



# SUPER FOODS FOR A SUPER LIFE!

SERIES | RENEW

## MODULE 1 WHY MAKE A CHANGE?

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Balance

Vitality

Empowerment



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Blast off Kids Founder



*“With the new day comes new strength and new thoughts”. - Eleanor Roosevelt*



# WHAT YOU'LL LEARN TODAY

1. Introduction
2. Why Be Concerned?
3. Cancer Causes
4. Early Detection
5. Top Foods to Reduce
6. Top Foods to Increase



## NATUROPATHIC

*Welcome to the world of Naturopathic Medicine  
a system of medicine that stimulates the body's innate  
Healing mechanisms*

*Taking care of the body from the inside out...*

*Teaching Wellness Lifestyle*

**Science & Art of Health**

*Lifestyle counseling \* Nutrition \* Botanical Medicine \* Homeopathy  
\* Acupuncture \* Progressive Labs*

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## 2. WHY BE CONCERNED

Canadian Women: 40%

Canadian Men: 45%

New Cases > 2/3 by 2020

**“ Over 50% of all cancer cases can be prevented ”**



## 3. CANCER CAUSES

### INFLAMMATION

DIET, EXERCISE, OPTIMAL WEIGHT & LIFESTYLE 35-70%

TOBACCO 30%

AIR & WATER POLLUTION 5%

ALCOHOL & RADIATION 3%

MEDICATIONS 2%

INFECTIONS TBD

**CARCINOGENS- There are over 400 known or suspected carcinogens**

References: National Cancer Institute. Cancer Rates and Risks. Washington, DC: 1985

Doll R, Peto R. The causes of cancer: quantitative estimates of avoidable risks of cancer in the United States today., J Natl Cancer Inst. 1981;66: 1191-1308

American Cancer Society, Cancer Facts & Figures 2011

International Agency for Research on Cancer, Dec 2006

California Environmental Protection Agency

<http://ntp.niehs.nih.gov>

# THE LINKS CANCER & INFLAMMATION

<p><b>*TUMORS</b>-Many tumors in inflamed tissues</p>	<p><b>*INHIBITION</b>-The inhibition of inflammatory mediators prevent the development of cancer</p>
<p><b>*IMMUNE CELLS</b>-Same immune cells cause chronic inflammation in abundance in tumors.</p>	<p><b>*GENETIC</b>-Genetic variants of inflammatory genes change the probability of developing cancer as well as the seriousness of the developing tumor.</p>
<p><b>*MEDIATORS OF INFLAMMATION</b>- Same mediators that control inflammation are produced by tumors</p>	<p><b>*ANTI-INFLAMMATORIES</b>-Long term use of anti-inflammatory agents reduces the risk of certain cancers</p>



# STRESS & EMOTIONS

**RESEARCH SHOWS THAT WHITE CELLS REACT TO FOOD INTAKE, THE ENVIRONMENT, PHYSICAL ACTIVITY AND YOUR EMOTIONS**

PRO- INFLAMMATION	ANTI- INFLAMMATION
Traditional Western Diet	Mediterranean , Indian , Asian , Plant Slant cuisine
Persistent anger or despair	Facing one's difficulties
Social isolation	Community & Connection
Denial of your true identity ie sexuality, job	Acceptance of self with one's values and past history
Sedentary lifestyle	Regular physical activity

# # 1 DIETARY CAUSE CANCER: OVEREATING!



**80% RULE:** “Hara hachi bu” – the Okinawan, 2500-year old Confucian mantra said before meals reminds them to stop eating when their stomachs are 80 percent full. 20% = weight balance <sup>(1)</sup>  
By far the most significant dietary cause of cancer is over nutrition eating too much).<sup>(2)</sup>

**THE SCIENCE: CALORIE RESTRICTION W OPTIMUM NUTRITION (CRON):** 20-40% Reduction= < Abdominal Fat, Insulin, IGF-1, Testosterone, Estradiol, Inflammatory Cytokines linked to cancer <sup>(3)</sup>, >40% Longevity in Animal Studies and 4-5 years + Human Trials

References:

(1) <http://www.bluezones.com/2014/04/power-9/>

(2) Wicki, A; Hagmann, J (9 September 2011). "Diet and cancer". *Swiss Medical Weekly* 141: w13250. doi:10.4414/smw.2011.13250. PMID 21904992

(3) Omodei, D; Fontana, L (Jun 6, 2011). "Calorie restriction and prevention of age-associated chronic disease". *FEBS Lett* 585 (11): 1537–42.

doi:10.1016/j.febslet.2011.03.015. PMID 21402069. Retrieved 27 August 2014.

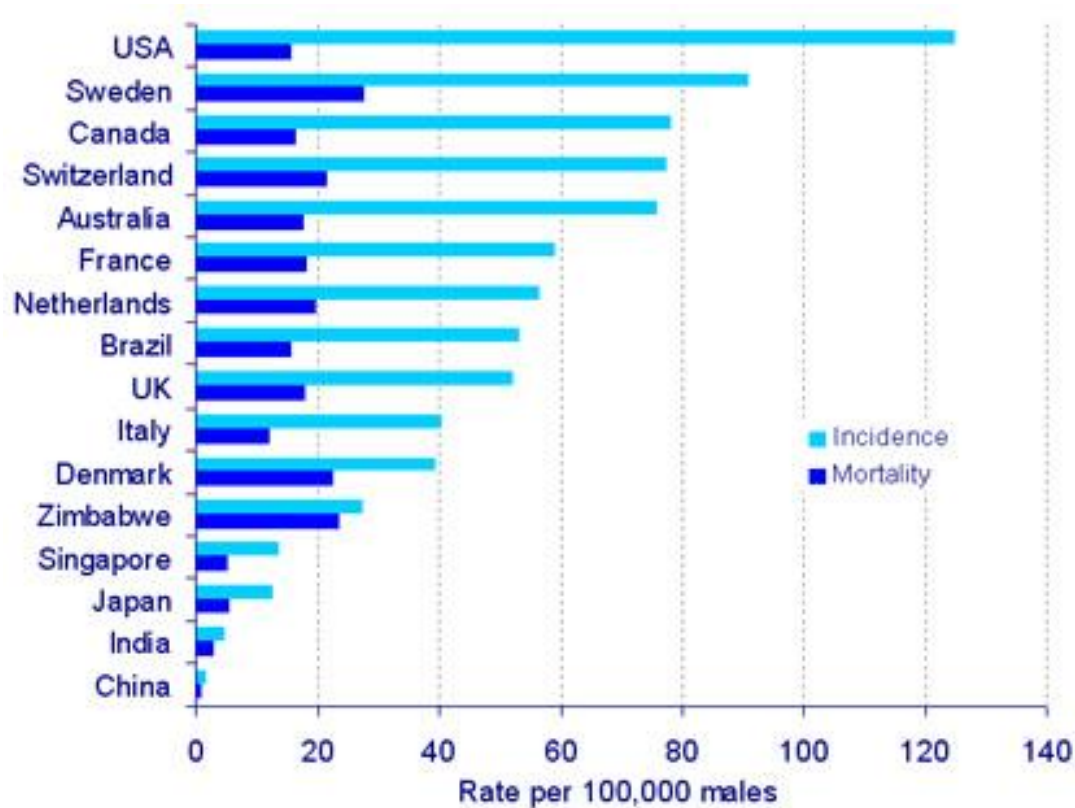
## GLOBAL CANCER RATES

Chinese Women 35-40% < Estrogen  
vs British/American

Women Rate of Breast Cancer Chinese  
Women 1/5

Rate of Breast, Colon & Prostate Cancer 7-  
60X more frequent here than in Asia.

# GLOBAL PROSTATE CANCER RATES



# EARLY DETECTION & CANCER CELL GROWTH



Time	Number of Cancer Cells
90 days	2 cells
1 year	16 cells
2 years	256 cells
3 years	4096 cells
4 years	64,536 cells
5-6 years	1,048,576 cells
7 years ( detection?)	16,777,216 cells
8 years	4,294,967,296 cells



## SUPER FOODS FOR A SUPERLIFE

**30% of all cancers are directly linked to dietary habits and this percentage 70% gastrointestinal system (esophagus, stomach and colon)**

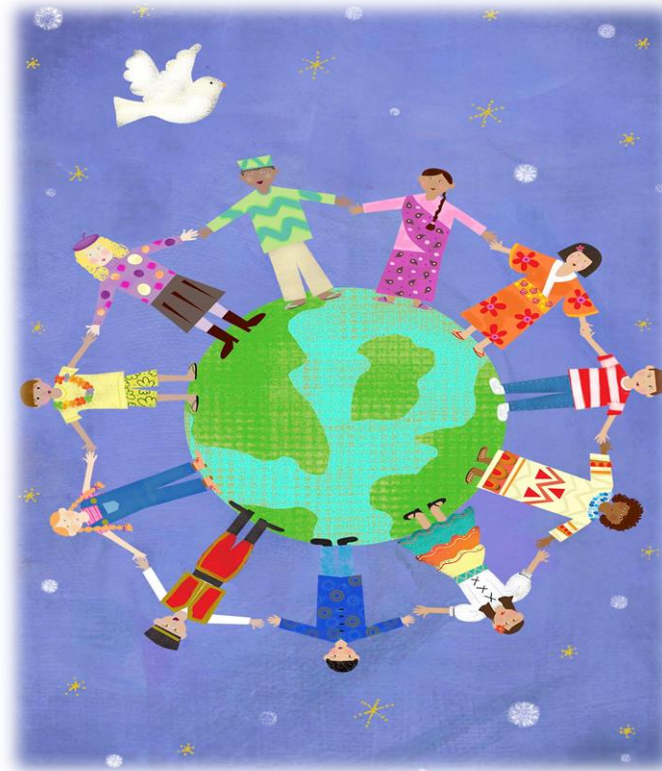
More than two hundred epidemiological studies have shown that **people who consume increased quantities of food of plant origin (fruits, vegetables, whole grains, spices and green tea) have about a TWO TIMES DECREASED likelihood of developing cancer than people who only occasionally eat such foods.**

# GLOBAL SUPER FOODS COUNTRIES WITH LOW CANCER RATES

**Mediterranean:** Tomatoes, red wine, garlic, onions, parsley, thyme, oregano, legumes, fatty fish, fermented milk

**North Africa & The Middle East:** Mint, cumin, coriander, legumes, citrus fruit, garlic, onions, tomatoes, cruciferous vegetables, fermented milk

**India:** Turmeric, pepper, cardamom, legumes, garlic, Onion, cruciferous vegetables, fermented milk



**China & Southeast Asia:** Cruciferous vegetables, garlic, soy, green vegetables ( spinach, watercress), Green tea, cloves, cinnamon, citrus fruit

**Japan:** Seaweed, soy, green tea, fatty fish, mushrooms, cruciferous vegetables ( daikon radish)

**\*Countries that are much less affected by certain cancers than the rest of the world. The common factor in cuisine is : A large amount of plant based foods which research shows the regular consumption of these foods plays a major role in cancer prevention**

# NUTRITION RESEARCH TO DATE



- Many Theories Still Need More Research: Clinical Evidence To Date:
- **Lower Sugar:** To Reduce Obesity <sup>(2)</sup>
- **Diet Lower in Red Meat & Higher in Vegetables Suggested** (less of an effect in those w healthy weight)<sup>(2)</sup>
- **Red/Processed Meat (Carcinogens Cooked At High Temps):** Breast, Colon <sup>(3)</sup>, Prostate <sup>(5)</sup>, Pancreatic <sup>(6)(7)</sup>
- **Aflatoxin B (food contaminant):** Liver Cancer <sup>(8)</sup> (coffee drinking reduced risk)<sup>(9)</sup>
- **Betel nut chewing:** Oral Cancer <sup>(8)</sup>
- **Salt:** Higher Stomach Cancer Japan <sup>(8)(10)</sup>
- **Processed Food:** Colon Cancer US
- **Immigrants tend to develop risks of new country within one generation** <sup>(11)</sup>





## TOP 4 FOODS TO REDUCE

1. Sugar

2. Animal Protein

3. Salt

4. Processed Foods:

\*Refined Carbs

\*Genetically Modified



# 1. SUGAR

**Sucrose** is actually two simpler sugars stuck together:  
**fructose** and **glucose**.

**Lactose** is a major type of sugar found in milk and milk products  
Sugars are simple carbohydrates which do not contain the nutrients  
of more complex carbohydrates such as those found in whole  
grains, fruits, and vegetables.

**Excess sugar is converted into FAT by the body.**



## 2. ANIMAL PROTEIN

Meat, Fish, Dairy, Eggs

***According to The China Study, a diet that is higher than 5% animal proteins strongly contributes to cancer. Research clearly shows a strong association between animal protein and cancer.***

Acidic environment in your body related to your internal chemistry which may promote inflammation



## DAIRY

### Raises Blood Sugar Levels, Insulin & IGF-1

**Lactose**=Galactose & Glucose

**Galactose May Have Negative Effect On Ovarian Cancer**

1 Glass Milk (10g lactose): Ovarian Cancer + 13%

2 Glasses Milk (20g lactose): Prostate Cancer + 60%

***The China Study found that casein, which makes up 87% of cow's milk protein, promoted all stages of the cancer process.***

## 3. SALT



Sodium promotes thickening of arterial walls  
< Nitric Oxide in Endothelium

**PROMOTES FORMATION OF OXYGEN FREE  
RADICALS**

<ENDOTHELIUM HEALTH RELATED TO CANCER

**Limit Sodium < 1500 mg/day =  $\frac{3}{4}$  tsp.**  
(Average NA 3,300/day)



## 4. PROCESSED FOODS REFINED CARBS

White sugar, honey, high-fructose corn syrup, cookies, cakes, pastries, white bread, crackers, potato chips, fries, commercial waffles, candy, donuts, and many dry breakfast cereals contain high levels of refined carbohydrates.

**SUGAR=PROMOTION OF CANCER CELLS**



# TOP 3 FOODS TO PROMOTE

1. PLANT SLANT/VEGETARIAN/VEGAN

2. WHOLE FOODS & SUPER FOODS

CARBOHYDRATES

PROTEIN

FATS-HEALTHY

3. FIBER

# 1.WHY GO VEGAN?



- **WEIGHT:** Up to 20 lbs. Lighter <sup>(22)</sup>
- **ENERGY:** Higher carbohydrates, fiber , magnesium, potassium, folate, vitamin C, E, & phytochemicals <sup>(5)(6)(7)(22)(31)(32)</sup>
- **ZAP CRAVINGS:** Fiber! Fiber! Fiber! Better blood sugar, kicking cravings to the curb! <sup>(4)(31)</sup>
- **LONGEVITY!: 1.5-3.6 Years!** Less likely to develop heart disease, high blood pressure, and diabetes . > Endothelial Lining Health & Nitric Oxide (NO) <sup>(2)(3)(4)(5)(6)(7)(8)(27)(28)(29)</sup>



# WHY GO VEGAN?



## CANCER PREVENTION: (30)(35)

When Dr. Colin Campbell fed animals casein (a milk protein) at levels above 20% of the calories in their diet-cancer cells were turned on-when they were fed animal proteins at levels below 5% of their total calories, the cancer cells were turned off. **Plant protein, even in excess of 20% of calories, did not turn on cancer cells nor affect their growth.**" (36)

# ADVENTIST HEALTH STUDIES

On average Adventist men live 7.3 years longer and Adventist women live 4.4 years longer than other Californians.



	Men	Women
Death Rates All Cancer	60% lower	75% lower
Lung Cancer	21% lower	
Colorectal Cancer	62% lower	
Breast Cancer	85% lower	
CHD	66% lower	98% lower

# ADVENTIST HEALTH STUDIES



## 5 LINKS TO LONGEVITY:

- 1. NOT SMOKING
- 2. PLANT BASED DIET
- 3. NUTS SEVERAL TIMES A WEEK
- 4. REGULAR EXERCISE
- 5. MAINTAINING NORMAL BODY WEIGHT
- LONGEVITY 10+ YEARS !!!!

## SPECIFICALLY:

- **<MEAT:** < COLON CANCER
- **>LEGUMES:** <COLON CANCER
- **NUTS:** < HEART ATTACK 50%
- **WHOLE MEAL BREAD VS WHITE BREAD:** <NON-FATAL HEART ATTACK 45%
- **WATER:** 5+//DAY: < HEART DISEASE 50%
- **TOMATOES:** <PROSTATE CANCER 40%
- **SOY MILK** > 1/DAY MAY REDUCE RISK OF PROSTATE CANCER 70%

# KEY FOODS TO BOOST VEGANS

NUTRIENT	KEY VEGAN FOOD SOURCES
Long Chain Fatty Acids (w-3)	Chia & Flax Seeds (Fish)
Vitamin D	Sunlight, Mushrooms, Tofu, Cereals & Milk Alternatives (Fortified)
Calcium	Dark Greens, Nuts & Seeds, Beans & Legumes
Iodine	Seaweed, Iodized Sea Salt
Vitamin B1	Sunflower Seeds, Navy Beans, Black Beans, Peas, Lentils, Pinto Beans, Oats, Lima Beans, Sesame Seeds, Kidney Beans, Sweet Potato, Peanuts
Vitamin B2	Almonds, Mushrooms, Sesame Seeds
Vitamin B12	Nutritional Yeast, Tofu, Milk Alternatives (fortified) (fish)
Zinc	Beans, Nuts, Whole Grains
Lysine	Quinoa, Amaranth, Teff, Legumes, Seitan (gluten), Tofu, Tempeh, Soy, Lentils, Pistachios, Pumpkin Seeds
Methionine	Meat, Fish, Poultry, Eggs, Cheeses, Soy, Sesame Seeds, Brazil Nuts are higher in methionine. However it is recommended to focus on a variety of foods and not on increasing methionine due the research on methionine restriction and improved longevity. Methionine 2mg/kg/day is recommended based on research of calorie restriction & longevity. (1)(4)
Threonine	Watercress, Spirulina, Soy

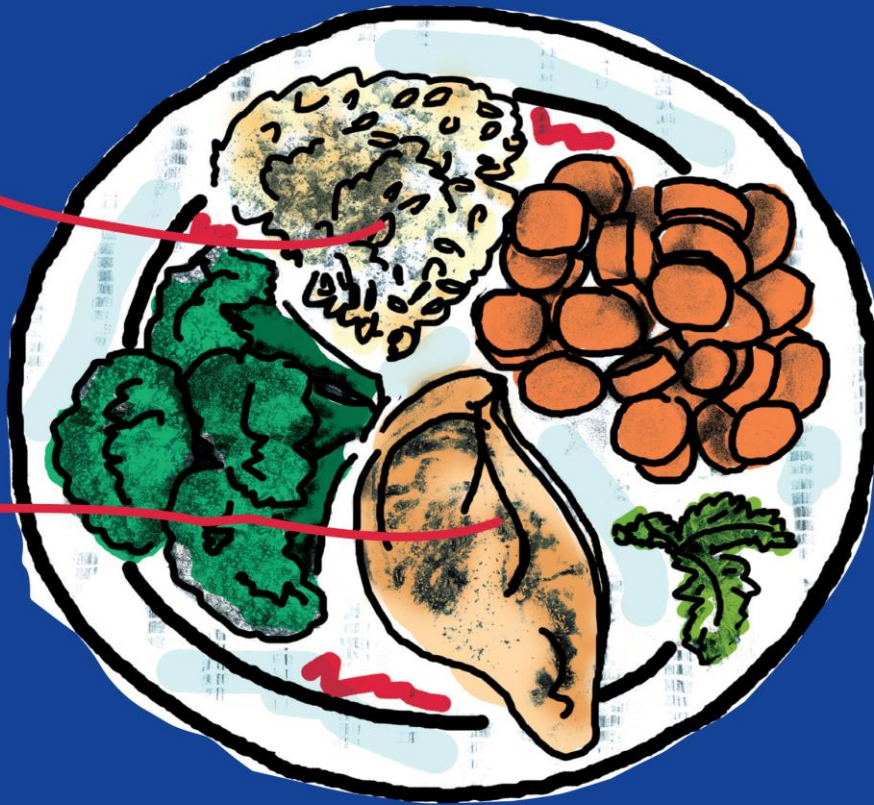
References:

- (1) <https://www.fightaging.org/archives/2002/11/calorie-restriction-explained.php>  
 (2) [Med Hypotheses](#). 2009 Feb;72(2):125-8. doi: 10.1016/j.mehy.2008.07.044. Epub 2008 Sep 11.

## The New American Plate

$\frac{2}{3}$  (or more)  
vegetables,  
fruits,  
whole grains  
and beans

$\frac{1}{3}$  (or less)  
animal  
protein





## 2. SUPERFOODS!

### VEGGIES & FRUIT >10 / Day Variety

One serving:

Veggies Raw Green Leafy: 1 cup

Veggies: ½ cup ( 125 mL)

Fruit: ½ cup (125 mL) or 1 medium sized

(Fruit Dried: ¼ cup ( 60mL))

(\*Juice: ½ cup (125 mL))

- *\*( it is recommended to reduce or eliminate juices and focus on fresh sources of foods, with the exception of whole food juicing where the whole fruit or vegetable is blended using a high powered blender ie vitamix or blendtec and the fiber is not removed*



## 2. WHOLE FOODS: CARBS \*45-65%

### Tip-Eat before 3pm!

Whole grain breads, cereals, rice & pasta

Eliminate “ white or processed ” grains .

Gluten Free: Easy To Digest: Quinoa, Amaranth, Teff, Buckwheat, Millet, Corn or Gluten Free Oats.

One serving size=

1 slice of bread ( 35 grams) or 1- 6 inch whole grain tortilla

½ cup pasta or rice

½ whole grain bagel or pita or ¾ cup hot cereal

30 grams cold cereal or 6 whole grain crackers



## 2. WHOLE FOODS: PROTEIN 10-35%

**Tip: Eat a few bites before your carbs!**

Eat a predominantly Plant Based Diet

One serving size=

3.5 oz animal protein

1 cup beans or legumes

Handful nuts or seeds





## 2. WHOLE FOODS: FAT \*20-25%

**Healthy Fats: Saturated:** Meats, Coconut Oil;

**Monounsaturated:** Olive, Avocado, Nuts & Seeds, Peanut, (Canola)

**Polyunsaturated:** (Safflower, Sunflower, Corn, Soy, Cottonseed), Nuts & Seeds

**w-3:** Salmon, Herring, Flax, Walnuts

**Unhealthy Fats: Saturated:** Animal, Coconut oil;

**Trans-fats**

**Excess:** w-6/w-3 Ratio

**One serving size= 1 tsp**



### 3. FIBER 35-40 grams/ day

Soluble" (like oat bran) or  
"Insoluble" (like wheat bran and cellulose).  
Excellent sources include: beans, legumes, nuts, seeds,  
cereals, fruits , vegetables.

*It is important to increase your fiber slowly over a period of 6-8 weeks .*

*Tip: 1 tsp. fiber add 1 cup water!  
Intestinal Toothbrush!*

# SUMMARY OF DIETARY GUIDELINES

- ❑ **Weight:** Aim to be an ideal weight: being as lean as possible without becoming underweight
- ❑ **Exercise:** Be physically active for at least 30 minutes a day
- ❑ **CRON:** Reduce portion sizes and visualize a “ Superfood Healthy Plate Model” : 75% VEGETABLES
- ❑ **Sugar:** Reduce and or eliminate refined sugar
- ❑ **Salt:** Limit to less than  $\frac{3}{4}$  tsp. /day, 1500mg/day
- ❑ **Alcohol:** If you drink , limit your alcohol intake to women < 1 drink / day and men < 2 drinks/ day
- ❑ **Meat:** If consuming meats limit intake of cooked red meat to 18 oz. ( 500 g) a week , grass fed, free range
- ❑ **Super Foods:** Eat 5-10 servings of vegetables and fruits each day
- ❑ **Menu:** Eat a primarily a plant based diet, animal protein <5%
- ❑ **Whole Foods:** Focus on whole foods vs processed foods
- ❑ **Fats:** Promote healthy fats and limit unhealthy fats
- ❑ **B12:** If you are Vegan, add vitamin B12 and have your levels checked
- ❑ **One third of all cancers can be prevented by a healthy diet, physical activity and avoidance of obesity.**



## WHY MAKE A CHANGE?

*“Stubbornness....doing the same thing and expecting a different result”*

IT'S TIME FOR CHANGE

With new ideas comes controversy

With controversy comes learning

With learning comes change

With change comes growth

With growth comes healing

“ Dr Joel, 2015”



## NEWBIE SMOOTHIE

- 1 cup almond milk (or other non-dairy milk)
- ½ banana (or avocado)
- 1 cup spinach (kale, Swiss chard, arugula etc.)
- 1 Tbsp. pumpkin seed butter (or other nut /seed butter)
- 3 Tbsp. Hemp Seed (or scoop protein powder)
- Dash cinnamon & ginger
- \*Probiotic & fish oil



## WHY MAKE A CHANGE RECIPES

- Teff Breakfast Poppers
- Stacked Teff Berry Pancakes
- Turmeric Chickpea Scramble



## START YOUR DAY OFF RIGHT!

- Studies have shown that breakfast-skippers – of all ages – are more likely to be overweight than regular breakfast eaters.
  - Makes it harder to meet your nutritional needs
  - You'll have more energy and are less likely to cheat
- Eating breakfast provides an energy boost to the brain for mid-morning alertness and performance



## THIS WEEKS CHECKLIST WHY MAKE A CHANGE?

### Breakfast

- Journal: Write Down Your Goals In the Next 12 Weeks
  - Breakfast X 5 Recipes you can rotate
- Kitchen: Set out your breakfast the night before
  - Recipe X 1