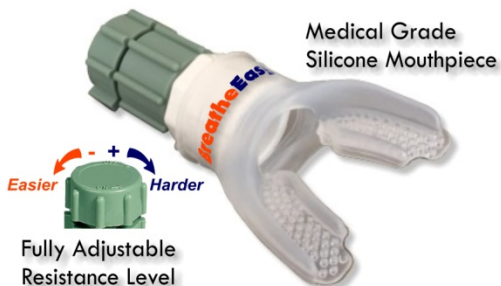




# BreatheEasy

LUNG & ABS EXERCISER

**Quickly Restores Lost Capacity!  
Powerful Abs Workout Anytime!  
Better Performance At Altitude!**



**Suitable For Any Fitness Level!**

**By Andrew Souther**

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*For Educational Purposes Only, Not Intended for  
Treating or Curing Any Disease.*

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### **Safety Precautions for Use of the **BreatheEasy****

- Wash before first use.
- Check air valve (green end cap) for proper operation, fully closed to fully open; not loose. Do not use if loose. Contact us for replacement.
- If you feel light-headed while using, pause to catch your breath.
- Use while seated if you don't trust your balance.
- Do not use while doing other exercises if you're concerned about falling.
- Do not use to try to diagnose, treat or cure any disease. This is for exercising muscles only.
- Do not suddenly and forcefully exhale. Always breathe smoothly through device.

## Welcome!

Hello Friends! I'm thrilled that you found this eBook because it represents an important part of my personal journey to improved health! In fact, the reason why we even make and sell the **BreatheEasy Lung & Abs Exerciser** is because of my personal testimonial which I will share in this eBook....actually I have two testimonials, one from 6 years ago and one from last summer!

My testimonials will actually serve as a bit of a tutorial in themselves. I had to figure out techniques that gave me the results I enjoy today, at 55 years of age (where has the time gone?).

But first, feel free to **duplicate this eBook** in its entirety and **share it with friends and family** that may be interested! Whether someone is looking to learn more about our product and how to use it for maximum benefit, or to learn more about improved wellness through better breathing, this eBook has a lot to offer!

In fact, education is actually the beginning of healing, because how can you know what to do differently if you don't know the source of what's wrong? You can't! Healing starts with "awareness".

*NOTE: This book is NOT intended to treat or cure any disease. It's for educational purposes only. I am NOT a medical professional or a scientist; I'm just an avid researcher and entrepreneur that loves to share personal insights into "wellness"! What I present is anecdotal. I also love to learn from my customers!*

*"Let food be thy medicine and medicine be thy food."*

*Hippocrates*

## **What is a "Lung Exerciser"?**

If you're not familiar with this type of lung exerciser, or have never heard of one (like me six years ago), it's a device that restricts airflow while inhaling and exhaling.

"How is that an exercise", you might ask?

Well, a breathing restriction triggers you to consciously make the diaphragm work harder (and the abs, too, when exhaling). While breathing is something normally done "automatically", once there is a restriction, it becomes an intentional act to overcome the limited airflow through conscious exertion. This means you're telling the muscles involved to work harder.

Now, if you think about it, isn't that the same thing as any exercise, where you make it intentionally harder for the body by commanding it to lift those weights, climb those stairs or run around the block? It certainly is the same, but now we are doing it with the muscles that do our breathing! Voila! It works! No sweating required!

Our product is for EVERY age and fitness level. Whether you're a Gold Medal Triathlon winner or someone lacking mobility but looking for a way to improve health, the **BreatheEasy Lung & Abs Exerciser** is for you!

Our product is used around the world by athletes, military personnel, pilots, firefighters, chiropractors, retired folks, ex-smokers, swimmers, teens, rock climbers, cyclists, etc... It's also used by those seeking relaxation, stress relief, better sleep and a reduction in anxiety (more on this later in the book).

## What Makes The **BreatheEasy** for Everyone?

Since we all breathe, we all have an interest in better breathing. Nobody likes to feel short of breath, especially when doing mundane tasks, like climbing one flight of stairs. And by "better breathing", I'm speaking of the benefits of increased muscle tone of the

respiratory muscles only. Any part of the body that is “fit” performs better! But how to give the breathing muscles a workout except by breathing through a restriction that makes us push or pull harder, using our muscles? I can’t think of any. Maybe if we all led lives of frequent exertion that led to being “winded” but that’s not how life is for most. For example, we have cars or trucks to drive to the top of the mountain instead of climbing them on foot!

What makes the **BreatheEasy Lung & Abs Exerciser** for everyone is that it offers infinitely variable resistance, from too easy to impossibly hard in a pocket-sized device. In other words, the easiest setting is fairly restriction free while the hardest setting completely closes off the airflow. You can adjust the air valve to any restriction you choose.

But the air valve is only part of the story of how a lung exerciser works....

The other factor, in how much value you get using this device, is how hard you exert against the restriction. For example, if you don't try very hard to exhale, all the muscles involved won't work hard. Or, when forcefully pushing the air out, you can feel your abdominal muscles become rock hard (and sore later!).



So the air valve setting is one part of the equation and your exertion is the other part. You make it happen!

It's a bit of science and art, so, once you get the hang of using this simple device, you'll quickly see that you can achieve results that are NOT possible without the **BreatheEasy**. Being "winded" from intense exercise like running up a hill, for example, is simply not the same as consciously making your diaphragm pull down deeper than ever before, over and over again, for 1, 5, 10, 20, or 30 minutes. Both kinds of exercise are helpful. **BreatheEasy** gives you an additional tool.

You determine the time, and the place, because you can use this device anywhere! It fits in your pocket, your purse, in your car's cup holder, etc... Got time to kill! Great! Exercise your lungs while sitting in stop-and-go traffic or while waiting to pick up your child from school. Or use it before bedtime to trigger relaxation. Use it while watching TV. You're breathing all day, so why not make some of that time beneficial to your respiration? It's easy with the **BreatheEasy** (pun intended) because this device is small, portable, easy to use and effective.

And maybe you're someone that can't run up a hill due to injury, age, handicap, or a lack of terrain. No problem, the **BreatheEasy** creates the obstacle to

overcome, the air restriction, leading to increased airflow and muscle tone as you continue to use it.

## **My Personal Testimonial – Part 1 – The Exhale**

I first came across this device several years ago when a friend, Pete C., introduced me to the idea of exercising my lungs, which I had never heard of doing. I thought that was strange but his mantra was, “You gotta increase your VO2 Max!” So I gave it a try, and I’m glad I did!

Also about that same time, I had gotten a pulse oximeter for measuring my blood oxygen level and the number I got was usually between 95-97% oxygen saturation. I had no idea that that was low. I wasn’t overweight (maybe 15 lbs. extra) or suffering from any disease. I have always exercised regularly and eaten a decent diet as I LOVE salads.

But, I've had breathing problems all my life, including asthma, pneumonia (twice hospitalized as a kid), and bronchitis. I've never been a smoker, but still suffered these illnesses.

So, I thought that anytime I felt short of breath, it was due to my leftover asthma. It was the kind of asthma

where when doing aerobic activity, especially in cool air, I would have to stop for lack of air. My trachea would constrict and I would be gasping a bit. I used to take a medicine as a kid for this but later in my teens I didn't need it anymore.

(What's strange is that I didn't have this in my earlier childhood. The asthma was something that came into my life around age 12 or 13.)

Well, with the very first day of using that simply made air restriction device, I felt like a million bucks! Truly, I felt renewed. And I'm someone that exercises frequently, doing sprints up hills, skating, swimming, etc...

But this time something was different. Something changed about me. I checked my blood oxygen and now it was at 99%! In fact, I remember walking out to the mailbox after doing a few sets of breathing repetitions, feeling like a new man! It was oddly profound how I felt.

My best guess is that my lungs might have been partially stuck together, restricting my capacity a bit, preventing me from getting all the oxygen I needed. At the time, I can remember being a pretty shallow breather so maybe too many years of that, and maybe pollution or

some other environmental factor, all joined together to reduce artificially my lung capacity? I don't know.

Later that week, I traveled to a city at about 7000' elevation and noticed that I didn't feel the altitude like before. That was another confirmation, but really, I simply felt renewed!

(And to this day, these benefits are still present as I continue to exercise my lungs, not only with the **BreatheEasy**, but other modalities that I will share later through links to my favorite teachers on YouTube.)

With all of these indicators, I knew this was a winner and created my own version of it, offering it for sale at an affordable price, backed up with my commitment to customer service. Whether you shop on [Amazon](#), [eBay](#), or [our website](#), you will see an excellent record of taking care of our Customer Friends!

## **My Personal Testimonial – Part 2 – The Inhale**

Fast forward to last Spring....I was getting ready for a 6-day hiking trip in Sequoia, Kings Canyon, and Yosemite National Parks, and most all of the hiking was going to be between 7000-8500' above sea level. Being from Florida, I'm not used to that, neither the terrain nor the

elevation! (And I also was concerned about preventing injuries.)

Besides hitting the StairMaster many times a week, doing squats with a 45 lb. barbell weight in my hands, and taking 6 mile hikes to break in my boots, I got the idea to focus on using the **BreatheEasy** for the inhale. I honestly don't know where I got that idea, perhaps an intuition during a quiet moment, I think. (The **BreatheEasy**, used for the inhale, can help you relax into a meditative state.)

I still would exert hard against the restriction while exhaling but after doing that a few times, that seemed to be enough. I wasn't having any trouble with my blood oxygen level. But what I never did before, in the 6 years I've been using this, was forget the exhale and focus on the inhale. **That changed EVERYTHING!**

The first time I tried this new method, I kept the air valve in a similar position that I used when working on the exhale. But I could tell right away that that wasn't going to work. Why? Because when inhaling, you don't have the extra muscle power of the abs, so it all rides on the diaphragm (and the ribcage muscles) to get the job done.

So I opened up the air valve on the **BreatheEasy** to the easiest setting and tried that. There's still a restriction, but it's not enough to make you feel like you're gasping for air.

The next thing was that I made the diaphragm pull down more and more and more. I was actually shocked at how far down it could go. "Come on, Diaphragm, you can do it! Pull a little more air!" It actually felt like I was coaching it to try a little harder, to not give up.

When doing this, it really seemed like this was a bit of an isometric exercise, holding the diaphragm down, while trying to get it to drop a little more. Isometrics, in general, are a great way to build muscle mass without risking injury.

In spite of taking such long, deep breaths, I had plenty of air. Actually, this has become my favorite breathing exercise because I can continuously do this and often I do while reading or researching health topics on the web.

As I did this new routine, I could feel over the next few days that the diaphragm was getting stronger and that my breathing was getting freer and freer. But another benefit happened that I wasn't expecting. **I was feeling super relaxed!**

I should've known better all along because I've done different breathing protocols over the years but I simply never connected the **BreatheEasy** to something like "meditation" and "relaxation". For me, it was for exertion, primarily the exhale. Not anymore! Now, 95% of my use of this device is for inhalation.

And it's easy to do this while sitting in traffic, surfing the web, walking around the block, reading a book, watching TV or lying in bed. It also helps to get into **meditation** (aka, stress and anxiety reduction) because deeply inhaling MANUALLY shifts the body from the sympathetic (fight-or-flight) nervous system to the parasympathetic (rest-and-digest) nervous system. Deep breathing is the FREE way to calm down and really one of the best ways!

## **Back to the Camping Trip**

So fast forward to my camping trip...it was 44 miles up and down 2000 ft.+ verticals, with a 25 lb. day pack over 6 days. The hike was rated a "3+" for difficulty, in case you're an avid hiker. Also, I'm 54 years old, 6'4", and 250lbs. I'm NOT agile!

As soon as I would start up a grade, I would inhale as deeply as I could to stay ahead of my oxygen needs and usually I could make it up to the top of where I was going without stopping or just stopping once. I would find a pace and stick to it. I noticed that so long as I couldn't feel my heart beat, that I was at a sustainable pace.

But as soon as I felt my heartbeat, I would stop and recover for a few minutes. I don't like the feeling of my heart pounding even though my EKG's and blood pressure are always stellar. Later on the StairMaster, I saw that if my heart rate was in the 140s or below, I was good to go, but as soon as it went into the 150s, I felt the need to let up or stop. It just feels like I'm out of sync overall if my heart is beating in the 150s.

By the way, another thing I noticed is that I never felt any **lactic acid burn** in my muscles during the hikes, which tells me that I was getting enough oxygen. Lactic acid forms when the cells have to use fermentation to make more energy than they can make by using oxygen alone.

So, simply put, the combination of oxygen metabolism (aerobic) and fermentation metabolism (anaerobic) = the total amount of energy produced. Lactic acid burns the tissue, meaning it's not good or sustainable, causing



pain and a desire to stop the exercise. I never had that burn the whole week...amazing!

I also NEVER HAD ANY INDICATION OF MY ASTHMA! Not one time did my breathing constrict, even in the cool mornings. My lungs were open like I never can remember in middle-aged life. I was curious and a little concerned that I would lose breathing capacity hiking in the cool air, but it never happened.

And speaking of “meditative”, all six days were spent doing several hours of deep breathing a day due to the rigors of the hiking! Literally, in spite of the exertion and challenges with terrain and altitude, the days flew by fast, completely enjoyable.

I also notice something similar on the StairMaster. The 30 minutes on it would fly by vs. when I fast walk on the treadmill (with it fully inclined). The treadmill seems too take forever to do the same 30 minutes. The difference is the intensity of the inhale.

Post-vacation, I decided to keep doing the conditioning that I was doing before, and that includes using my **BreatheEasy** most days. I keep one in the car which is the easiest place for me since traffic stinks down here. It’s actually a good therapy when feeling frustrated with the gridlock!

## How to CLEAN the **BreatheEasy**

NOTE: Before first use, take a moment to give the device a good rinse. No need to take it apart.

### Cleaning:

- Again, clean before first use.
- **The best way to keep it clean is prevention, so FIRST brush your teeth, or swish water in your mouth, or chew gum to remove food particles. *Discard the gum BEFORE using device to avoid inhaling it!***
- The device is waterproof. Hand wash using your favorite soap, rubbing alcohol, or hot water to give it a good rinse.
- There's no need to take the mouthpiece off for cleaning. Better to leave it on. Our brand label under the mouthpiece will be damaged if you take it off. Nothing should ever get under there.
- There's also no need to unscrew the white plastic body from the green air valve. And they are welded together, anyhow. No need to remove the air valve.
- To dry, stand on end with the air valve on top. This will allow water to drain out of the mouthpiece. Or, open the air valve completely and blow repeatedly.

- If there is any silicone odor, it is because that mouthpiece may have been very recently made. We buy them directly from the factory. Simply leave it out on a counter for a day or so to air out. It's 100% medical grade silicone and made in the USA.

## How to USE the **BreatheEasy**

(Consult with your physician before starting any new exercise program or diet changes.)

### **The Exhale, for Opening Lungs & Strengthening Core:**

As mentioned in my testimonials above, this exercise is dependent upon TWO factors: how closed or open the air valve is, restricting air flow, and how much you exert against that restriction. (It also depends upon how long and often you use it.)

You can dial in a desired restriction, but with EACH breath, **you decide** how hard you're going to exert against it. So, in the end, use of this device is part

science (the device) and part art form (your method). You'll quickly get the feel for it!

- Rinse your mouth or chew gum, then discard,
- Start with the easiest setting, full open,
- Inhale deeply through your mouth, pause,
- Exhale forcefully through your mouth, pause,
- Repeat several times and take a break.
- Repeat 3-4 times, taking several breaths.

Was that too easy? Probably so, because you have the benefit of your abs to help. Simply close the air valve slightly and try again!

You're trying to find a restriction that works well for your fitness level. It's the same thing as when lifting weights: you start with too little weight and keep increasing until you find the right one.

As you continue to increase the restriction by closing the air valve more and more, you'll find a point where you feel like you're being challenged, but you're also able empty your lungs before feeling like you need to start inhaling again (due to oxygen needs). Does that make sense?

If the restriction is too easy, then you'll empty your lungs before you really feel like you exerted your

muscles very much. That won't feel satisfying. It will be too close to normal breathing and not much of an exercise.

If the restriction is too hard, then before you are able to completely empty your lungs, you will be wanting to inhale to get more oxygen.

So you'll learn to find a balance between get a long enough exertion to work the muscles while not needing to inhale until your lungs are empty.

While you're doing the breathing exercise, simply make adjustments on the fly. If, during the first breath, the exercise felt too easy, simply dial the air valve a little more closed for the next breath. No need to stop and take it out of your mouth; just make the adjustment while pausing between breaths. And vice versa, open the valve a little if the exercise is too hard.

If you start to feel a little light-headed, no problem, simply inhale THROUGH YOUR NOSE the next breath or two and you will immediately feel normal. There's no problem.

**BONUS!!** Your abs likely will be sore tomorrow! That's why we call the **BreatheEasy** "a lung and abs exerciser"! As much as this device is a lung exerciser,

it's also a tool for building your core muscles! Or maybe it should be called a "lung expander and diaphragm/rib muscles/abs exerciser"?

### **The Inhale, for Endurance, Relaxation, & Meditation:**

(Consult with your physician before starting any new exercise program or diet changes.)

If you haven't read my testimonials above, please take the time to do so as I relate my story of how it helped me in everyday life.

- Open the air valve fully to make it the **easiest** restriction,
- Inhale through your mouth as much as you can, then,
- Try to keep inhaling more, then,
- Try one more time to inhale even more, then,
- Pause for a couple seconds (isometrics),
- And exhale through your mouth.
- Do it again, and again, and again, and again, for as long as you want, if the easiest setting allows you to get all the oxygen you need. If not, breathe through your nose once or twice and then continue with the exercise.

Voila! This is my favorite way to using the **BreatheEasy!**

But you can **combine** the EXHALE exercise and the INHALE exercise. While breathing, simply open the air valve all the way just prior to the inhale and close it a bit before the exhale. It's not hard to do this. For me, though, I just do a few reps/sets for the exhale and then for 10-30 minutes, leave the valve full open and concentrate on the inhale. That way I can multitask, like while writing this eBook for you!

### **Tips for Meditation, Stress, and Anxiety Relief**

Seriously, who doesn't need a little (or a lot) of stress relief now and then? Or daily? I know I do! As I mentioned in my testimonials above, when I first started exercising my lungs, I thought the exertion during the exhale was the only exercise. I recently learned I had it wrong. Very wrong.

### **What is “Meditation” in a Real, Practical Sense?**

Meditation is really the time you take for yourself. Instead of focusing on the outer world, with all its

beauty and distractions, you're going to turn the focus to your inner space, to take care of those needs as well.

Meditation (or a meditative state of being) exists when:

- You're alone,
- All sound is off (no TV, no music, etc...),
- Your eyes are closed, preferably in the dark or with a sleep mask on,
- There are no smells that distract you whether you like the smell or not,
- There are no physical discomforts like tight clothes,
- You're in a comfortable position sitting, reclining or laying down (i.e., no need to balance),
- You're watching your thought traffic and "wondering" about anything that captures your attention in it.
- You're able to turn off the any negativity, stress, worry, anxiety, etc..., by interrupting those kind of thoughts. **That means also that you're not in the fight-or-flight, sympathetic nervous system.**

Ok, that's nice. Let's say you're doing all these things but you're stressed out, that you can't get out of the "fight-or-flight" mode? Is that meditation? Nope. You can't be in "fight-or-flight". Lying there, stressed out, is



not healing. You're the leader of you, so you still have to find a solution!

The fix is SIMPLE....BREATHE...IN...DEEPLY until you switch to the rest-and-digest, parasympathetic nervous system. The body can't NOT make the switch if you breathe deep enough the proper way, again and again. The switch back to relaxation will happen. It must happen, unless there's some chemical influence.

So, if even with your best efforts to relax, you are still not getting there, consider the effects of nicotine, caffeine, sugar, drugs, or anything in your diet that can artificially stimulate or trouble you. Also, consider exercising, even taking a simple walk or stretching, to set the stage for successful meditation. You can do it. Everyone can do it.

Seriously, the only real difference between chilling out to fall asleep and deciding to take some time to be still is whether you're sleepy or not. In other words, if you're stressed badly, falling asleep will be difficult as will meditation. Deep breathing helps both situations!

By using the **BreatheEasy** for training your brain, diaphragm and muscles to gain the coordination and strength needed to freely and easily breathe deeply,

you will, **at the same time**, feel a deepening relaxation while you're exercising!

Let's have some fun and accomplish two things at the same time? The next time you want to feel "chill", make THAT the time you use the **BreatheEasy** for exercise! And maybe that leads to a spontaneous quick nap. Guess what happens while napping? Your brain does some house cleaning! It's all good!

### **Nose Breathing for Meditation – Nitric Oxide**

So prepare for meditation, doing all the other items (solitude, quiet, dark, comfy, i.e., eliminating stimulus to your five senses as much as possible so you can look inward instead of outward), and do the inhale exercises to trigger the relaxation. Once you feel that relaxation happen, then consider setting the **BreatheEasy** aside, but **continue** to breathe deeply, switching from inhaling through the mouth with the device, to switching **to the nose**. Inhale through the nose, exhale through nose.

Nose breathing extends the benefits of deep breathing because of the nitric oxide (N.O.) that is released in the nasal passages. N.O. further opens up the lungs and

blood vessels, triggering even deeper relaxation. The **BreatheEasy** got you into relaxation, N.O. takes you deeper!

To wrap this up, **meditation is the time you take for you**. The more you set the stage for this relaxation, the more you'll find that you become creative in how you approach projects, problems, relationship issues, and more. It's a time of inner cleansing and reconciliation!

Since we just talked about "nose breathing" in the context of meditation, lets really dive deep into why nose breathing is critical to health and compare that to mouth breathing, which is actually VERY unhealthy as a habit!

## **The MOUTH Ain't for Breathing! Use Your NOSE!**

Have you ever heard that "mouth breathing" is actually abnormal and detrimental as a lifestyle? I never did until recently. I had heard recommendations to be a nose breather and certainly I never enjoyed trying to breathe with a stuffy nose or wake up to a dry mouth, but I had never heard that mouth breathing, as a lifestyle, is detrimental to my health!

Let me cut to the chase real quick because I remember how I neglected to take this seriously over the years. I don't mean to sound dramatic, but I like to use "extremes" to make a point clearly. Please hear me out:

Have you ever heard of a star athlete (or anyone you knew to be in great shape) suddenly and sadly drop dead of a heart attack and wonder how that can be? Well, it is very possible the heart attack was caused by a lack of oxygen getting to the heart. How? Because the athlete was a mouth breather. That's make no sense, right?

### **Isn't Breathing How We Get Oxygen??**

Not exactly.....breathing gets the O2 into the blood but....

...the body gets that oxygen when CO2 levels in the blood are high enough to trigger the red blood cells to release oxygen. CO2 also assists in the blood vessels expanding, making it easier for the heart to push blood, therefore oxygen, into every nook and cranny of the body. A proper BALANCE between CO2 and O2 is needed to properly deliver oxygen. That's the nuance. I

never knew that until recently. That's why I'm a "recovering" mouth breather!

By mouth breathing, too much CO<sub>2</sub> is released, lowering it AND oxygen levels. Hello Chronic Fatigue Syndrome (CFS)! I'm recovering (very nicely) from this too! You can watch fatigue set into athletes as late in the game when heavy mouth breathing takes over due to a lack of understanding to keep nose breathing. The oxygen that can be released is prioritized for the vital organs, leaving their legs begin to get weak and their minds to wander.

So our doomed athlete had plenty of air, but couldn't absorb the oxygen to keep the heart going due to over breathing that dropped CO<sub>2</sub> too low. On top of that, breathing may have stopped because the primary trigger for breathing is a high CO<sub>2</sub> level and his was low and getting lower as the heart stopped pumping. His CO<sub>2</sub> trigger for breathing also was set too low as the brain gets out of calibration, creating excess breathing that keeps CO<sub>2</sub> too low, i.e., the brain becomes its own worst enemy. It's a vicious cycle that requires conscious intervention to stop.

## What Does It Mean To "Recover" from Being a "Mouth Breather"?

Now, as a currently person recovering from decades of mouth breathing, I wanted to share with you a comparison between the benefits of nose breathing with the detriments of mouth breathing. But what does it mean to "recover"? It means to reset "sensors" in the brain to be PROPERLY tolerant of higher CO2 levels so that I don't breathe so much, and to also retrain my brain to normally breathe through my nose for the benefits you'll read shortly.

And, at the end of this article, I will quickly describe how the **BreatheEasy Lung Exerciser** is an important device that uses breathing exercises to enhance nose breathing. By opening up airways and strengthening respiratory muscle, transformations in breathing can happen very quickly! It did for me, which is how this company and brand came to be!

## What Are The Benefits of Nose Breathing?

We all know the nose is for smelling, helps us with speech, and is tied to the ears through the Eustachian

tubes, but let's take a look at many of the jobs the nose does with regards to breathing that likely are not known or thought about:

- Nose breathing humidifies and warms the air as it passes through "turbinates". Dry, cold entering air into the lungs can be a trigger for exercise-induced asthma, which I suffered from as a kid and took meds for. The lungs and throat don't tolerate dry air very well and this kind of asthma can be seen as a defense mechanism against this dry air when taken in during heavy breathing. The lungs begin to clog up with mucus to bring moisture to the delicate airways but this limits breathing volume and oxygen absorption, leading the person to have a feeling of suffocation. (To prevent this kind of asthma, breathe through the nose as much as possible, reducing exercise intensity if needed in order to eliminate the need to mouth breathe.)
- Nose breathing cleans the air of bacteria, viruses, molds, dust, dirt, etc..., using small hair-like appendages called cilia to trap them and from there mucus washes them away into the throat and eventually into the stomach where the acid can kill them. It is estimated that the

cilia protect us from billions of particles every day!

- Nose breathing is how to keep the sinuses clear. The airflow pulls the mucus into the throat, preventing it from drying out in the nose. The mucus is used to trap foreign bodies as part of our immune system and is a source of moisture for the incoming air.
- The nose hairs block insects from entering the nose!
- Nose breathing releases nitric oxide (NO) into airflow and has many benefits. NO helps to resist the growth of bacteria, fungi, and viruses in the nose and upper airways. NO triggers blood vessels to open up, helping to increase the absorption and transport of oxygen while also reducing blood pressure. Erectile dysfunction meds, that more and more men are taking, increase the NO in the body which could point to a lack of nose breathing being a factor in ED.
- Nose breathing provides a bit of a restriction to breathing, slowing it down, which allows the lungs more time to absorb oxygen and release CO<sub>2</sub> (carbon dioxide). More efficient breathing reduces the number of breaths needed per minute.



- Nose breathing sends a signal that all is well, telling the brain to use the parasympathetic nervous system, a.k.a, rest-and-digest (and heal). Nose breathing triggers the diaphragm to be the main muscle for breathing (vs. mouth breathing which uses the rib cage and is associated with fight-or-flight anxiety breathing).
- Nose breathing conserves hydration due to less breathing overall.
- Nose breathing helps ensures a proper balance of CO<sub>2</sub> and O<sub>2</sub>. Carbon Dioxide is not simply a "waste" gas, but is the actual trigger for breathing. We don't breathe when oxygen is getting low, but when CO<sub>2</sub> is getting high. CO<sub>2</sub> also plays a role in keeping blood vessels flexible, and oxygen is released from the red blood cells into the body when CO<sub>2</sub> levels are high enough. Breathing too much (aka, mouth breathing) reduces the CO<sub>2</sub> levels thereby reducing the amount of oxygen being delivered to the body which explains the weakness felt when hyperventilating in addition to chronic fatigue (CFS).
- Nose breathing in babies and children ensures the proper development of their jaws and sinuses as the skull continues to form and take

shape. With a closed mouth, the tongue rests against the top of the mouth, acting as a mold for the sinuses above and also for the placement of incoming teeth.

- Nose breathing helps to keep weight off by reducing cortisol. Belly fat is "stress fat". Nose breathing promotes relaxation and well being, helping to reduce cortisol which then allows belly fat to melt away. If overall you're living a healthy lifestyle, but have stubborn belly fat, perhaps the missing link is a lack of nose breathing to bring all the benefits above into play?

It should be clear that the primary job of the nose is "breathing". Without proper nose breathing, our bodies are set up to fail from poor development, low oxygen, and chronic illness.

### **Let's Take A Look At Mouth Breathing!**

Okay, time now to turn the tables and look at mouth breathing in comparison, to show why mouth breathing is NOT normal, but temporary in nature. You'll see the mouth is for eating, drinking, and talking, not normally

for breathing. There ARE a couple good reasons to mouth breathe now and then, but no good reason to ALWAYS mouth breathe:

- Mouth breathing does NOT support the immune system. The mouth does NOT capture particles, bugs, bacteria, molds, fungi, viruses, etc..., thereby allowing them to get deep into the lungs, possibly causing illness. Nothing in the mouth catches and traps troublemakers. The mouth is an open door to anything that enters, including food and drink (and flies)!
- Mouth breathing does NOT warm and humidify the air, possibly triggering exercise-induced asthma during intense exercise. The air passes to the lungs too quickly. The nasal cavities, on the other hand, create a vortex in the airflow to help disperse moisture into the air while spinning out particles to be trapped in the mucus and flushed away.
- Mouth breathing does NOT keep the sinuses clear, in fact, the mucus builds up, creating a stuffy nose that may dry out. A clogged nose forces mouth breathing mouth breathing to become normal to the detriment of the person's health. That's my biggest challenge in becoming a nose breather as my nose easily clogs.

- Mouth breathing does NOT trigger the release of nitric oxide (NO), which means airways and blood vessels don't relax, requiring higher blood pressure to move oxygen through the body. NO is part of immunity as well and less NO due to mouth breathing is not good, which means that pathogens have an easier life. A lack of NO is also a factor in ED (erectile dysfunction).
- Mouth breathing is a wide open airway, allowing CO<sub>2</sub> to be removed too fast. Not enough CO<sub>2</sub> in the body and blood means higher blood pressure and less oxygen released. Also, a lack of needed oxygen promotes "aging" when the cells have to resort to anaerobic metabolism that has the byproducts of lactic acid and free radicals. The byproduct of healthy aerobic metabolism is CO<sub>2</sub> and water, just like your car!
- Mouth breathing is a trigger for chronic anxiety and fatigue (lack of energy) due to CO<sub>2</sub> and O<sub>2</sub> being out of balance, creating discomfort for the brain while reducing energy production (metabolism). Want to reduce anxiety? Become a nose breather! The heart rate will decrease, the blood gases will normalize, and more oxygen will be delivered, increasing energy production. Much of our anxiety is simply the anxiety of the

body or brain needing something that it isn't getting. For example, does being really hungry or thirsty create anxiety? Think about it. Of course it does, making us focus on satisfying the need to eliminate the anxiety. Or does suffocating create anxiety? Absolutely! The body is desperate for air! The body needs the benefits of nose breathing and much of our anxiety can simply be the hunger of the body to get those benefits.

- Mouth breathing is a fast way to become dehydrated, in part because mouth breathers breathe many more times per minute than nose breathers. The brain is miscalibrated, causing the overbreathing (i.e., loss of too much CO<sub>2</sub>).
- Mouth breathing is natural to the "fight-or-flight" sympathetic nervous system. Both fighting for your life and running for your life (a.k.a., flight) require maximum airflow for a short amount of time (hopefully!). This is not a state of being to be sustained as chronic mouth breathing sends a signal that something is wrong (anxiety) even when nothing is wrong except for not being a nose breather 24/7/365 (except in unusual circumstances).

- Mouth breathing in babies and children means poor development of sinuses and tooth position, leading to breathing problems, a lower jaw that is too far back, pulled teeth to eliminate overcrowding, and braces to straighten the remaining ones. It also leads to the mouth being too acidic, which can be a cause of cavities.
- Mouth breathing is stress breathing, raising cortisol levels, which promotes the storage of fat around the waist as cortisol interferes with normal insulin function.
- Mouth breathing is part of the regression into sleep problems like insomnia and sleep apnea. With insomnia, it's associated with being alert rather than sleepy at night when it's time to sleep. Remember, mouth breathing, fight-or-flight, and anxiety all go together! If you want to sleep without a sleep aid, become a nose breather (and have a cool, super dark room). Sleep apnea is a sign of a severe imbalance of blood gases (CO<sub>2</sub>/O<sub>2</sub>) where oxygen levels drop dangerously low due to excessively low CO<sub>2</sub> NOT triggering breathing. The breathing impulse is triggered from high CO<sub>2</sub>, not low CO<sub>2</sub>. The longer one is a mouth breather, the more the brain resets downward its tolerance to CO<sub>2</sub>,

triggering breathing at lower and lower thresholds, leading to oxygen deprivation during sleep that makes the person wake up....a lot. Cancer is associated with low oxygen conditions that drive the cell into anaerobic metabolism (aka, energy production).

### **What Are The Benefits To Mouth Breathing?**

The only critical benefit of mouth breathing that I can see is in an emergency where maximum effort is needed for a short amount of time. But for most of us, life threatening emergencies rarely, if ever, happen.

Obviously, in many athletic pursuits, mouth breathing is needed for sprinting but these bursts of exertion are by choice, not there for survival. "High intensity" exercise IS very beneficial for lung health as well, but intense sports, along with all the years of daily training, can wear out the body faster than it can repair itself. I'm not a fan of sacrificing the body in order to be a "winner".

Swimmers and free divers also are good examples of those that need to mouth breathe in order to grab a big gulp of air, but because they hold their breath, CO<sub>2</sub>

levels are able to remain high, plus swimming and diving aren't an all day and night activity. Musicians playing wind instruments need a quick breath, too, and force the air through the instrument, strengthening the diaphragm and abs, but again, they aren't breathing quickly, so CO2 levels remain good.

And finally, mouth breathing is helpful when odors are too strong or offensive, leading us to flee the area into safety or comfort. This is another temporary condition for mouth breathing. Oh, and the mouth is used for coughing up stuff that was in the lungs and spitting it out!

Hopefully, this blog post helps to educate about many of the benefits of nose breathing and much of the bad stuff from mouth breathing in order to wholistically motivate all of us to breathe better as though our very health and happiness depends upon it. Because it does. It really does!

## **Allow Me To Digress Into The Topic Of Our Natural Immunity**

I haven't forgotten about how the **BreatheEasy Lung Exerciser** plays an important role in breathing health,



but first I wanted to elaborate on our immune system as nose breathing is part of immunity.

If you're like me and millions upon millions of others, you've spent years or decades stress breathing for whatever reason. I likely began mouth breathing in my early childhood as my home and family life were full of dysfunction and turmoil. On top of that, I was hospitalized twice as a young kid with pneumonia and used to have bronchitis once a year. As a preteen, exercise-induced asthma became a problem, leading to me taking medication. Perhaps all my illnesses happened because I wasn't getting the immunity benefits of nose breathing. I'll never know.

But today, I'm happy to say that I don't get colds, flus, bronchitis, pneumonia or strep throat anymore for a variety of reasons, starting about seven years ago. I'm 54 and don't take any meds, either. Adding a commitment to nose breathing is the most recent change I've made as my awareness has grown into this arena. So far, my sleep has dramatically improved, as have my energy levels (I use mouth-taping during sleep).

## **Nose Breathing, Vitamin C and the Flu**

I learned several years ago that our bodies need and want large amounts of Vitamin C at the first signs of trouble, but since our bodies don't make C like nearly every other species does, we have to use our human intelligence to seek and use C properly. In fact, IMO, someone with a cold or flu is someone that is malnourished in C (and perhaps D as well). Fevers, phlegm, inflammation, sneezing, and coughing are what the body does when it didn't have the defenses to nip a pathogen in the bud when it was minuscule. The "flu" is simply these symptoms of the body fighting. To suppress the flu is to suppress the fight.

My theory is that maybe proper nose breathing, meaning that all breathing is done through the nose day and night (except in an emergency or intense exercise), is the first line of defense in the immune system, killing or trapping pathogens that trespass the nose. Next might be Vitamin C, which is stored in the adrenals but is used up quickly if things get out of hand if we don't keep C in our diets and supplementation. Lacking sufficient C, then maybe next in line of defense is what we call the flu with its fevers, inflammation, etc... White blood cells are in there too, doing their amazing work.

For me, I already solved the riddle of Vitamin C, which saved me misery, time and money since I don't get sick anymore, but I only recently came across the requirement to nose breathe as a foundation of health and wellness.

### **Let's Make A Change?**

Let's primarily use the nose for its job of breathing and primarily use the mouth for its job of eating, drinking and speaking.

The nose helps with eating and drinking when we smell the food which helps the body prepare for digestion and also to detect food or drink that it is spoiled. The nose helps with speaking by creating nasal tones, and you can pinch your nose when speaking or speak with your mouth shut to hear the difference. And, conversely, the mouth helps the nose breathe by offering a bigger airway to gulp air if needed, or if the nose is congested so much that breathing is essentially impossible or too difficult. Or maybe there is a smell so strong that you don't want to smell it.

## What About The **BreatheEasy** and Nose Breathing?

How does the **BreatheEasy Lung Exerciser**, which is a mouth breathing exerciser using a variable restriction to breathe through, help with overall breathing wellness, including nose breathing?

Simply put, the **BreatheEasy** opens up the airways while strengthening and toning the respiratory muscles and abs. And there are two essential exercises, one focused on exhalation and the other on inhalation. Let's briefly look at both.

Resistance to breathing while EXHALING makes you intentionally flex the diaphragm and abs much more than if you were just normally breathing, including during exercise. Since the mouth offers an airway that is bigger than the opening to the lungs, there is no resistance to breathing except the lungs and muscle tone. By using a variable restriction to breathing like the **BreatheEasy**, you can make that restriction much more difficult, giving your breathing muscles an increased air pressure to push against. The end result is the opening of the airways and stronger muscles, including the abs (which likely will be sore).

Resistance to breathing while INHALING again makes you intentionally flex the diaphragm but in the opposite direction. THIS is the exercise that greatly enhances nose breathing! Nose breathing itself offers a bit of a restriction and the diaphragm is called upon to pull against the natural restriction of the nose. But if you're like me and have been chest (mouth) breathing for long, your diaphragm is likely WEAK, and when trying to become a nose breather, you might find it frustrating. The BreatheEasy greatly accelerates the strengthening of the diaphragm in addition to the rib cage muscles that also help.

The **BreatheEasy Lung Exerciser** is a pocket-sized gym for your breathing muscles and abs! Instead of lifting weights, you're pushing against the higher air pressure while exhaling, and pulling against the reduced pressure (suction) when inhaling. While you can get resistance to exhaling by blowing up balloons or playing a wind instrument, but can you do that anytime, anywhere? Can you purse your lips while exercising? I can't. That's like patting my head and rubbing my belly at the same time!

And there's no other way to improve inhalation except with a restriction device like the **BreatheEasy**. Since nose breathing is absolutely critical to health, the

inhalation exercise using the BreatheEasy is the most important use of this device. The more you use it, the better breathing gets but you still have to commit to becoming a nose breather 24/7/365 to fix this critical error in wellness. Any exercising won't fix mouth breathing, won't fix sleep apnea, won't fix ED, won't fix insomnia, won't fix CFS, etc... Even top athletes likely are mouth breathers unless they have been made aware of the detriments to it.

But that's the good news! Nose breathing isn't fixed with anything other than "awareness" of why it's needed and a conscious effort to do so, every day and night!

I mentioned this before...this company, brand and **BreatheEasy** product exist because of the sharply improved breathing benefits I achieved first through exhalation exercises, and then later inhalation when I got the idea to focus on that instead. The missing link several years ago when I started using this device was that I didn't understand nose breathing.

## Some Awesome Customer Testimonials

This first one comes from a long time customer-friend, Ted, from WV. Besides using it himself, he often sends several to buddies in Australia:

*"Best buy on the internet. Been doing breathing exercises for over two years now. No more snoring, sleep apnea events down from 32 to acceptable 11, no more CPAP machines. More energy, never out of breath anymore, The BreatheEasy Exerciser is great. Get one and use it. I use mine 30 to 60 minutes a day at times that would normally be wasted, driving and watching TV. It will work, use it!"*

Shoji says:

*"I use for before swimming mostly at early morning. It helps my body to prepare for swimming still half-awakened body. After 10+ time exercise, my lung are fully opened and expanded. I recommend to use this in the nature or clean air environments to feel much better."*

Velvatine says:

*“This is really helping me. First time I used it I thought I would pass out but now I am getting stronger. Love this little device!”*

Frank says:

*Excellent product! Simple to use, with huge results! I have only been using it a few days but I'm already starting to notice a difference in lung capacity and stamina. Truly life changing! Never thought such a simple device could make such a difference.*

Terry says:

*I like this product because you can take and use anywhere. Definitely strengthens the lungs. Beings that I don't care to exercise on most days this is very useful for working out your lungs as well as your stomach. My first day using my abs were sore. Would definitely recommend.*

Gayle says:

*This product has helped me in so many ways. I developed torticollis which is extremely painful and literally takes your breath away. As a result, I walk less, gave up all exercise and became a couch potato. With therapy I AM getting better*



*but my lung capacity has now diminished. This little device is helping me to get that back. 😊 I've always been a long distance walker from the time my kids were in strollers! Now I hope to get back at that as I gain strength little by little and increase my lungs ability to tolerate walking again.*

Kathy says:

*“Have already increased lung function after two-three weeks of use.”*

Cynthia says:

*“This product has made the biggest difference in my breathing.”*

Alonzo says:

*“This is great it's control my breathing and helping me in boxing.”*

Jim says:

*“Hello! Thank you very much for the BreathEasy Exerciser.*

*I have been using it, and I find it to be anoutstanding device.*

*It is high quality, and IT WORKS!*

*It is good for the lungs, and it is good for the abs...just like the product info says.*

*Thanks much!"*

Charles says:

*"I quit smoking about 4 months ago and am now vaping. My job requires me to walk all day long for 8 hrs and I was short of breath when doing stairs. Once I received my BreatheEasy Lung Exerciser I started for one week doing 20 min a night and seen results just about the 3rd day.*

*For the second week I still exercised my lungs for 20 min a night but about 1/4 closed. I feel much better than I did without using it! It's a great product and made very well.*

*Thank you for all the great products I will continue using them all!*

John hits it out of the park with this:

*Aside from my age and sex (61, male), I'll spare you my health and medication details. I will, however, tell you that my breathing has noticeably improved since I began using this*

*device two weeks ago. It actually clears my lungs better than ingesting SSKI or NAC. Also, my SpO2 numbers have gone up by two points and have stayed there. (I wouldn't be surprised if they stayed above 95% from here.) There is much hard research on the effectiveness of such devices.*

*There are several types of lung expanders/exercises available online, but, being cash-strapped, I needed something that was affordable to me. I narrowed my choices to this and another, similarly constructed device, but went with the BreatheEasy because of its lower price and superior (lifetime) warranty. I figured that the low number of reviews would be a self-resolving issue once more people tried it.*

*I was anxious to try the device when I first received it, so gave it a go at its lowest setting. Frankly, I had a bit of difficulty breathing through it at first, but kept the faith and persevered. (Although I'm not physically wimpy, my lungs are. Besides, if it was easy, they wouldn't call it exercise, would they?) After about 15 minutes, I was able to clear my lungs of some major gunk*

*(sorry), which I have disappointedly been unable to do through most other, natural means.*

*The only other thing that has worked this well for me is pursed lips breathing, which I keep forgetting to do. This device does the same thing except that it's impossible to forget when it's in your shirt pocket, beside you on the desk, or, especially, when it's between your teeth!*

*After a couple of weeks of use, my lungs are considerably stronger, as evidenced by the ease at which I can now breathe through that same, low setting. In fact, I now have to dial up the difficulty to feel like I'm doing something helpful. But I recommend that you go slowly at first and don't overdo. In my zeal to heal, I became sore and had to back off for a couple of days.*

*To your health!*

Thanks to everyone that has shared their success stories! It truly keeps me motivated to find more ways to reach more people with education and products that make a difference!

## **What I See As THE Core Issue In Health**

I admit it, I'm a YouTube junkie!! That's my "TV" and every day I'm researching topics like health, fitness, money, geopolitics, Rv-ing, and so much more. I'm addicted to learning. (And, in my opinion, the addiction to learning is the cure of all other addictions in the end, as healing begins with "education", aka, "awareness".)

My gift is my memory. Being able to remember well means I can piece together tidbits from a variety of M.D.s, PhD's, scientists, journalists, my own life observations, etc..., and spot what to me looks like a common thread of truth that connects them all. I can spot patterns really well, especially subtle nuances that likely most people don't notice or don't care about.

With regards to the topic of this eBook, the **BreatheEasy Lung & Abs Exerciser**, the common thread for my health and your health is the health of the "Krebs Cycle" in most every cell of our body. This is also called the "Citric Acid" cycle. It is how "aerobic metabolism" happens. It happens in our cells.

### **What is the Krebs Cycle?**

It is the...

*“...sequence of reactions by which most living cells **generate energy** during the process of **aerobic respiration**. It takes place in the mitochondria, consuming **oxygen**, producing carbon dioxide and water as waste products, and converting ADP to energy-rich ATP.”*

Simply put, a cell has two fundamental ways to make energy. One way is with the use of oxygen (aerobic) and the other way is without oxygen (anaerobic). The Krebs cycle is the chain of reactions that take place when oxygen is used for energy production.

With oxygen, the cell can “burn” fat/ketones, glucose, and protein. Fat/ketones are the preferred source and this is the basis for the Ketogenic (Keto) Diet, to get the body “fat-adapted” so that the cells can make the most life energy for the least effort. This is why you’ll notice a sharp reduction in appetite when sharply cutting out all the carbs.

The other critical component in this equation is nutrition. Many of the B vitamins, plus Citric Acid and Vitamin C, are major players in the Krebs Cycle, in fact, another name for this cycle is the “Citric Acid Cycle”.

And that makes sense, because it’s easy to feel lethargic when your B levels are too low. It’s hard to have an

enthusiasm for the day or for life with a deficiency in B's. We all know that many people get B-12 and B-6 shots in order to feel better. (Note: the body uses the "methyl" form of these B's and some people have a genetic deficiency that makes it hard for them to convert B's into methyl-B's, leading to deficiencies that wear on their ability to enjoy life. Inexpensive supplements exist where the B's are already in methylated form.)

By the way, our gut flora, when healthy, make much of our B vitamins! But that's another topic for another day! (Hint: in the end, if you want to be healthy, all the crap processed food and drink must go, replaced by a daily lifestyle that respects and adores both the gut flora health and mitochondria health, in my opinion.)

Be sure to find the video links later in this book that are about gut health!

### **Where Does The Krebs Cycle Take Place In The Body?**

It takes place in the mitochondria within the cells. These are the "powerhouses" that convert food into energy. So really when I say that the health of the Krebs Cycle is, in my opinion, the focal point of overall health,

I really mean the health of the mitochondria within the cells.

Generally speaking, what keeps the mitochondria healthy and happy are the same things that keep us that way....sunlight, exercise, a diverse diet of good clean simple foods, rest, and relaxation. You might even conclude that when we feel poorly, it's in part the mitochondria that are struggling collectively.

One thing that I've noticed my entire life is that after I eat a large salad, I feel amazing! I'm wondering if that's because of the enthusiasm felt within for all of the sun energy, in the form of the plants, that is coming into the body. Is that what I feel as my sense of well-being?

Does that make sense? It's an odd thing to say, but hear me out?

## **Body Language**

It's the same thing with "pain". Let's say that I cut my finger and it hurts. Do I hurt or does my finger hurt? I would say it's my finger. Why isn't that also true with feelings of well-being, of enthusiasm, etc...? If I



physically feel alive and energetic, is that me or my body that is feeling that?

The point is that the body communicates in its own language, like “hunger”, “thirst”, “sleepiness”, etc... Perhaps that language is more diverse if only we would really pay attention to more subtle messages?

I don’t know, but that happy feeling I have after the big salad is my motivation to have another one for the next meal or the next day! And that crummy feeling I get after eating a donut should tell me something else....”stop eating that!”

### **When the Mitochondria are Unhealthy – Cancer?**

Now let’s flip this around: What happens when the mitochondria are unhealthy? In a nutshell, it appears the latest research is pointing to this as the primary definition of what a **cancer cell** is. It’s a cell that no longer is making energy aerobically (with oxygen). The mitochondrion is really sick, and now the cell has to rely on anaerobic metabolism to make energy so it doesn’t die. It’s in a fight for its life.

Let me build my case with some background info. Some of this I've mentioned before above:

“Anaerobic” means “without oxygen”. This is also called “fermentation”, and it's the fermentation of glucose or glutamate. You know when your cells are using fermentation, e.g., when you have the lactic acid burn when you're doing something that stresses your muscles too long.

Basically, what's happening is that your cells aren't making enough energy from aerobic metabolism (the Krebs Cycle) so the cell adds to that the anaerobic energy as a boost. Ok, fine, no problem!

And who hasn't had that lactic acid burn when physically under prolonged strain? It hurts! Well, I'm guessing that pain means it's BAD for the body. That pain makes us want to stop the exertion. And in doing so, the need for the extra energy goes away, the lactic acid is routed to the liver for recycling, and all feels well again.

If you read my testimonial earlier, I mentioned that during the hiking trip, not once did I feel that lactic acid burn. No once. I was shocked and amazed. Actually, I was quite impressed! I'm not a kid anymore!

What that told me was that my mitochondrial powerhouses in my cells were up to the task of making the energy I needed to handle the rigors of difficult hiking at a relatively high altitude that I wasn't acclimated to.

### **Back to the Topic of Unhealthy Mitochondria...**

Again, **temporarily in exercise**, it's common to experience anaerobic metabolism in addition to aerobic metabolism. And some would say this anaerobic form is more ancient than aerobic, but whatever the case, the preferred source of energy is with oxygen. One reason is that the output of fermentation is not only lactic acid, but also **free radicals**. That is not sustainable because both are doing damage to surrounding tissues and organs. It's one thing if the damage is short lived and the body can recover and heal. It's something else when the damage is ongoing and happening faster than the body can heal itself.

As a health enthusiast, likely you've seen quotes about cancer cells only being able to feed off sugar, not fat, and that they are highly acidic and anaerobic. Cancer patients likely have low energy and lots of pain. Doesn't this fit well with this general discussion of mitochondria health?

And if you look at a “vascular tumor”, that’s one that is built out of blood vessels. Besides carrying nutrients, blood vessels carry oxygen! A-HA!!

So could it be that an area of the body that is suffering tumors/cancers, might be one that is having a hard time getting or using oxygen for metabolism (energy), and the body is trying to save that area by delivering more oxygen to it? That the status-quo is not sustainable?

Have you ever read stories of how tumors suddenly disappeared? In other words, the body made the vascular tumor FOR A FUNCTIONAL REASON and if proper function can be restored to that area, the body then dismantles the tumor. That’s my theory, anyhow.

## The Role of the **BreatheEasy** in the Krebs Cycle

The role of the **BreatheEasy** is to help every cell get the oxygen it needs by maximizing the ability of the lungs to capture it into the bloodstream. When my blood oxygen level was 95-97% at sea level, I felt the lack of energy possibly because of the lack of oxygen getting to everywhere it was really needed....the mitochondria inside each cell.

## **My Attitude Towards Cancer**

I pretend I have it today!

I pretend I have it today!

I pretend I have it today!

Why wait until you have a diagnosis? Pretend you have cancer today and do something about it! What I'm really trying to say is: by pretending you have cancer today, you will make the lifestyle changes you would be desperate to make if you actually had a diagnosis, right?

AND, if that would be your reaction or response to a cancer diagnosis, then really doesn't that mean that it's recognized that lifestyle has a lot to do with the formation of disEASE, including cancer? I think so, so why not make the changes now?

The best that I can tell from the research I've done, cancer exists microscopically long before it's ever detectable by normal screening methods. And really, cancer is with us every day as these old, malfunctioning cells die on schedule and new cells are born. It's when a malfunctioning cell refuses to die, and instead multiply, that problems happen.

By changing my lifestyle now, I believe I have an excellent chance that any cancer in the body can easily be handled by the body, because the problem is so miniscule.

### **The Body is Intelligent, REALLY Intelligent!**

No, the body is **massively** intelligent! What the body is lacking usually is a partner that is consciously aware of what it needs and then helps the body get it. That partner is you and me. The better I can do for the body, the better it can do for itself. “Wellness”, therefore, begins with me and ends with the body. The body is stuck working with whatever I ingest and whatever I actively do with the body.

“Wellness” begins with me because I can make choices so poor for so long that the body simply can’t fix the problems fast enough to maintain “health”.

For example, the mitochondria and blood cells need high quality fats to make ideal membranes, but if your diet is loaded with vegetable oils like canola, these membranes are still made but they don’t function well. It’s like using the wrong kind of oil in your car’s engine.

It will work for a while, but the engine will “die” an early death without the right grade of oil (or fuel, etc..).

The body follows my lead and your lead. If I choose to eat bad food, the body eats it and deals the best it can with the toxins and poor quality. If I’m determined to walk off a cliff, the body will comply too. It’s an interesting relationship we have with our bodies, if you think about it!

The body does the best it can but its success depends upon each of us learning how the body works and what it needs. So maybe you didn’t know that the gut flora makes our B vitamins and that those B’s are needed for the Krebs Cycle to work well. Now with this awareness, it’s easy to make lifestyle choices that support the body **instead of challenge it**. Challenge the body with exercise that helps it to become stronger. Don’t challenge the body with chemicals that it doesn’t know how to process, e.g., like food loaded with pesticides.

I pretend I have cancer today. Does that mean I’m going to get chemo, too? Heck no! I simply try to live a lifestyle that supports my body. My body can see the malfunctioning cells. My body can deal with anything that comes its way EXCEPT my chronic mistakes like smoking, alcoholism, drug addictions, sedentary living, processed foods, sugar, malnutrition, etc... But all of

those are in my control. I simply need the awareness to make it easy to make better choices.

## **Some of My Very Favorite Mentors & Their Videos**

*Note: I am NOT affiliated with any of these wise people. I'm simply a fan and hope that you will become one too!*

### **Patrick McKeown, “Breathe Lite to Breathe Right”**

Patrick is a world leading expert on breathing wellness and offers a truly profound and unexpected twist to the conventional wisdom for breathing health: Mouth breathing is detrimental to health.

[https://www.youtube.com/watch?v=6lih9uVT\\_Xw&t=4s](https://www.youtube.com/watch?v=6lih9uVT_Xw&t=4s)

### **The Iceman, Wim Hof**

Since this eBook is about breathing, let's start with the Master Breather, Wim Hof, the Iceman! He had a



calling to jump into the ice water and discovered a breathing method that allowed him to prevent hypothermia. That's just the beginning. Here's a short video that introduces him better:

<https://www.youtube.com/watch?v=q6XKcsm3dKs&t=80s>

And here's another one giving a sample of his breathing technique that he teaches. I've done this and it becomes very meditative very quickly, almost to the point of being dreamy.

<https://www.youtube.com/watch?v=nzCaZQqAs9I&t=2s>

### **Intermittent Fasting/Keto Diet with Dr. Berg**

Dr. Berg is a tremendous resource when it comes to mitochondria health because both Intermittent Fasting (IF) and the Keto Diet both strongly support it!

Here's a link to his YouTube channel home page:

<https://www.youtube.com/watch?v=DEU6Lx49Wic>

His Facebook group is AMAZING, all day every day are example of people that took control of their lifestyles, shedding tons of weight while toning up!

<https://www.facebook.com/groups/drbergslab/>

### **Stopped Pneumonia in 3 Hours with Dr. Saul, PhD**

Several years ago, I was coming down with Strep Throat, which is something I normally got once a year. Fortunately, I came across this video which totally changed my life! My oldest son also was coming down with strep, but for both of us, it was day one, which is where I would feel fine overall but my throat would be swelling up.

In this video, Dr. Saul tells the story of how he decided to try taking high doses of Vitamin C per HOUR and in the end, his pneumonia was gone in three hours.

In the case of our strep, I took 5-6000mg/hour of C and by the end of the day, my symptoms were gone. My son took 10,000mg/hour and was over his symptoms in four hours. I'm 6/6 defeating strep this way and now that I make sure I get lots of C every day, I don't even

get the Day One symptoms anymore! I also don't get colds or flus.

What I didn't know was that nearly all animals make their own C and ramp that production up and down as needed to fight pathogens. That's a lot to do with why you don't see animals get sick like humans do. All we need to do is make sure we get daily C and at the first signs of a symptom of something, simply take it hourly (ideally to "bowel tolerance" if needed). **The body needs C and knows how to use it, if only we would get it to the body.**

Here's the video:

<https://www.youtube.com/watch?v=vrXpLrEaQRo>

Other favorites on the topic of Vitamin C are Dr. Tom Levy, M.D. and Dr. Reardon, M.D.

### **Cancer as a Mitochondrial Metabolic Disease with Dr. Thomas Seyfried**

This is a brilliant lecture at a Crossfit convention by Dr. Thomas Seyfried, PhD, a leading researcher in his field. This will help explain what I was introducing earlier

when talking about cancer being related to mitochondrial health.

<https://www.youtube.com/watch?v=KusaU2taxow>

### **Gut Health with Dr. Zach Bush, M.D.**

Dr. Bush started his career as a researcher of new chemo drugs but to no avail. His discoveries led him to a molecule that bacteria flora use to communicate both in the soil and in our guts.

If you like this excerpt, please consider watching the entire interview this was taken from.

<https://www.youtube.com/watch?v=luPvr bx RETA&t=118s>

Here's his 4-minute workout that promises excellent results!

<https://www.youtube.com/watch?v=PwJCJToQmps>

### **The Charming Science of Your Gut with Giulia Enders, M.D.**

This is a fascinating TED Talks lecture about gut health. Many consider the gut our “first brain” as in the oldest kind of brain in the body.

[https://www.youtube.com/watch?v=HNMQ\\_w7hXTA&t=579s](https://www.youtube.com/watch?v=HNMQ_w7hXTA&t=579s)

### **You Don't Catch a Cold, You Earn It with Dr. Bergman**

Dr. Bergman is another favorite of mine! This video covers the critical role that Vitamin D plays in wellness, and that “flu season” is really “low Vitamin D” season.

He's a treasure trove of information on all things health!

<https://www.youtube.com/watch?v=LSgNiBgN2Hk>

I will be adding many, many more video links in the future! I've got a playlist of 100s! Check back to the link where you found this book from time to time to see if I've made any updates!

### **Health is the True Wealth**

Allow me to wrap up this eBook by asking, “can all the money in the world buy health?”

Money can buy visits to the doctor, the pharmacy, and the hospital. So, how many pills, vaccinations, and surgeries does it take to be “healthy”?

Money can also buy gym memberships, vacations in nature and quality food. So, how many of these does it take to be “healthy”?

In my opinion, neither of these two perspectives works. What works is for each of us to become our own scientist and our own doctor, meaning that each of us needs to make learning more and more about the body’s needs a “lifestyle”.

The benefit we each have is that we can be both the observer and the observed at the same time. I can do something and observe the effect on the body that I feel or measure. I’m the scientist and the laboratory in one.

My goal with this eBook primarily is to educate you enough to make you “wonder” about your very own body, your own life, and with that, seek to take your health into your own hands from now until your very last breath.

Even Hippocrates said, “If you’re not your own doctor, you’re a fool.” That does NOT mean don’t use doctors. It simply means don’t be fooled into thinking that another person can be the leader of your life. The doctors and other professionals can help, but they can’t replace the leadership your body needs from you to seek education that leads you to better and better choices for you and your loved ones.

“Health is the True Wealth.”

So money can’t buy health but disEASE will definitely destroy wealth. The first step to wellness is “understanding” the source of the problem that made wellness elusive in the first place.

The study of epigenetics shows that 96% of our ailments are lifestyle related and 4% are just the hand we were dealt at birth. That’s actually GOOD NEWS because that means we each have in our power the ability to correct poor choices, allowing our bodies to reverse course back towards wellness!

I would love to hear your stories, ideas, feedback and questions about using the **BreatheEasy** Lung Exerciser or any wellness topic. I love to learn so please help me learn as well!

**Please Contact Me** 😊

So please feel free to contact me personally at:

WeCare@4BreatheEasy.com

To your health! Best Wishes Always!

Andrew Souther



Founder, BreatheFlex LLC