

LivePure

QUARTERLY JOURNAL OF INTEGRATIVE MEDICINE | ISSUE 3 | JULY 2019

Women's sexual health: understanding your libido | **Men's sexual health:** navigating erectile dysfunction
Skincare: achieving beautiful skin at any age | **Women's wellbeing:** the new MOKITA fund for women
Integrative cancer care: an interview with naturopathic doctor, Sharon Gurm



Integrative history: the legacy of Dr. Roger Rogers
Skincare tips: easy ways to stay sun safe in summer
Inside Pure Pharmacy: meet members of our team





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It's time to take control of your health

BY BOB MEHR, R.PH, FIACP

It's a question we all seem to ask ourselves: Is it possible to take control of my health? The answer is a definite yes—and the sooner the better!

At the root of taking control of our health is the importance of education, advocacy, and self-empowerment. Today, healthcare isn't limited to the treatment of disease and illness, it now extends to the preservation of wellness. This is called preventative medicine, and being an active participant in maintaining our own health is its very foundation.

Each of us has our own role to play to engage, educate, inspire, and empower our friends, family, and neighbours toward better health. And we can all do our part to raise awareness for preventative medicine.

Disease and injury are not always inevitable. In many ways, we can make choices every day to protect our personal health. Today, a growing body of evidence-based strategies are available to reduce the burden of preventable disease, that is, the diseases and conditions that could be averted if preventative therapeutic services were universally delivered.

Some of these strategies are implemented by your healthcare provider, who can deliver clinical services through community-level interventions and appropriate treatments. But many of these strategies can be practised in our day-to-day lives. Healthy habits on an individual level will make the biggest impact on preventative diseases. Each of us can develop healthy habits by not only gaining the knowledge on *what* to do, but by actually *doing* it. And we all know that's

the tough part. Our health goals should be an important focus in our lives, and right now is the best time to begin.

Our individual wellbeing can change moment to moment, day to day, year to year, and can be influenced by what's happening in a specific moment and the actions that we take or don't take. Wellbeing encompasses the health of the whole person; it is physical, mental, and emotional.

Sometimes it can be confusing to sort through the wellness information that bombards us daily. But by listening to our bodies, speaking with our friends, family, and healthcare providers, it is possible to rediscover our priorities, and to set actionable goals for health success. It's always best to discuss these goals with your healthcare provider, and to request input and feedback. Also, ask those around you, including your medical and naturopathic doctors, pharmacists, family and friends to help support you in your wellness efforts. Building a community of support around you will make taking control of your health that much more attainable. Wellness is a lifelong commitment and takes ongoing intention and commitment. You can absolutely do it.

Bob Mehr

—Editor-in-Chief



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Lack of libido can be more than a simple lack of desire

BY DR. BRITTANY SCHAMERHORN, ND



For women, changing hormone levels, changing bodies, changes in relationships, stress and family dynamics can all affect libido and sense of sexual wellness. This can happen before and during the transition into perimenopause and menopause.

If experiencing a change in libido, it's important to first recognize that the reason for it can be involved, and that it is not always just hormonal. It's also important for each woman to evaluate what changing libido means for her and know that she is an individual with different needs.

Many factors can impact a woman's sexual desire, enjoyment of intercourse, and ability to orgasm. These factors can include stress, fatigue, lack of privacy, medical conditions, medication, relationship difficulties, and hormonal changes, among others.

It's important to note that not all sexual problems come in the form of low desire. Sexual health can be broken down into four sections: desire, arousal, enjoyment (orgasm related), and comfort/pain. Each woman's struggles are different and do not always fit in the same box as their co-workers or friends.

Some women are faced with hypoactive sexual desire

disorder, which is a recurrent deficiency or lack of sexual thoughts, fantasies, and/or interest that causes personal distress. This is a complex syndrome that can be due to hormonal imbalances, psychological factors or both.

Many people realize that as they become busier, more stressed and overwhelmed, it influences their sexual desire. For many, it leads to a decrease in sexual desire, however, for some, it can actually increase desire. Both may cause personal or relationship issues, and it is important to note that neither is the right or wrong response.

During menopause (including surgical menopause) women may experience a change in both sexual desire and arousal due to decreased levels of hormones. Often, even if the desire is present, there is an inability to attain or maintain sexual excitement and there is a lack of response to sexual stimulation (such as lubrication).

A woman's hormones, particularly estrogen, are responsible for the health and lubrication of her vaginal

tissue, and as hormones change, vaginal dryness and atrophy can cause distress. Treatment options for this include, but are certainly not limited to, hormone therapy.

For many women, it's not a lack of interest but rather a fear of pain affecting their sexual health. For those where pain and muscle spasms are associated with intercourse, vaginal wall exercises that strengthen or relax the pelvic floor muscles can be helpful. This is often where a pelvic floor physiotherapist can be a great resource.

As mentioned, a woman's hormones are responsible for the health of her vaginal tissue. As the hormone levels decline, the vaginal walls become thinner and less elastic, combined with a decrease in lubrication and the vagina becomes far more prone to injury from penetration (proper lubrication is key).

It should also be acknowledged, that women may avoid intercourse due to future discomfort or pain, such as chronic recurrent UTI's and other infections or concerns that arise after intercourse. Prevention is key in these situations including hygiene, potential supplements, and we cannot forget the microbiome of the vagina and urinary tract.

Finally, it's important to note that in relation to

medicine, woman's sexual health is a relatively new field. For many years, women's sexuality and sexual challenges were addressed and treated similar to men. As more research into woman's sexual health and woman's health in general emerges, we are constantly learning how to better address these challenges.

Sexual health is unique to each individual and though it may not be commonly discussed, it does play a role in a woman's overall wellness and should be addressed with your physician if you have any concerns. Many women have challenges in regards to their sexual health and wellness, and the treatment needs to be unique to not only their concern but also their goals. —LP

Dr. Brittany Schamerhorn, ND, is passionate about helping patients achieve vibrant and successful lives through individualized treatment plans tailored to their specific goals and concerns. westcoastwomensclinic.com balancemedical.ca



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Finding the answers for treating erectile dysfunction

WITH DR. ROOZBEH AHMADI, MD, CCFP



It's often something men just don't want to talk about, but it happens. Erectile dysfunction is a common concern that affects nearly half of men by the age of 40.

Q: What is erectile dysfunction?

A: Erectile Dysfunction (ED) is a medical condition where a man is consistently unable to achieve and maintain an erection that allows for satisfactory sexual function. ED is also referred to as impotence.

Q: How common is erectile dysfunction?

A: The Canadian Study of Erectile Dysfunction identified 49.4% of men over 40 with ED. By the time men reach age 70, almost 70% of them will experience some forms of erectile dysfunction.

Q: What are the causes of erectile dysfunction?

A: Erectile dysfunction is a complex medical issue. There are multiple factors that can cause erectile

dysfunction. These include neurological disorders, hormonal imbalance, structural abnormalities, side effects of medications or surgeries, mood disorder, and the most important and prevalent one is vascular disease.

When a man becomes aroused, the brain releases a neuro-chemical substance to increase the size of blood vessels carrying blood to the penis and reduce the size of the vessels that carry it out.

Twin compartments that run the length of the penis, called corpora cavernosa, become flush with blood that is trapped in the shaft. This causes the penis to stiffen and become erect.

If blood flow to the penis is inhibited or the blood vessels are clogged or constricted, erection cannot be achieved or maintained.

Q: What are the main causes of vasculogenic erectile dysfunction?

A: High cholesterol and the buildup of arterial plaque over time causes blood vessels to narrow, lessening the capability of your circulatory system. Risk of heart disease and diabetes also increase with age, which can cause or worsen erectile dysfunction. Lifestyle choices and health conditions that can also contribute to impotence include, smoking, obesity, sedentary lifestyle, and chronic alcohol/substance abuse.

Q: Why is erectile dysfunction a very important topic in men’s health in general?

A: There are various reasons for which erectile dysfunction deserves a lot of attention from medical doctors. Sexual wellness is essential to men’s health and happiness. It’s an integral part of men’s overall wellness as they age. A great number of scientific studies have shown the many benefits of a healthy and active love-life that include: living longer, greater wellbeing and a happier and longer lasting relationship with your partner.

Erectile dysfunction could also be a subtle sign of more serious cardiovascular disease. Therefore, erectile dysfunction is referred to as a possible “canary in the coal mine”.

Q: Is erectile dysfunction treatable?

A: ED is potentially a treatable medical condition and is not related to masculinity or sexual prowess.

Q: What are the treatment options?

A: The mainstream treatment options are a group of pills called Phosphodiesterase 5 inhibitors such as Viagra or Cialis. If pills are not working, the next step is the injection or suppository forms of medications that patients can inject into the penis or infuse into the urethra prior to having intercourse. If these medications are not satisfactory, then there is the option of vacuum erection devices that patients will need to apply to the penis and achieve erection through the vacuum created within the tube. If none of the options are satisfactory, then there is the possibility of surgery such as penile implant.

The issue with pills, injection, and pump is that all need prior timing and preparation, and in the case of pills, can cause significant side effects such as headaches, flushing, upset stomach, and visual changes that a lot of patients cannot tolerate.

Q: What are the latest innovative treatment options for erectile dysfunction?

A: In the last few years, there are innovative regenerative treatment options to deal with the root cause of the problem and not just the symptoms. These new modalities include low intensity Shockwave Therapy and Platelet-Rich-Plasma Therapy, and are currently used in many countries around the world. They tend to address the root cause of the problem by enhancing blood flow to the penile tissue and not just treating ED symptomatically.

Q: What should a patient look for when seeking professional advice for erectile dysfunction?

A: At my office we offer rapid access to three effective treatments for erectile dysfunction: Shockwave Therapy, Platelet Rich Plasma Therapy (also known as the PRP shot), and Sex Therapy with a certified and experienced Sex Therapist. This provides patients with treatment options for both the physiological and psychological causes of ED. No doctor’s referral is needed.

Created from the patient’s own blood, PRP treatment is also commonly used in orthopedics, plastic surgery, and sports medicine. Studies have shown that this penile injection contains several different growth factors that can stimulate the healing of erectile tissue and is a safe and effective option for penile rejuvenation and improvement of erectile function by enhancing and increasing the blood flow to the erectile tissue, offering a longer lasting desired outcome.

ED Shockwave Therapy, also promotes regeneration of blood vessels in the penile shaft. That, like PRP, leads to longer and more satisfying erections and it’s accomplished by directing painless energy waves into the shaft of the penis.

Finally, a certified sex therapist can help deal with psychogenic issues that might be affecting a man’s sexual health, providing strategies to get a patient’s mind working with him instead of against him in a sexual encounter. —LP

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Dr. Roozbeh Ahmadi, MD, CCFP completed his medical studies at UBC. He is highly interested in complex chronic disease and has a special interest in Men’s Sexual Health. Dr. Ahmadi can be contacted through Pollock Clinics where he is a member of the medical staff. pollockclinics.com



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Women's Health Essentials for Summer

Summer has finally arrived! After a never-ending winter and a cold, rainy spring, summer brings a welcome change of warm temperatures and bright sunlight. And while summer is perfect for road trips, barbecues and relaxing afternoons at the beach, it also means unique health challenges – especially for women.

In fact, research has found that the incidence of urinary tract infections (UTIs) is highest during the summer and lowest in the winter. Plus, the hot and humid weather can lead to some other changes south of the border, too. And because no one wants to interrupt their vacation plans with a visit to the doctor, here are some tips to keep you at your best this summer!

The vaginal flora

The vaginal microbiota contains a distinct microbial population, unlike the ones found in other parts of the body. Although it doesn't have the same bacterial diversity as your mouth or intestines, the vagina is still a dynamic ecosystem that needs your full attention.

A healthy vaginal flora contains a high level of *Lactobacilli*. These good bacteria help to maintain a healthy bacterial balance by creating an acidic environment, producing antimicrobial compounds and competing with other microorganisms for nutrients. However, many factors can disrupt this healthy bacterial balance, including medication, menstruation, sexual activity and hygiene practices, just to name a few. And as we all know, a disturbance in the normal vaginal microflora composition can have a big impact on your overall health. So while it's important to change out of your wet bathing suit and sweaty gym clothes, how else can you support vaginal health during the summer?

Probiotics for women's health

Probiotics are friendly bacteria that work to keep your gut healthy. But did you know they can also help restore and maintain a healthy vaginal flora? Probiotic supplements can be taken orally, but their effectiveness first depends on their ability to survive the passage through the digestive system and reach the vagina intact. When looking for a quality probiotic supplement, don't just look at the number and types of strains – reach for a product that's backed by research.

Genestra Brands®' HMF Women's Daily provides a combination of research-driven strains selected for their high quality, viability, strong epithelial adherence and naturally high tolerance to stomach acid.

In addition to providing two species of *Bifidobacteria*, HMF Women's Daily offers three species of *Lactobacilli*, selected for their natural presence in the vagina. Included in this blend are *L. rhamnosus* HN001 and *L. acidophilus* La-14, which provide particular support to maintain a healthy vaginal flora. This probiotic formula also helps promote the growth of good bacteria in both the large and small intestines to support gastrointestinal health. Because summers should be spent outside – not in the bathroom!

The urinary tract system

Although the urinary tract is normally sterile, bacteria can enter the urethra and multiply in the bladder. This can lead to UTIs, which are commonly associated with frequent or painful urination, cloudy urine or pelvic pain. And while UTIs occur in men, they are 50 times more common in women. Why is this? One reason has to do with anatomy, as women have a shorter urethra that makes it easier for bacteria to enter.

And it's actually common for women to get more than one UTI during their lifetime. Approximately 10-20% of women experience one or more incidents of urinary discomfort or UTIs each year, with recurrence rates around 20%. And if you're elderly, use a catheter, or are sexually active, pregnant or postmenopausal, you have a greater risk for developing a UTI. While it's important to stay hydrated during the summer and urinate when needed (don't hold it in, even if you're at the beach or on a road trip!), is there another way to reduce your chances of developing a UTI?

Cranberries for urinary tract support

Cranberries are the most commonly studied plant for the prevention of UTIs. How do they work? Cranberries contain special compounds called proanthocyanidins, which reduce the ability of bacteria to stick to the bladder wall. In turn, this helps decrease the chance of infection. That's why HMF Women's Daily is formulated with cranberry fruit extract, which helps prevent recurrent UTIs in women. Its double-action formula provides complete feminine care, supporting both vaginal and urinary tract health.

So wherever your plans take you this season, be sure to add HMF Women's Daily Probiotic to your packing list. Because summer vacation should be a sun-filled time spent with family, friends, food, laughter and cheer. And Genestra Brands® is here to help you enjoy summer vacation to the fullest!



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5 must-haves to love your beautiful skin at any age

BY DR. HEIDI ROOTES, ND



“It’s time to love your skin and find your beautiful. Prevention and planning are key to healthy skin at any age”

As we age, our skin can give away more information than we may want it to. Sun damage, dehydration, loss of volume and uneven skin tone can age us quickly. Despite our best efforts to take care through healthy diet and lifestyle choices, once the damage is done it can take more than a few nights sleep to look refreshed again.

Prevention and planning are always the best options to keeping skin healthy; however, no matter where you are on your skin’s journey there are five essential must haves for beautiful skin.

1. Proper Hydration

The human body is made up of 60% water and well hydrated skin requires at least 64%. One of the easiest ways

to improve skin quality and texture is by drinking sufficient amounts of water. Health guidelines recommend adults consume between 9 to 10 glasses of water each day; but this will vary depending on your age, gender and level of physical activity. Most people wait until they feel thirsty before taking a drink; however, the thirst centre in the brain is triggered when the body is already reaching dehydration. Try a 7-day water challenge: consume a glass of water every 90 minutes for 7 days. Proper hydration will not only help your skin glow but it will boost your mood and energy as well.

2. Balanced Diet

As Naturopathic Doctors we have been telling our patients for years to eat whole foods rich in colourful fruits and

vegetables, omega-3 containing fish, nuts and seeds, and whole grains. In January of this year Health Canada released a new and improved food guide with updated recommendations emphasizing plant based proteins and whole grains (rather than refined carbs), and reduced sugar intake including juice and pop. The bottom line: eat less foods that cause inflammation and more foods that contain healthy nutrients and antioxidants. For most people a healthy body is reflected in the skin so the first place to start is diet; however, some people need a bit more help. Food sensitivities and allergies, dysfunctional immune systems, hormone imbalance and poor digestion can all cause inflammation, which results in conditions such as acne, rosacea, melasma and eczema. Consulting a health care professional who works closely with skin related conditions can significantly help improve frustrating skin concerns.

3. Sufficient Sleep

We've all gone through periods of time when we are not sleeping well. After a few days we notice swollen, sunken eyes with dark circles and pale, dehydrated skin. Although these changes are not pretty, they disappear after a few good nights sleep. Unfortunately, chronic bad sleepers will start to notice deeper more severe changes in their skin. Less sleep results in greater inflammation in the body, often presenting as conditions such as acne, eczema, dermatitis and psoriasis. Chronic sleep deprivation also affects wound healing (thus increased risk of scarring), reduced collagen production, skin dehydration and loss of skin texture. Sleeplessness can be caused by stress, light (put those phones away), shift work, or just poor sleep hygiene. Work with your healthcare provider to get your sleep on track; your skin will thank you.

4. Home Care Routine

Taking care of the surface of your skin is just as important as taking care of the rest of your body. A proper home care routine for your skin is extremely important in the health of your skin. *My Golden Rule*: never go to bed without washing your face. Think of what your skin has picked up throughout the day and wash it off! This doesn't have to be a fancy product unless you have sensitive skin or a skin condition that needs



specialized treatment. Also, ending your skin care routine with a good moisturizer tailored for your skin type is a must. But, what comes in between washing and moisturizing? This is the area that leaves many people confused. Everyone's skin needs are different, and depending on your age, skin type, health and lifestyle, home care varies greatly. Despite this, I'm often asked what the most important elements of home care are. I call this my ABC's of skin care:

a. Retinol serum (or vitamin A)

There are so many reasons why I love retinol for the skin. First, it is my top pick for anti-aging. By strengthening skin and elasticity, retinol not only improves skin tone and texture, but it also reduces fine lines and wrinkles. In addition, retinol helps treat acne, minimizes pore size, and helps reduce skin pigmentation. If used too frequently or at too high a concentration, retinol can cause dryness. So I recommend starting with a 0.25% serum every 2 to 3 days for two weeks. If the skin tolerates this, slowly increase frequency until it can be used every day. Repeat this process using a 0.5% serum and, if your skin will allow, move up to a 1% concentration. Retinol *does* cause photosensitivity and cannot be used for several days before and after some skin treatments, so always check with your skin care professional prior to treatment if you are using a product containing retinol.

b. Broad spectrum sunscreen

This is a must do EVERY day, rain or shine. Twenty percent of the sun's harmful rays penetrate the skin even on cloudy days. The sun emits two types of harmful rays: UVA rays penetrate deep into the skin's dermis causing damage to the deep cell layer, while UVB are the shorter rays that cause sunburn and increase the risk of skin cancer. Ninety percent of visible skin aging is due to sun damage, so always protect your skin using a broad spectrum

“Just like an annual check-up with your dentist or GP, a skincare professional will help to maintain the good health of your skin and to prevent sun damage”



sunscreen. There are two types of sunscreen: physical and chemical. A physical block sits on top of the skin and reflects the sun’s rays, while a chemical block is absorbed into the skin and converts the rays into heat. I recommended my patients use a physical block, but regardless of your choice it must be broad spectrum (to protect against both UVA and UVB rays), SPF 30 or greater, and noncomedogenic (won’t clog pores).

C. *Vitamin C*

Exposure to harmful pollutants, chemicals and physical damage can really take a toll on skin. Repairing daily damage is essential to keeping skin healthy and youthful. Vitamin C is a powerful antioxidant that helps neutralize free radicals, protect against UV damage, and strengthen skin cell integrity. Vitamin C also helps reduce skin inflammation, irregular skin tone and pigmentation, and promotes collagen production. Regular use of Vitamin C on your skin results in tighter, brighter, healthier looking skin.

5. Treatment Plan

Just like your regular visits to the dentist and annual check-up exam with a GP, a customized treatment plan for your skin is essential to maintaining its health. The first step is finding a skincare professional to work with. Often this is initiated by an acute concern: acne, rosacea, or dermatitis; but, working together to maintain the health of your skin and preventing skin damage is just as important. When I meet a new patient I always ask them what their short term and long term skin goals

are. Having both a short term and long term plan in place and working closely with a skin care professional is essential to the health and longevity of your skin.

The road to healthy, beautiful skin can sometimes be a long and frustrating journey but having the right pieces in place is key to success. I always tell my patients, “you wear your skin every day. It’s the first thing everyone sees and it’s the hardest thing to hide. Isn’t it worth your time and investment?” —LP

Dr. Heidi Rootes, ND, the founder and owner of Vancouver based Surface Skin Lab, believes that everyone should look and feel beautiful. With over 13 years of experience, Dr. Rootes provides her patients with innovative, non-invasive skin rejuvenation treatments to repair, restore and revitalize the skin and body. surfaceskinlab.com



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The legacy of Dr. Roger Rogers

BY KRISTIN MCCAHERN

The late Doctor Roger Rogers is recognized as a true pioneer and champion in the effort to help generations of Canadians recognize the benefits of integrative healing modalities. And we're all better for it.

After eschewing several potential career options, including but not limited to nuclear physicist, social worker, and small businessman, Vancouver's Dr. Roger Rogers found his true calling in medicine.

He was interested in naturopathy right from the start, but chose medicine because it enabled him to offer his patients a broader range of treatments. He completed his Doctor of Medicine degree from UBC in 1959 and opened his first practice in 1960 in the Lee Building at Broadway and Main in East Vancouver.

In his early 20s when he was working on his first degree at university, Roger's mother, who had raised him single-handedly and had a ferocious work ethic, became ill. She became progressively weaker and thinner and in increasing pain and was clearly going to die.

One day in this period, Roger came upon the book *A Fast Way to Health* by Dr. Frank McCoy. Roger wanted a quick solution for his mother, so he read the book and found its anecdotes about the benefits of fasting to be unusual, but credible. He put his mother on the fasting diet prescribed by the book, and shortly she began to improve.

In due course, her pain vanished; she recovered fully, and returned to her normal life. As a result of this and other incidents he'd personally witnessed, Dr. Rogers became very open to the idea of using alternative methods for treating disease and for promoting good health.

Dr. Rogers began embracing alternative therapies in treating his patients. Right from the outset, he was certain that there was a link between nutrition, exercise, water intake, and health. He was a proponent of patients taking not just an interest, but responsibility for their own health.



Dr. Roger Rogers, BA, BSW, MD, OBC

He strongly believed that patients could directly affect their own recovery and well-being as much as any pharmaceutical drug could, so he firmly encouraged patients to see their own good health as a life-long exercise.

As he clearly outlined in the spring 2002 newsletter of the Association of Complementary Physicians of British Columbia, "We, and only we, for no-one can do it for us, can choose a healthful diet, avoid overweight, get more exercise, get adequate sleep and relaxation, avoid substances known to have a deleterious effect on our health like tobacco, drugs, excessive fat, salt, and sugar."

Dr. Simon Sutcliffe, former president of the BC Cancer Agency, reminds us that Dr. Rogers "did not invent or discover these attributes and their impact upon health. He devoted his career to cause us to recognize them, and to bring the understanding of the importance of health to the same level of attention as disease and interventions to mitigate illness. The unique contribution of Dr. Rogers was not that he recognized the value of healing and healthful practices that are within the control of each of us, but that he strove tirelessly to cause all of us, patients, public, health professionals and politicians, to recognize it as well, and to make it as legitimate a piece of our health system as our universal healthcare illness services."

As Dr. Rogers' practice expanded, he began to focus more and more on treating people with cancer. He was convinced of the benefits of stimulating the immune system to help support the body in its fight against cancer.

He welcomed patients who had often been told by the mainstream, traditional medical system that there was nothing more that could be done for them. He gave these people kindness, hope, and encouragement. And, in consultation with them, he developed a treatment regime that he believed would help them—and would certainly do them no harm.

As Dr. Rogers focused increasingly on what were considered unorthodox alternatives to the conventional treatments offered by the mainstream medical system, particularly for cancer, his work began to draw increasing attention both to him and his methods.

Some of that attention led to his being summoned to explain his treatments before a panel convened by the College of Physicians and Surgeons. At that time, many complementary and alternative treatments were considered little more than quackery and Dr. Rogers faced the real prospect of losing his licence to practice medicine.

But as part of his defence of his alternative treatments for cancer, Dr. Rogers assembled all the facts and data he could on the disease and its treatments—and two weeks after the panel had listened to him, not only did they agree that he could continue his practice, but encouraged him to work with the Cancer Agency.

In a July 1987 note in the BC Medical Journal, Dr. Rogers summarized his beliefs about providing alternatives for cancer treatment this way: “Patients who fail to benefit from orthodox methods and are believed to have a fatal disease must be given the right to try any safe methods they desire. Physicians of their choice who can observe and record the results of these methods under scientifically controlled conditions should be able to administer them.”

In 1977, Dr. Rogers and a colleague established the Thera Wellness Centre, a non-profit centre focused on the whole person—a unique concept at the time. Some years later, Dr. Rogers teamed up with Dr. Hal Gunn to found the Centre for Integrated Healing, which they subsequently renamed InspireHealth.

Under their joint leadership, InspireHealth expanded to provide integrative cancer care—integrative in the sense that it treats cancer with a combination of nutrition, exercise, and spiritual and emotional support alongside holistic methods such as acupuncture, yoga, meditation, and traditional Chinese medicine, in conjunction with mainstream therapies. InspireHealth is now partly funded by the government and is a recognized part of BC’s health care system.

Dr. Gunn remembers Dr. Rogers’ contributions warmly: “Roger deeply understood the importance of empathy and empowerment in healing and his patients felt his love and caring. Through his mentorship and legacy, InspireHealth continues to provide patient-centered care based on empathy and empowerment.”

Outside of his clinical practice, Dr. Rogers provided on-going support to doctors and other health care professionals operating in the CAM field in part by helping to create both the Association of Complementary and Integrative Physicians of BC and the Canadian Complementary Medical Association.

President and CEO of Pure Integrative Pharmacy, Bob Mehr, knew Dr. Rogers to be “a central figure in the development of complementary medicine. He worked so hard throughout his whole life to examine every medical alternative in the pursuit of improved health care. He inspired me to think outside of the box and explore the vast field of integrative medicine. Dr. Rogers did so many good things and touched many hearts and that is why his legacy is etched into the minds of others and the stories we share about him.”

In 2001, Dr. Rogers received the Order of British Columbia, the province’s highest honour, for his pioneering work in alternative and complementary cancer care.

In 2007, the biennial \$250,000 Dr. Rogers Prize for Excellence in Complementary and Alternative Medicine was established to honour Dr. Rogers’ contributions to the field and to celebrate his efforts to gain widespread recognition for, and acceptance of, complementary and alternative cancer treatments in Canada.

The 2019 Dr. Rogers Prize will be presented on September 26th in Vancouver. Tickets to the award dinner will be available through drrogersprize.org. The keynote speaker is the inspiring Dr. Alessio Fasano, who will be discussing his discovery of zonulin and its role in leaky gut and celiac disease. —LP

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Author Kristin McCahon is a freelance editor and writer commissioned by the Dr. Rogers Prize for Excellence in Complimentary & Alternative Medicine. drrogersprize.org



Dr. Rogers Prize Gala Award Dinner

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W. Allan Walker Chair of Pediatric Gastroenterology and Nutrition
Professor of Pediatrics, Harvard Medical School

Author of *Gluten Freedom*



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Cancer care with a difference

WITH DR. SHARON GURM, BSC, ND, FABNO

Today, patients have many different options when it comes to seeking alternative care, including enhanced integrative cancer care that is proving to improve lives. So we reached out to integrative practitioner, Dr. Sharon Gurm of Port Moody Health Integrative Medicine and Cancer Care, to find out more about alternative modalities and the impact on cancer.

LivePure; *How do you describe an integrative approach to health care and how does it differ from the conventional approach?*

Dr. Gurm; The conventional approach to health care follows a disease-focussed model with the main primary interventions limited to pharmaceutical management. Integrative health care blends naturopathic medicine with aspects of conventional medicine, defining a modern standard of care.

Integrative health care considers many aspects of disease, health, and overall well-being. It follows a patient-focussed model of healthcare that involves therapeutic interventions aimed at prevention, disease treatment and/or management.

While treatment or management may include pharmacotherapy where appropriate, the backbone of integrative care is a functional, whole-person approach to achieving the goals of care as determined by the physician and patient, in collaboration with other health care providers as appropriate. Therapeutic interventions may include diet, nutrition, lifestyle, mind-body medicine, use of natural health products, physical therapy and counselling.

LP: *How can an integrative approach be combined with conventional cancer treatments?*

DG: Integrative medicine is not a replacement to conventional care, rather it elevates conventional care to a higher standard using a multi-modal approach aimed at disease prevention, disease treatment and overall optimization of health for the patient.

Integrative care “integrates” conventional care with a combination of evidence-supported therapeutic strategies and often requires an “integration” of several providers as part of the healthcare team for the individual. It is a modern approach to health care ideally involving collaboration between family physicians, specialists and naturopathic physicians, along with allied practitioners (such as nutritionists, physiotherapists, counsellors) as appropriate.

LP: *What are the benefits of an integrative approach? How does this improve the overall outcome?*

DG: The backbone of integrative care is patient empowerment and education. The patient becomes an active participant in their care, requiring more time from the physician to provide the transfer of knowledge.

Naturopathic physicians and other private health care physicians have the flexibility of devoting longer consults with their patients, providing the space and time for explanation, questions, discussion of various therapeutic options and shared decision making for treatment. When

patients understand the factors impacting their health and why, in addition to learning what can be done to improve their health, they are motivated to make change and more likely to commit to a plan aimed at achieving the end goal.

It's important to recognize that for some individuals, those goals can be a moving target; it can take time to reach a state of optimal health. Establishing realistic expectations with your naturopathic physician is key to ensuring longevity in your commitment to health.

LP: *When is the best time to seek integrative care?*

DG: Prevention is much easier and preferable than treating disease! The best time to seek integrative care is before disease manifests.

Whether you are extremely healthy, starting to experience a decline in your health, or are dealing with a chronic disease such as cancer, cardiovascular disease, autoimmune disease, diabetes or chronic pain - you need to take accountability for your health and seek out appropriate care. When you know better, you make better choices leading to best possible health outcomes.

Even if you are healthy now, the reality is that many serious illnesses are "silent" until they progress to the point that symptoms become evident - cancer and cardiovascular disease are two classic examples of silent diseases.

In my practice, I see a lot of young, healthy individuals diagnosed with cancer, even without a strong family history or major risk factors for cancer. The reality is we are never immune from developing cancer, no matter how "healthy" we may be. Making healthy choices for diet and lifestyle however, will reduce the risk of developing cancer, and lead to better treatment-related outcomes.

A proactive approach to healthcare includes functional assessments in a private healthcare setting offered outside of standard practices. These functional assessments can give actionable insight on the cellular or functional health of various biological systems, such as digestion, hormones, nutrient deficiencies, immune function, cardiovascular function, providing an opportunity to correct the dysregulated biology before conditions manifest and/or provide direction for the most effective and efficient way of treating disease.

LP: *What to look for when selecting an Naturopathic Physician for Cancer Treatment?*

DG: If you have been diagnosed with cancer, one of the best care options is provided with an integrative approach.

In the United States, most hospitals offering cancer care have a team of providers that include oncologists, surgeons and naturopathic physicians trained in naturopathic oncology.

In Canada, patients need to seek naturopathic oncology care outside of the hospital or institution providing their medical oncology care.

The OncANP (Oncology Association of Naturopathic Physicians, oncanp.org) is a fantastic resource of naturopathic physicians offering oncologic care. Some naturopathic physicians have obtained further training in naturopathic oncology and completed a Fellowship with the American Board of Naturopathic Oncology (FABNO).

FABNO naturopathic physicians belong to a focused group of naturopathic physicians that predominately provide cancer care in their practice and follow an integrative, collaborative, patient-focused approach to cancer care providing evidence-supported complementary therapies to standard therapies.

Integral to the care offered by FABNOs is to deliver evidence-informed therapeutic options aimed at improving quality of life during cancer treatments and beyond, reducing the side effects to cancer treatments, improving outcomes from cancer treatment (such as cancer remission and overall survival), preventing recurrence and maintaining or improving overall health of the patient.

FABNOs provide care to patients dealing with cancer from the time of diagnosis, through active treatments, and beyond. —LP

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Dr. Sharon Gurm, BSc, ND, FABNO is a Naturopathic Physician (Integrative Oncology), and Clinic Founder and Director at Port Moody Health Integrative Medicine & Cancer Care. portmoodyhealth.com



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Hormone Imbalance

A hormonal imbalance can affect more than your mood, it can be responsible for a number of related health concerns, including:

- Hot flashes
- Night sweats
- PMS
- Weight gain
- Postpartum depression
- Irregular menstrual cycle
- Infertility
- Fibrocystic breasts
- Decreased libido
- Painful intercourse
- Vaginal dryness

These conditions affect millions of women. As the number of women seeking hormone-related treatment has grown, so has the mass production of pills, patches and creams by the drug industry.

Each woman's body is different and has its own unique needs, but commercially manufactured products tend to be "one size fits all," and they do not always account for the differences between individuals.

Hormone replacement therapy is a team effort

Start getting your balance back. A caring health care provider working closely with a compounding pharmacist can help improve hormonal imbalances. And specially compounded medications can be your customized solution to achieving relief.

Your hub of health



The Compounding Advantage

Pharmacy compounding is the preparation of customized medications for patients. The advantage of compounded hormone replacement therapy (HRT) is that it can be adapted specifically to fit each individual's body and hormone levels. Bio-identical hormones have the exact chemical structure as the hormones in the human body. The body recognizes them and allows them to mimic the function of the hormones the body produces on its own.



A pharmacist experienced in HRT can assist a health care provider in interpreting the results of tests that measure a patient's hormone levels. The health care provider, compounding pharmacist and patient can then determine a course of treatment that will give the patient the exact amount of hormones her body needs.

Working closely with the patient and her health care provider, a compounding pharmacist can help her start and maintain a hormone-replacement regimen that brings her hormones back into balance and closely mimics what her body has been doing naturally for years.

With a health care provider's prescription, a Pure Pharmacy pharmacist can prepare hormones in a variety of strengths and dosage forms. Stop in to see how Pure Pharmacy can help you today. —LP

Introducing the new MOKITA Fund for Women

BY SHIRLEY WEIR, Founder of *MenopauseChicks.com* and author,
MOKITA: How to navigate perimenopause with confidence & ease



Six years ago, I started Menopause Chicks on a mission to crack open a conversation on one of life's most natural, yet under-discussed phases—perimenopause. A topic laden with myths, misconceptions, stereotypes, fear and shame. I found people were more willing to discuss sex and religion than perimenopause or menopause.

This led me to discover the word *mokita* (from Papua New Guinea) which means “the truth we all know but choose not to speak of.” Sex, religion and menopause are all examples of mokitas. So is money. And that leads to my concern for women, and women's health. I'm worried about women.

Navigating women's midlife health is expensive. And no one seems to be addressing the fact that professional support for hormone health is only available to women who have the financial means. It's an uncomfortable truth.

Between 2008 and 2012, I spent well over \$10K trying to navigate my own health journey. From the book store to my doctor's office; naturopath, hormone testing and high quality supplements for adrenal support and sleep; to counseling, acupuncture, yoga, hormone therapy and a wonderful hormone balance expert.

I was running a business, a household, raising two young children and taking care of my mother who was staying with us indefinitely and showing signs of dementia. I had my own little world to hold up and I was determined to find a solution to my anxiety, depression, brain fog and sleep deprivation.

At the time, my extended health benefits covered \$500/year for naturopath, acupuncture and counseling visits (our plan recently changed and we now have \$100/year for the same services). For some women, the

additional expenditure is a no-brainer. But for too many woman, those with limited resources/limited health benefits, this kind of spend is simply not feasible.

Too many women in our country are making limiting health decisions, due to limited resources. Yes, they can go to their GPs and yes, in most cases, they can get prescriptions for birth control pills, sleeping pills and Prozac. But those are not solutions for hormone imbalance.

***“Some say the system is too big to change.
I say: WE ARE the SYSTEM.”***

I believe all doctors are excellent at sharing what they know. I also know that not all doctors are hormone experts. One of the mantras we have at Menopause Chicks is: “get informed and choose the journey that’s right for you.” We do not want women to fire their GPs; they need their GPs! So we coach women how to prepare for their appointments, tell their story, partner with their doctor to hopefully get what they need. Sometimes it works. A large percentage of the time, it’s frustrating because we continue to send midlife women to the hardware store for milk, and all they come back with is a bucket of nails.

I have a lot of examples from women in the Menopause Chicks Private Online Community that regularly bring me to tears.

Here’s a recent one: “I just returned from an appointment with my doctor to discuss my hot flashes. He told me to start antidepressants so my husband won’t be affected by my mood swings. I had to bite so hard on my tongue, it almost started bleeding!”



above: Author, Shirley Weir has joined forces with Pure Pharmacy to create the MOKITA Fund for Women

It’s 2019! It’s too late in the day for women to still hear things like “you’re too young for menopause,” “you just have to get through it” or “it’s part of being a woman—suck it up.”

This is why I am worried about women. I’m worried about women feeling they don’t have choices. I’m worried about women suffering in silence. I’m worried about how women’s hormone balance experiences might be affecting their family, career, relationships and self-esteem. I’m worried women are compromising their quality of life. I’m worried about women’s quality of life down the road—and the glaring statistics we face around osteoporosis, heart disease and dementia.

It’s time to shorten the distance between two points—between women and the amazing health care professionals who specialize in midlife health. —LP

Here’s how you can help!

Pure Pharmacy & Menopause Chicks have joined forces to create the MOKITA Fund for Women

And we are inviting health care professionals to join us! Our vision is that by creating exclusive social media and PR opportunities with our health care professionals, and sharing your work with our engaged audience, we can also create a bursary-style fund for women who find themselves making limited health decisions due to limited resources. Then, a few times a year, we will award gift certificates to women from our wait list to work with the health care/hormone balance professional of their choice in their geographical area. The number of gift certificates awarded will depend on participation/size of the fund.

This is a pilot project for what could finally change the model of women’s midlife health. It’s fuelled by our shared passion for women’s health, radical generosity and YOU. We can’t wait to share this exciting announcement on stage July 12 at MokitaWoman.com. ***Please join us!***

Want to know more? Contact

shirley@MenopauseChicks.com or visit MenopauseChicks.com/MokitaFundforWomen

JULY 12

CONVERSATIONS FOR A HEALTHY MIDLIFE.

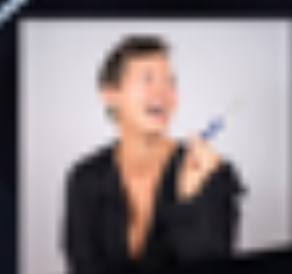
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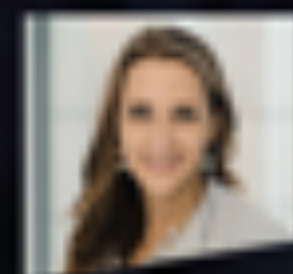
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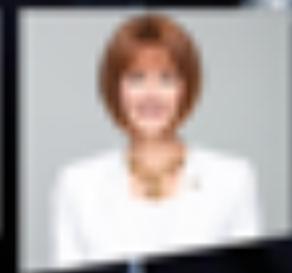
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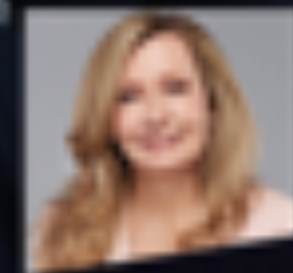
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Longevity is about much more than just living longer

BY DR. ASHLEY RISKIN, MD

The applied science of longevity is a quickly emerging topic among our patients and it's gaining momentum in the medical profession too. And there's plenty of exciting reasons for the focus.

In my medical practice, I've begun to shift my focus toward healthy aging and longevity. Like so many before me, I turned 40 this year and have young children. I naturally want to be around for a very long time to see them grow up! And extending lifespan is a fascinating topic that challenges our knowledge of biology and even drums up a few philosophical conundrums.

The future is near

We're living in exponential times; all around us we see disruptions in industries like online video streaming, ride-share and shopping. Many predict that health and medicine is now due for its own disruption.

That's because with the emergence of artificial intelligence and machine learning, coupled with advances in our understanding of genetics and gene expression, we're coming closer than ever before to new understandings of complex biological systems.

All of this is paving the way for what many believe will come in our life time: the next-step-change in human longevity. Just think, it wasn't long ago, evolutionarily speaking, that we only lived into our 30s and 40s. But now, in large part because of the advent of antibiotics and public health measures, current life expectancies chart us into our 80s. It's even believed that the first person who will live to 150 years old may have already been born.

Lifespan vs healthspan

Can we live longer, be healthier and optimize our performance? This is a compelling question that many, including myself, are deeply keen on pursuing.

Technically, longevity implies to simply live longer. But when asked, many people state that it isn't for them. People fear feeling old and frail for ongoing decades beyond current life expectancies. It just doesn't appeal.

But this tells us how we also need to emphasize the desired goal of simultaneously pushing out healthspan. More succinctly, the longevity focus is the science of delaying onset of chronic disease (lifespan) while improving quality of life (healthspan).



Approach

The longevity field is complex and evolving quickly. And while it isn't possible to do human studies on longevity (as they would be 100+ yearlong studies), what is clear is that current scientific ideas may prove false, while other studies may emerge victorious.

For doctors like myself, it's wise to hold strong beliefs and yet be nimble with the ability to shift as new data emerges. I'm personally grateful for the work of Dr. Peter Attia in this space, and credit much of my knowledge and approach to his efforts. (peterattiamd.com)

Our healthspan expanded

Humans, in general, enjoy good health for the first half of their lives then typically begin a slow decline in function. In the last decade or so, this decline is most rapid and where the majority of health care expenditure occurs.

For longevity studies, the goal is to push out this curve and compress morbidity. In other words, live healthier for longer. An ideal outcome for patients may be to enjoy long healthy lives with a short and rapid decline at the end. And whether or not we agree that living longer is better, we can all likely agree that

lengthening healthspan, staying healthy for a longer portion of our lives, is a very desired outcome.

The healthspan objective

We know that no one wants to live forever if they feel awful. So our goal is to increase longevity, which means to increase both healthspan and lifespan. Lifespan seems more obvious, it's how long we live, but what does it *really* mean to improve healthspan? Broadly speaking, we want to feel well enough to *want* to stay alive for longer.

Key aspects that make up healthspan include:

- **Mind and cognition:** the ability to maintain executive function, processing speed and memory.
- **Body and structure:** the ability to maintain muscle mass, functional movement, freedom from pain.
- **Distress tolerance:** the ability to deal with emotional or physical pain, discomfort or stress and maintain resilience.
- **Sense of purpose and connectedness:** the individual's sense of community; an often overlooked aspect of health.

Strategy for longevity

If our goal is to improve longevity, how do we develop the specific plan? We know that about 80% of deaths are attributed to cardiovascular/cerebrovascular disease, cancer, neurodegenerative disease and accidental death. So more broadly, we must turn to studies of centenarians, non-human literature and molecular insights in order to develop new strategies.

Centenarians

About 0.4% of the population appear to die of similar disease that afflict the rest of us, however the appearance of these conditions appear delayed by about 20 years. We have discovered that behaviour plays a role but importantly, there appear to be consistent genes that are protective against chronic disease in this population. Certain genes identified are protective against atherosclerosis, Alzheimer's and cancer. Some of these have been targets for drugs (ie. new lipid lowering medications).

Non-human studies

Given the fact that we simply can't do human trials lasting 100+ years to study longevity in humans, we can turn to non-human literature and look for evidence on lifespan for different organisms that may translate into benefit in humans. The theory is that if something appears to work across billions of years of evolution, then it's highly probably to be of benefit in us. Stated another way, if an intervention yields benefit to yeast, flies, worms and mammals, then it deserves a look.

Molecular Insights

Basic science has led to some key concepts as they pertain to aging that are worthy of incorporation into our overall strategy:

- **Nutrient sensing:** never in human history have we been exposed to the nutrient abundance that we are today; meaning, we've never before had access to as much food as we could want at any given time of the day. The bottom line: the withdrawal of this constant abundance of nutrients appears to result in benefit from a longevity perspective.
- **Autophagy:** the process by which cells break down cellular components that are dysfunctional or unnecessary. Enabling autophagy appears crucial to healthy aging as this cellular clearance may rid the body of unhealthy cells that can lead to chronic disease and cancer.
- **Senescence:** referring to cells that are not performing properly and adversely affecting other cells. In animal models, when these cells are knocked out, the aging process appears to reverse.
- **Inflammation:** now postulated as a root common cause of many chronic conditions including heart disease, cancer and neurodegenerative diseases.

What's next?

As a medical doctor, I'm keen on the study of longevity in large part because at its core, longevity studies seek to address the main causes of chronic disease thereby keeping us healthier for longer, while allowing us to remain productive members of society.

And the science of longevity is evolving rapidly! We're already aware of broad practical steps we can all take every day to help us tip the longevity scales in our favour.

And coming up in the next issue of LivePure, I'll elaborate on some of the tactical lifestyle tips that science already tells us we should all consider to help improve our own longevity and health outcomes. —LP

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Dr. Ashley Riskin, MD,
is co-founder and co-director
of Connect Health Centre for
Integrative and Functional
medicine and has a keen in-
terest in precision medicine
and the science of longevity.
connecthealthcare.ca
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These easy tips will keep your skin summer safe

BY DR. SEEMA KANWAL, ND

Summer is here and it means hotter and sunnier days are upon us. Enjoying the great outdoors can be a wonderful way to increase activity and gain mood-stabilizing benefits. But watch out for insect bites and sun damage. Luckily, there are natural preventions and remedies for both!

Insect Bites

Prevention: One of the best methods of prevention is the use of essential oils. You can add them to distilled water and spray them on your body or you can add them to grapeseed or olive oil and rub it into your skin. Some of my favorites that work well are citronella, tea tree, catnip, basil, eucalyptus and thyme oil. My all time favourite internal supplement is vitamin B1, thiamine. It is very effective in warding off mosquitoes.

Remedies: Sometimes even the best preventions can't ward off the more aggressive little bugs. If you're afflicted with a bite, try one of these methods to relieve the itch:

- Crush an aspirin tablet, wet it, and rub it on the affected area. Aspirin is an anti-inflammatory.
- Rub the inside of a plantain banana on the affected area. It works great to relieve the itch.

Sun Damage

Prevention: I frequently get asked by patients which sunscreen is best to use for themselves and loved ones. There can be a lot of confusion on the labeling of sunscreen. Manufacturers are required to label an SPF number, which indicates how much protection it provides against UVB radiation, the cause of sunburn. However, it is UVA light that is the cause of skin cancer.

To ensure adequate protection from UVA as well as from UVB, look for sunscreens labeled "broad spectrum," which will protect against both.

Remedies: Sunscreen is a must but natural remedies work great for the whole family of all ages. Remember prevention is key. Keep your immune system strong and working daily. Here are nutrients you can add to your daily regimen to help boost your skin's natural protection against sunburns:

- Grapeseed extract, which is derived from grape seeds, is the best antioxidant in my opinion.
- Resveratrol, from skin of red grapes and in red wine.

- Vitamin E, found in avocado, almonds and sunflower seeds. If you prefer a supplement, ensure that it contains mixed tocopherols.
- Vitamin C, found in tomatoes, red/green peppers and melons. If you prefer a supplement, ensure it is buffered Vitamin C without sugar.
- Green Tea, drink at least 1-2 cups per day. Studies indicate green tea helps to reduce skin damage and prevent skin tumours.

Adding the right foods to your diet can also go a long way to strengthening the skin against sun damage. These three foods are excellent sources of protection against harmful sun damage:

- Broccoli sprouts. A recent study out of John Hopkins University, studied the effects of broccoli sprouts on mice. They fed them the sprouts two times per week for 17 weeks and saw a 70% reduction in the formation of skin tumours.
- Turmeric, has excellent anti-oxidant properties, use it in your cooking!
- Fish oil. The omega 3's in fish oil have strong anti-oxidant properties, and are great for the appearance of skin. Have 2 servings of fish per week including wild salmon, snapper, cod, mackerel and sardines. Avoid larger fish such as tuna and halibut due to the greater levels of mercury. —LP



Dr. Seema Kanwal, ND is motivated by her enthusiasm for learning and a keen interest in the human body. westcoastwomensclinic.com balancemedical.ca



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Is the key to maintaining health hidden in your cells?

BY FRANK JAKSCH

Biomedical research is advancing at an incredible rate.

Even five years ago, few people would have ever heard of, let alone thought about 'their microbiome' and how the health of their gut impacts their immune system, their weight, and other important aspects of their health.

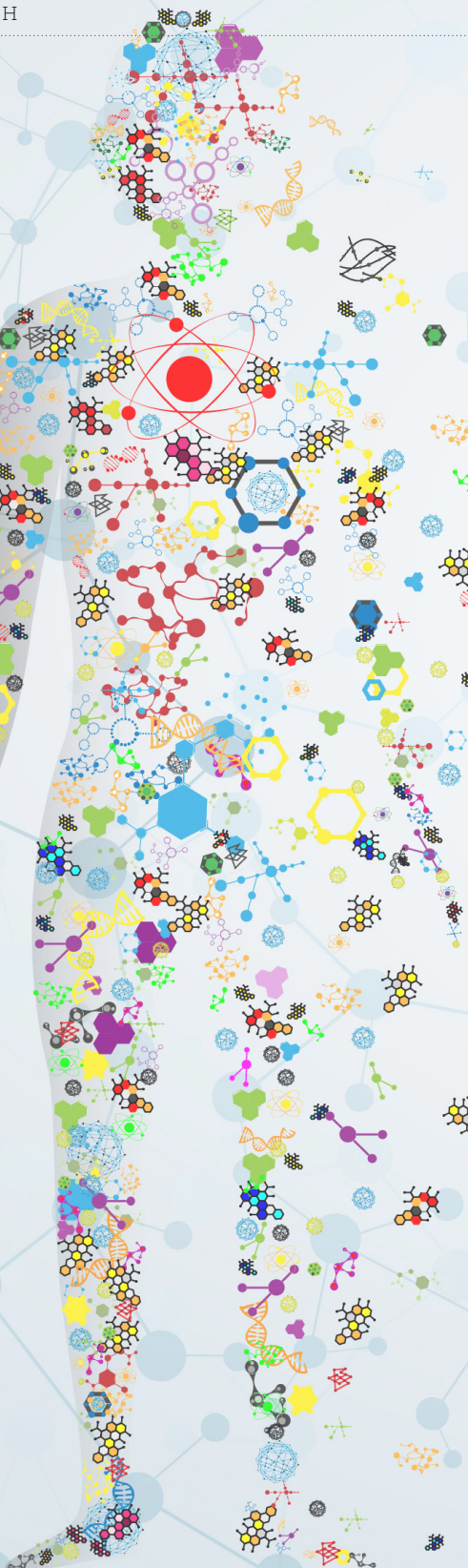
As science dives ever deeper, assessing the body's mechanisms at a molecular level, we become aware of new frontiers upon which we can methodically impact our own health for the better. One of those new frontiers is unfolding within one of the smallest units of our bodies—our cells.

The human body is made up of trillions of cells. Each of these tiny cells has a job to do and requires energy to power this work every second of every day. Inside our cells are mitochondria, the proverbial 'power-houses' responsible for producing the vast majority of that energy. Mitochondria break down the food we consume and convert it to fuel for our cells.

However, this process cannot begin without the presence of an important molecule called nicotinamide adenine dinucleotide (NAD). As a cell breaks down energy-rich molecules like fats, NAD helps transfer energy out of that food and into more useful forms that can be used to fuel practically every process in the cell. In fact, it's been estimated that NAD is involved in more than 500 chemical reactions in the cell.

All of those chemical reactions result in our cells constantly using NAD to support even the most basic everyday activities, including breathing, eating, sleeping, and drinking.

Newer Discoveries Have Refueled The NAD Frenzy Given that NAD is involved in so many processes in our bodies, it's become a staple subject in practically every biology textbook. But even after over a century



of studying this molecule, researchers are continually uncovering new insights about this 'old' molecule and publishing more articles about NAD than ever before.

Our bodies naturally produce NAD using building blocks found in B3-rich foods. The B3 vitamins act as NAD precursors in the body, meaning that cells use them as a building blocks to make more NAD. However, recent observations have helped us understand that NAD is not a constant resource, declining up to 50% between the ages of 40 and 60*. This age-associated decline happens around the same time our energy-generating mitochondria start to become less efficient.

Some scientists are now hypothesizing that declining NAD may directly contribute to the mitochondrial dysfunction commonly associated with aging. Researchers have also discovered that NAD can participate in a kind of chemical reaction that is very different from the energy-generating processes. Cellular processes including DNA maintenance, gene expression, and oxidative stress responses—all which are important to maintaining cellular health.

This plethora of research has illuminated the fact that cells may benefit from additional NAD support . If you think of your cells like any piece of equipment, this makes sense. Take a car, for example. A car engine must have regular oil changes and tune-ups in order to run optimally. So must our cells. We fuel our own maintenance through healthy lifestyle choices, and good, well-rounded nutrition. With each additional result, researchers become motivated to hunt for a resource to support NAD at the cellular level.

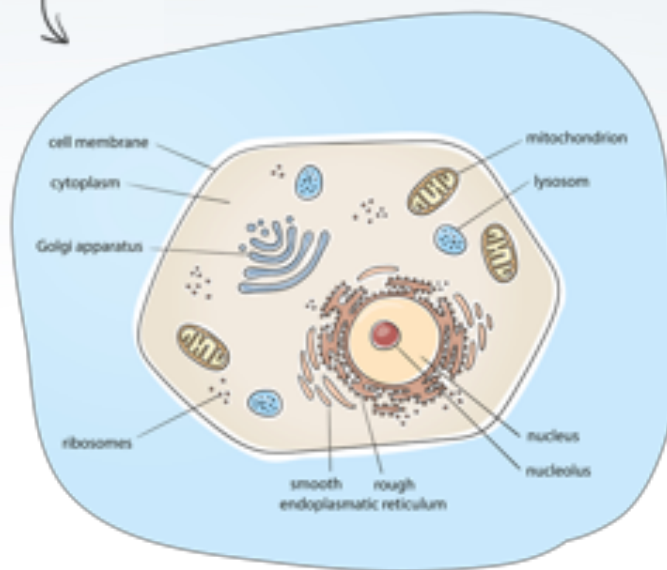
A New Tool for the Maintenance of NAD

In 2004, a landmark study by Stanford-educated Dr. Charles Brenner discovered that a unique form of vitamin B3 called nicotinamide riboside (NR) could maintain NAD levels to support cellular health. Although researchers had known about NR for decades, it wasn't until this study that we understood NR's full value as a nutrient.

Since Dr. Brenner's groundbreaking research, more than 100 peer-reviewed preclinical and clinical studies on NR have published, laying a solid foundation of knowledge to fuel even more exciting research. And, Dr. Brenner has become the Chief Scientific Advisor for nutraceutical industry leader, ChromaDex, makers of the daily supplement TRU NIAGEN™.

Human trials have shown that the key ingredient in Tru Niagen effectively maintains NAD levels in humans. Published, peer-reviewed scientific

STRUCTURE OF A HUMAN CELL



literature have repeatedly demonstrated the ability of Tru Niagen to maintain NAD levels in humans.

Science helps us understand why a holistic approach to good health may benefit from tools that support the health of the cells. Learning about how cells stay healthy allows us to be more specific about the nutrients we incorporate into our diet to help maintain their healthy function. Science has also enabled us to see that we're no longer at the mercy of our bodies' declining NAD output.

While we're confident that there is still much more we will learn about the potential impact of NAD on our health, we know today that maintaining NAD levels could be one important key to supporting good health over time. —LP

**When measured in skin tissue.*

Frank L. Jaksch, Jr., co-founded ChromaDex®, Inc., makers of TRU NIAGEN™, in 1999 and currently serves as Executive Chairman. Mr. Jaksch oversees research, strategy and operations for the Company with a focus on scientific and novel products for pharmaceutical and nutraceutical markets.



MEET SOME OF THE TEAM

Our clients enjoy getting to know the Pure Pharmacy team as much as we love getting to know you! Here's a quick Q+A with a few team members nearby.



Helen Vlahos, B.Sc Pharm RPh, West Broadway, Vancouver location

Q: What do you love about Pure Pharmacy?

A: *What I love about Pure is the Pure Family which includes the Pure Staff and our Pure Customers.*

Q: What simple health tip do you follow and would like to share with others?

A: *The supplements that I take and are of benefit to almost everyone are Vitamin D, Ubiquinol, Magnesium and Super Maqui Plus. Can't live without them!*

Q: Do you have a favourite Pure Pharmacy compounded product?

A: *My favourite compounded product is Diclofenac in Lipoderm. Extremely effective for inflammation and pain without the side effects.*



Kyle O'Neill, CNP, Edgemont Village, North Vancouver location

Q: What do you love about Pure Pharmacy?

A: *Working collaboratively with pharmacists and practitioners within the community to better the life of their patients. I never thought I would learn so much working with Pure.*

Q: What simple health tip do you follow and would like to share with others?

A: *Start your day with a quality protein base to keep your blood sugar in check and to curb your food cravings for the rest of the day.*

Q: Do you have a favourite Pure Pharmacy compounded product?

A: *Our compounded high-dose B2 capsules. The higher concentration of riboflavin means fewer pills and we get great feedback with people looking to keep migraines at bay. It's also a very dark yellow and looks just like Kraft Dinner!*



Heidi, Estrada, Edgemont Village, North Vancouver location

Q: What do you love about Pure Pharmacy?

A: *I love that our company embraces a healthy lifestyle and focuses on prevention rather than just treating symptoms.*

Q: What simple health tip do you follow and would like to share with others?

A: *Living on the North Shore, I spend my spare time connecting to nature; the mountains empower me and the lull of the sea quiets my busy mind.*

Q: Do you have a favourite Pure Pharmacy compounded product?

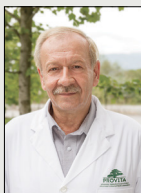
A: *Pain Away Cream has saved my headaches so many times! With Diclofenac, Magnesium and Guaifenesin, this topical cream targets tension headaches without NSAIDs and alleviates sore muscles and achy joints. I always have it on hand in my purse!*

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For Lucian Delcea, PhD., founder of ProVita Nutrition, it's all about family. Motivated by successfully healing several family members with terminal diagnoses, and with his background in plasma physics and materials science, Dr. Delcea began to study the human body as a complex machine. Incorporating traditional Chinese

and Ayurvedic healing methods, he learned how natural ingredients can become powerful and effective therapeutic solutions, ultimately manufacturing synergistic and natural formulas.

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