UV light's skin-damaging effects!

While tomatoes are the primary source of lycopene for most Americans, this plant pigment can also be found in a variety of mouth-watering fruits and vegetables, including red peppers, pink grapefruit, guavas, papaya and watermelon. If you prefer your tomatoes cooked, it's good to know that heating does not detract from their antioxidant value - and may even enhance it, especially if you simmer them at low heat and add a healthy fat, like olive oil, to the mix.

More good news: if you crave green or yellow tomatoes - no worries. Surprisingly, these have been found to be just as rich in disease-fighting lycopene as their ruby-red counterparts. Just be sure to choose organic



tomatoes - and consume them with a fat-rich food for maximum absorption of carotenoids.

Lycopene is also available in supplementary form. While natural healers typically advise serving sizes between 2 mg to 30 mg a day, check first with your integrative doctor before supplementing.

VITAMIN C – THE ULTIMATE ANTIOXIDANT VITAMIN MAY HELP TREAT BASAL CELL CARCINOMA

Vitamin C, a water-soluble essential nutrient, has such potent antioxidant, anti-inflammatory and immune system-boosting effects that it is sometimes referred to as “the muscle of the immune system.”

When it comes to addressing cancer, natural health experts have long maintained that vitamin C is selectively toxic to cancer cells, while leaving healthy cells unharmed. Over 50 years ago, noted high-dose vitamin C pioneer Dr. Frederick R. Klenner reported success with vitamin C, maintaining that a 30 percent ointment of vitamin C was effective against small basal cell epithelioma.¹⁷

According to the International Society for Orthomolecular Medicine, you can make your own vitamin C paste for application. Simply mix a half a teaspoon of vitamin C powder with enough water to make a paste, then apply to the lesion several times a day with a cotton swab. Of course, you should never use vitamin C to address basal cell carcinoma - or any other medical condition - unless you are under the care of a qualified physician for diagnosis, guidance and follow-up.

When it comes to the preventive value of vitamin C, multiple studies have linked higher levels with lower risk of cancer deaths. Naturally, the question remains: how much vitamin C should you strive for as part of your daily anticancer health routine?

While the Institutes of Medicine currently recommends a paltry 75 mg to 90 mg per day of vitamin C for adults,



natural health experts insist that this amount (the bare minimum the body needs to prevent serious deficiencies) is laughably low, and completely inadequate for optimal health. Many natural healers recommend vitamin C serving sizes of 1,000 mg to 2,500 mg per day - and beyond.

While higher amounts of vitamin C (up to 10,000 mg or more) have not been implicated in any serious adverse effects, large amounts of this water-soluble vitamin can cause gastrointestinal upset in some people. If that happens, simply take less, on a regular basis. Of course, consult your trusted integrative doctor for guidance on vitamin C supplementation.

You can also ramp up your levels of vitamin C by eating healthy amounts of organic citrus fruits, bell peppers, strawberries, broccoli and kiwifruit.

NATURAL PARTNERS: QUERCETIN TEAMS UP WITH VITAMIN C IN AN ANTI-INFLAMMATORY “BUDDY ACT”

Quercetin, an antioxidant flavonoid found in fruits and vegetables, is frequently advised by natural healers to reduce the risk of chronic inflammation, autoimmune conditions and allergies. Because quercetin and vitamin C help to renew and recycle each other in the body, people who supplement with vitamin C may want to consider combining it with quercetin.

In a study published in *Journal of Research in Medical Science*, researchers found that quercetin and vitamin C together were more effective than either nutrient alone in cutting levels of pro-inflammatory compounds. Even more significantly - when it comes to addressing cancer - researchers report that quercetin inhibits the production of inflammatory cytokines by blocking the effects of a cellular mediator known as NF-kappaB - which has long been linked with both cancer and chronic inflammatory diseases.¹⁸



In addition, quercetin has been shown in cell studies to suppress cancer cell proliferation, promote cancer cell death, and minimize DNA damage. In one study conducted by the prestigious Cleveland Clinic, researchers found that quercetin - in conjunction with curcumin from turmeric - caused significant reductions in the size and quantity of precancerous colon polyps.¹⁹

You can boost your dietary intake of quercetin with healthy amounts of apples, onions, peppers, citrus fruits, grapes and green and black tea. For maximum benefit, opt for organic and GMO-free varieties whenever possible.

In a study published in the peer-reviewed *Journal of Agricultural and Food Chemistry*, researchers found that organic tomatoes contained an impressive 70 percent more quercetin than conventionally grown samples!²⁰

EXPERTS SAY: ‘A HEALTHY DIET LOADED WITH ANTIOXIDANTS IS PROTECTIVE AGAINST CANCER’

In addition to nicotinamide, CoQ10, lycopene, vitamin C and quercetin, other anticancer dietary antioxidants include vitamins E, D and A, zinc, selenium (an antioxidant mineral), beta-carotene, sulforaphane (from cruciferous vegetables) and omega-3 fatty acids.

For a diet that really “pulls it all together” and offers up a wealth of cancer-fighting macro- and micronutrients, integrative and conventional doctors alike (in a rare moment of concordance) praise the Mediterranean diet as among the most effective. This healthy cuisine features cruciferous and green leafy vegetables; abundant amounts of fresh, high-fiber citrus fruits and melons; antioxidant herbs such as basil, oregano and rosemary; foods high in healthy monounsaturated fats such as olives, olive oil and avocados.



Deborah S. Sarnoff, MD, a clinical professor of dermatology in the Ronald O. Perleman Department of Dermatology at NYU School of Medicine, calls the Mediterranean diet a “power regimen” that combines a wealth of anti-cancer nutrients.²¹

Often said, the “proof is in the pudding” or, more accurately, in the lab results.

According to an article published in the Skin Cancer Foundation Journal, a, eye-opening study involving 600 participants showed that people who followed a Mediterranean diet cut their incidence of melanoma in half ... especially when compared to those who didn't follow the Mediterranean diet.

HOW TO LOWER YOUR CANCER RISK WITH NATURAL TECHNIQUES

In addition to undergoing a twice-yearly full-body skin exam, many experts advise using sun protection, in the form of long-sleeved shirts, sun hats and sunglasses - and applying a broad-spectrum SPF15 sunscreen every two hours.

It should be noted: some natural health experts consider the use of sunscreen to be a “double-edged sword.” While it may protect against UV radiation, it can also interfere with the synthesis of vitamin D, which is produced in the skin in response to sunlight. In fact, a huge body of research shows that vitamin D is strongly associated with protection from cancer.

For better guidance on this topic, we suggest talking to a well-qualified health coach or physician who has a good understanding about your health condition and lifestyle habits.

Incidentally, many natural health experts advise getting 20 minutes of direct sunlight several times a week, coupled with sensible sun protection the rest of the time.



Other common-sense steps to prevent cancer include minimizing exposure to air pollution and environmental toxins, avoiding harsh synthetic chemical cleaners, sharply reducing or eliminating alcohol, bypassing highly processed foods and avoid smoking. Of course, exercising regularly, maintaining healthy weight and getting sufficient sleep should also be a part of your anticancer lifestyle.

Just don't forget, the most important weapon in your skin cancer-fighting toolbox is a healthy, antioxidant-rich, colorful organic diet. Or, as some put it: "the rainbow diet."

Eat better, starting today and enjoy a cancer-free life.



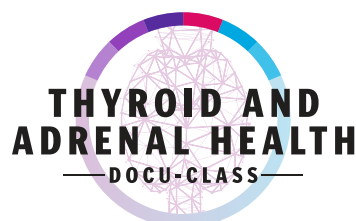
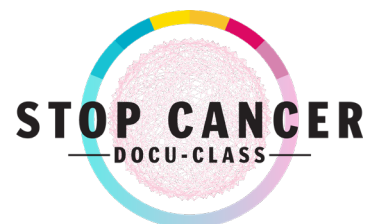
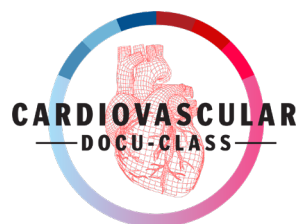


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