

Evolution 2.0 Newsletter

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Prevention Works ...But it Doesn't Sell

February was National Cancer Prevention Month. I know I spend a lot of time and words ranting about how little progress we've made on curing cancer in the last 50 years. But there has been good news on the prevention and early detection side. If your cancer is detected at an early stage, your chances of survival are *far* greater than they were 50 years ago. Money spent on prevention and early detection research has largely been money well spent. And we should fund more research.

But I'm a marketer. I know that selling prevention is much harder than selling the cure. The cure is where the money is. So it gets the attention of the big institutions.



Still, some scientists and doctors get it. Azra Raza is an oncologist who has been on the front lines of the war against cancer for 50 years. She's seen what works and what does not. She, like me, bemoans the lack of progress we've made in the area of "cure" and the lack of attention and funding "prevention" gets.

Azra's book, *The First Cell*, is about early detection and prevention. We call it **detecting cancer at Stage Negative One**. That's why Azra is one of the researchers we have chosen to support with our fundraising efforts.

I held a Zoom meeting with Azra on the 50th anniversary of the war on cancer. Parts of that conversation follow:

Azra: Perry, I woke up feeling extremely depressed today because it is 21st December and exactly 50 years ago that President Nixon declared a war on cancer. And since I landed in this country and started treating patients with acute myeloid leukemia until today, 50 years later, I'm doing the exact same things. The exact same drugs. That makes me ashamed to face my patients. It makes embarrassed.

When I got up today and had some tea, I got a call from my clinic saying one of my patients, who's a woman in her early seventies with acute leukemia, has now developed a severe urinary tract infection. Thus we are unable to treat her leukemia. So now we have to chase around trying to treat her infection when she's dying of leukemia. But we are putting band-aids on things. It brought home the entire cycle



of high-hopes-to-crushing-disappointments over the last 50 years that I've been experiencing. Just that one patient call makes us realize how badly are we failing in this war.

To me, the most important thing about President Nixon's message, which has been completely misunderstood, was that in the 100 words he used to declare the war on cancer, he said we would *eliminate* cancer... he didn't say that we will *understand* cancer. He said we will eliminate cancer. And there is a big difference in the two!

Eliminate means it can take us a thousand years to understand it...

We still don't *understand* how malaria is cured. Somebody who was sick with malaria licked the bark of the Cinchona tree and got cured. Then Quinine came into existence. We still don't know exactly *how* it works... but it does.

I receive and read academic cancer journals.

I don't have the slightest reason to believe it's not good research, peer reviewed, vetted and everything else. Still, when I read most cancer research...I can't escape the impression that they are so down in the weeds of individual enzymes, coding sequences, genes receptors and proteins, that...*they're never going to find THE answer here at this level*. It's an overwhelming, persistent impression.

Azra agrees...

If we try to keep understanding every cellular signaling pathway inside one cell, which contains a **trillion** molecules, it's not going to happen anytime soon.

But our arrogance is such that we think we can understand and reverse cancer. No. My point is let's try to catch cancer early and *just get rid of it*. Yes, we need to understand how to attack it, but that's for elimination, not for trying to understand how cancer is working.

She's right, we'll never understand it in any reasonable fathomable way in our lifetime or anybody's lifetime. But the science profession, as it currently runs, doesn't accept anything they can't understand.

“If I don't understand it, it's not true. And since I understand how this receptor binds with this protein, or since I understand how this gene is expressed, then I can believe that.”

Yet there are vast categories of things that nobody understands, and they just get put on the back shelf or get completely ignored.

A case in point is consciousness and cognition. Nobody knows what these things actually are. The people I most closely identify with in the cancer and evolution group believe that consciousness and cognition are the central questions of cancer, and life itself.



In June, Evolution 2.0 is hosting the AACR's monthly Cancer and Evolution Working Group meeting on Zoom. I'm the organizer and moderator, and the subject is: Cognition in Cancer and Evolution. My presenters are Mike Levin from Tufts, familiar to EV2 supporters; and František Baluška from Germany. And then I have four other members for a panel discussion: James Shapiro, Dennis Noble, Pamela Lyon, and Arthur Reber.

All experts in cognition. Pamela is from Australia and has been writing papers about cellular cognition for years. Arthur Reber is a psychologist. He's 82 and he has been studying cellular cognition now for a decade or two.

We think this is really the issue. The question we have to ask ourselves is when and why does a cell *want* to defect: What is it that causes it to switch on its evolutionary machinery and go on a shooting spree?

On our presentation I asked Azra...

So an analogy might be that you're studying a very disgruntled, stressed out refugee who finally decides to join a terrorist organization, kill a soldier, steal his uniform and gun, and then go out and wreak havoc. What your cancer survivor center wants to do is isolate that moment of radicalization. Can we catch the first cell red-handed, then look at what were the stressors that caused the change?

This is the level at which we have to conceptualize the problem. Maybe there were "emails" or certain kinds of "text messages," or certain themes in their "social media" that pushed those cells over the edge.

Remember: It's not the specific word for word, letter for letter content of those messages. It's the **meaning** of those messages.

Think of it like detecting SPAM. We all know SPAM filters don't work very well. The old-school filters looked for specific words. They worked poorly because humans can always think of a million ways to communicate Viagra without saying "Viagra."

Accordingly, most scientific literature is so granular. They're diagramming proverbial sentences of SPAM messages or running spell checkers. They're not recognizing the meaning.

The church I grew up in did "word studies" of scripture passages. This is where you look up every single word in the original Hebrew or Greek and suss out all the original definitions and nuances and contexts of that word. It can be a great way to learn more about what the Bible says. But it can also influence you to focus more on the LETTER of the law than the SPIRIT or MEANING of the law. And that can lead you into some decidedly hypocritical behavior.

Another thing that leaps out at me is the vast difference between scientific *analysis* versus engineering *design*. I could hardly think of two kinds of people who think more differently from each other than biologists and engineers.



Engineers are unable to take anything for granted in medicine, because we know how unimaginably difficult it would be to **build** it ourselves. “I’ll pay you a million dollars to build me a cell.” You could offer a billion dollars, or a trillion. But it wouldn’t matter because no one can even come close. Craig Venter built a synthetic cell ten years ago with 99% borrowed parts and it cost him \$40 million to do it.

But biologists seem to take it for granted that you can do that...that you can understand something with a trillion molecules.

I stubbed my toe the other night. A little flap of skin got torn off. I put a Band-Aid on it. A couple days later, it’s already looking better. In two weeks, I’ll have completely forgotten about it. Then I’ll never think it about again for the rest of my life.

But if I get into a fender-bender with my car, my car doesn’t heal like that!

And it would take 100 PhDs to even begin to explain the process by which your body puts itself back together after that car accident. We still don’t really understand how it works. We understand some parts of how it works, and everybody takes this for granted.

A biologist’s standard is: “We write about this. We describe it. We get it published in a journal because a peer review panel says it looks good.”

The engineer’s standard is: “Build me a car that heals itself.”

It is a thousand times more difficult than anything Tesla has ever even attempted.

This is hubris before nature. If an engineer says “I don’t understand this, so I’ll ignore it,” people die because bridges collapse or cars crash. But some scientists are perfectly willing to say, “If I don’t understand it, I’ll just pretend it doesn’t exist.”

I’m not bashing scientists per se – I absolutely love a bunch of scientists. But there is a certain strand of culture in the science profession that is disingenuous and counterproductive.

There’s a video on the Evo2.org website called “Ways to Win the Evolution 2.0 Prize.” On the video I say, “If I knew how to solve the prize, I would have solved it. I don’t know how to solve it, but here’s a list of 8 or 10 rocks that, if we turned over, we may solve it.”

One of the rocks I talk about is what is often called the paranormal. Telepathy, telekinesis and remote viewing. There are volumes of scientific literature measuring and categorizing these processes, including significant work done by the US military, Stanford University and Princeton University.

The scientific profession at large does not acknowledge that this literature exists. They pretend it’s not there. I interviewed Dean Radin about this research on the Evolution 2.0 podcast, at



<https://evo2.org/podcasts/quantum>. Or if you really want to deep dive, read his paper with Stuart Kauffman called “Is Brain-Mind Quantum? A theory and supporting evidence” at <https://tinyurl.com/brain-mind-quantum>.

It is possible to deflect a falling ball by a few millimeters by concentrating. If mind can literally move matter at a distance, how is that not applicable to the information problem in biology? How does it *not* pertain to the question of **how does information control matter instead of matter controlling information?**

Another rock: There has been a fair amount of research suggesting that water has memory. The late Luc Montagnier, who won a Nobel prize for his research on HIV, showed that...

Water carrying only the electromagnetic signature of a DNA sequence can make a replica of the sequence out of simple building blocks.

Montagnier discovered that certain bacterial and viral DNA sequences dissolved in water causes electromagnetic signals to be emitted at high dilutions...then he showed that the DNA sequence itself could be reconstituted from the electromagnetic signal.

https://www.i-sis.org.uk/DNA_sequence_reconstituted_from_Water_Memory.php

This has been the subject of ferocious opposition. Leading the charge against it was James Randi, famous illusionist and atheist. When the research was published in Nature Magazine, Randi lobbied to get it rescinded.

The short version of the convoluted story is Randi and his side were saying, “This is bunk, water is just H₂O. There's nothing more to it than that.”

For years, Randi offered a \$1 million prize to anyone who could demonstrate the existence of paranormal phenomena. If anybody could demonstrate that healers could do miracles...if anybody could demonstrate that psychics could tell the future, etc.

But there was a catch. In order to win his prize, you had to go to his lab in Florida. He would run you through a series of tests. If you passed the test, he would give you the million dollars. Then he would blog about everybody who came to claim his million dollars and how they all failed hilariously.

Now that I've read hundreds of pages of paranormal research, I am certain that Randi himself was a fraud. I also happen to know, through marketing industry back channels, that the James Randi Educational Foundation was a \$10 million per year, highly profitable “non profit.”

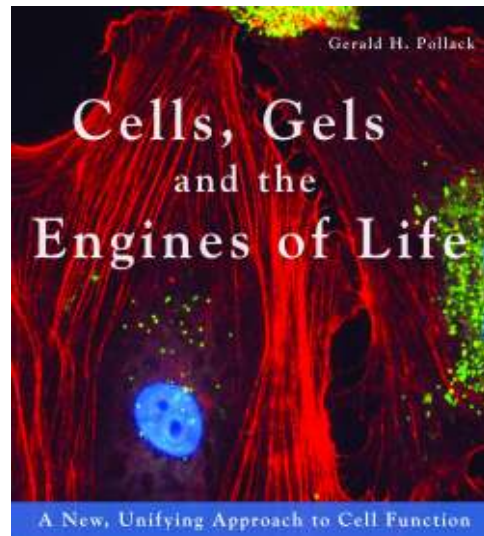
There was a lengthy back and forth on Randi's blog between him and Brenda Dunne, who ran the Princeton Engineering Anomalies Research lab for 27 years.



Dunn essentially said, “No, James, we're not going to come to your lab and redo all of the scientific work we've already done just so we can get your money. We spent well over a million dollars doing that research and we've already published it. Other people have published this kind of work as well. It's verified. Your lab isn't even an objective scientific lab. It's not double blind. It's not unbiased. The man judging the experiments and publishing the results is going to lose a million dollars if he's wrong. There's no objectivity to this whatsoever.”

I found it astonishing how many scientists failed to notice how rigged this was. Thus when I hear the very same guy is coming after the “water has memory” research, *I know we are on to something.*

I had a wonderful Zoom call last month with Gerald Pollack. Soon to be released on the EV2 podcast. He is a scientist at the university of Washington, doing water research of this kind for years. He has a couple of books and numerous papers on what he calls “The Fourth Phase of Water.” He claims that, under certain conditions, water takes on a set of characteristics that is neither solid, liquid, nor gas. It is a crystalline structure that has memory. He calls it “Exclusion Zone” or “EZ” water.



Owing to the swirl of politics and contention, a stigma has formed around water research. Whether all this is true or not is something that's worth investigation... a lot more investigation than it has received. It approaches the big questions from a macro view rather than simply a micro view.

So, those are just two rocks. If you want to find out about the others, go to <https://evo2.org/ways-to-win/>.

I believe we will understand cognition, consciousness and cancer much faster if we acknowledge and investigate those subjects. And when I talked to Gerald, I said, “Whenever you're stuck on a problem for a really long time, you have to ask yourself...

“What are we pretending not to know?”

Gerald and I had a marvelous conversation. We instantly hit it off. We are asking questions I think are very obvious, which some people have decided are not permitted to be asked.

The reason any of us refuse to ask questions is that we're afraid of the answer. When you are afraid of the answers it will kill your research, your sense of adventure, and discovery.

At Evolution 2.0 we are not afraid of the answers – or questions. We are willing to go down these rabbit holes. We are not beholden to any one academic committee, funding source, or government agency.



We can go wherever we need to go, ask whatever we want to ask...and we're already doing it.

We don't have to get rich doing this. We don't have to invent a new drug. It doesn't have to generate an ROI within 10 years. It just has to be true. It just has to work.

How could we not make progress where others have failed?

Imagine that five years from now, we have made substantial progress. We know how to stop cancer at stage negative one. We know how to reverse cancer. And we find ourselves asking “How do we get this through the giant bureaucratic system?”

I don't know how we're going to do that. But I can assure you we're already thinking about it. And we have a lot of really smart, talented people all around us thinking about it too. Scientists, doctors, businesspeople.

Including multiple billionaires. When billionaires have medical problems, they don't care about Blue Cross Blue Shield or social security or Medicare or even what a hospital can and can't do. They call the smartest people they know, and if they need to go to Thailand to get a medical procedure that's not legal in the US...they go to Thailand.

At the very least, we're going to figure out how rich people can be free of cancer. After all, the reason we can all buy a 50-inch 4k TV for \$400 is because 10 years ago, rich people were paying \$4,000 for the same TV.

We'll figure it out one way or another. Then we'll figure out how to democratize it.

And I'm confident about that. I can't think of a better group of people to trust with research money than those who aren't afraid of the answers they may find.

If you'd like to help us, contact Jon Correll – jon@conversionvoodoo.com. Or call +1.858.336.3061.

What Can You Do To Be a Part of Evolution 2.0?

Evolution 2.0 is me, the newly hired administrator Mary McEvoy, Jon Correll CEO, my assistants Lorena Ybarra and volunteer Sam Bart. Plus a few other precious volunteers to contribute hours here and there. **We can really use your hands-on assistance.**

Another thing you can do to help is help us catch the very first cancer cell red-handed. You can help us confirm our hypothesis that human cells respond to signals much the same way amphibian cells do – which brings us one *very* tangible step closer to REVERSING CANCER.



I know of no one who is bringing a full-fledged “Evolution 2.0” viewpoint on cancer evolution. It’s 501c3 not-for-profit, so you can go to evo2.org and make a tax-deductible donation.

We could also use some volunteers.

We need people who are skilled in...

- **Administration and project management**
- Finances
- Scientific papers, research, and projects
- Film (documentary screenwriters, editors)
- **All** forms of marketing ad copywriting, buying Google, YouTube and Facebook traffic, writing blog posts, shooting videos, podcasts, publicity angles, news media

If any of the above piques your interest, please reach out and let us know. Email evolution@evo2.org and let us know what your skills are and how you might like to help.

Carpe diem - Seize the day.

Perry Marshall

