

Women's Health Initiatives Foundation Seeks to Fund \$100,000 Breast Cancer Prevention Research

Organization's mission is to search for causes, prevent breast cancer

The new Women's Health Initiatives Foundation (WHIF) in Kettering has a mission that few other women's health foundations nationwide have—to PREVENT breast cancer in women—not merely support women who have it, test for it or treat it.

There is no reason why we should accept the fact that one in eight women in the U.S. will get breast cancer in her lifetime. Why is breast cancer so common, especially in the developing world? Is it because of our sugary diets, obesity, late childbearing or chemicals in our food, water and environment? We can speculate all we want about what can be causing breast cancer, but the hard truth is, at this point in time, scientists just don't know for sure.

It's been estimated that there has been about \$100 billion spent on breast cancer research in recent years on support, screening and treatment, yet only a fraction of that, perhaps in the tens of millions of dollars, has been spent on breast cancer prevention. If you Google "breast cancer prevention," for example, you will likely get this kind of advice: eat right, maintain a healthy weight, exercise and don't smoke.

Yet women who are not obese, do exercise regularly, do not smoke and eat a healthy diet still get breast cancer. Why? Why do women who have no family history of breast cancer still get the disease? About 85 percent of breast cancers occur in women who have no family history of the disease. Breast cancer is the most prevalent of all cancers amongst women.

With the current treatments we have for it, women undergo surgeries and chemotherapy sessions that compromise their immune systems and cause them great discomfort. Battling breast cancer robs women of their health, their energy, their livelihood, and, way too often, their lives.

In 2013, I began wondering why breast cancer is so pervasive in our country. In the U.S. alone, 232,000 breast cancer cases are diagnosed each year. It's estimated that almost 40,000 women die from it each year. Cancers are the second-highest cause of death for women in the U.S., behind only heart disease.

And as I read the literature on it, I realized that some organizations that promote fighting breast cancer are really doing something else. They are promoting awareness of the disease, raising funds to screen for it and treat it, but not looking into the root causes of what



Lyn Hogrefe, CEO
Happy Hormone Cottage

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could possibly be causing the disease in so many women.

That's when I realized that we have to do better than just respond to breast cancer. Predicting which women will get cancer and then intervening to prevent the breast cancer from developing is our goal.

Why I'm so Involved in Women's Health Issues

For those who don't know me and my work, I'm the CEO of Happy Hormone Cottage, a company with offices in Kettering, Piqua, Vandalia, Mason and Crestview Hills, Ky., that tests women and treats them for hormone imbalances through individually-compounded prescriptions based on each woman's needs. While research and common sense already indicates that eating right, exercising and sleeping enough do much to help us maintain good health, it is our belief, based on a plethora of studies on the positive impact of bioidentical hormones, that maintaining optimal hormone balance as we age is a key component of a woman's health regime.

(A great way to get up to speed on the safety and efficacy of BHRT is to read the scientific papers in the Reading/Resources section of our Happy Hormone Cottage website.)

Hormones take care of 300 roles in the human body and are essential to just about every life process, from growth to development, from metabolism to passion, according to Dr. Mercola at Mercola.com. When hormones are disrupted due to aging, stress, illness or environmental factors, illness occurs. Maintaining balanced hormones

is the best way to feel healthy and age gracefully so you can bypass many of the diseases that are commonly associated with aging.

My book on *Own Your Journey to Optimal Hormone Balance* (New Leaf Press, April, 2014) is an expression of my desire to help women get tested, treated and better for their hormone imbalances. It's available for sale on the HappyHormoneCottage.com website.

My deep and abiding interest in women and their health is why I founded the Women's Health Initiatives Foundation, a nonprofit dedicated to educate women about achieving optimal health through natural hormone balance, nutritional supplementation, and healthy lifestyle choices and to raise money for research in the fields of cancer prevention.

Jeff Hogrefe, my husband, a compounding pharmacist and owner of our Piqua Medicine Shoppe—and also the recipient of an advanced degree in functional medicine—and I feel strongly that it's important for 100 percent of WHIF funds to be spent on research to prevent breast cancer, not marketing or education or other tasks that have little impact except to promote the organization.

That's why we've donated office space and are paying the director's salary of the Women's Health Initiatives Foundation while the foundation reaches its \$100,000 goal.

This gift from Jeff and me frees up WHIF executive director Kelly Brown to spend 100 percent of all the money WHIF raises to go its root mission: to finance the research that identifies biomarkers in women who

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have breast cancer in the hopes that we can identify what may be causing the disease.

Why the Women's Health Initiatives Foundation is Needed

The foundation wants to finance a study and test women for biomarkers that indicate breast cancer risks. The hope is to positively impact those metabolic pathways nutritionally, which would prevent cancers. This is an impressive undertaking in terms of the potential positive impact on eliminating breast cancer. In subsequent research phases, our goal is to develop a test kit which will tell a woman if she is at risk for developing breast cancer. If she finds she is, she can work with the developers of the testing kit and her doctor to intervene so she won't develop the breast cancer.

We want to test 1,000 women with breast cancer to verify this hypothesis. The initial cost of this research is \$100,000. This is a drop in the bucket compared to the billions of dollars being spent to treat or cure cancer.

Despite some \$90 billion spent on breast cancer cures and treatment, very little money has been invested in breast cancer prevention. While the number of women surviving breast cancer has declined, the number of women diagnosed with breast cancer remains steady. Why is that? Is it because there is no money to be made in prevention? We can only speculate, but it appears most research money is spent on developing some type of pharmaceutical treatment or cure for breast cancer. There is some research being funded for developing a breast cancer vaccine-again, a strategy that involves pharmaceuticals.

Getting to the Root Cause of Breast Cancer

While others may be looking for ways to profit from a cure or a vaccine, we are interested in getting to the root cause of breast cancer. We are working with researchers who want to understand why some women get breast cancer and others don't. If we can identify why one woman in eight gets breast cancer, then strategies can be implemented to prevent her cancer from ever developing.

This is an exciting time, but an uncertain time as well. We are laser-focused on funding research in the field of predicting which women may be prone to breast cancer and intervening before the disease has a chance to develop. Our motto is, "If we can predict breast cancer, we can work to prevent it."

We believe prevention strategies can be natural, which would include things like diet, supplementation, optimal hormone balance and lifestyle; however, we won't know for sure unless we can fund the research.

At WHIF, director Kelly Brown is seeking grants and donations and planning a WHIF fundraiser for Saturday, Sept. 19 at a location still to be announced. I don't know if we can raise all the money in one year or more, but we are dedicated to accomplishing this goal. She is also eager to speak to area women's groups about the foundation and its work.

Brown's own mother was diagnosed with breast cancer more than five years ago, and while she is a survivor today, I know Brown would have done anything to prevent her from having that experience. So many of us know women who have had breast cancer—our sisters, friends and family members, maybe even ourselves—that I believe this will be a cause everyone will find easy to support.

The Women's Health Initiatives Foundation is headquartered at 5450 Far Hills Ave. in Kettering.

For more information, or to donate to our foundation, go to womenshealthinitiatives.org, or contact Kelly Brown via email at: Kelly@womenshealthinitiatives.org. You can also call (937) 371-4838.

For women interested in living their best lives naturally, and would like more education and help with natural hormone balance, contact the Happy Hormone Cottage online at: <http://www.happyhormonecottage.com> or call 513-444-6343.

Our passion is women helping women obtain natural hormone balance, as well as seek a scientifically-proven way to help reduce the risk of breast cancer. ■

About Lyn Hogrefe

Lyn Hogrefe is chief executive officer of Happy Hormone Cottage, which is dedicated to helping women attain optimal hormone balance. Her company has treated more than 6,000 women over the past five years.



(See Happy Hormone Cottage Ads Pages 28, 29 & Back Cover)



Lyn Hogrefe consults with women seeking optimal hormone balance

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