



PRESS RELEASE

BEAT CANCER

The 10-Step plan to help you overcome and prevent cancer by PROF. MUSTAFA DJAMGOZ & PROF. JANE PLANT

To be published by Vermilion on 5th June 2014, £14.99, paperback original

'This is not a conventional cancer book. You will find many of the things you read illuminating, some of the information may be surprising and even, at times, shocking. However all of the information is backed up by scientific research and fully referenced'

PROFESSOR SIR GRAEME CATTO, MD, FRCP, FRSE
President, College of Medicine and Former President, General Medical Council
and Vice Principal, King's College, London.

1 in 3 of us will be diagnosed with cancer at some point in our lives.

Beat Cancer is a book for everyone. Divided into **10 Steps** designed to help us understand what cancer is, how to prevent it and how to manage it if diagnosed, **Beat Cancer** will inform those who don't have the disease how lifestyle changes can help reduce their risk and help those diagnosed regain control of their life and health. Empowering, accessible, and scientifically sound, **Beat Cancer** offers invaluable access to the latest peer-reviewed, evidence-based information.

THE 10 STEP GUIDE:

Step 1 - Inform Yourself: reveals the latest findings about cancer cells and what they do.

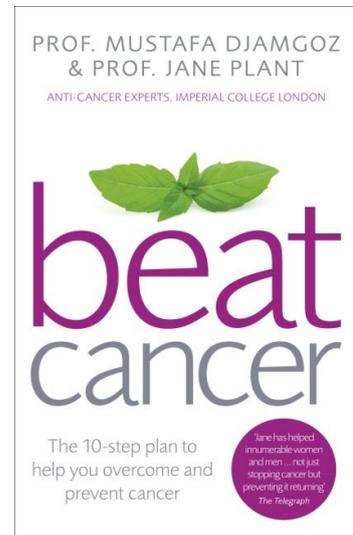
Step 2 – Find your balance: explains the importance of balance in body and mind, the need for an integrated approach and the levels of healing needed for recovery.

Step 3 – Choose the right conventional therapies for you: details symptoms of cancer, information on screening, diagnosis, procedures and treatments including supportive and emerging therapies.

Step 4 – Know which complementary therapies can help: separates and explains therapies that support treatment from those you should avoid.

Step 5 – Eat to beat cancer: reveals the latest diet-linked research and details the Ten Essential Food Factors in the *Beat Cancer* diet that Prof Plant uses herself, which include eating an organic, alkaline, varied diet, cutting out dairy and reducing salt and sugar.

Step 6 – Protect Yourself with exercise: how exercise protects against cancer and aids recovery if you are diagnosed.



Step 7 – Be aware of your environment: how to limit your exposure to the Big 3 (pesticides, perfumes and plastics) plus simple measures to reduce your exposure, including advice on household and skincare brands, hair dyes and mobile phones

Step 8 – Manage stress: how to cope if you have a cancer diagnosis and how to find support.

Step 9 – Broaden your awareness: why charities, doctors and the media are often constrained in the information they provide and why making decisions for yourself based on knowledge will enable you to take your life firmly into your own hands.

Step 10 – Stay on course: how to stay in remission, keep healthy and alert, and live your life.

Whether you are looking to find the right integrated approach to treating cancer or to do everything you can to prevent cancer occurring, **Beat Cancer** will provide all the latest evidence-based scientific information you need to do the most vital thing of all: live a healthy life.

ABOUT THE AUTHORS:

Professor Jane Plant CBE is the author of the internationally best-selling book on overcoming breast cancer, *Your Life in Your Hands*. Jane is Professor of Geochemistry at Imperial College London with a DSc, seven honorary degrees and many prizes and distinctions for her contribution to science. She is presently on the Council of the All Party Parliamentary and Scientific Committee. She formerly chaired the Government's Advisory Committee on Hazardous Substances and has been a member of the Royal Commission on Environmental Pollution. Recently she was appointed to the Science Council of the College of Medicine. She now works with cancer support (www.cancersupportinternational.com) and gives patients with chronic illnesses science-based advice on diet and lifestyle. Jane was first diagnosed with cancer aged 42 and most recently in 2011. She has beaten the disease 6 times. www.janeplant.com

Professor Mustafa Djamgoz studied at Imperial College London, where he later became a Professor of Neurobiology, and then Professor of Cancer Biology. He has introduced new techniques for early diagnosis and therapy for cancer. Professor Djamgoz has published four books and more than 200 primary research papers. His scientific consultancies and granting agencies include the Medical Research Council (UK), The Wellcome Trust, Breast Cancer Campaign, Prostate Cancer Charity and Prostate UK. He is the recipient of the Huxley Memorial Medal, Japanese Government Research Award for Foreign Specialist and the Freedom of the City of London. In 2002, he established the Pro Cancer Research Fund, which runs the Amber Care Centre, a drop-in centre for all people affected by cancer.

Prof. Mustafa Djamgoz and Professor Jane Plant are available for interview.

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