

C for yourself

and the

Vitamin C
Foundation

Cancer & Vitamin C Proposal

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Nutrition provides the raw materials to maintain our health and to support our system's ability to resist disease. Members of Cforyourself.com and the Vitamin C Foundation (<http://www.vitaminfoundation.org>) strongly believe that the nutritional requirement for vitamin C (also known as ascorbic acid) is of particular importance and that the level of vitamin C to promote optimum health is significantly higher than is generally understood and accepted. Chronic vitamin C deficiency, as experienced by the vast majority of Americans, is the root cause or a significant contributor to:

- Cancer
- Cardiovascular disease
- Stroke
- The inability to fight both viral and bacterial infections
- Spinal disc herniations
- Many eye conditions including senile cataracts, glaucoma, floaters and iritis
- Sudden Infant Death Syndrome

Thousands of studies and volumes of clinical evidence support the value and safety of vitamin C supplementation. It is our opinion that the public's lack of knowledge concerning the value of large quantities of this vital nutrient is more a problem of presentation than research. While the scientific case for vitamin C is excellent, it is often obscure, hard to read and sometimes only understood by competent scientists such as two-time Nobel prize winning chemist and vocal advocate of vitamin C supplementation Linus Pauling. In this proposal, we describe our plan to present incontrovertible visual evidence that rises above mind numbing charts and statistics to make a powerful case that is easily understood.

We intend to "present" this life-enhancing and life-saving information by recording and subsequently publicizing high-dose vitamin C's therapeutic effectiveness against cancer in a "before and after" fashion. In a sense it is a new paradigm for medical science, to show the before and after results on video. A way to provide the results of science so ordinary people can understand them.

This acceptance by the general public could lead to an astounding increase in health and wellness and a similarly dramatic decrease in disease and its associated social and economic costs.

In order to produce and publicize the proper clinical evidence, we anticipate a two-year, two phase project requiring approximately \$350,000.

Background – Vitamin C and the Treatment of Cancer

Vitamin C plays a significant role in our daily fight against cancer. Due to its importance to the development of immune system cells and as the foremost component in the body's antioxidant arsenal, vitamin C is crucial as a first line of defense to prevent mutated cells from ever multiplying into overt cancer. If cancer does get a foothold, high-dose vitamin C still plays at least three substantial roles:

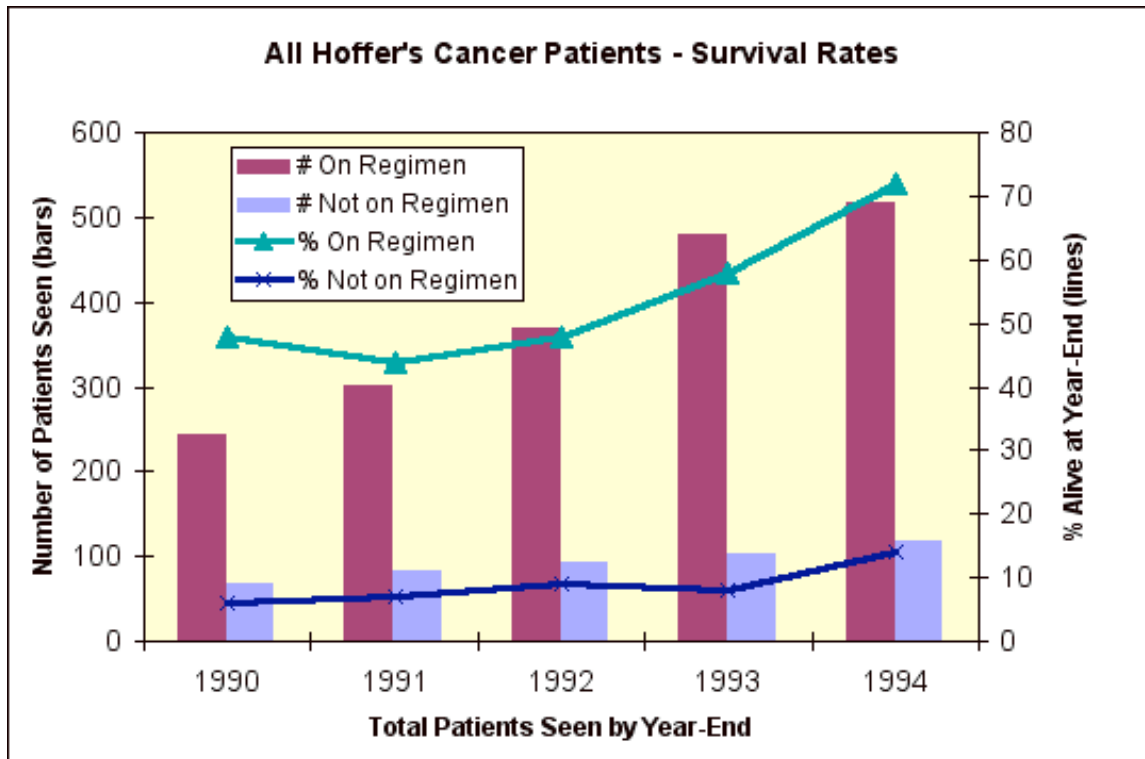
- Vitamin C is required for the development of the immune systems' specialized cells that kill cancer cells.
- Inhibiting tumor growth by strengthening the tissues adjacent to a cancerous tumor and by inhibiting the substance cancer cells generate to break down those surrounding tissues.
- When supplied in sufficient quantities, vitamin C acts as a natural "chemotherapy" agent.

Previous Studies and Clinical Evidence

A review of the medical literature published in the Townsend Letter for Doctors and Patients – May 1997 and available on the Internet at <http://www.garynull.com/Documents/vitaminc-cancer.htm>, *Vitamin C and Treatment of Cancer: Part I Abstracts and Commentary from the Scientific Literature* by Gary Null, Ph.D.; Howard Robins, DPM; Mark Tanenbaum, DPM; and Patrick Jennings, Editor gives concise conclusions covering hundreds of studies and review articles involving vitamin C and cancer. This exhaustive review shows repeatedly that vitamin C helps prevent and cure cancer.

The most famous work concerning cancer and vitamin C was by Linus Pauling and Ewan Cameron. Dr. Cameron was head of the Cancer Department at Vale of Leven Hospital. He and Pauling decided to try giving 10 grams of vitamin C per day to patients that had exhausted conventional therapies. In this way, the patients were not choosing between the vitamin C and another treatment, nor was the treatment combined with something else. The results of these tests were published in Cameron and Pauling's book, *Cancer and Vitamin C*. All the vitamin C treated patients have lived, on average, five times as long as controls (patients not using the study treatment for comparison) that did not receive the 10 grams of C. Thirteen out of 100 patients showed a total reversal of their cancer. These patients were given up as lost by medical authorities. Thirteen out of 100 may not seem like a high percentage of success, but keep in mind that those thirteen were free of the disease. None were expected to live weeks must less years. This is a thirteen percent total recovery rate with a protocol that used what we now understand to be a small dose of vitamin C.

Dr. Abram Hoffer, Ph D, M.D., has had over 500 papers published in medical journals and is the Editor in Chief of the *Journal of Orthomolecular Nutrition*. Dr. Hoffer has been treating cancer patients with a nutritional program for many years. The foundation of his nutritional protocol is vitamin C. Below is a chart summarizing his results treating over 1000 cancer with vitamin C.



The points to note in the chart above are the relative survival rates. For example, at the end of 1994, about 70% (top, green line and right scale) of the 500+ (dark bar and left scale) patients on Hoffer's nutritional plan were alive. Of those 98 of the 244, or 40%, seen in 1990 were still alive. In contrast, less than 15% (lower, blue line and right scale) of the 100+ (light bar and left scale) patients not on the plan were alive at the end of 1994. Of those 4 of the 68, or about 6%, seen in 1990 were still alive.

Dr. Hoffer and Linus Pauling published their statistical analysis of Hoffer's clinical work in *The Journal of Orthomolecular Medicine* 5(3): 143-154, 1990. They state: "Our conclusion is that 80% of the patients who followed the regimen have a probable survival time...16 times that of the 31 controls." They used the qualification of "probable" because a large portion of the patients were still alive at the conclusion of the study. This is extremely compelling evidence of the therapeutic value of high-dose vitamin C for cancer patients.

Dr. Frederick R. Klenner, M.D., F.C.C.P., whose work involved as much clinical experience as anyone in the use of vitamin C felt that vitamin C might be extremely effective if given in high enough dosages. He explained in his paper on vitamin C, *Observations On the Dose and Administration of Ascorbic Acid When Employed Beyond the Range Of A Vitamin In Human Pathology*, published in the *Journal of Applied Nutrition Vol. 23, No's 3 & 4, Winter 1971* that an investigation should include intravenous C at a rate of 100-300 grams per day. Some physicians and clinics are now using intravenous vitamin C therapy, as suggested by Klenner, to ensure the maximum therapeutic value of vitamin C with excellent results.

Work involving cancer and Vitamin C points very strongly to the positive effects of high-dose vitamin C. Dr. Louis Lasagna, M.D., D.Sc., now Chairman of the Board of the Tufts University *Tufts Center for the Study of Drug Development* had this to say concerning vitamin C therapy for cancer patients when he was chairman of the Department of Pharmacology and Toxicology and professor of pharmacology and toxicology and of medicine at the University of Rochester School of Medicine and Dentistry, "It seems indefensible not to at least try substantial doses of vitamin C in these patients."

Project Description

Understandable Presentation of Science

As we have briefly discussed above, there is no shortage of clinical and study evidence to support the value and safety of high-dose vitamin C. Since the 1970 publication of Dr. Linus Pauling's book *Vitamin C and the Common Cold*, the general awareness of the importance of vitamin C has grown dramatically. It is the opinion of the authors of this project plan that vitamin C, as the leading nutritional supplement, is responsible for the recent decline in cardiovascular disease.

For toxic substances, the saying goes "the danger is in the dose." So too, with vitamin C "the power is in the dose." The many years of combined experience of the members of **Cforyourself** and the **Vitamin C Foundation** have taught us that the biggest obstacle to the public's fully benefiting from the power of vitamin C both prophylactically and therapeutically is the usage of adequate dosages.

Our intention is to present the scientific data in a manner that is accurate, compelling and easy to understand with the purpose of raising the public's awareness. The websites **Cforyourself.com** and **vitamincfoundation.org** together receive thousands of visitors every day from all over the world. Our experience from the communications we have with some of these people is overwhelmingly positive. With this project we will broaden our reach significantly.

Pritikin Model

There is a previous, successful model for this approach. Nathan Pritikin was not a doctor. After being diagnosed with cardiovascular disease at age 40, he decided to dedicate the rest of his life to his interest in health and medicine. He developed the Pritikin Program for Diet and Exercise in the 1970's.

Nathan Pritikin became very much a public champion of his program, with appearances on 60 Minutes and many additional shows. He may be the single most influential factor regarding the nation's move to a low-fat diet. His story was that diet and exercise were the cure to atherosclerosis, not drugs and bypass surgery.

We believe the same can be accomplished again concerning vitamin C and health. We want to take compelling evidence directly to the public for their consideration where the only vested interests are in personal health and well-being.

Phase I - Create Video Records

Our plan is to create case histories for a clinically significant number of cancer patient that include a videotape record through their therapy. Patients that start on IV vitamin C therapy are typically at death's door and have exhausted the conventional treatments. Past experience shows that some of these patients will experience a significant to total elimination of symptoms.

We will encourage patients that come to the clinic to participate in our project. The participation in this worthwhile endeavor alone should help produce a more positive response to the therapy by providing an additional sense of purpose to the patients' lives. Mr. Hoge will be on-site virtually every day, interacting with, encouraging and recording our participants' progress and also making visits to any participating patients who are receiving therapy at home. Once we have several patients with stunning improvements, we will begin the publicity phase while we continue to work with additional patients.

Phase II - Publicize the Results

It is envisioned that, with this video record combined with a healthy individual, we will be able to spark the attention of popular media outlets, as did Nathan Pritikin. He found an initial audience at 60 Minutes[®]. We will use our best efforts to attract the attention of the morning and daytime TV talk shows. Playing of a portion of the video record followed by an in-person interview of the now-vital patient will be very effective. We will hire a professional public relations firm to jump-start this effort.

The study results will be available and publicized to oncologists in the hope that they will be encouraged to use this safe, adjunctive treatment.

We expect a welcome, although skeptical, audience in the HMO and insurance communities. Their focus on reduced expenditures should prove an irresistible opening for our information.

Project Benefits

Our long-term goal is a heightened awareness of the value of vitamin C in large doses by the general public. We will also make efforts to gain acceptance of our project results by the allopathic community and the health insurance industry.

Vitamin C is crucial to health and disease prevention and cure. It is required in amounts far exceeding those understood by the general public and, unfortunately, much more than almost anyone's diet provides. These facts form the basis for the passion that drives us to talk to everyone that will listen, produce the **Cforyourself** and **Vitamin C Foundation** websites and why we are undertaking this project. The potential value, the increased wellness and freedom from so much disease, is truly awesome.

Funding Request

Our initial plan for this project is a two-phase, approximately two-year endeavor. Phase I will be compiling the video records of cancer patients. We are already in discussions with several clinics with IV vitamin C cancer therapy experience. Even before funding is completed, we hope to have our study design completed and the logistics of the project detailed. We expect the first phase to require \$150,000.

Phase II will be a continuation of Phase I with the addition of a concerted effort to publicize our Phase I successes. We will use an outside PR firm to help us in the popular media to start a ground swell of interest and leverage similar to the "Pritikin Model" discussed above. We anticipate the need for an additional \$200,000 to fund this springboard of publicity.

Donor Recognition

If a single individual or group provides the funding for this project, the project itself will be named after that individual or group. The section on the Cforyourself website devoted to this project will prominently display this name as its headline. PR activities will also use this project name in its efforts. To the best of our ability, any personal appearances, lectures, etc. made by the project directors will announce credit to the donor.

Donor input concerning any other recognition avenues is welcome.

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