

Evolution 2.0 Newsletter

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“It Was Like Pouring Bleach in My Veins” Part 2

Last time, I shared part of an interview I did with Jenny Davis, a former elite athlete. The podcast episode was titled “I Felt Like They Poured Bleach into My Veins.” She related her struggle with cancer.

In this issue I want to share the second half of my talk with Jenny and show you how her insights relate to the science research and education we’re catalyzing with your support.

Perry: Tell me about pouring bleach in your body.

Jenny Davis: After my operation, I had a lot of drugs (morphine, anesthesia) in my system. And my detox-specialist friend helped me with an eight-week detox to get rid of all those chemicals in my system.

I probably had the healthiest bowels in Scotland when I started my chemo.

The first two cycles were absolutely horrific. I had all the side effects. The typical ones... plus some really weird ones. Whenever I asked anyone about mine, they just shook their heads and said they hadn't heard of them before.

The side effects are different for everybody, but because my body is just not used to dealing with those toxins, ANY toxins, it was horrendous for me.

For my third and fourth cycles, they had to reduce my dose of chemo because **the side effects were worse than the disease itself**. This kind of suffering from cancer drugs is just considered the norm.

Hair loss. Neuropathy. Nausea. Constipation. Diarrhea. I couldn't drink anything because my throat would go into spasms. When I cried, the muscle behind my eyelids would cramp. When I ate, my jaw would cramp. In any other situation, those side effects would be unacceptable.

I didn't survive cancer. I survived chemotherapy.

The people who didn't make it can't make any demands. They are gone. The only people who can demand change are those like me who are still here, people who have enough belief and energy to stand up and say things like that. Which is exactly why I got in touch to have a conversation with you in the first place.

We need to do better. **There are groups who cry out against animal cruelty. Chemo is human cruelty.** And I know firsthand because I spent four months immersed in it.



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Perry: First, I salute you for coming on and telling the world about your bowels and your miserable four months. That takes guts. You probably had to ponder a minute or two before you were sure you're ready to do that!

Jenny: I did a bowel cancer diary with videos on YouTube. People found them really funny considering the circumstances. And it's because I'm really good at taking the piss out of myself. I lost the fear. I know that there's value in this stuff for lots of people.

Perry: What was your detox regimen?

Jenny: I detoxed gradually, because if your system goes through too much change too fast, it can go into shock. So, small habits. I have ginger and water with every meal because ginger aids with digestion. Then I moved to raw food only diet. Just fruit and veg completely raw. And then I ended up going vegan. I did yoga, meditation, no drinking, no smoking.

Organic ginger and turmeric root. Carrot juice to push the rest of it through... downed with black pepper, because you can't absorb the good stuff from turmeric root unless you have some of the properties that come from black pepper. And then there were new supplements that I was taking. Charcoal to help remove toxins.

It wasn't rocket science, but without my friend who happened to specialize in this, I couldn't have done it. If I didn't have them or if I hadn't been proactive about it, I'd probably still be dealing with some of the side effects from chemotherapy the way so many others are.

Perry: You described hunkering down in the chemo trench, pouring bleach in your veins and feeling completely jacked up. What's it like when your body's coming out of that? A professional athlete like you who does judo and cycling, you're in tune with your body. What signals are you getting?

Jenny: It took five or six weeks to feel like my normal human self again. There were biomarkers I was tracking. My average sleep and heart rate through this whole experience was 10 to 15% higher than normal. When I was sleeping, my heart was having to work 10-20% harder every single night while I was resting.

My body self-awareness is extremely high. And the biomarkers were just the evidence of what I was already feeling as a person. And I climbed out of it quickly because I had a support network around me wider than just the medical establishment.

I have a network of people across two sports and multiple industries because of the work I do. And I have a deep network of family and friends that were able to support me through that.

It wasn't uncommon for me to push myself on the bike to the point of sickness. So I know how to suffer. I know what it's like to suffer, but chemo was still the hardest thing that I've ever had to go through by a country mile. And if I was told I had to go through it again, there would be a question mark for me.

Perry: Like you said in your email, "I'm not a snowflake!"

Jenny: Hell no. I'm the opposite, whatever that is.

Perry: Let's say your sister called you and said, "I got diagnosed with the same cancer as you. What should I do?"

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Jenny: The majority of people are caught between a rock and a hard place. And I was one of those people. She would be in the same position. **I was given no other option.** Part of the reason we are chatting today is because my message is *we need to do better*. Your project supports earlier diagnosis and other promising research. None of them will be as invasive and as difficult for people to deal with as chemo.

I asked the question, why did I get cancer? It took months to work through that.

I knew I had cancer at least 12 months before my diagnosis because I felt a sign in my body. At the time I thought it was due to pregnancy, because I was pregnant the year before I was diagnosed. So, if I do a timeline back and ask, "What was happening in my life, what holistic stress was happening?" I realized I was having a hard time at work. I had a really difficult team that was an old boys club. I was blocked, massively blocked. And that went on for 6 to 12 months. That was the first stressor to enlarge the "First Cell."

At the same time, I was traveling a lot for work, so my sleep pattern and recovery was out of whack. I wasn't eating the same nutritional foods I normally would because I was traveling a lot. I wasn't training the same because I was traveling a lot.

In the 12 months before diagnosis, I suffered two miscarriages at 12 weeks. This was of course a massive emotional trauma that caused a huge amount of internal stress the 12 months before my diagnosis.

Lack of sleep, nutrition and exercise, and emotional trauma create the perfect storm for cancer.

One of the reasons I'm confident that the cancer is gone and will not return is because I've learned the lesson and made adaptations in my life. That holistic stress will never happen again. Now I always have space for recovery, to listen to my body, to be creative, to surround myself with a community who value that.

Perry: What would you say to a person who says, well gee... I've got a bad boss; I didn't have a miscarriage, but I have had some marriage problems, and I had some other complications in my life. I don't know how I would prevent those things from happening. What are we even supposed to do about that? How would you suggest that a person approach the stresses in their life?

Jenny: If I knew what I knew now and time traveled back two years, I would've left that job and boss. I would have made different choices. I **chose** to suffer, to try and progress in my career. I **chose** to travel every two and a half weeks from one end of the country to the other. I chose to get up Tuesday morning at 4 AM so I could be in the office in the south of England. I chose to work long days and to get the last flight home on Thursday. I chose to eat in hotels and not train because I was knackered.

The only thing I didn't have a choice over was the two miscarriages, which we dealt with as best as we could. I think that was what caused the tumor to grow quickly. *But the tumor was already there.*

I sorted lots of stuff in my life so that I don't have as much stress. And I've spent a lot of time working to find what's right for me. What are my talents and strengths? Which is why I was working with Megan Macedo, who introduced us.

So I'm in a much better place about my future and the value that I bring. And there's other kinds of changes that have happened, which I didn't expect. I was always a big believer in 80/20. But I think my 80/20 radar

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got stronger. Now when I look at situations where I know a lot about it, I'm able to go, "That should be 20, that should be 20, the rest is marginal, that's a red herring."

I'm far more blunt about that now than I was before. Before, I would see it... but I was quite subtle about it. I would completely miss it at times. But my life's too short. I do have more perspective in life, but I was very aware of my mortality before this happened. I already lived my life as if each day were my last.

But now some of the advice and recommendations that I give are much more to the point. **"This is the thing you need to focus on. See all of this? That's a load of crap, and you're getting stressed about it for no reason. Just let it go."**

Perry: I lost a good friend to cancer a couple of years ago, Rob Berkley. He was a super astute business coach; hard to categorize, and brilliant guy. One of his best friends told me, "Near the end, Rob absolutely took his gloves off with me. If I was screwing up, if I was not treating my family right or not making good decisions, he did not hold back." Rob beat him up pretty good before Rob left the earth. My friend appreciated it very much.

Jenny: If you're doing it from a good place and the message is important enough, why skirt around the edges of it?

Perry: You mentioned starting to work with Megan Macedo. And for those who don't know Megan, Megan is the Brené Brown of marketing. That may pigeonhole her too much. Maybe that's what she was two or three years ago; now she's just Megan.

She's 15 years younger than me, but I sit at her feet and learn. What have you gotten out of working with Megan?

Jenny: I always knew at some point our worlds would collide. Megan's my Celtic cousin. She's Irish. We Scots have the same sense of humor and our accents are similar.

In March, just as I was starting to feel really good after my operation, but before I started chemo, I reached out to Megan and said, "Look, I'm in this transition point in my life. The catalyst hasn't been particularly good. I've got some crap to weed through. I would really appreciate spending some time with you."

We've had four or five months of work together. It's been brilliant. Megan's work is about understanding yourself, your stories, how they interconnect, what makes you special in a deep deep way. And then how do you take that and package it and make your money.

So we've kind of moved through the journey of understanding my background. Where have I been completely true to myself? From the age of five or six, I sifted through the timeline.

She asked me some philosophical questions as Megan does, then left me to go and work through them. Then we'd catch up every month and run through them. So whenever I have calls with Megan, I feel like my brain



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has just blown up. It takes me 24 hours to come back again.

I thought I knew myself pretty well, but there were big things I've been able to figure out about what truly drives me and why. Why certain relationships or situations in my life work and why others don't. It's about finding the balance between the good bits of me and the bits I need to work through and push for progress.

That sounds a little bit fuzzy, but you've gone through the work with Megan. So I guess you know.

Perry: Megan's work is about understanding your own story. Most of us only have a fragmentary understanding of our own story. I don't know that understanding your own story all by itself is going to keep you from getting cancer, or cure cancer, or anything like that. But one thing I do know is that we're all healthier when we can stand back and see the arc of where we came from. And I feel like my ability to connect with other people, my ability to understand myself, is much better because I've done some of this introspective work. Clearly you're saying the same thing.

Jenny: Yes. I think it's allowed me to get to the place that I'm in now. I understand more about myself and my motives and my stories. Why I struggle with some things and other things are easy.

It allows me to filter the future. I'm going to do this, or I'm not going to do that. These people over here are definitely who I should be spending more time with because it's a much better fit for me as a person and what I want to achieve.

So it's empowering me to pick the right things that are the right fit for me as a person. And that can only be a good thing for all the different parts of your life, health and fitness, emotional intellect, social, financial career, all those categories. If you're being true to yourself and your Unique Capabilities and people who understand you, all of those areas will flourish through time.

I had gotten lost in the meadow for a couple of years after my sporting career. You kind of go through a bit of an identity crisis. I was still sorting it out without any idea who I was as a person. I went down some paths that I probably shouldn't have done. But I was lucky because I got a warning shot before it was too late.

And I'm still in my thirties and have got a long life and career ahead of me to get value and have fun and see what happens.

Perry: Is there anything we didn't get to that you'd like to mention or say before we're finished?

Jenny: The support that I was given and the medical system I was in was as best as it could have been, but the system is broken.

The treatment that I had to go through is human cruelty. We need to do better. And the people who are *outside* the system are the ones who are going to solve this global problem. Entrepreneurs that are bringing innovation in from other places.

You know Perry, those are words that come straight from *your* mouth. We need to take innovative, strategic ideas from one place and apply them in another. And the work that you're doing and the doctors and scientists that you're working with, *these* are the ones who will do it. This is a call that we need to keep doing what you're doing, just push the fast forward button.

And hopefully people who share stories like mine will grow a little bit of a wave for us to ride on.

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Perry: Jenny, I really appreciate you bearing your soul a little bit and talking about this whole experience you've had and for being supportive in the work that we're doing here. And that's just fantastic. If somebody wants to look at your vlogs or pay attention to what you're doing, how do they do that?

Jenny: So my vlog is on YouTube ([youtube.com/@Edinburghcyclist](https://www.youtube.com/@Edinburghcyclist)), just put “**Jenny Davis bowel cancer**” and there's a string of them. You'll find my channel so you can subscribe there. Most of them are fun, educational things. If somebody wants to get in touch personally, jenny@jennydavis.org. I hope you've enjoyed the chat and the listeners have enjoyed it.

Perry: These problems are solvable. There are better ways to solve them. Thanks for reinforcing that because we're going to make some dents in this thing.

Jenny: If there is anything that I can ever do to support you, just let me know. Now that we've spent an hour together, you've probably got a better gist of my story and who I am as a person. And if there's anything that I can do to help the work that you're doing, just let me know. I can't do it through science, but I can do it through story and passion and examples and humor.

Perry: We're doing it now. So it's perfect. We just have to tell more people. So we're gonna get this out there. And let's hope that this gets popular!

A closing thought before I go...

The future direction of ReversingCancer.org is in your hands. In the last two years we have seen the Cancer & Evolution working group grow to 3,500 members; we have become deeply involved in some of the most extraordinary *and effective* cancer research in the world; we have hosted breakthrough conversations like the one you just read with Jenny Davis; and I am starting to work with grant writer extraordinaire Tom Hollon to direct more government funding to the most worthwhile research... instead of funding more of the same slash, poison and burn.

We have helped a handful of scientists (Michael Levin, Azra Raza, Kimberly Bussey, Eric Kuelker) by donating money to their work, publicizing their work and helping them raise funds from other sources. We have connected many scientists to each other.

People who used to labor in obscurity are now in a community.

Parallel to this, on the Evolution 2.0 front, my colleagues Denis Noble and James Shapiro have made vast strides advancing a new model of biology that is light years better than the “Selfish Gene” dogmas that the profession has run on for the last 40 years. For those of you not familiar with Denis, I recommend his book “The Music of Life.”

The video of Denis Noble’s UK debate with the world famous bestselling author Richard Dawkins is now online at <https://evo2.org/denis-noble-debates-richard-dawkins-full-video/> and if you understand the science and the lingo, you immediately understand that Denis in the most gracious and gentlemanly way possible *cleaned his clock*. Dawkins was utterly outmatched.

Yet at no point was the discussion ever rude or uncivil.

This is in evolutionary biology, by the way, the profession that *invented* “Cancel Culture” 100 years ago!

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We have achieved all of this on less than \$400,000 of funding in the last two years. This is why I need your help.

Do you know how many *other* science projects are waiting to get funded?

What could we do with \$4 million a year? \$40 million?

What could we do with a full-time team of fundraising professionals and marketing and publicity pros?

I'm doing everything possible on my side. Our team is small and resources are finite. We need your help. Please email jon@conversionvoodoo.com and speak with Jon Correll about how you can help.

Seize the day.

Perry Marshall

What to Do Next

- Contribute to Science Research:
Donate at www.evo2.org/cancer
- Our Manifesto is posted online at:
<https://reversingcancer.org/donation-fundraising-letter>
The password is: now
- Our podcast is at <https://evo2.org/the-podcast/> and blog <https://reversingcancer.org/blog/>
- Contact us at support@reversingcancer.org
- WE ARE HIRING! Please introduce us to a fundraising professional who is looking for an opportunity. Contact our CEO Jon Correll at support@reversingcancer.org.

We Need Your Helping Hands

Evolution 2.0 is me, CEO Jon Correll, Mary McEvoy and a few other precious volunteers to contribute hours here and there. **We can use your hands-on assistance.**

Another thing you can do to help is fund our virus research. I know of no one who is bringing a full-fledged "Evolution 2.0" viewpoint on virus 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...

- **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
- Project management

Email evolution@evo2.org and let us know what your skills are and how you might like to help.

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5 Rules for Funding Cancer Research that May Find a Cure

The following are the 5 “80/20s” of Science Research 2.0. Our criteria for what we fund. Each eliminates 90% of suitors and multiplies our odds of success by 10X. This is why we believe we can achieve more in ten years than the government has achieved in 50, with far less money.

If you want to help win the war on cancer, this is where your money should go. Not to the IRS.

How we invest your money	How the government wastes your money
No Drugs. We don't fund Big Pharma drugs; a drug will never cure cancer because drugs are <i>dead</i> and cancer is <i>alive</i> . Drugs play a role, but will never be THE key that unlocks cancer.	Addicted to Drugs. The government and Big Pharma are in bed and locked into a drug development → regulation → drug funding cycle that is self-reinforcing and locks out unfamiliar ideas.
The Enemy is SMART. Evolution 2.0 is the smart cell. Life is purposeful, cancer is intentional, and maybe even self-aware. The whole is greater than the sum of its parts, so the key is discovering what defines the whole.	The Enemy is Dumb. Evolution 1.0: Nature is blind and purposeless, “monkeys with typewriters” with natural selection and blind pitiless indifference. It's “only” chemicals. Everything reduces to its component parts.
Does it WORK? Gold standard is <u>engineering</u> : Can you build it and does it work? The legendary scientist Richard Feynman said, “That which I cannot build, I do not understand.” Action, not analysis.	Do other scientists approve? Gold standard is <u>peer review</u> : Do other scientists (who are competing for the same dollars) like it and approve of it? Studies show that 70% of science research is not even reproducible.
Challenges the SYSTEM. ALL professions are run by “good ol' boys clubs” and become blind to their own assumptions. We believe in threatening the status quo, questioning assumptions and killing sacred cows.	Preserves the status quo. I have consulted in 300 industries. No profession is more hobbled by peer pressure, cliques and political correctness than science. Scientists spend 40% of their time lobbying for government grants. It's impossible to get anything done.
Skin In The Game. We fund researchers, scientists and doctors who have risked careers, reputations and personal resources to sustain projects they believe in.	The Buck Stops Nowhere. Bureaucrats are shielded from all personal risk. The purpose of bureaucracy is not to accomplish anything, but to obstruct accomplishment by anyone else.

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