

# The NORI Protocol

An Advanced Natural and Nontoxic Approach to  
Treating Cancer

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*Disclaimer: The information presented is for educational purposes only. The information is not intended as medical advice. One should seek professional qualified support in implementing their treatment plan.*

## Introduction

Why has discovering a safe, simple and low-cost treatment for cancer been so elusive? There is no lack of high quality scientific research and understanding of what cancer is and how diet, lifestyle and natural medicines interact with this potentially life threatening condition. Medical oncology has ventured down so many different avenues and blind alleys since the war on cancer was declared in 1971. Why is it so challenging to solve a basically simple problem which is to kill a small population of misbehaving cells? NORI has pursued a path to solve this problem by following the science and translating it into clinical practice within a clinical nutrition setting. Nutrition, for many reasons, is a key element in developing an effective cancer therapy. Medical oncology seems to have ignored nutrition completely which is probably the main reason why conventional cancer treatments are largely ineffective.

This paper is intended as an introductory guide for cancer patients, care givers, researchers and physicians. The information presented in this paper is educational in nature and not intended as direct medical advice. Cancer patients are encouraged to work with a team of professionals including oncologists, integrative oncologists, naturopathic oncologists, nutritionists and holistic cancer coaches.

Conventional oncology is very narrow in its approach to treating cancer. There is so much more than what chemotherapy, radiation and surgery can offer to the cancer patient. Many nutritional and lifestyle factors affect tumor growth and there is a wealth of scientific information on natural compounds as selective chemotherapeutic agents. The conventional cancer treatment model can be substantially upgraded with the incorporation of nutrition and natural medicine. Little to no money is to be made on the incorporation of nutrition and inexpensive natural compounds so we are held hostage by the highly profit driven pharmaceutical industry. This situation applies to treating all chronic degenerative diseases. It is time to move far beyond the outdated cut, poison and burn paradigm for cancer.

The NORI protocol has been continuously evolving from new research, clinical experience and an attempt to keep the protocol simple, home-based and low-cost. Every element of the NORI protocol is supported by scientific evidence. Scientific references are available on the NORI website.

The NORI protocol can be implemented as a standalone treatment option or integrated within a conventional treatment plan. For hormonally driven cancers, standard of care should be prescribed as the NORI protocol does not address hormonal influences on tumor growth.

The NORI protocol is essentially nontoxic with minimal or no side effects while directly targeting and killing cancer cells. The key to the success of the NORI protocol is the unique overlay of the nutraceutical and targeted dietary protocol. The diet and nutraceuticals work together synergistically in a very powerful way.

An essential element within any cancer treatment program is stress reduction and elevation of mental state to hope, courage and a strong belief in the treatments being implemented. A holistic approach always works best if all the elements of the treatment program are incorporated optimally.

Cancer of any type and stage is not curable but it can be effectively managed with a rational and properly focused approach. By combining a collection of powerful tools, cancer can be conquered while preserving quality of life and not sending one into bankruptcy. Simple, low-cost and low-tech solutions are available to treat and manage cancer but this approach does require the involvement of the patient. Effectively treating cancer requires the patient to take full control of their diet, lifestyle, emotional state and attitude. Empowering the cancer patient is accomplished through compassionate cancer coaching and the right kinds of support from family and friends.

The initial feelings after a cancer diagnosis are shock and fear. Keeping in mind that cancer can take 25 years to be detected, it is essential for the cancer patient to take at least a month to do their own research, obtain multiple opinions and explore options within alternative, integrative and naturopathic medicine. One must use their gut instincts combined with rational thinking process to choose the best initial treatment path.

*It is highly recommended that if one chooses to implement the NORI protocol, expert supervision should be embraced. NORI offers an inexpensive in-home program that can be accessed worldwide. The NORI program is inclusive of all nutraceuticals, supplements and unlimited support for a nominal flat fee. For more information, email us at [info@nutritionaloncology.net](mailto:info@nutritionaloncology.net) or call us at 800-634-3804. NORI offers no-cost consultations.*

**NORI offers professional training to any physician, nutritionist or other healthcare provider who is interested in offering the NORI protocol to their clients. This is an online course that outlines all the supportive science and all the practical knowledge needed to successfully implement the protocol.**

# The NORI Protocol

## History

The Nutritional Oncology Research Institute (NORI) was established in 2011 as an organization focused on developing nutritional and nontoxic methods for cancer treatment. NORI offers cancer patients an in-home support program that incorporates the complete NORI protocol. The NORI protocol is designed as a universal approach for all forms of cancer.

The core NORI protocol originated from extensive research conducted between 2004 and 2011. The NORI protocol was initially composed of only two elements and has evolved into a powerful comprehensive targeted cancer therapy.

## Core Understanding of the Nature of Cancer

The NORI protocol is built upon the following key areas of understanding cancer at the level of cell biology, immunology and molecular biology.

1. Cancer is not a disease, illness or sickness. Cancer is an environmental injury. Cancer originates in stem cells. Cancer is partly a natural process associated with wound healing.
2. Cancer is not due to a failure of the immune system. Cancer cells have an innate ability to evade immune detection and destruction. Attempting to build or boost the immune system will have no impact on tumor progression.
3. Cancer is caused by damage to mitochondrial DNA which results in dysregulation of apoptosis and damage to normal respiration via the TCA cycle and electron transport chain. Mitochondrial DNA damage can not be repaired.
4. Cancer is not caused by genetic mutations to nuclear DNA. Nuclear DNA mutations are after the fact and are not the primary tumor drivers.
5. Cancer cells are challenged by a very high level of oxidative stress (ROS) compared to normal cells. This represents the key vulnerability of cancer cells.
6. Cancer cells are methionine dependent meaning that for growth and survival, this amino acid is essential. This is not the case for normal cells.
7. Dietary modifications can lower key tumor growth factors such as IGF-1, insulin and inflammation. Diet can modulate angiogenesis and the acidity of the tumor microenvironment.

8. Starving cancer cells of fuel is very challenging. Cancer cells metabolize glucose, glutamine and fatty acids for energy. A better strategy may be starving cancer cells of certain building blocks (amino acids) necessary for growth of new cancer cells.

## **Overall Approach**

The best way to describe the NORI protocol is a combination of a special diet and targeted nutraceuticals. The NORI protocol is not a nutritional supplement based approach. It is not based on the idea that providing everything the body needs and it will heal itself. The reality is that the human body has no internal healing or defense mechanisms against cancer. One of the hallmarks cancer is immune system evasion which means that cancer cells are very clever at hiding from the immune system. Cancer cells actually hijack the immune system to their advantage.

The NORI protocol is divergent from many current nutritional approaches for treating cancer. A major departure from other protocols is that the objective and goal of the NORI protocol is directed towards starving cancer cells of nutrients and directly triggering apoptosis. A key vulnerability of cancer cells is their oxidative stress level. Exceeding the cancer cell's ability to manage oxidative stress triggers apoptosis. The role of the diet is to slow down tumor growth by modulating growth factors, lower glutathione, shift the extracellular fluid pH to alkaline, reduce inflammation and suppress angiogenesis.

## **Tumor Microenvironment**

Tumor microenvironment refers to tumor growth factors, immune influences, interstitial pH, nutrient availability, oxygenation, inflammation and other factors that influence the growth and division of cancer cells. A tumor is a highly complex interaction of many different cell types including cancer stem cells, progenitor cells, various types of immune cells, fibroblasts, necrotic cells and a network of blood and lymph vessels.

Tumor growth factors include IGF-1, Insulin, Estrogen, Testosterone, adrenaline, inflammatory cytokines and VEGF. Diet and lifestyle addresses most of these growth factors. In some cases, pharmaceutical based hormonal treatment is necessary. An example is Lupron for breast, ovarian or prostate cancer.

The tumor microenvironment can be favorably modulated by diet, exercise, nutritional factors and alkalizing agents.

## **Nutritional Program**

The dietary aspect of the protocol is unique in that it does not attempt to correct nutritional deficiencies or to flood the body with nutrition. There are only two supplements utilized in the NORI protocol, Vitamin D3 and Iodine.

Cancer patients are advised to avoid all nutritional supplements containing B vitamins and antioxidants.

Cancer cells are highly dependent on the amino acid, methionine. Restricting dietary methionine and other key amino acids impacts cancer cells negatively but causes no harm to normal cells. The NORI protocol incorporates a cycled methionine restricted diet. The diet is 100% plant-based, low-fat and is composed of common foods. Juicing is not part of the dietary protocol.

Foods lowest in methionine are fruits and most vegetables. A low methionine cycle excludes nuts, seeds, grains and beans. Methionine intake is limited to less than 2 mg of methionine per kg of body weight per day.

Nutrition and diet alone will not effectively treat or cure cancer. Much more is required to trigger apoptosis. This is where nutraceuticals become the primary weapon against cancer. Nutraceuticals are different from nutritional supplements.

## **Nutraceutical Cocktail**

The NORI protocol is not a supplement based program that attempts to correct or overcompensate for any nutritional unbalances or deficiencies. In fact, supplementation is highly limited to avoid stimulation of tumor growth or supporting anti-oxidative systems.

Nutraceuticals are single natural compounds or combinations of natural agents that are more drug-like because they have specific biological activity. Some nutraceuticals are nutritional supplements administered at dosages many times above the dose for supplementation.

The NORI therapeutic cocktail is composed of three synergistic agents that elevate oxidative stress (ROS) within cancer cells. An excess of oxidative stress will reliably and selectively trigger apoptosis in cancer cells. This is a form of cell death that is relatively clean and is a natural process.

## **Core Oxidative Cytotoxic Cocktail**

This cocktail is a combination of pro-oxidants that elevate oxidative stress within cancer cells. All of these nutraceuticals are administered orally and possess sufficient bioavailability to achieve a therapeutic plasma concentration. Actual dosages are individualized based on weight and other factors. Dosages are daily. The cocktail is not administered continuously but can vary from 7-21 days on and 4-7 days off.

In some cases, this cocktail may be all that is necessary for cancers that are non-aggressive and slow growing. Sodium selenite alone has proven to be very effective for some cancers.

Sodium Selenite, 10-30 mg

Molecular Iodine, 5 mg

Vitamin E Delta-Tocotrienol, 1200-3200 mg

Vitamin K3 (menadione sodium bisulfite), 100-300 mg (Optional)

## **Supportive Agents**

These agents support the actions of the pro-oxidant cocktail. Each agent uniquely alters cellular signaling pathways, gene expression, protein synthesis and redox balance that increases the susceptibility of the cancer cell to the cytotoxic cocktail.

Glucosamine HCl, 8,000-16,000 mg

Melatonin, 300 mg

Zinc Citrate, 100-200 mg

## **Optional Agents and Treatments**

The NORI philosophy is “Less Is More” and the following agents in most cases are not at all necessary. Most supplements are discouraged except for vitamin D3. All antioxidants must be avoided.

Vitamin B3 (Niacinamide)

Herbal Anti-inflammatories

Intravenous Sodium Selenite

Ozone Therapy (rectal, IV)

Hydrogen Peroxide (oral, IV)

CBD, THC

Low Dose Naltrexone

Lithium Chloride

Dichloroacetate (DCA)

Various off-label drugs such as Ivermectin

### **A Simple Explanation of How the NORI Protocol Works**

Without getting too technical, here is a simple explanation of how the NORI protocol treats cancer. Look at the protocol as two parts, diet and nutraceuticals. They work together in a complex manner but here is what each part accomplishes separately.

Diet: Slows tumor growth, lowers glutathione (key antioxidant), sensitizes cancer cells to treatment.

Nutraceuticals: Creates an excess of oxidative stress within cancer cells that triggers these cells to commit suicide.

For any form of cancer treatment to be effective, the balance between cell division and cell death must favor cell death in the long term. This balance must be sustainable in the long term without adverse health effects. Cancer cells do not develop resistance to the NORI protocol so it can be administered indefinitely with the same initial level of response.

The NORI protocol does not attempt to build or boost the immune system. One of the key hallmarks of cancer is immune evasion. Cancer cells are very good at hiding from immune detection and attack. Cancer cells also hijack immune cells to their advantage.

## **How Well Does the NORI Protocol Work?**

NORI is in the process of compiling case studies to build a statistical basis for evaluating treatment response and survival. From observations, the following can be stated.

1. For very slow progressing cancers such as papillary thyroid cancer, the response rate exceeds 99%. This is true for stage IV cases.
2. The response rate for other cancers exceeds 90%. Hormonally driven cancers respond optimally if pharmaceutical hormonal therapy is administered.
3. The NORI protocol can be combined with traditional cancer therapies and observed outcomes are remarkably superior to traditional therapy alone.
4. For an inexpensive, simple and nontoxic protocol the value is enormous. The health benefits of the dietary program may help prevent or reverse chronic diseases such as diabetes, arthritis, cardiovascular issues, obesity, digestive problems and premature aging.

***For further information, call 800-634-3804 or write to  
[info@nutritionaloncology.net](mailto:info@nutritionaloncology.net)***

***Consultations are always free of charge.***