



"I had Stage 4 melanoma"

"Within about three weeks of using paw paw I could feel a difference in my lungs."

page 2



"My quality of life has been restored"

"The results from taking paw paw have been unbelievable. The oncologists are thrilled."

page 3



Herbal remedy comeback

The WHO reports, "80 percent of people rely on herbal medicines."

page 4



WELLNESS REPORT

Paw Paw: Nature's Anti-Cancer Answer

Science and widespread use speak to paw paw's unique benefits



Jerry McLaughlin, Ph.D.

Cancer is a disease that affects more than 10 million Americans. It has no boundaries and does not limit itself to a certain age, sex or race. A look at the following statistics reveals just how devastating its toll has become:

There are several standard cancer treatments. Three of the most common are chemotherapy, radiation and surgery. Each of these treatments has side effects, although chemotherapy generally produces the most noticeable side effects of hair loss, GI bleeding, bone marrow depression, infection and the induction of new cancers.

Jerry L. McLaughlin, Ph.D., an Emeritus Professor of Pharmacognosy from Purdue University, has extensively studied cancer and related treatments. For 20 years he obtained and screened more than 3,500 species of plants during a study supported by the National Cancer Institute. During this time he came across the North American paw paw tree and began to focus his research on the unique qualities of this plant and the effect it has in stopping the progression of cancer.

The paw paw tree, *Asimina triloba*, grows in the eastern United States. In the Midwest the tree's fruit is called the Indiana Banana because the ripe fruit tastes like banana custard. Paw paw is not new to the health field. In fact, in 1898 Eli Lilly

sold a fluid extract of the paw paw seeds as an emetic—a substance that induces vomiting!

During his research, Dr. McLaughlin learned many important facts about the paw paw tree. He found that the twigs of the tree contained the most potent, active substances. Collecting the twigs is an easy process and is desirable because it allows the tree to survive. Dr. McLaughlin soon found that the time of collection was very important. If the twigs were collected in the wrong months of the year, they lacked potency. Therefore the months of harvest became a factor in the strength of the product.

In his research, Dr. McLaughlin found four mechanisms by which paw paw regulates cells. The very ability to regulate what takes place at the cellular level is what makes paw paw a means of fighting cancer and other cellular anomalies.

Dr. McLaughlin tracked more than 100 cancer patients who used paw paw in a one-year period. These patients had tumors representing many different kinds of cancer. Two of the most promising results noted were significant reductions in tumor sizes and a significant reduction in tumor antigen levels. Another benefit was that people complained of very few side effects. Two people reported nausea and vomiting, and one person complained of itching, but many patients reported "increased energy" as a result of using paw paw. Of those patients who were undergoing chemotherapy, some reported no hair loss, no bone marrow depression and no GI bleeding. Patients suffering from cold sores,

Cancer Statistics

- One in two men and one in three women will be diagnosed with cancer at some point.
- 1.3 million new cases of cancer are diagnosed each year.
- More than one million new skin cancer cases are diagnosed each year.
- 77 percent of the people diagnosed with cancer are 55 years of age and older.
- 556,500 deaths each year are cancer related. This accounts for one out of every four deaths in the United States.
- The five-year relative survival rate for all cancers worldwide is 62 percent.

The American Cancer Society

shingles, toenail fungus, acne, athlete's foot, eczema and psoriasis also experienced benefits.

The results of this study are very promising. Now, people who suffer with cancer can turn to paw paw, a natural and effective alternative, to supplement their current courses of treatment. ■

This information is for educational purposes only and is not intended for the mitigation, cure or treatment of medical conditions.



What Are Acetogenins?

Natural products from the plants of the family *Annonaceae*, collectively called acetogenins, are very potent compounds that positively affect cellular function. Acetogenins are known to regular ATP production, and also positively modulate DNA and RNA in the cell. Moreover, acetogenins slow the growth of blood vessels that are crucial to the growth of tumors.

How Does Paw Paw Work?

Discover the properties behind this common tree

What if someone told you the tree in your backyard might hold a key to helping fight cancer? Would you believe it? Well, a small, cone-shaped tree native to eastern North

America has demonstrated impressive potential in regulating cellular health. It is called the paw paw tree. A recent clinical study with more than 100 participants reported that an extract from the paw paw tree, which contains a mixture of acetogenins, might support the body's cells during periods of cellular stress.

WHAT ARE ACETOGENINS?

ATP, or adenosine triphosphate, is the main source of energy for cells in the body. Acetogenins are active compounds that affect, or modulate, the production of ATP in the mitochondria (the powerhouse) of the cell.

WHERE ARE THEY FOUND?

The most potent available source of acetogenins is the paw paw tree *Asimina triloba*. This tree is native to the eastern United States. Although

acetogenins are found throughout the paw paw tree, the twigs contain the most concentrated amount, especially if harvested during the time when they are most biologically active.

HOW DO THEY WORK?

The energy-inhibiting properties of acetogenins help regulate specific cells in four ways:

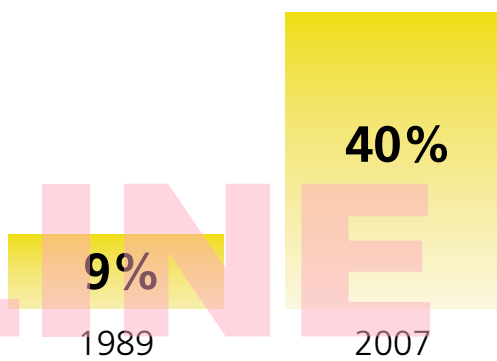
MODULATE THE PRODUCTION OF CELLULAR ENERGY. All cells use energy. Some cells require significantly more energy than other cells. The major source of energy for cells comes in the form of ATP. Because acetogenins modulate the production of ATP in the mitochondria, some cells that are programmed to replicate and metabolize up to 17 times the speed of other cells do not thrive in the presence of acetogenins. Certain cells are particularly susceptible to the effects of acetogenins, while hearty cells remain unaffected.

What is Paw Paw? — Continued on page 3

More People Using Alternative Cancer Therapies

Surveys from the American Cancer Society made in 1989 found that 9 percent of cancer patients were using one or more alternative treatments. Surveys done only 18 years later, in 2007, showed that 40 percent of American cancer patients used alternative therapy.

Sources: Ralph W. Moss, Ph.D.,
The American Cancer Society, NHS



"Paw Paw Works Better than Anything I've Ever Tried!"



by Name Here

"I use Paw Paw for my horses regularly as an antiparasitic. I give them three capsules of Paw Paw along with two Black Walnut capsules for one week every two months. This is a preventative for parasites. I have the horses checked for parasites and they are clear. I also make a salve and use it for many things, such as to get rid of the fungus on the front of the geldings' legs. Paw paw works better than anything I have ever tried!" ■

Prostate cancer improvement

by Harold Everhart

"In May 2002 I had a very high reading for prostate cancer. The doctor called me in and said we needed to do a biopsy. After analyzing it, he reported that there were some abnormal cells there. Six months later, in October 2002, my count was still at 10, and I had another biopsy. Still no help. 'I want to watch that,' the doctor said, 'because you might have cancer.'

"Then in April I was introduced to paw paw. I started taking four capsules a day. When I returned to see my doctor in May, my count was at 6. My doctor wheeled around and said, 'What's going on? That's an IMPROVEMENT! I'll just see you in six months.'

"I used to have to get up two or three times a night because of the pain, but now I experience none of that. None! It's very seldom that I have to get up in the night. I am very happy with the results. The paw paw has helped me be able to do what I want again, and I hope it can help others, too." ■



"I had Stage 4 melanoma"



by Eddie Durmon

"I had Stage 4 melanoma skin cancer on my arm. After the doctor removed it, I was checked for one year, and luckily it didn't show up again. Shortly afterward, I experienced some heart problems. I went to the ER and they took X-rays that showed a mass in my lungs. I went to a cancer specialist for more testing. The cancer had affected my lungs and my lymph nodes. The doctor said it would be very difficult to get a biopsy on the lump and that it was inoperable.

"Within a month I was having a hard time breathing. I felt that I was getting worse. My wife knew an herbologist who had me begin taking some herbs including paw paw. Within about three weeks I could feel a difference in my lungs, and now I feel completely better. I can ride my bike more than one mile, and I have no trouble breathing. I also have increased energy and stamina. I am so grateful that I found paw paw!" ■

Update on paw paw from KSU

Dr. Kirk W. Pomper works at Kentucky State University with the Horticulture Research Program. KSU has the only full-time paw paw research program in the world. Dr Pomper took over this program in 1998 and is currently researching more than 500 paw paw leaf samples from trees at a dozen sites in Kentucky and 270 trees in 17 other states. The purpose is to learn more about the paw paw DNA, which is extracted from the leaves. The paw paw tree grows in 26 states in the eastern United States and produces a uniquely flavored fruit. According to Dr. Pomper, "The fruit has a powerful aroma and almost tropical flavor, resembling a combination of banana, mango and pineapple." In fact, the paw paw fruit has been used in fruit juices, ice creams, yogurts and baked goods. Dr. Pomper continues, "The fruit is also very nutritious, being higher in some vitamins, minerals and amino acids than apples, grapes and peaches." In his research, Dr. Pomper has found that "natural compounds (annonaceous acetogenins) in the paw paw's leaf, bark and twig tissues possess anticancer properties." ■

Diet, paw paw and attitude decrease PSA

by Richard Colbum



"In December 2001 an examination and PSA test (6.5) revealed that I had an enlarged prostate. In January 2002 a biopsy showed that I had prostate cancer. I had a second opinion, and an ultrasound test confirmed prostate cancer. This was in February 2002.

"After I realized the major cause was that I was eating too much protein and under a great deal of stress for more than ten years, I went on a self-imposed diet. With some research I chose to eat less meat and dairy and very little coffee, red wine, beer or sweets. I ate

more garlic, green leafy vegetables, green tea, tomato sauce and more water, and I started taking vitamins and mineral supplements. I also added EFA capsules, saw palmetto and pumpkin seeds to my diet.

"I had difficulty finding a medical doctor I could have faith in and who would work with me as a partner in my health. But I finally found one close to home in January 2003. A PSA test at that time revealed an increase to 7.7.

"I was getting worried and knew then that I must be more aggressive in my approach to healing. I had the good fortune of meeting a Nutritional Consultant in the health food store named Karen Melone. She immediately put me on a more restrictive diet and a program including paw paw. The protocol recommended paw paw and supportive products. A vegan diet was recommended with no alcohol, sugar, coffee, black tea, black pepper or any processed foods. I still occasionally eat fish, fowl, meat and sugar, but not nearly as much as I did before.

"After two months on this program, my doctor called me with my current PSA reading of 5.9. He was happy to give me the GOOD NEWS. I am currently still on the program and feeling very good. None of the original symptoms of pain, frequent urination or anxiety exist anymore. I feel good about my decision to pursue an alternative course of action in treating my prostate cancer." ■

“My quality of life has been restored”

by Vicki Glidden

“In 1996 I was diagnosed with breast cancer. A lumpectomy followed, and my lymph nodes were removed through a series of 20 radiation treatments. In January 2000 the cancer returned in the form of bone cancer in my right hip. Again, a series of radiation treatments were performed. In September 2002 the bone cancer returned to do more damage. This time it attacked my lower spine completely, destroying the L4 vertebra and fracturing the L5 vertebra. The treatment this time was chemotherapy prescribed by oncology, then radiation to the spine. Also, a new product called paw paw was added to my treatment.

The results from taking paw paw for the last 10 months have been unbelievable. The oncologists are thrilled. Because the cancer cells have been deprived of growth, and therefore contained, in a sense, my bones have not been damaged any further. Being on paw paw has given me more energy, endurance and stamina once again. Because of this powerful herb, my quality of life has once again been restored.” ■

Paw paw helping with Multiple Sclerosis

by Laura Lewarm

“In 1995 I was diagnosed with Multiple Sclerosis. I did pretty well with it for three years until my doctor strongly advised me to start drug therapy. After starting the daily injectable shots in 1998, I went downhill fast. Within four months I was walking with a cane part time. After a year of this torture I walked with a cane full time. One day when I woke up and went to get my shot ready, I cringed and said, “No more.” I got up and threw it in the trash.

“I knew that I had to find some alternative to drug therapy. I learned a little bit about a product called paw paw. It is used for cellular regulation, but it also has anti-parasitic and antiviral properties. So, I decided to test the theory about MS being viral. After being on paw paw for only three days, the tremor in my right hand was reduced about 90 percent. Three weeks later my handwriting was almost back to normal. This lasted for about two months, and then the tremor returned slightly. It isn’t nearly as bad as it was, and I am still very hopeful that paw paw will have some effect in fighting this disease.” ■



PSA drops to 1.7 with paw paw

by Paul Olson

“I was diagnosed with prostate cancer in April 2002. An elevated PSA (4.5) was picked up on a routine annual physical. A biopsy revealed a Gleason grade 2 cancer. I elected to have external beam radiation treatment and HDT brachytherapy.

“Then some good friends told me about paw paw and recommended that I talk with Dr. Jerry McLaughlin. Dr. McLaughlin just happened to be a patient of mine (I am an ophthalmologist), and he got me started on paw paw. I used paw paw for the majority of the last year. It helped me to regain my strength, and my PSA dropped to 1.7. I feel great, and I attribute much of my success to paw paw. I will continue to take paw paw for my future health and well-being. I am grateful to Dan and Jerry for their friendship, help and devotion to developing and making accessible this wonderful anti-cancer adjunctive treatment.” ■

What is Paw Paw?

Continued from page 1

HELP MODULATE THE GROWTH OF BLOOD VESSELS NEAR SPECIFIC CELLS. Cells need food and oxygen to grow. Blood vessels are formed to supply this need. This new vessel growth (angiogenesis) requires ATP, so ATP reduction affects the growth of new vessels that in turn nourish the concentrations of specific cells.

ENHANCE THE EFFECTIVENESS OF COMMON MEDICAL TREATMENTS FOR CELLULAR DAMAGE. Abnormal cells are often able to recognize and reject familiar chemicals. This often makes them resistant to continued common treatments because when the chemical enters the cell, the cell pumps the chemical back out before it delivers its desired effect. This pump is dependent upon ATP. The pump will stop when its supply of ATP dwindles. If the chemical can stay in the cell, the treatment will be more effective.

REDUCE THE AMOUNT OF MATERIALS NEEDED FOR CELL DIVISION. ATP is an essential precursor to DNA and RNA—the “blueprints” that dictate all the actions and structure of the cell. Without the duplication of DNA and RNA, cells cannot divide. Because ATP is an essential building block of DNA and RNA, lowered levels of ATP affect rapid cell growth. ■

Information taken from “Special Report: The Paw Paw Tree and Cellular Health” by Courtney Hammond

Condition of patients improves with paw paw

Some of the most encouraging paw paw results are coming from doctors who suggest that patients add paw paw to their current health regimens. One of these doctors is Dr. James Forsythe, an oncologist who practices in Nevada. Dr. Forsythe shares case studies of three patients who have experienced improvement while using paw paw.

“One participant named Anna has stage four breast cancer. Within just six weeks of taking the paw paw she saw a 50 percent reduction in tumor markers as measured by blood tests. Also, the size of the tumor was reduced significantly. Since she did not change any other treatment protocol, I was convinced that the paw paw was instrumental in improving the condition of her cancer.

“A second participant named Ed has stage four lung cancer. He went through two years of chemotherapy, but the lung cancer was resistant. Within two months of taking paw paw Ed’s tumor markers also improved, and he experienced a weight gain of five pounds. Before taking the paw paw he was either bedridden or in a wheelchair. Ed’s health has improved to the point that he is now able to walk on his own.

“The last participant, Byron, has Stage 4 prostate cancer, which spread to other parts of his body. Within six weeks of using paw paw there was a distinct reduction in the tumor masses. A CT scan showed a 25 percent reduction in the tumors. Byron is now in stable condition.” ■



Paw paw helped decrease tumor markers

by Yvonne Lee

“I have been fighting breast cancer for four years. I was 48 years old when my Stage 4 breast cancer was first discovered. In January 2003 I had an appointment with my oncologist who informed me that my blood work indicated an elevated tumor marker (CA count) of 177. I asked her what I could do, and she suggested that I begin chemotherapy every 21 days. So I did.

“After the first chemo treatment, my blood work indicated another increase in the CA count. Immediately, I went to talk with my sister, Gloria Long, who is very knowledgeable about herbal supplements. She informed me of a product called paw paw and suggested that I speak with a doctor who was familiar with the product and using it in his practice. The information I received gave me enough confidence to start incorporating paw paw into my diet four times a day.

“Since I started using paw paw and a few other herbal supplements along with the chemotherapy, my CA count has decreased each month from January to July. It started at 177 and on July 22, 2003, my CA count was 25.1! An average CA count is 37.5.

“There was also a nodule on my lung that had disappeared. It was obvious that my doctor was surprised by this because she asked me three times that day if I was on any other medications. I told her that I was only taking my herbal supplements, which included the paw paw. She then said that she was discontinuing chemotherapy because my CA tests were normal now.

“I truly believe that the paw paw and other herbal supplements were instrumental in lowering my tumor markers and in the disappearance of the nodule in my lung. These natural remedies coupled with my faith in God are what made the difference.” ■

ONLINE PREVIEW

The Research on Paw Paw: Study Snapshots

Dozens of studies have investigated the potential benefits of paw paw. The following are overviews of two of these studies:

Study #1

JOURNAL TITLE: *Journal of Natural Products*. 2010 May 28;73(5):956-61.

STUDY TITLE: "The alternative medicine pawpaw and its acetogenin constituents suppress tumor angiogenesis via the HIF-1/VEGF pathway."

RESEARCH INSTITUTION: Department of Pharmacognosy and Research Institute of Pharmaceutical Sciences, University of Mississippi

WHAT THE FINDINGS SHOW: This study from the University of Mississippi found that paw paw extract was able to slow the formation and growth of blood vessels in tumors. This action slows the growth of tumors. The researchers stated that the paw paw therapy "constitutes a novel mechanism of action for these anticancer alternative medicines."

Study #2

JOURNAL TITLE: *Phytochemistry*. 1993 Jul;33(5):1065-73.

STUDY TITLE: "Biologically active acetogenins from stem bark of *Asimina triloba* (paw paw)."

RESEARCH INSTITUTION: Department of Medicinal Chemistry and Pharmacognosy, School of Pharmacy, Purdue University

WHAT THE FINDINGS SHOW: This study analyzed the bioactive acetogenin compounds from paw paw bark, determining that several of the compounds were present. The researchers also stated that "these acetogenins have potent cytotoxicities against the human tumor cell lines of A-549 (lung carcinoma), MCF-7 (breast carcinoma) and HT-29 (colon adenocarcinoma)."

Herbal Remedy Comeback

Many years ago it was common, and even practiced advice, to eat plenty of fruits and vegetables to maintain optimal health. The old adage, "An apple a day keeps the doctor away" was believed and followed. However, we live in a time when simply eating a balanced diet may not keep the doctor at bay. As the pace of living has accelerated, many facets of life have been affected. To keep up with the changing dynamics, increased research and discovery has taken place. One of the most promising fields today is medical research. As the years have progressed, people have come to rely on medical advances. We remember less and less the traditional medicinal practices of years past and instead lean more toward a conventional approach.

In recent years, however, increasing numbers of people have begun to seek natural alternatives instead of traditional health care. Homeopathy is undergoing a resurgence of popularity. According to the World Health Organization, 80 percent of people rely on herbal medicines (Louise Tenney, *The Encyclopedia of Nature Remedies*). This trend is becoming more popular because there are many nutrient-rich foods and supplements that can help the body find and establish optimal health.

However, using a homeopathic remedy does not always bring the quick results we have become used to in our fast-paced world. Healing may require time as the body begins to repair itself. By adding nutrients and herbal supplements to a nutritious daily diet, the body can begin to heal itself. ■



For additional copies of this newspaper, call 1.888.225.6601 or visit www.NaturesTools.com.

©Copyright 2011 Sound Concepts. These statements have not been evaluated by the FDA. These programs and products are not intended to diagnose, treat, cure, or prevent any disease. Always consult your physician or health care professional before starting this or any other health or fitness program. If you are under the age of 18, pregnant, lactating, or have any other medical condition, please consult a physician before use. Discontinue use if any allergic reaction occurs. KEEP PRODUCTS OUT OF THE REACH OF CHILDREN.

ONLINE PREVIEW

15 REASONS to try Paw Paw

- 1. REGULATES HEALTHY CELL FUNCTION.** Paw paw has been shown in studies and through anecdotal evidence to regulate the function of cells.
- 2. PROTECTS CELLULAR INTEGRITY.** Paw paw may also protect the integrity of cells, thereby protecting them from abnormal growth and cell division.
- 3. PROVIDES ANTI-CANCER ACTIVITY.** Studies suggest that paw paw possesses distinct anti-cancer capabilities. While more research is needed, thousands of people have successfully used paw paw in this regard.
- 4. SUPPORTS HEALTHY IMMUNE FUNCTION.** The immune system is crucial to protecting the body from cancer and other conditions. Due to its anti-cancer properties, paw paw supports immune activity.
- 5. SUPPLEMENTS DRUG THERAPY.** Many cancer patients have reported a lessening of side effects from their drug or radiation therapies while using paw paw.
- 6. IS SAFE AND NON-TOXIC.** Thousands of consumers have used paw paw with no serious deleterious side effects.
- 7. IS NATURE'S RICHEST SOURCE OF ACETOGENINS.** These unique compounds bioactively affect, or modulate, the production of ATP in the mitochondria (the powerhouse) of the cell. They modulate the production of cellular energy, regulate growth of blood vessels near specific cells, and improve cell division.
- 8. IS SUPPORTED BY CENTURIES OF TRADITIONAL USE.** The use of the paw paw fruit has been described as far back as the late 1500s. It was also used by Native Americans before that.
- 9. IS SUPPORTED BY MODERN SCIENCE.** Numerous studies have demonstrated beneficial properties of paw paw and its use in improving overall health.
- 10. ENDORSED AND RECOMMENDED BY HEALTH PROFESSIONALS.** Numerous health professionals, including medical doctors, have used paw paw and recommend it to their patients and others.
- 11. IS A RICH SOURCE OF NUTRIENTS.** Paw Paw contains various minerals, vitamins, antioxidants, fiber and other beneficial compounds.
- 12. ENHANCES DIGESTIVE HEALTH.** Evidence suggests that paw paw may enhance gastrointestinal function in variety of ways. It appears to improve digestive complaints, soothes gastric ulcers and may help stimulate the purging of parasites and worms within the GI tract.
- 13. IS RICH IN DIGESTIVE ENZYMES.** Paw Paw contains papain, an enzyme that assists in the breakdown of food.
- 14. MAY IMPROVE SKIN HEALTH.** Paw Paw may help tighten and firm skin due to its enzyme content. Many users have reported improvement in skin appearance.
- 15. SUPPORTS HEALTHY BLOOD SUGAR LEVELS.** At least one study has found that paw paw may help keep blood sugar levels within healthy ranges. ■

For more information about Paw Paw, please contact: