



Baja Health & Wellness Center

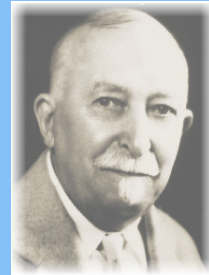
feel better naturally

Home of

GersonPlus Therapy "The Better Choice"



ELLEN G. WHITE



HARVEY KELLOGG M.D.



MAX B. GERSON M.D.



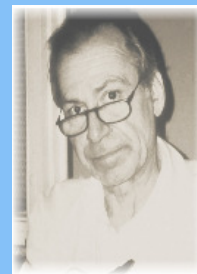
D. E. ROGERS M.D., N.M.D., Ph.D.



JOSEF M. ISSELS M.D.



WILLIAM COLEY M.D.



VALENTIN GAVALLO M.D.

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Over the last several years *Dr. Rogers* has established the first planned multidisciplinary effort involving integration of *Gerson's therapy* with other famous alternative/holistic therapies such as those practiced by world renowned *Dr. Josef M. Issels, M.D.* *Dr. Rogers* had the privilege of collaborating with *Dr. Issels* when he joined *Dr. Rogers'* medical practice as co-principal investigator. *Dr. Issels* brought more than 40 years of experience serving others, using *Coley's* Toxins type fever treatments as well as his own autologous cancer vaccines. The current autologous vaccine used by *Dr. Rogers* is a Dendritic cell vaccine which is a more advanced and modern version of the original autologous vaccine. The mixed bacterial vaccine of *Dr. William B. Coley, M.D.* is a current standard protocol.

Dr. Rogers has also added *Dr. Evangelos Danopoulos'* well documented urea/creatine treatment for cancer. The placental extract vaccines developed by Russian immunologist *Valentin Govallo, M.D.*, are also now available as an immunoembryological therapy. These are the latest additions to *Dr. Rogers'* standard protocols for treatment of patients with degenerative diseases including Cancer.

Dr. Rogers' patients are treated in a modern full service hospital in Tijuana, Mexico. The hospital is a full service

medical care facility with lab, x-ray and EKG services. In addition, 24-hour care is provided by on duty fully licensed physicians and nurses. The hospital has a full range of on call medical specialists designed to meet its patient needs. This facility daily treats in-patients as well as outpatients.

Dr. Rogers' vision of modern medicine uses the nutrition based diet-lifestyle management currently recommended by the National Institutes of Health (NIH) for clinical trials called **Gerson Therapy**. This recommendation is due in part to the outstanding successes of his melanoma patients which were recently published in peer reviewed medical journals that included a study of five year survival rates. The dietary aspects of patient management currently used were developed empirically over the course of 50 years starting back in pre-war Germany and continuing on to the present. Gradually, by trial and error, an integrated set of medical treatments has evolved. The initial research was done at the University of Munich. Its extraordinary laboratory support was funded both by the Bavarian and Prussian federal governments. It focused on the experimental use of diet and medications to improve tissue edema occurring in a variety of pathologies.

Edema is characterized by salt and water changes that **Cope**, a US Government medical researcher, has defined as Tissue





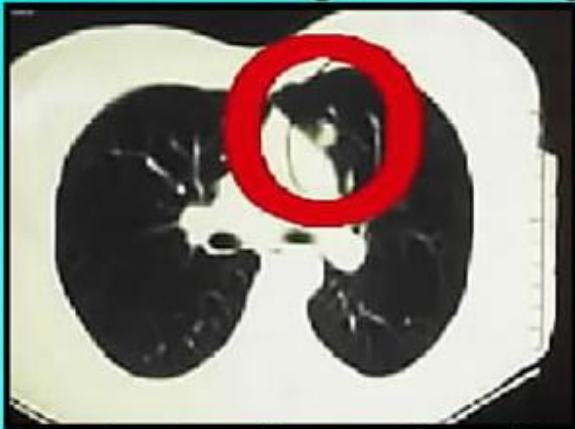
Damage Syndrome-decreased cell potassium, increased cell sodium, and increased cell water (cell swelling)-changes that are also observed after death. A nutritional treatment that provides cells with a high potassium, low sodium environment improves edema and has led to enhanced tissue resistance and immunities, and therefore better outcomes. This program needs to be individualized to meet the needs of every patient, but it does have uniform components. For most patients, the dietary portion of treatment consists of restricted intake of salt, fat, and (temporarily) protein. It supplies very high quantities of many nutrients and phytochemicals while at the same time forcing fluids through 13 hourly feedings of raw fruit and vegetable juices daily along with low fat lacto-vegetarian meals that are served 3 times per day. This is combined with medications to enhance corporal metabolism.

A Diet and Lifestyle that promotes good health has been published in the literature since the late 1800's. **Ellen White** wrote about it and **Dr. John Harvey Kellogg, M.D.** practiced it in his medical practice in the early 1900's. His brother **K.W. Kellogg** started Kellogg's Cereals, based on some of the recipes used by **Dr. Kellogg** at his world famous "Battle Creek Sanitarium". Most recently, the landmark

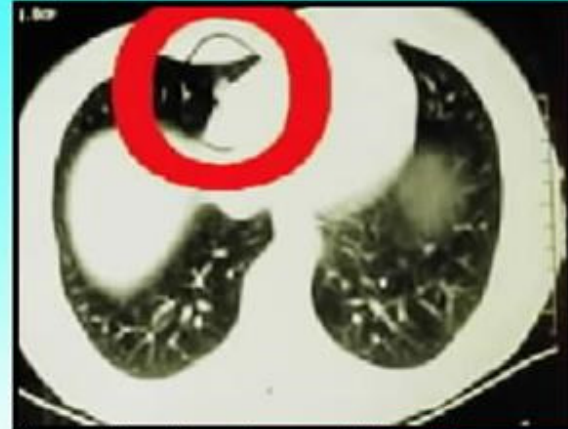
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publication by the US Government entitled “Diet, Nutrition and Cancer” highlighted *Gerson Therapy* as practiced by Dr. Rogers, using current patient information from his practice as the basis for the chapter on *Gerson Therapy*.

Patrica C., age 40, Lung-metastasized Melanoma



"There is a 1.3 cm left upper lobe nodule not previously reported." –CT Scan April 10



"In addition, there is an additional 1 cm nodule in the right middle lobe. In each of these cases, the lesions abut the heart." CT Scan, April 10

After 18 days of Issels-Gerson Therapy



"The previously described nodule measuring 1.3 cm in the segment of the left upper lobe abutting the mediastinum appears to be smaller and poorly seen.





Dr. Rogers medical practice has been treating patients with alternative medicine for more than 30 years. He has over the last several years, combined some of the best-known therapy modalities of this century into the leading truly integrative medical practice in the world. Each of these modalities has achieved long term results on its own, but no one has ever combined them together as he has, with some very amazing results. This is what *Dr. Rogers* calls ***Gerson Plus Therapy***.

The hospital, where his patients are treated, is located about 30 minutes south of the San Diego International Airport. The patients and their companions can enjoy the mild year around weather of the greater San Diego area, requiring no more than a sweater or jacket.

Dr. Rogers has many years of experience treating advanced cancers and other degenerative conditions with the non-toxic comprehensive approach which includes the intensive, very detoxifying, ***Gerson*** diet. He uses the best treatment protocols for every patient ranging from new births to senior citizens and from wound care or auto accidents to patients with devastating diseases. *Dr. Rogers* treats each patient with care, respect and understanding.

After more than a quarter century in practice, *Dr. Rogers* main purpose is to provide the following: 1) Instruction to those wanting to know; 2) Healing to those in need; and 3) Comfort for the spirit of all with whom he comes in contact. May God bless you as you make important life choices. *Dr. Rogers* wishes you the best outcome, no matter what your decision may be.

Stage IV Non Hodgkin's Lymphoma



Stage IV Non Hodgkin's Lymphoma. April 10

Pictures below taken July. 26.





GERSON THERAPY - *Max B. Gerson, M.D.*, may be regarded as the Father of Nutritional Immunology for his many contributions in chronic and degenerative diseases, infectious diseases, and cancer (see section on "*Gerson's Diet Therapy*").

LAETRILE - Used with hyperthermia to weaken malignant cells.

PHYSICAL THERAPY + STRESS REDUCTION are essential components of rehabilitation.

STAGING/MONITORING Conventional lab tests and scans are used to stage and monitor the progress of patients. Patients are requested to bring prior medical records and radiology films if possible when coming. Some alternative diagnostic procedures are used, however, physicians also utilize conventional lab works and scans at the hospital and for on-going follow-up after patients return home.

LABS - Routine basic tests may include SMAC (Chemistry Panel), CBC with Differential, Urinalysis, EKG, and specific Tumor Markers as needed.

RADIOLOGY - Any standard technology, including x-ray, ultrasound, MRI, CT, radionuclide bone scan, etc. is ordered as often as necessary to monitor progress.



Stage IV Melanoma

THERAPIES AVAILABLE

Individualized therapy plans are designed for each patient on medical review of the patients needs. Therapy plans are dependent upon the patient's physical condition, optimum results desired, time, etc. The treatment schedule is very important, as are the combination of therapies.

Costs vary depending on treatments provided.





FULL *GERSON'S DIET THERAPY*® as practiced
by *Dr. Rogers* for more than 36 years:

- 13 Freshly prepared fruit and vegetable juices
- Vegetarian meals
- Abundance of fresh fruit
- Fresh juices
- Extreme salt restriction
- Extreme fat restriction
- Calorie restriction
- Fluid forcing
- Animal protein restriction
- Nutrient Hyperalimentation
- Acceleration of metabolism
- Potassium compound
- Pancreas enzyme
- Acidoll
- CoQ10
- Vitamin E
- Niacin
- Brewer's yeast
- Liver capsules
- Thyroid
- Vitamin C
- Lugol's solution
- Enemas of coffee and/or chamomile tea
- Castor oil days
- Castor oil packs
- Clay packs
- Herbal teas

Additions to the Full *Gerson Therapy*

- Complete enzyme therapy
- Daily Poly MVA
- Electrocardiogram
- Daily Nursing Care
- Complete Lab testing with chemistry profiles
- Daily Medical Consultations
- Somatometric Measurements
- Optional Companion Room and Board

ADDITIONAL SUPPORTIVE THERAPIES INCLUDE:

- Autologous Dendritic Cell Vaccine
- Govallo Therapy
- Coley's Mixed Bacterial Vaccines
- Physical Therapy
- Dental Review
- Pain Control
- Danoupolis Urea and Creatine Therapy
- Stress Management
- I.V. Polarizing (GKI) solution
- X-ray
- Ultrasound
- CT or MRI
- Treatment for Heavy Metals
- Immunology Therapy
- Shark Cartilage
- Vitamin C
- Ultra Violet Blood Irradiation
- Chelation Therapy
- Autohemotherapy
- Hydrazine Sulfate
- Laetril
- Oncological Assessment
- Neural Therapy
- Tumor Markers
- Kalima or Colonic Therapy
- Surgical Intervention, Radiation & Chemotherapy

Additional Therapies as Required





QUOTES FROM THE EXPERTS REGARDING OUR RESEARCH

“This melanoma report represents a wonderful model of how retro-spective observational data can be put together to indicate whether a prospective trial might be warranted and might well serve as the model for future early field investigations.”

-Alan Trachtenberg, Acting Director, Office of Alternative Medicine, Office of the Director, National Institutes of Health, March 21, 1995

“The results of this study are most provocative and convincing I might add”

-T. Colin Campbell, Cornell University, pers. comm., 1995.

“If it [the melanoma report] is not pursued, it will represent a betrayal of patients who have had to wait too long for genuine breakthroughs.”

-Edward Lord Baldwin of Bewdley, Co-Chair Parliamentary Group for Alternative and Complementary Medicine, House of Lords, UK, in an address before the House of Lords, 74LD23-PAGV7, Jan. 10, 1996.

"Proponents of alternative medicine should put (a randomized study of the Gerson diet) at the top of their agenda."

-Julian Peto, Royal Cancer Hospital, UK, May 15, 1996.

"When I toured the alternative-cancer-therapy clinics and hospitals in Tijuana, I was impressed by the lack of statistical information on outcomes. Some had a track record of thousands of patients, but they were unwilling or unable to provide potential patients/consumers with clear statistics. Of the medical practices that I visited, only one had a published, peer-reviewed, quantitative analysis of outcomes."

- Prof. David J. Hess, "Can Bacteria Cause Cancer?" NY University Press 1997. 3

The most powerful and complete treatment available anywhere for so-called incurable disease

"I am convinced that integration of Gerson's therapy with the holistic immune-biological treatment will produce the best possible results."

-Josef M Issels MD

"I see in Max Gerson one of the most eminent geniuses in medical history."

-Albert Schweitzer MD



There is danger of spending far too much money on machinery and appliances which the patients can never use in their home lessons. They should rather be taught how to regulate the diet, so that the living machinery of the whole being will **work in harmony.**”

Ellen White, #768. (1906) Letter 204

The AMA states that chemotherapy, surgery and radiation, independent of the stage that the patient arrives in (I - IV) have less than a 30% 5 year survival rate. This means that more than 70% die.

Why do chemotherapy, surgery and radiation not do well for the most part?

Because chemotherapy, surgery and radiation do nothing to change the bodies internal bio-chemistry or internal environment.

If you do nothing to change the reason why the disease starts in the first place and to change the growth medium that the disease grows in, you have much less of a chance of a long term cure.

Dr. Rogers treats each patient with care, respect and understanding, using any and all modalities at his disposal, including many not specifically mentioned above. Any one or more of these modalities or protocols may or may not be given to an individual patient. Also the timing of when a particular treatment will be started is a decision arrived at between the treating physician and the patient or guardian. The timing and the mix of treatments given an individual patient are part of the art of medicine and require experience to be done expertly. All of these treatments and more are available at current rates.



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