



FOR IMMEDIATE RELEASE

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New Cancer Treatment Techniques Offer Hope to Patients Fighting Deadly Tumors

Dr. Mark Rosenberg, Medical Director of the Institute for Healthy Aging and Director of the Integrative Cancer Therapies Fellowship with the American Academy of Anti-Aging Medicine, announced the preliminary findings of a novel technique for treating advanced-stage cancer. Using a process that Dr. Rosenberg calls, "Cancer pH Manipulation Therapy," he was able to completely normalize tumor markers in four weeks in a patient with metastatic endometrial carcinoma without the use of chemotherapy. Dr. Rosenberg has begun treating a second patient with this therapy, who has been diagnosed with stage IIIC primary peritoneal carcinoma. Her tumor marker had been rapidly rising prior to Dr. Rosenberg's treatment. Using his protocol, Dr. Rosenberg achieved a 40% reduction in tumor markers in just two weeks.

Dr. Rosenberg reports, "My findings are of course preliminary, but I do believe that this protocol is the most exciting treatment that I have ever seen for the treatment of advanced-stage cancers. Chemotherapy is insufficient because it does not affect cancer stem cells. My treatment, theoretically, will treat cancer stem cells, as well as non-stem cells. If we can truly kill the cancer stem cells, we are not just talking treatment, but rather we are talking cure. Even if this is not a cure, this protocol may induce remissions that may be used repeatedly as needed, without inducing resistance."

Dr. Rosenberg's treatment targets cancers that feed on glucose, and process the glucose through a mechanism known as glycolysis. Most cancers (both stem cells and non-stem cells) rely more heavily on glycolysis relative to normal tissue. The end product of glycolysis is lactic acid. Based on Dr. Rosenberg's in-vitro study at University of Miami, he developed an oral protocol which blocks three mechanisms that cancer cells use to efflux lactic acid. Effluxing lactic acid is essential for the cancer cells to prevent apoptosis (programmed cell death); in addition, as the cancer cells efflux lactic acid and acidify their extracellular milieu, the resulting acidity promotes the aggressiveness of the cancer. After Dr. Rosenberg ensures that the acid pumps are blocked, he literally feeds the cancer cells by infusing high dose glucose. As the cancer cells feed, they create lactic acid that is unable to be pumped out of the cells. In Dr. Rosenberg's words, "the more they eat the faster they die."

Dr. Rosenberg will be sharing his findings at the **Fellowship in Integrative Cancer Therapies taking place March 10-13, 2011 in Boca Raton, FL**. The American Academy of Anti-Aging Medicine (A4M) will host **Module V: Non-pharmacologic Complementary Therapies in Cancer Therapy March 10-11 and Module VI: How to Manage an Integrative Cancer Practice March 12-13**.

Help your patients avoid cancer as nearly half may be diagnosed with the disease during their lifetime and more than 50% of cancers can be prevented. All healthcare practitioners, regardless of specialty, can benefit from the Fellowship in Integrative Cancer Therapies. The knowledge gained from attending this Fellowship will allow practitioners to provide improved cancer treatments, allowing a better quality of life for cancer patients. In addition, practitioners will learn "cutting edge" therapies, like the Cancer pH Manipulation Therapy that Dr. Rosenberg discovered.

For more information on the upcoming Fellowship, call 1-888-997-0112 or email info@a4m.com

About the American Academy of Anti-Aging Medicine (A4M):

The American Academy of Anti-Aging Medicine, Inc. ("A4M") is a non-profit medical society dedicated to the advancement of technology to detect, prevent, and treat aging related disease and to promote research into methods to retard and optimize the human aging process. A4M is also dedicated to educating physicians, scientists, and members of the public on biomedical sciences, breaking technologies, and anti-aging issues. A4M believes that the disabilities associated with normal aging are caused by physiological dysfunction which in many cases are amenable to medical treatment, such that the human lifespan can be increased, and the quality of one's life enhanced as one grows chronologically older. A4M seeks to disseminate information concerning innovative science and research as well as treatment modalities designed to prolong the human lifespan. Anti-Aging Medicine is based on the scientific principles of responsible medical care consistent with those of other healthcare specialties. Although A4M seeks to disseminate information on many types of medical treatments, it does not promote or endorse any specific treatment nor does it sell or endorse any commercial product.

SOURCE: The American Academy of Anti-Aging Medicine (A4M), Boca Raton, FL

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