



Proactive  
Breast  
Wellness

*"Prevention is the Cure"*

***YOU Are At Risk of Breast Cancer***

*Genetic risk only accounts for 7 to 9% of breast cancers*

***With PBW you CAN reduce your risk of  
breast cancer or its reoccurrence***

***Ingrid Edstrom FNP, M.Ed.***

# Breast Cancer is a National Epidemic

- ❖ 1 out of 8 women in the U.S. may expect to have a cancer diagnosis in their lifetime
- ❖ Estimated to be 1 in 5 in the next 10 years
- ❖ Only 7 - 9% of breast cancers occur because of inherited genetic traits
- ❖ 91 - 93% of your risk is related to environment, dietary, hormone balancing and lifestyle choices

*American Cancer Society, 2007*





# **Frightening Realities – Learn How to Protect Yourself & Your Family**

**Since only 7 - 9% of breast cancers occur because of inherited genetic traits, that means your lifestyle choices, environmental toxins, genetically modified foods (GMOs), bovine growth hormones, diet and food containers, unbalanced hormones greatly impact your risk of developing breast cancer by 91 - 93%.**

**I want to show you how your breasts are responding to estrogen-like substances in your environment.**

**Exposure to environmental toxins of all sorts increases on a daily basis. Learn what changes you can make right now to protect yourself.**

**The Proactive Breast Wellness program is YOUR answer.**



## **PBW Helps You Achieve Total Health:**

- ❖ Lose weight**
- ❖ Sleep better**
- ❖ Improve moods**
- ❖ Improve sex life**
- ❖ Decrease fuzzy thinking**
- ❖ Improve thyroid function**
- ❖ Decrease stubborn belly fat**
- ❖ Improve your cholesterol levels**
- ❖ PBW helps your whole family**

**The following infrared thermography images show how hormones, toxins in your food and environmental chemicals impact you.**

**You can actually see the difference.**

**The Proactive Breast Wellness program has been shown to reverse these changes within 6 to 12 months of following the protocol.**

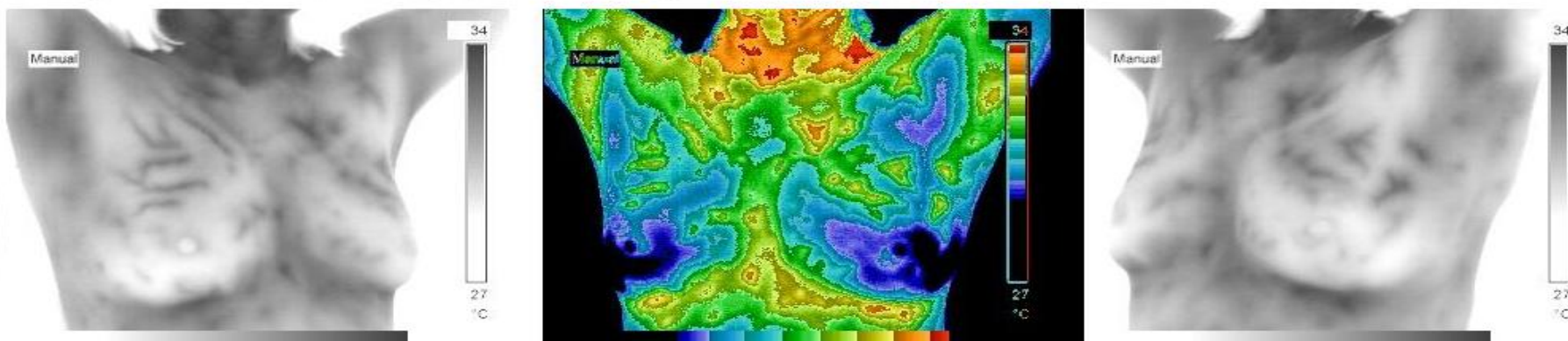
**We feel we are the only clinic in the country using cutting-edge infrared thermography technology to research this problem.**





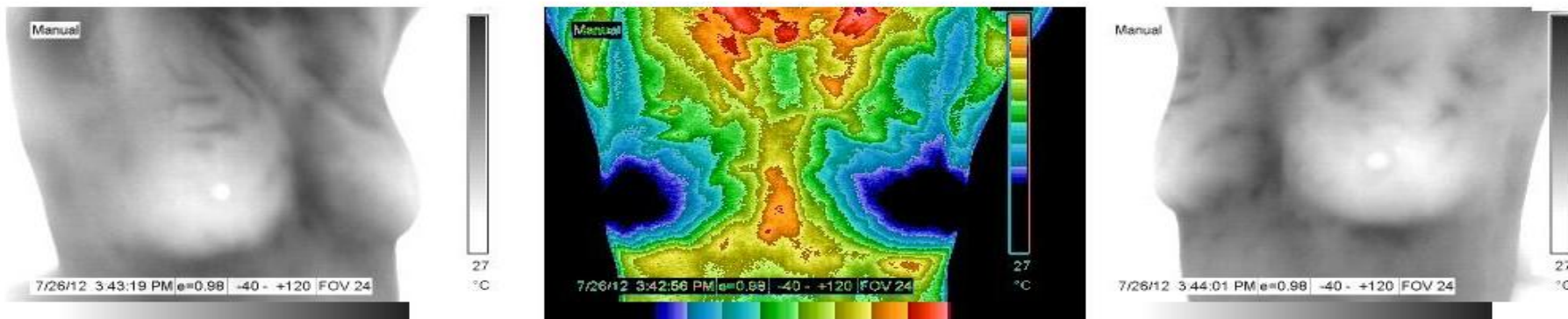
## BEFORE following the PBW Protocol

This woman was not eating organically and was on too much Estradiol in her hormone replacement mixture. She was having a host of menopausal symptoms including insomnia.



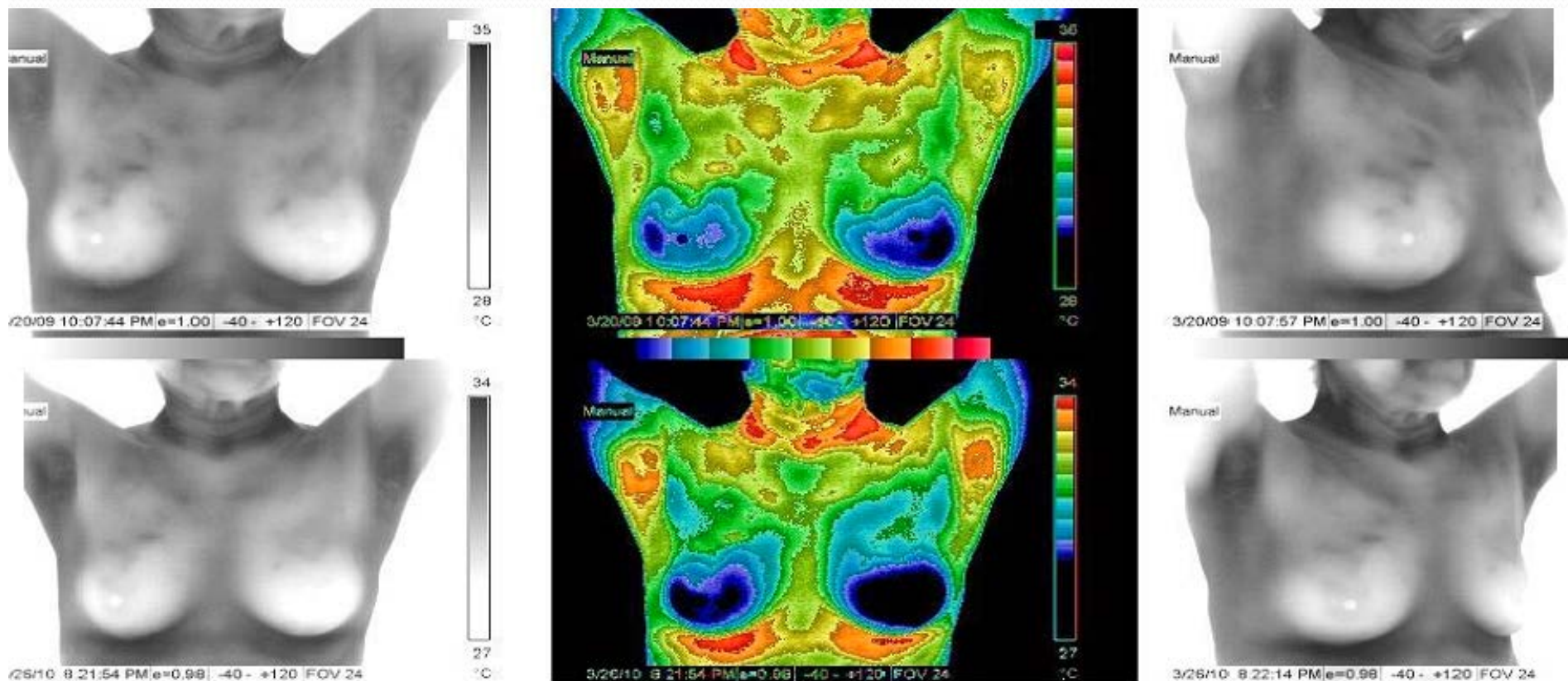
AFTER following the PBW Protocol for 1 ½ years, her menopausal symptoms have cleared up.

Note that all the large dilated vessels have shrunk down to light wispy vascular patterns which are seen in organic eaters. She now eats an organic gluten free diet and has lost weight. Her cholesterol levels were elevated to 300 and has gone down to just above 200. Her "good cholesterol" HDL has improved and her LDL dropped 30 points. She is no longer borderline hypothyroid and her Vitamin D levels are optimal and she now rarely gets colds.



# Images before and one year after use of protocol

Vascular patterns have decreased and breasts are cooler and less tender. More than 65% of women have been able to improve or reverse their scan ratings in 6 - 12 months after following the Proactive Breast Wellness protocol





# Normal vs. Cancer

**Healthy Lifestyle**

**Organic Diet /On Supplement Program**

**Balanced Hormones**

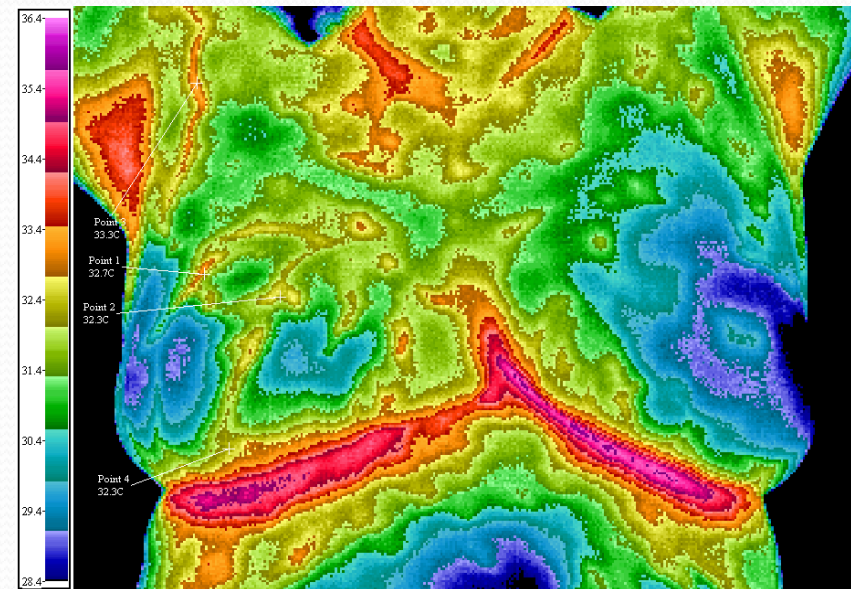
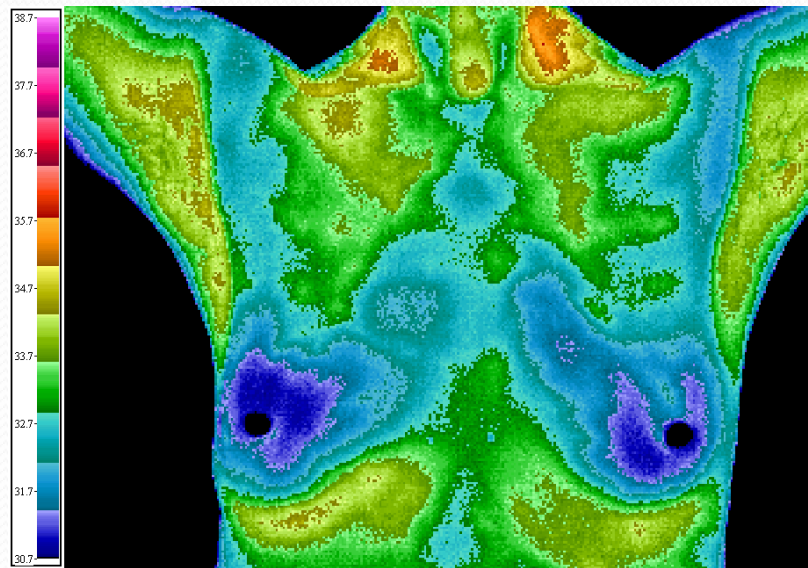
**No Herbicide Exposure**

**Herbicide and Pesticide Exposure**

**Non- Organic Diet**

**Imbalanced Hormones**

**Sedentary Lifestyle**





# Normal Thermography

69 years old

Eugene, Oregon

Top scan is a normal TH1 image on both sides

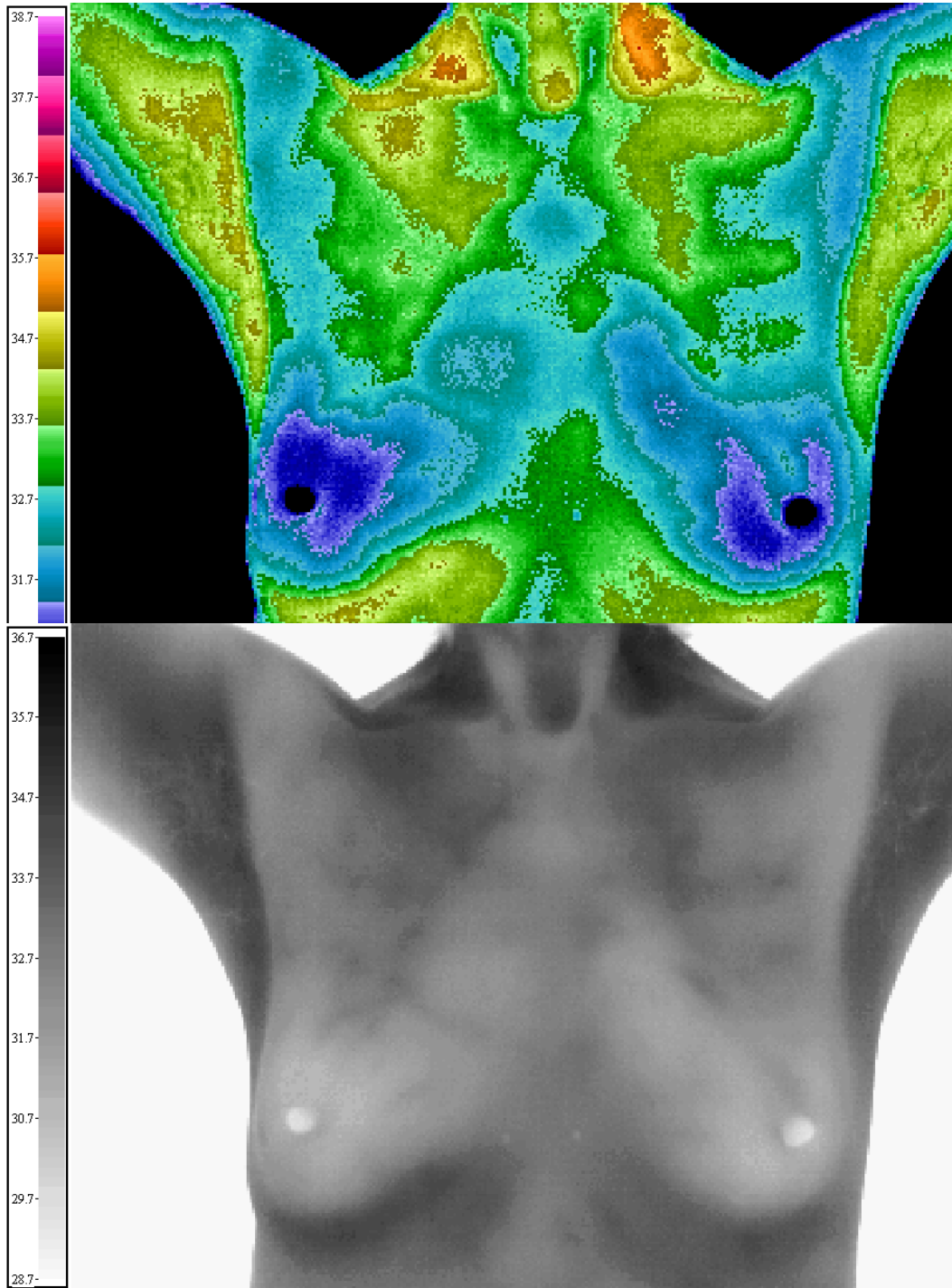
Blue = cold or less metabolic activity

❖ Lower image is the same woman but you can see quiet small vessels that are scattered with a normal patterning

❖ Healthy Lifestyle

❖ Organic eater

❖ No Herbicide Exposure





# Normal Estrogen Dominance in a Pregnant or Nursing Woman

*These women have increased breast activity simply due to their maternal state*

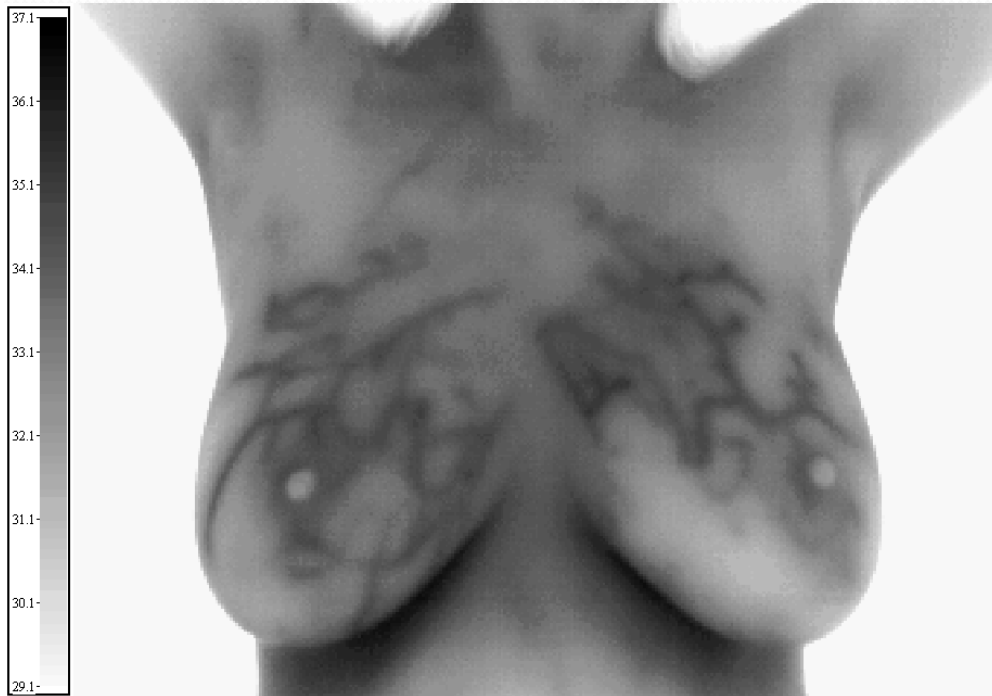
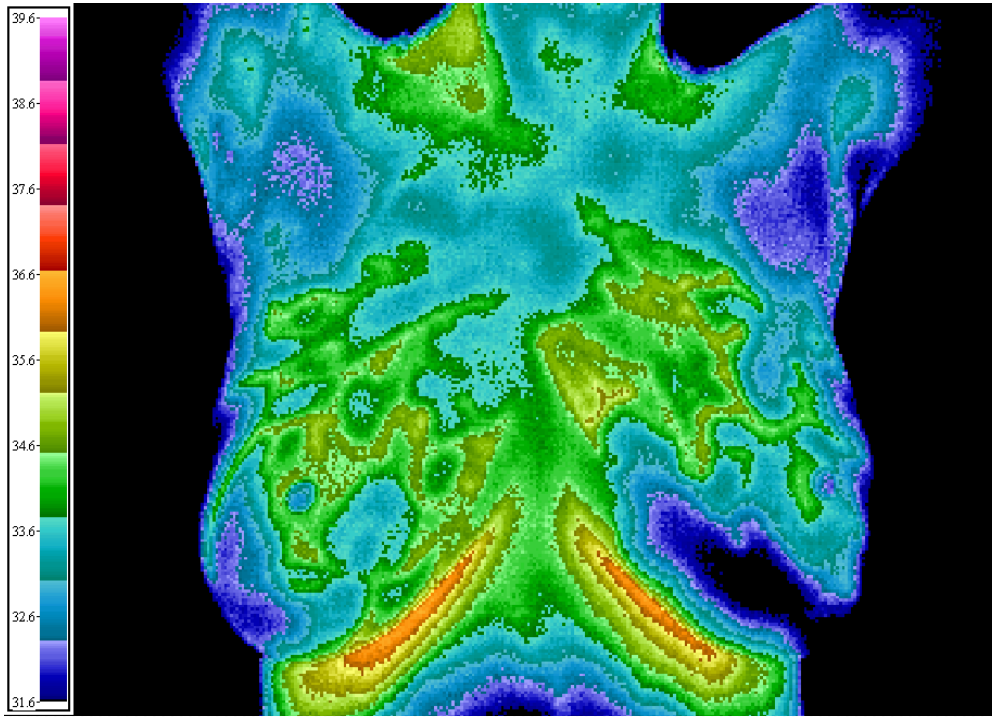
# Six months pregnant

32 years old

Brownsville, Oregon

Yellow/Green areas in the upper image are warmer over the vascular patterns; blue regions are colder

The vascular activity in the lower breast scan is due to the higher increased levels of estrogen that she is producing while pregnant

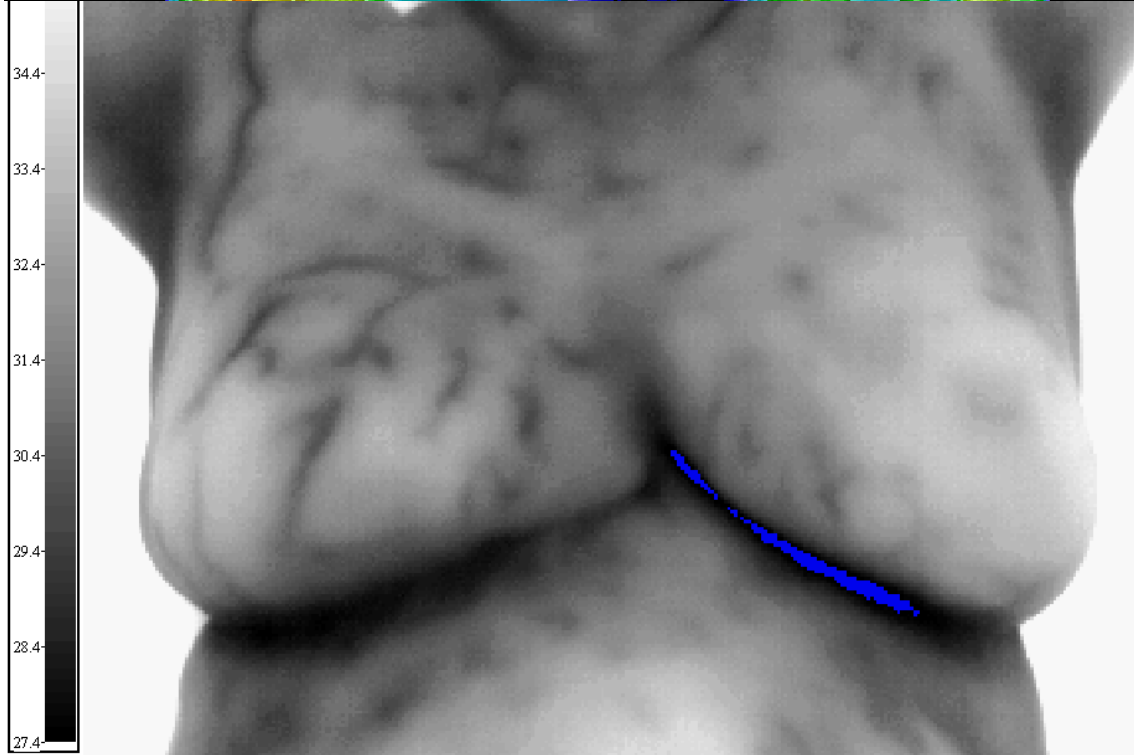
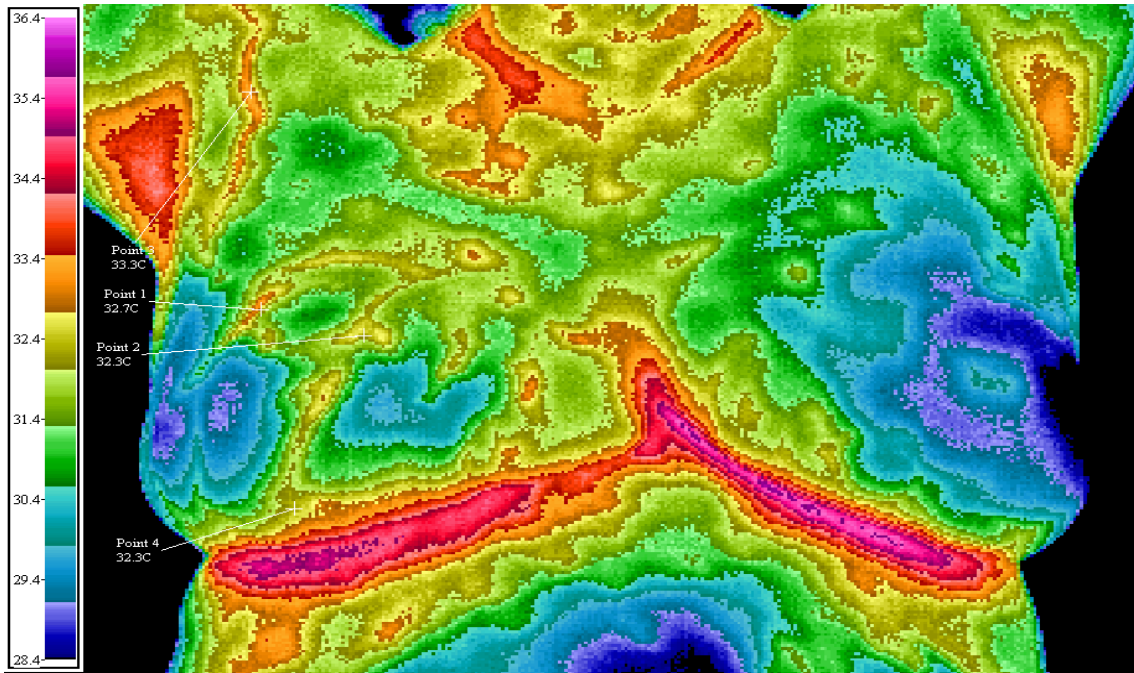




# **Increased Vascular Patterns in Women Exposed to Herbicide and Pesticide Spraying**

*These women, due to their ages,  
should not be naturally estrogen  
dominant*





**62 years old  
Eugene, Oregon**

**Invasive ductal  
cancer in her right  
upper breast**

**On the lower  
image blood  
vessels are  
feeding the tumor  
from different  
directions**

## So what do these pictures mean?

**Tumors increase in size due to increased blood flow. Infrared thermography reveals these patterns. Estrogens and estrogen-like compounds increase metabolic activity which can encourage tumor growth if abnormal cells are beginning to develop.**

**Breast cancers tend to grow faster in women under the age of 50.**

### Age of Women

### Average Tumor Doubling Time

Under Age 50

80 Days

Age 50 – 70

157 Days

Over Age 70

188 Days

*Source: Cancer 71:3547-3551.1993*

# Infrared cameras detect changes in heat and physiological changes

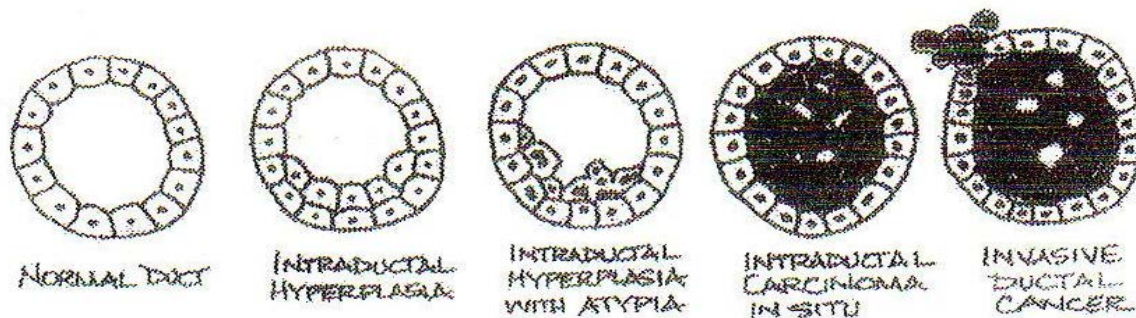
Diagram shows changes in cell structure and cellular activity.

When there are more cells producing heat, the infrared temperatures are higher

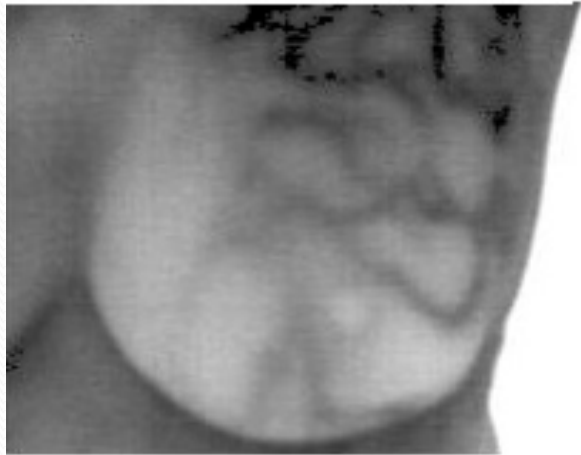
Breast cancers take 10-12 years to grow to the point where there is a palpable mass or they are seen on mammograms

Infrared images can detect temperature changes prior to lump formation while there still may be time to alter the inflammation

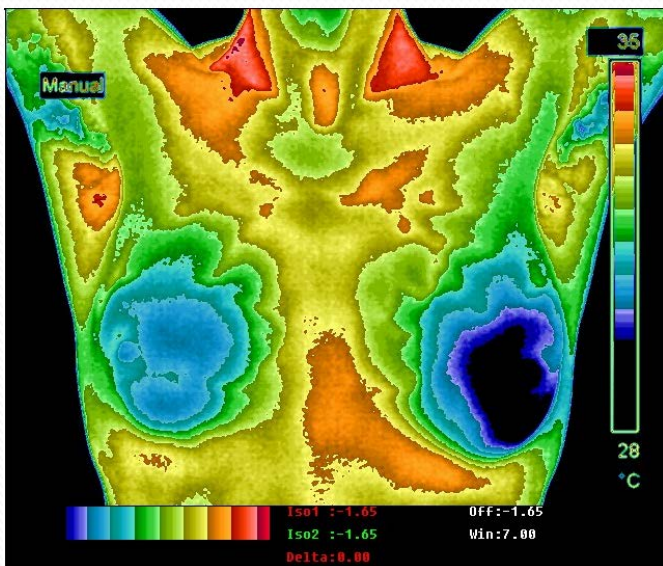
Infrared is the best risk detection tool available



# Positive Thermograms of Cancer are Compared



- ❖ Increased estrogen activity in tissues seen as black vessels
- ❖ When increasing abnormal cells begin to form a tumor, blood vessels begin to feed the tumor with increased blood flow and nutrition. These areas will also appear hotter or red/orange.
- ❖ Dark blue is colder and is not cancer
- ❖ In my clinical practice, women exposed to herbicides and pesticides are developing abnormal vascular patterns

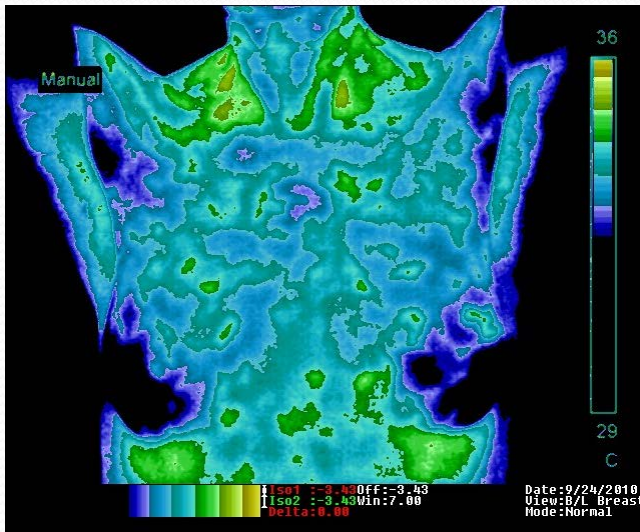




# Early Detection Holds Promise for Prevention & Prevention is the Cure

The PBW program protocol helps you prevent breast cancer or its reoccurrence.

Thermography or Infrared detects the subtle physiological / heat changes that accompany breast pathology, whether it is cancer, fibrocystic disease or infection.



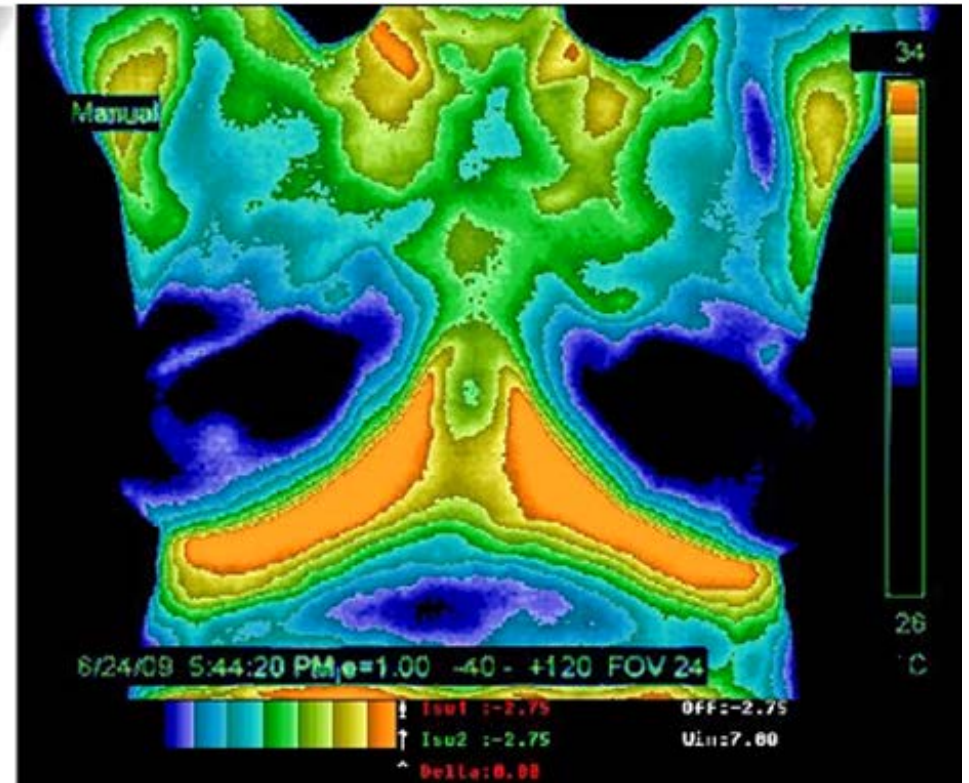
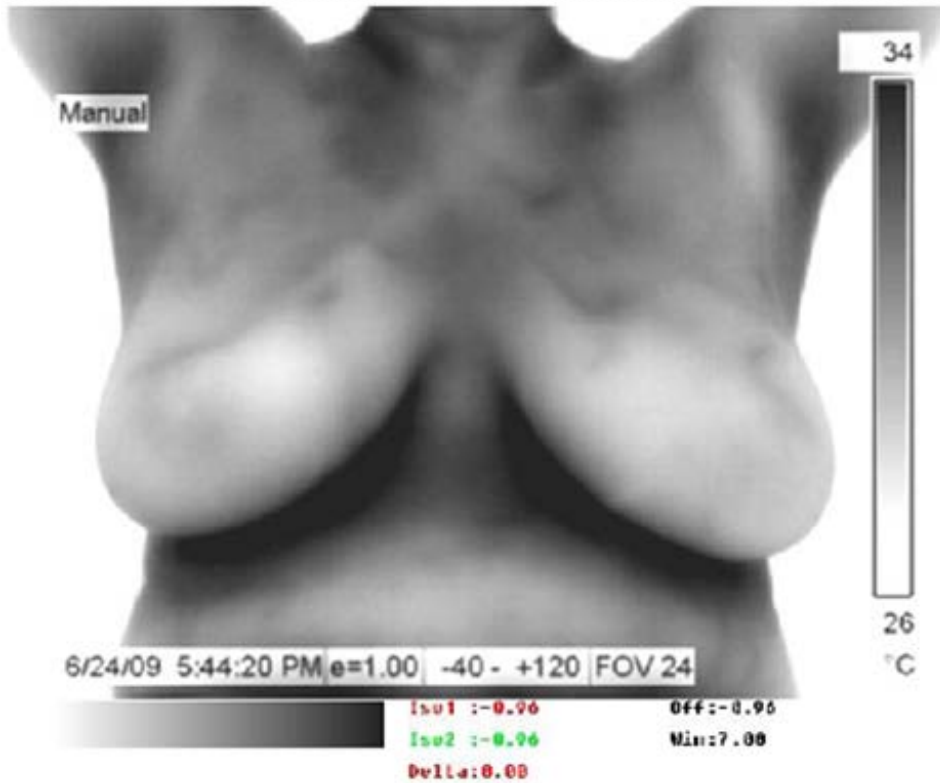
My Infrared camera was FDA approved as an increased-risk assessment and adjunctive imaging tool.

The infrared images of all these women in this presentation showing examples of breast cancers were sent to their physicians and had positive biopsies.

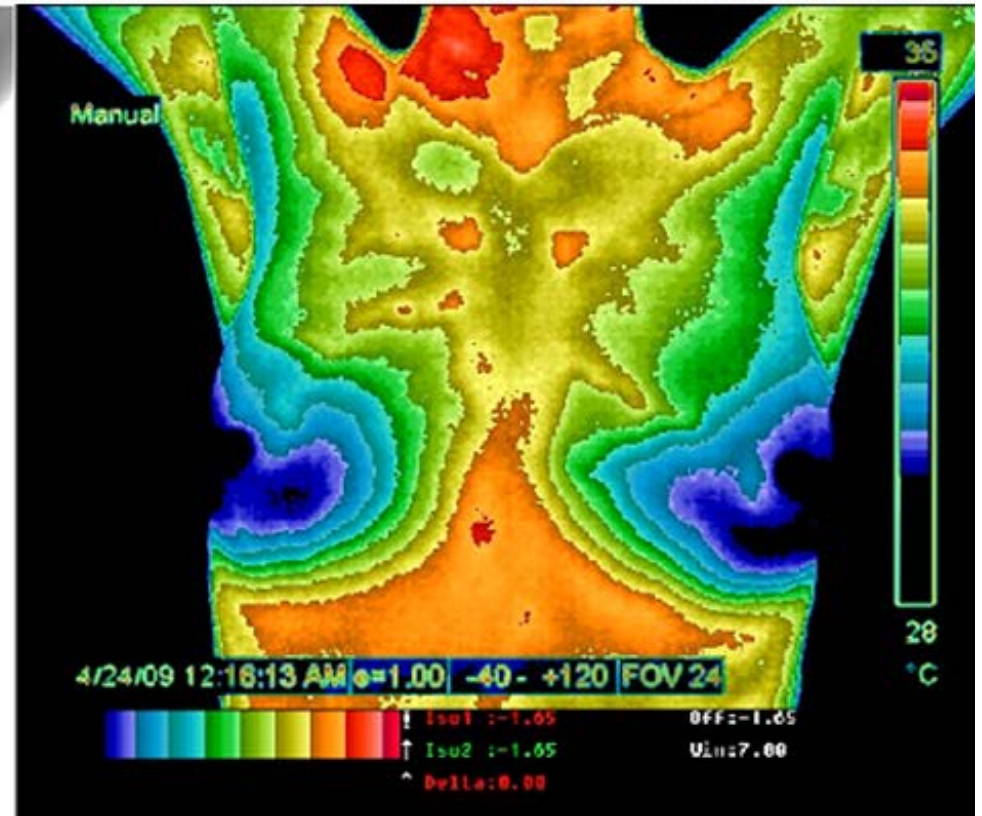
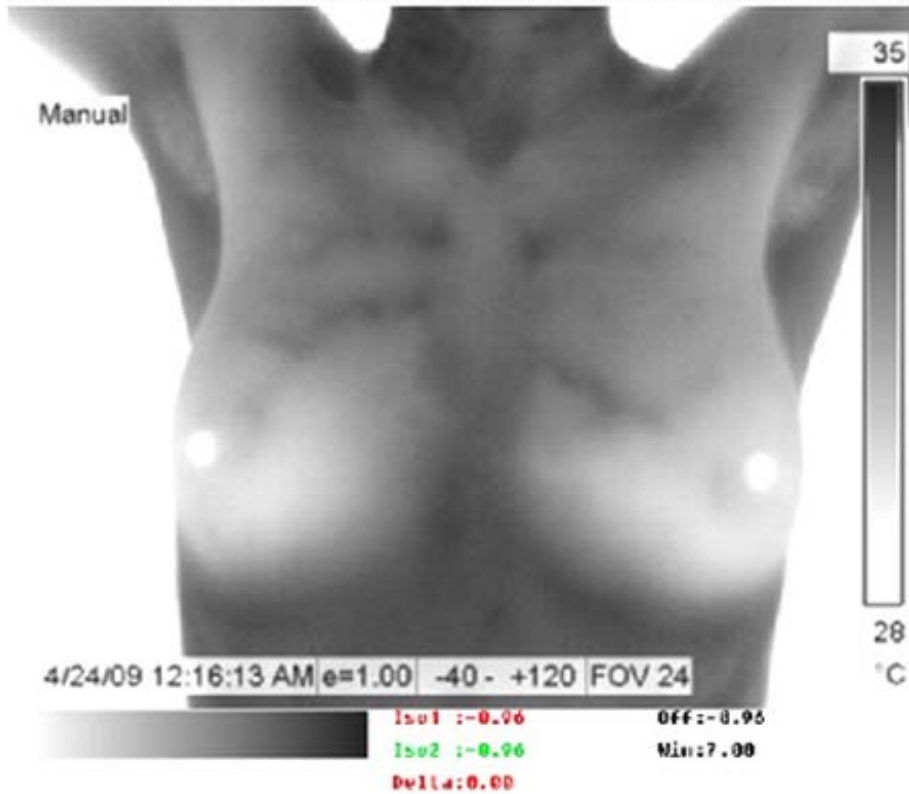
# Thermography is rated TH1 to TH5

- ❖ TH1 and TH2 are “Normal”
- ❖ TH2 may indicate dense fibrocystic breasts with hormone influences/estrogen dominance
- ❖ TH3 is “Borderline” or “Equivocal”
- ❖ TH4 is “Abnormal”
- ❖ TH5 is “Very Abnormal”

# TH1 Normal Non-Vascular

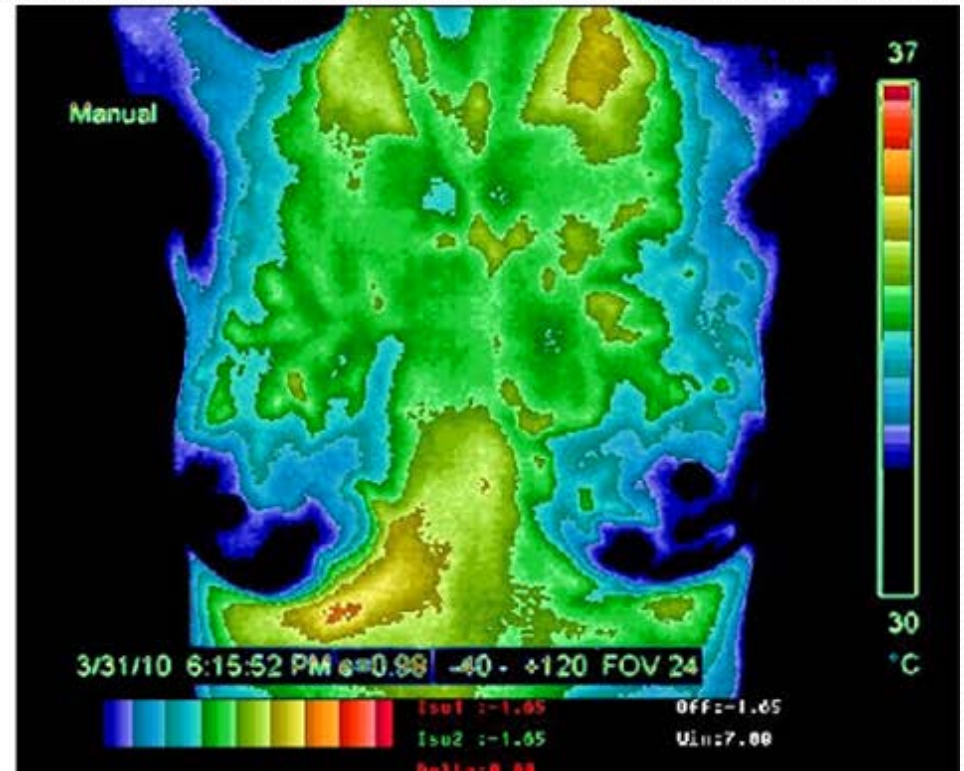
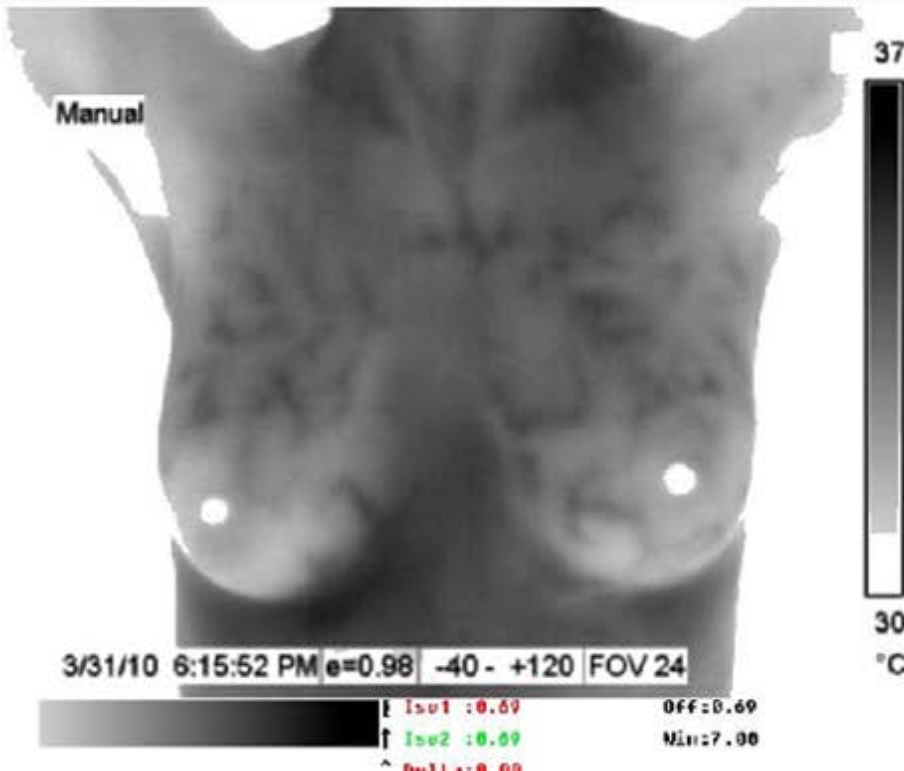


# TH2 Normal Vascular



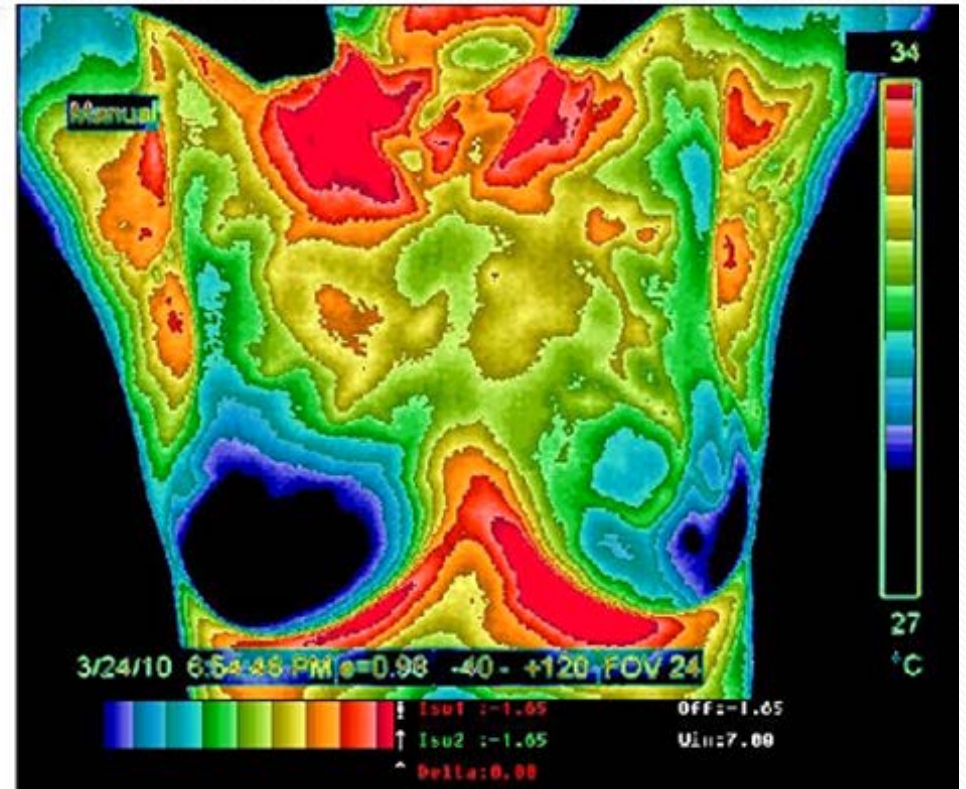
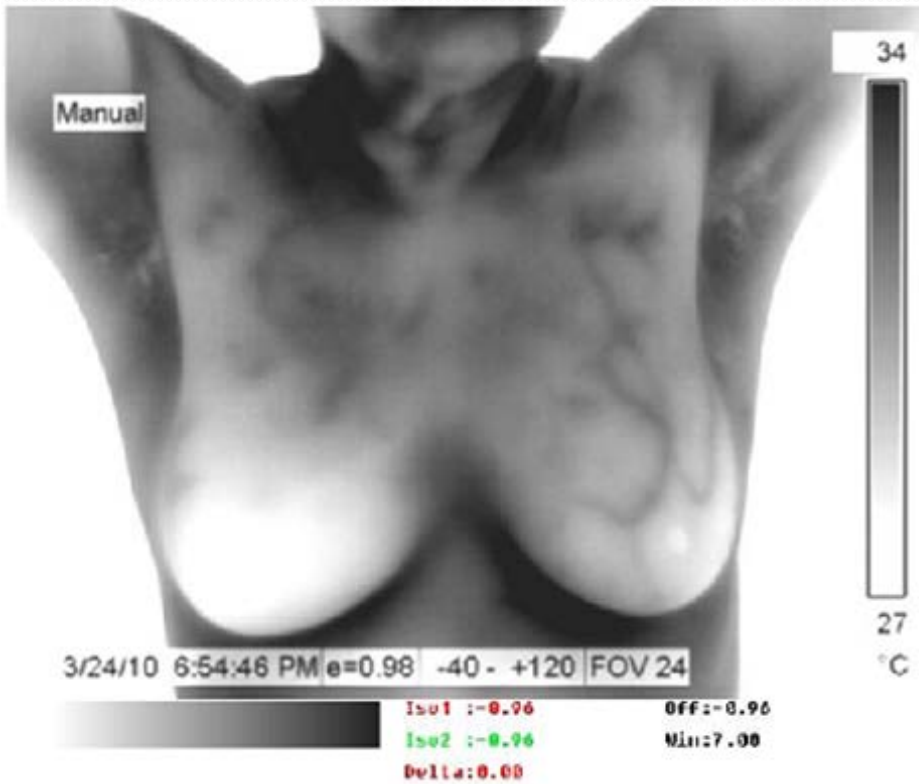


# TH3 Borderline

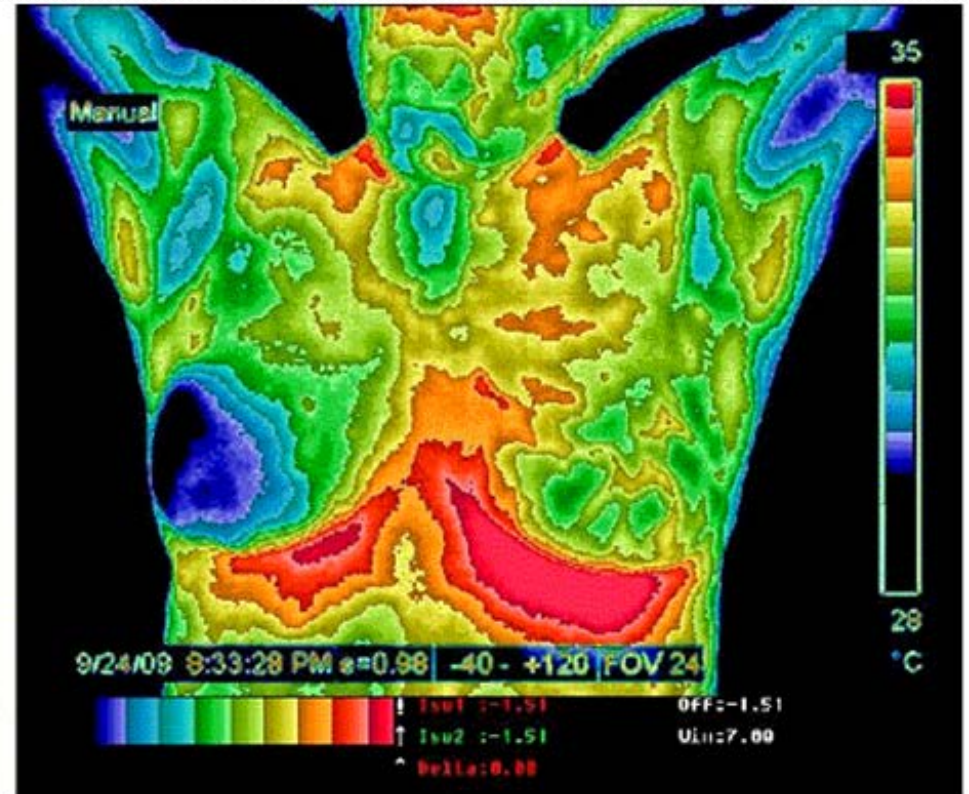
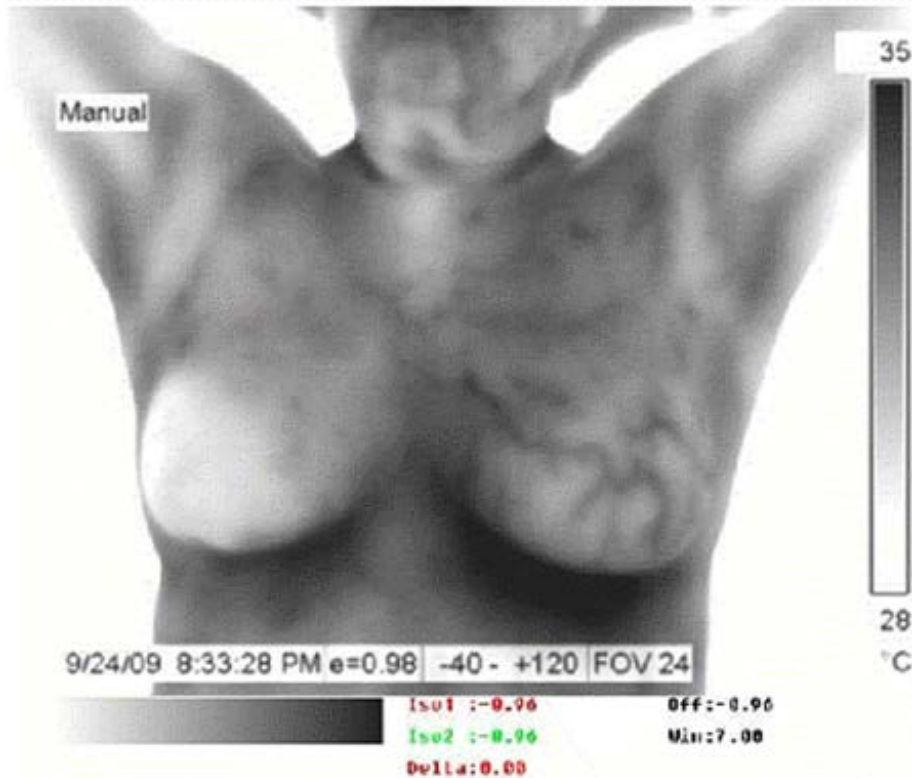


**Non Organic Diet, Premarin & Estradiol  
cause Increased Vascular Patterns**

# TH4 Abnormal



# TH5 Severely Abnormal





# **NO SAFE** Herbicides or Pesticides

- ❖ There are only degrees of toxicity, some worse than others
- ❖ 2, 4-D (a Dioxin/Agent Orange like compound) or other defoliants are at times sprayed in Oregon state parks, timber land (after clear cutting), orchards, and the grass seed industry
- ❖ It is also used along the McKenzie River Basin by farmers. This impacts the water supply and the health of the public
- ❖ Federal parks have outlawed the spraying of Herbicides since 1998
- ❖ Switzerland and Austria have stopped using herbicide sprays in their timber industry due to increased illness in local populations.
- ❖ Socialized medicine countries are more prevention oriented because the state has to pay for treatment



# Stopping Herbicide/Pesticide Spraying

- ❖ Herbicides and pesticides contain chemicals called Xenoestrogens or Estrogen mimickers
- ❖ Xenoestrogens bind with the estrogen receptor sites in the breast and prostate causing estrogen dominance. These chemicals act like estrogen molecules and the body cannot tell the difference
- ❖ As per The American Cancer Society, *research has shown that prolonged estrogen exposure is linked to increased rates of both Breast and Prostate Cancers*
- ❖ Research by Infrared Breast Health, LLC convinced Lane County to stop roadside spraying of herbicides which contain Endsulfan Pesticide, Aquamaster, Garlon 3A, Habitat, Milestone or Oust Extra.
- ❖ ALL of these products have chemicals that are estrogen mimickers

# Cancer & Men

- ❖ 2% of men develop Breast Cancer annually

*The American Cancer Society*

- ❖ An estimated 2,030 men will be diagnosed with Breast Cancer, and an estimated 450 will die in 2007

*The Susan G. Komen Breast Cancer Foundation, 2007*

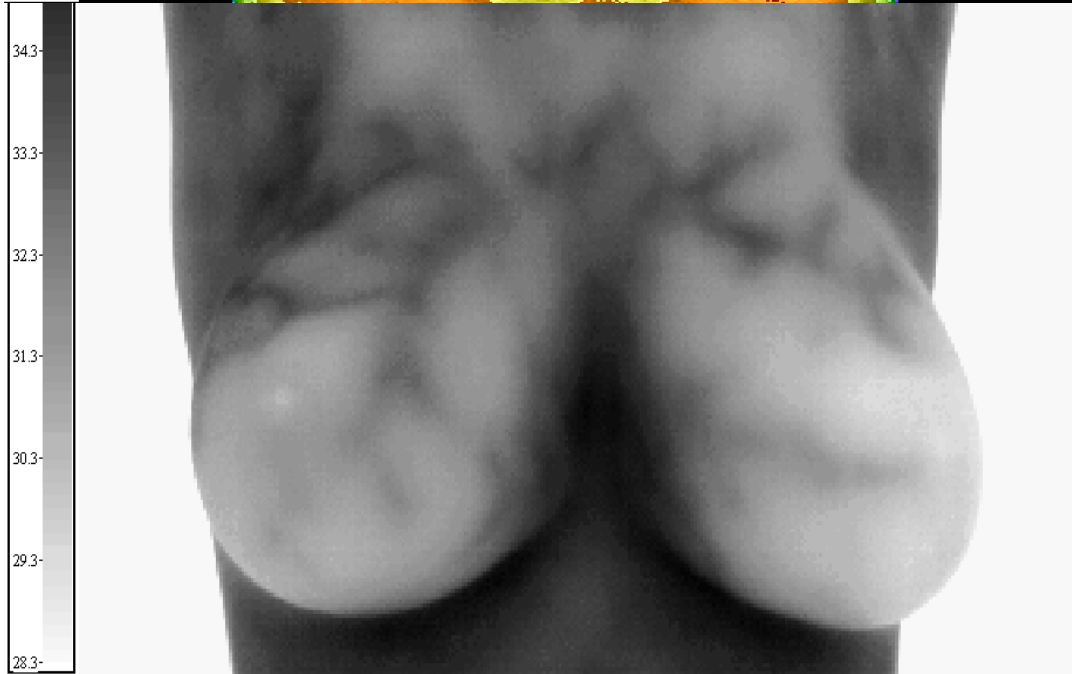
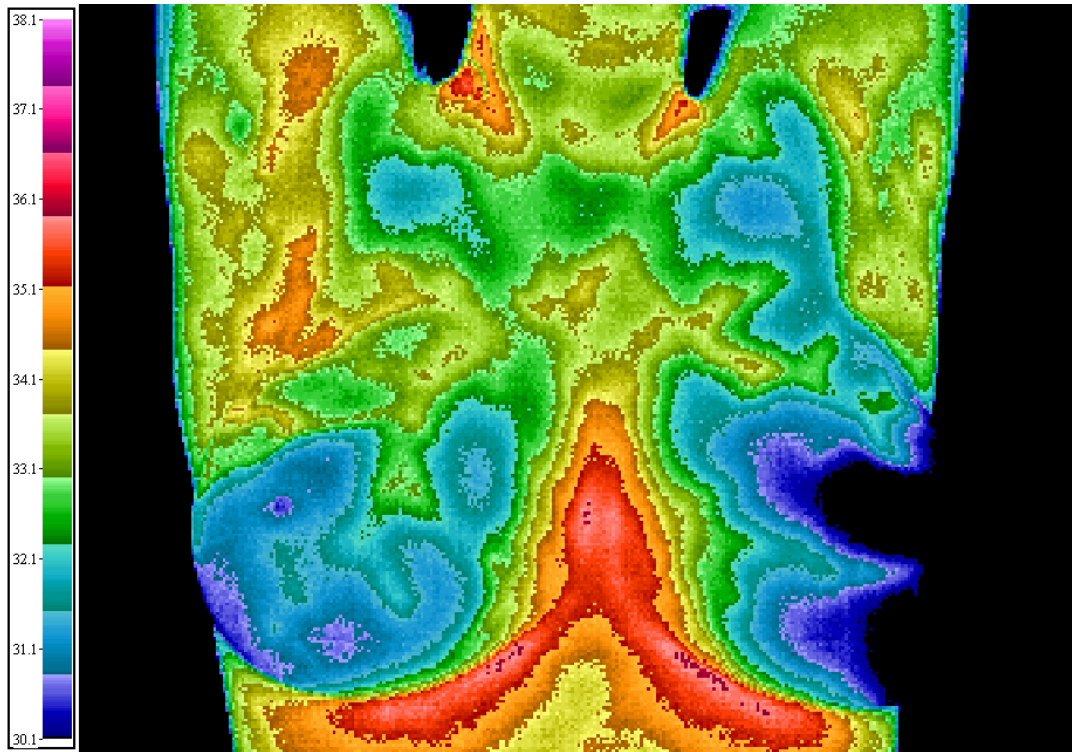
- ❖ Prostate Cancer has been linked to Agent Orange exposure in Vietnam Veterans

*The American Cancer Society*

# Women Toxically Exposed to Herbicides / Pesticides

The following images are of women being  
evaluated for pathology, not biopsy diagnosed

All these women have toxic levels of exposure



**34 years old**

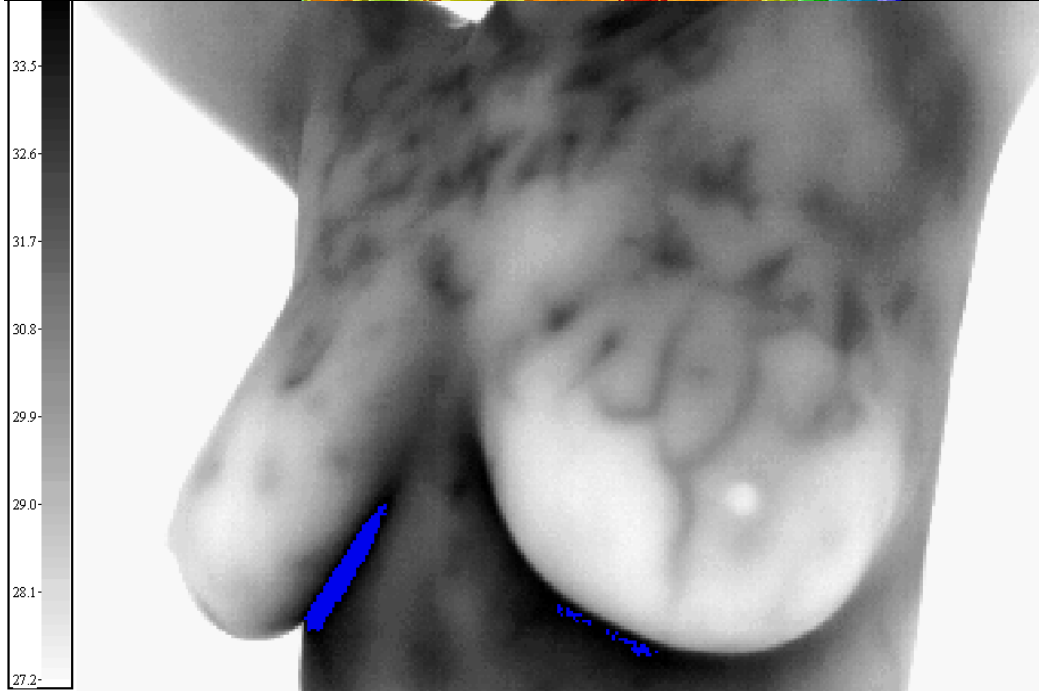
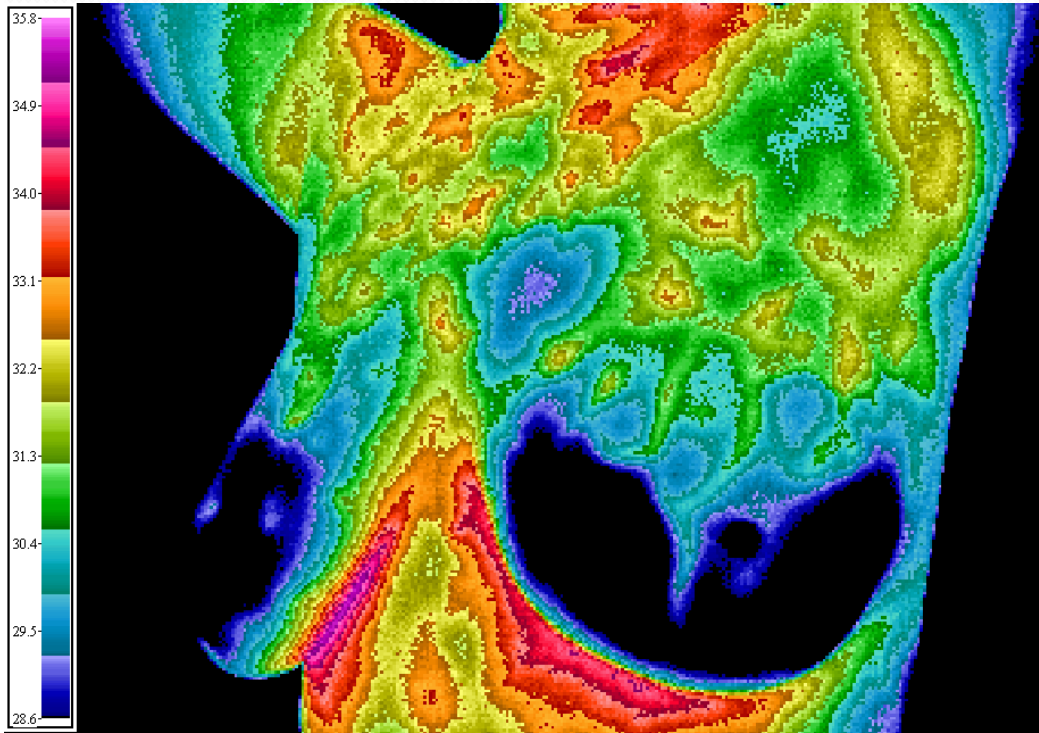
**Brownsville, Oregon**

**Very abnormal TH5 scan on her right (designated by orange). Large vessels leading to a breast mass**

**She lives on a mint farm with large amounts of herbicide and pesticide spray usage on her property, as well as her neighbor's property**

**Exposed to nuclear radiation fallout as a child. Her sister has already died from breast cancer**

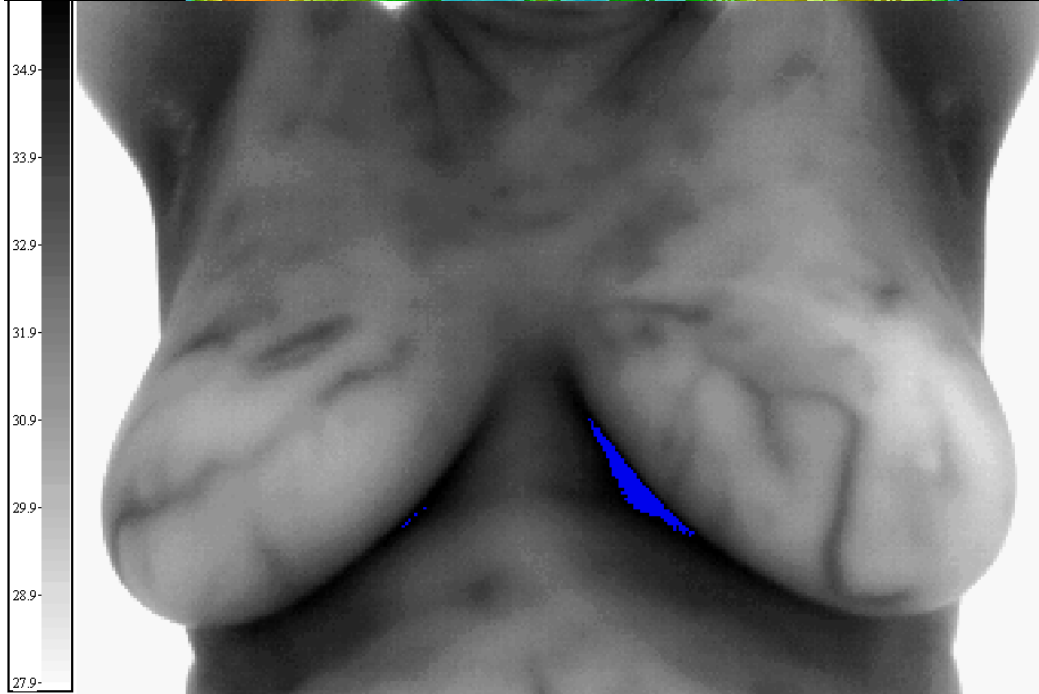
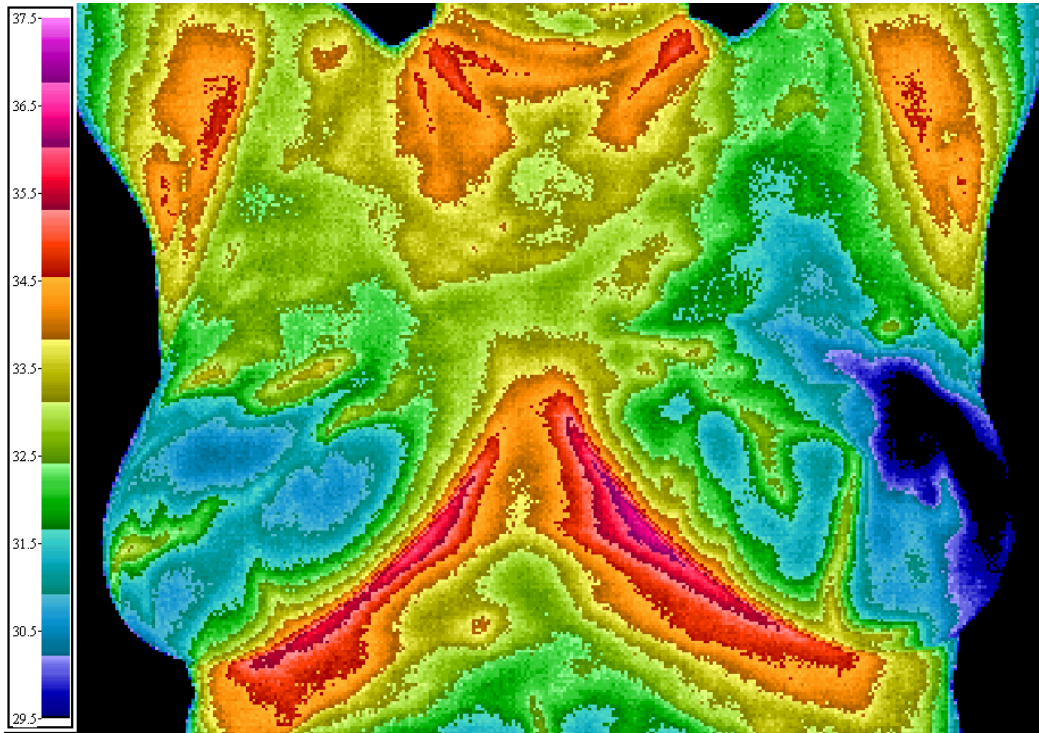




**48 years old Farm Owner**

**Uses Pesticides “Fly Wipe”  
on horses which is absorbed  
through the skin**

**Note: Large vascular  
patterns and increased heat  
in the left breast. This  
represents estrogen  
dominance and increased  
metabolic activity. This  
women is cancer free at the  
moment, but she is at higher  
risk**



**Menopausal 49 years old**

**Cheshire, Oregon**

**Aerial herbicide exposure on  
March 2007 by her timber  
company neighbors**

**Her two teenage daughters  
were also exposed**

**Bottom Scan:**

**Note the increased vascular  
changes that show estrogen  
dominance and increased  
metabolic activity in tissue.  
She does not have cancer  
yet, but she is at a higher risk**



# Cancers with Herbicide/Pesticide Exposure

The following images are of women diagnosed with cancer

All these women have toxic levels of exposure

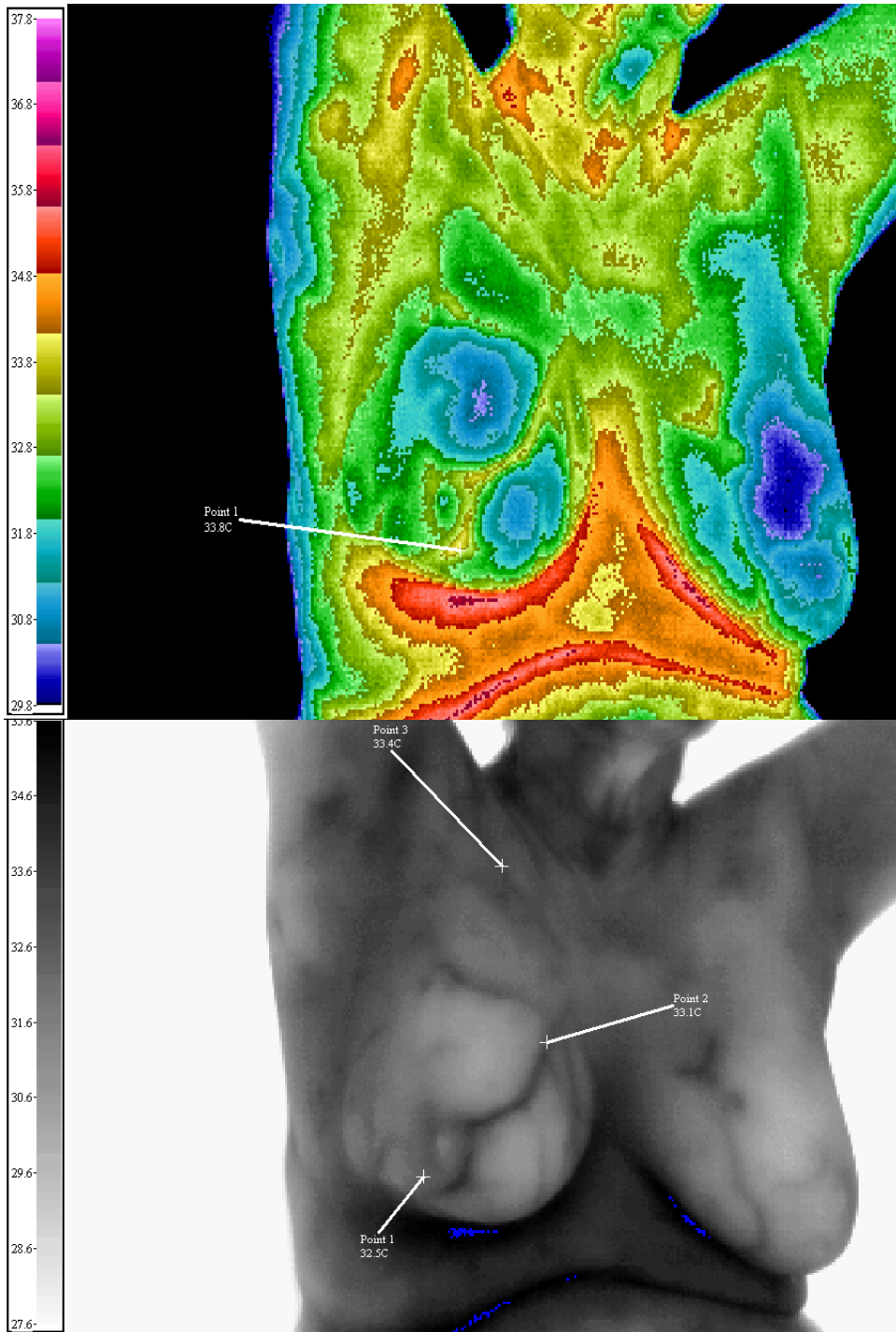
## 63 years old w/ Lobular Cancer R-Breast

See temperature marker over  
cancer on the top and blood  
vessels feeding the tumor  
below

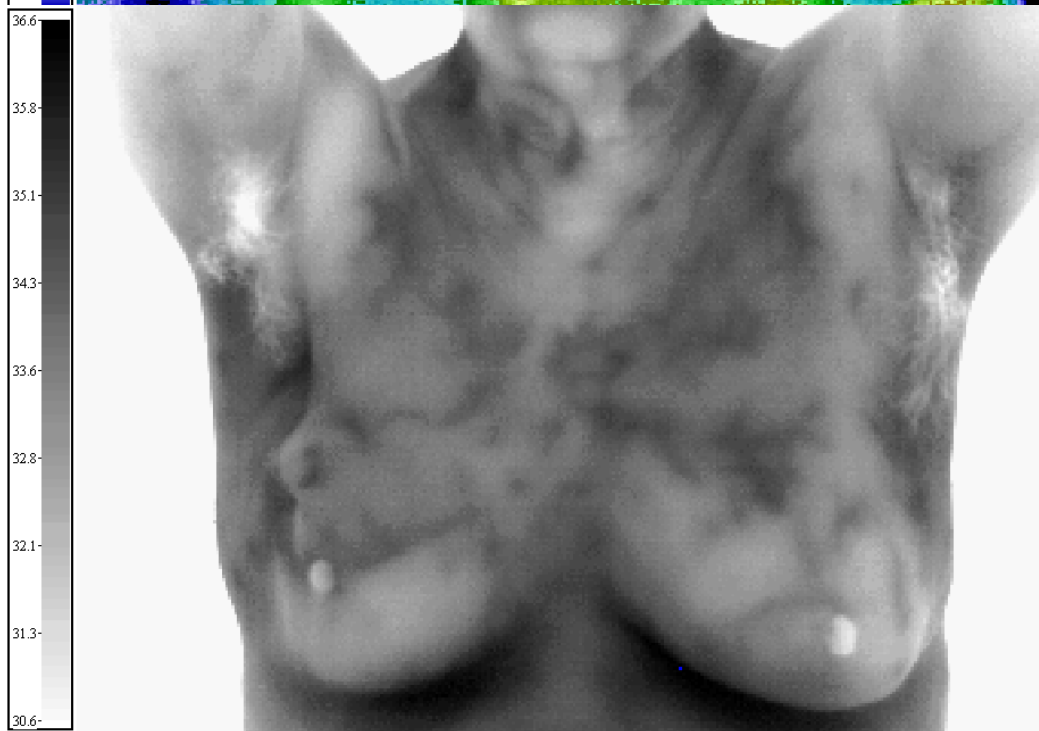
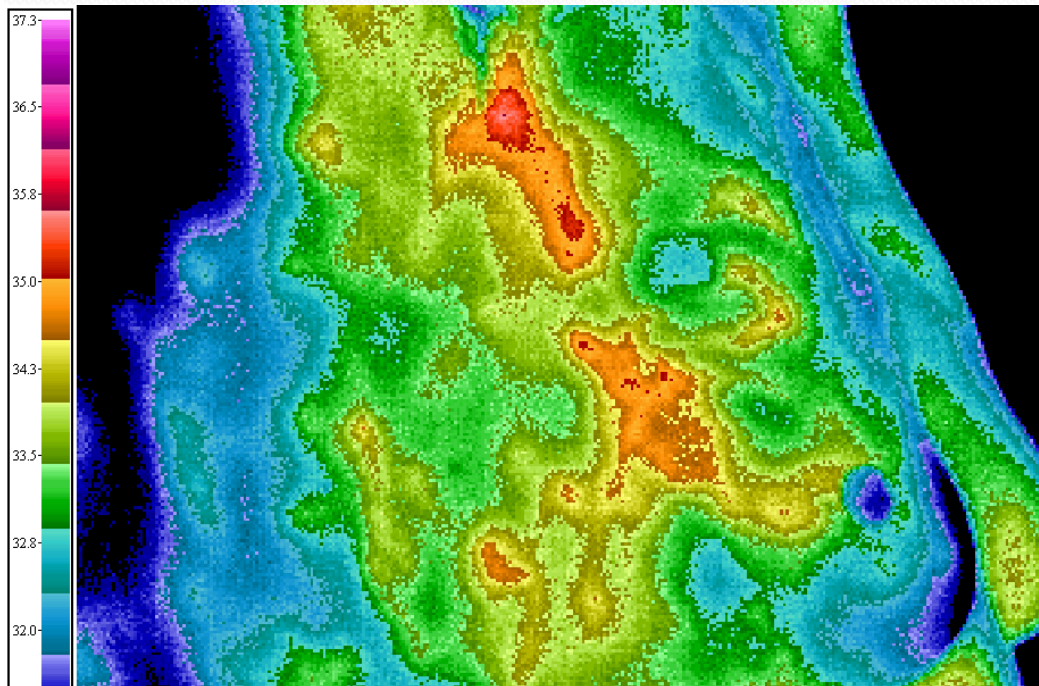
Lives on a ranch using “Fly  
Wipe” pesticide spray on her  
horses

Husband using “Round-Up”  
herbicide spray on fence rows.  
Timber company has clear-cut  
and aerial sprayed herbicide  
on western border of their  
property within 500 ft of home.

Husband now has prostate  
cancer







**62 years old**

**Eugene, Oregon**

**Invasive ductile carcinoma of the right breast**

**Note: Hot orange areas over the tumor and on the bottom images the blood vessels are feeding the tumor on her right**

**There is estrogen dominance with larger vessels on the left as well**

# Breast Cancer is a Regional Epidemic

- ❖ Washington State is currently number 1
- ❖ In Washington State each week 78 women are diagnosed with the disease and about 14 will die
- ❖ Oregon now has the 2nd highest breast cancer rate per capita in the nation
- ❖ Oregon was number 3 the year before
- ❖ Each week 47 Oregon women are diagnosed with breast cancer; 10 will die

*American Cancer Society, 2007*



# 13 states with the highest incidences of breast cancer

- ❖ Connecticut
- ❖ Delaware
- ❖ District of Columbia
- ❖ Maine
- ❖ Massachusetts
- ❖ Minnesota
- ❖ New Hampshire
- ❖ New Jersey
- ❖ Oklahoma
- ❖ Oregon
- ❖ Rhode Island
- ❖ Vermont
- ❖ Washington

*Centers for Disease Control 2007*

# Coming to terms with Environmental Estrogen Risk

The “Estrogenic Soup” has been made worse in recent years. Eight-year-old girls are now fully breasted, which used to occur at 12-13 years of age

As a health care professional in a state with one of the highest breast cancer rates in the nation, I am working to decrease the risk of developing breast cancer and prostate cancer in our state

Please limit the public’s exposure to harmful chemicals

Help preserve the health of your family and our communities by passing this information to your friends







## **For More Information or to Arrange a Lecture**

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