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Build Health: Go To School On Suzanne Sommers' Misfortune

By William R. Quesnell

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Did you see the Larry King Live show where Suzanne Sommers informed us she was a victim of breast cancer?

Until then the butt-mastering, thigh-mastering Ms. Sommers was thought to be a model of good health. Not only that, legions of her fans followed the Suzanne Sommers' Diet.

Suzanne acknowledged that as a model of good health she had to set an example and eat the right foods. Well, if she was eating all the right foods, why the cancer?

Some experts have theorized that Ms. Sommers carries a disease gene that resulted in her cancer.

Just like us, she has more than 30,000 genes that provide the coded instructions to: (1) Shape her body, and (2) Make it run.

Each gene consists of a section of DNA, which looks like a twisted ladder. It is actually the rungs of the ladder, comprised of just four molecules that can be arranged in seemingly endless combination that will tell a cell what to do. Often cells are told to produce a myriad of proteins that will carry out the work of the body.

Medical science has taken the position that when a disease results from an absent or insufficient or malformed protein, the problem usually can be traced to a glitch in the DNA.

The concept of human disease genes is nothing new. But compare the ongoing effort to reveal the genes thought to separate sick from healthy individuals, against the conclusion from a study of 90,000 identical twins reported in the New England Journal of Medicine in July, 2000:

"There is a low absolute probability that a cancer will develop in a person whose identical twin, a person with an identical genome and many similar exposures, has the same type of cancer...For cancer at the common sites in monozygotic twins, the rate of concordance is generally less than 15%."

How can it be, regarding cancer in identical twins, 85% of the time human disease genes do not act as human disease genes?

What is the difference between the twin with breast cancer [pretend that is Suzanne Sommers] and her cancer-free sister?

The answer: All metabolic enzyme systems function normally in the breasts of the cancer-free twin.

Go back to the theoretical genetic result of absent, or malformed or insufficient proteins performing cellular work. The proteins that perform cellular work are our metabolic enzymes.

We have over 2000 of them. Not only do these organic molecules have minerals within their chain, each metabolic enzyme requires an activator mineral to mobilize it. Minerals also activate hormones.

Here is what "experts" conveniently neglect:

Our genes do not determine the availability of minerals to serve as activators, or as inventory for the cellular construction of our metabolic enzymes. That depends upon the quality, the nutrient density, of the food in our diet.

The Suzanne Sommers' Diet has one thing in common with all other diets:

The foods in her diet and every other diet lack minerals.

When we consume food and water deficient in minerals, this leads to the break down of our metabolic enzyme systems. That's when we begin to lose immunity to degenerative disease, which is what happened to Suzanne Sommers.

Bill Quesnell(bill@mineralsbuildhealth.com) is a health educator, author of *Minerals: The Essential Link to Health*, and Price-Pottenger Nutrition Foundation member. He farmed melon for eight years in Costa Rica where he learned how minerals build health and prevent disease by putting his hands in the soil, not by relying upon medical advice devoted to disease and treatment. Critical reviews of his book and a list of 15 harmful health myths can be found at

How to Be Appropriately Pushy

By Suzanne Falter-Barns

One of the things that's often hard to know is how and when to be pushy appropriately. In these hardscrabble times, perfectly polite people don't stand much of a chance of getting what they want.

However, not enough can be said for making yourself known in a decent and unobnoxious manner. The key is to use your intuition and your brain, both at the same time, and pray for a little luck.

When Lazaro Hernandez was a fashion student at Parson's School of Design in New York, he had a chance encounter in an airport with Anna Wintour, editor in chief of Vogue Magazine. In fact, she was getting on his airplane. Lazaro wasn't so sure he had the nerve to approach, but one hour into the flight, he could stand it no longer.

Lazaro wrote a humble note on an airsick bag, which explained that he was a fashion student who would soon be looking for an internship. He noted that she probably got requests like this all the time, but wondered if perhaps someone had given her a chance at the beginning of her career. He also wrote that he knew she had the power to help him. Then, trembling, he approached.

Lazaro stood before Ms. Wintour's seated figure, and said her name. No answer. He repeated her name several times. No answer. He even crossed the uncrossable boundary and touched her arm. Still no reply. Finally, he left his plea under her martini glass and crept back to his seat. Several months later, he received a call from a major designer who'd gotten Lazaro's letter from Ms. Wintour with instructions that it was not to be ignored. A subsequent interview proved that he had talent, and Lazaro was hired for his first internship.

Lazaro not only had great luck to get on an airplane with the most powerful woman in the fashion industry, he had the savvy to make use of the opportunity. He was ready when his break came with a portfolio of samples he'd worked hard on, making it the best it could be. Then he did the most important thing of all: he sent Ms. Wintour a thank you note, which prompted a fax from the woman herself saying she was glad it all worked out.

This to me is a fine example of well-handled pushiness, in that Lazaro used the opportunity as much as he could, but then was completely respectful and gracious. It is also evidence that a letter works, especially when delivered under unique circumstances. Designer Michael Kors was a store clerk, he sold Calvin Klein a ski jacket, and stuffed his design sketches into the sleeve as the jacket was en route to delivery. A documentary film director I know who needed a quote from a famous director to help her get grants pulled a similar coup. She found out where Woody Allen lived, then had a copy of her latest film delivered to his door with a handwritten note requesting a favorable comment. He obliged.

Everyone has to start somewhere, even the rich and famous. So if you can approach politely, preferably through some other means than the front office, your efforts will probably not be seen as pushy but as what one does to get a break.

Part of the reason this works is the honesty involved. You are telling them what you need up front. So this is very different than talking up a potential contact at a cocktail party with the sole agenda of having them look at your work, or hanging out a health club frequented by a certain star so you can add them to your list of influential friends. Those would be considered inappropriate 'covert agenda' moves that are really looked down upon by the rich and powerful.

Too often we assume that the way to approach an industry or a leader is from the bottom, worming your way up through the ranks. A much more effective approach is just to go straight to the top, where you very well may connect with the person who can make everything happen for you. This is why letters are such a good tool for approaching these people. They can read it in their own time, they're not too obtrusive, and if well-written and delivered in a subtle but attention-getting way, they can work wonders.

Important people, just like the rest of us, do not like to be used. On the other hand, most people do like to be helpful, and a direct request can be amazingly effective.

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Suzanne Falter-Barns is a former media insider who has published articles in Fitness, Self, More, Real Woman, Hers, Woman's World, Cosmo Girl, The New York Times, as well as a column in New Age Journal. Her websites and books have been featured in The Christian Science Monitor, Self, Woman's Day, Woman's World, Time Out New York, i-Village, Cybergrl, and more than 100 radio and television shows. She used her platform as a creativity expert to land a two book, six figure deal with the world's largest publisher, and so is the author of How Much Joy Can You Stand? and Living Your Joy (

). Suzanne has also trained more than 200 people in 27 different countries how

to lead workshops with her How Much Joy Can You Stand? Facilitator's Training, which puts anyone in touch with their own creativity. She also teaches people how to publish self help (

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