



THE  
VIDA

PROTOCOL

*food as medicine*



## Introduction

This document is an outline of the protocol that Kim and I used to arrest and reverse cancer in her in 2014. It is intended to inform you of the full view of what we understand to be the formula for health. And it includes some hindsight and new information we have learned along the way.

We are not doctors or pharmaceutical reps. We don't believe that we have cracked the code to all cancer or found a magic solution. We do believe that we have a much clearer view of the failures in the war on cancer, a broken medical system, the power of fear, and the need for more collaborative efforts that are inclusive of common sense, known science, ancient wisdom and emerging awarenesses.

It is our desire to help organize facts, to document cancer thrivers stories, to help provide the love and support the world so desperately needs.

The information here was given to us freely. We offer it in the same exact spirit and mentality. We will never charge someone for access to the information or for our story. We never have and we never will. We are grateful to the gentleman who so willingly and openly shared it with us. We are forever grateful to you James. You were our angel.

*Kimberly & Theo Hanson*



## Our Story

We have shared our story from stages, by way of interviews, books, and in person to thousands of people. We are not anti conventional care. We are pro positive patient outcome. We are pro saving lives and moving from fear to empowerment. We weren't alternative treatment zealots before our journey back to health began. Kim was diagnosed with Invasive Ductal Carcino- ma Er/Pr receptor +, HER2- in 2014. During our journey through the conventional corridors, an MRI under gadolinium contrast would indicate metastatic evidence. It has been two years since the oncologist gave Kim the all clear. No chemotherapy and no radiation.

### AN ACT OF SOLIDARITY

I participated in the protocol with Kim. I did this in solidarity, hoping that this could further help ready her mentally and emotionally for the harsh impact of chemotherapy or radiation. At the time I was suffering from heart disease (I had already suffered a heart attack), as well as severe sleep apnea, and diabetes. I was morbidly obese. My own transformation was nothing less than shocking - I went from that to incredibly healthy in under a year. I lost 110 pounds and I no longer suffer from apnea, heart disease, snoring or blood sugar conditions.



At the foundational level, these are basic and agreed upon standards for creating health in the human body.



## A Cause for Celebration

Since sharing our story and process with the world, many individuals from all walks of life have chosen to incorporate the information from this protocol into their own strategies. The reports back are nothing short of exciting, miraculous, and exhilarating. This roadmap to health has positively affected a variety of cancer types and stages, as well as people who have developed second cancers after receiving chemotherapy and/or radiation. There have been shocking successes with stage IV cases. Many of these were late stage and/or inoperable cases. These people are alive today and thriving. We have yet to meet a person who incorporated this into their plan who hasn't had results so measurable that their oncologist has had to say: "Keep doing whatever you are doing, because it is working".

We have met too many people who wrestled with themselves. They struggled to find peace in their strategy or treatment. Fear drove them from one protocol to another, from one oncologist to another. With this information

we seek to empower. We don't pretend to have all the answers, or even any. We're just collecting data, connecting dots, sharing the information, and doing an awful lot of celebrating with those who have been diagnosed with radical or spontaneous remissions.

We are not doctors and we are not offering medical advice. We are sharing our story and the story of others who can document their journeys healing cancer. We are researchers who are asking questions, scouring studies and inviting others to join us in **Evolving Cancer Out Loud**. We can't tell you that these steps will cure cancer or save your life. They saved ours. They saved others. At the foundational level, they are basic and agreed upon standards for creating health in the human body. Yet somehow, oncology not only ignores these, it chastises and ridicules those who would say there is value in them. That is not logical. There is something wrong. Please join us in finding out why.



THE  
Protocol  
WE USED



# 4 PILLARS *of* HEALTH

There are 4 Pillars of Health used in the pursuit of disease prevention. We use these same for in the management and reversal of diseases like cancer. They are a core part of the protocol and what we used in our journey and in the journey of others. These pillars are:

- I DIET
- II PHYSICAL ACTIVITY
- III STRESS MANAGEMENT
- IV LOVE AND SUPPORT



## I. DIET

The very specific food protocol we used is provided below.

## II. PHYSICAL ACTIVITY

The human body is not designed for sedentary lifestyles. Movement is needed. Ability to increase physical activity should be tailored to a person's current conditions. Seek professional advice. We used walking and exercise at the gym when possible. Rebounding (jumping on a small trampoline) has been shown to have incredible health benefits.<sup>1</sup> Yoga has been shown to improve quality of life in many patients.<sup>2</sup>

<sup>1</sup> <http://reboundworld.com/allontherebound1.1.pdf>

<sup>2</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/C3440287/>

### III. STRESS MANAGEMENT

Breathing  
Meditation  
Mindful association  
Clearing the emotions

The impact of stress and causal relationship to diseases like cancer are now new areas of study. The link between stress and tumor growth is well established:

“Studies in animals, mostly rats, revealed the link between stress and progression of cancerous tumors. Chronic and acute stress, including surgery and social disruptions, appear to promote tumor growth.”<sup>3</sup>

Managing stress has, in our observation, been a common denominator among people who have successfully defeated serious diseases.

**Breathing exercises** are recognized as methods of creating ‘relaxation response’<sup>4</sup> and improving breathing.<sup>5</sup> A 2015 study showed that an increase in oxygenation doubled the survival rate for Cancer in mice.<sup>6</sup>



The largest study of both **mindful meditation** and transcendental meditation found significant improvements in patients who included mindful meditation as a regular practice.<sup>7</sup> We use an app called headspace.

Relationships can be sources of stress. There are several studies demonstrating that people in stressful relationships have poorer outcomes in diseases like Heart Disease and Cancer than those people who do not feel they have stressful personal relationships.<sup>8</sup> It would make sense to limit the number and types of stressful associations we keep when we are fighting serious diseases.

Learning to manage, release and avoid negative emotional states may be a major part of managing diseases like cancer, heart diseases and even diabetes. Maintaining stress appears to release hormones that increase tumor growth.<sup>9</sup>

<sup>3</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3341916>

<sup>4</sup> <http://www.health.harvard.edu/mindandmood/relaxationtechniquesbreathcontrolhelpsquellerrantstressresponse>

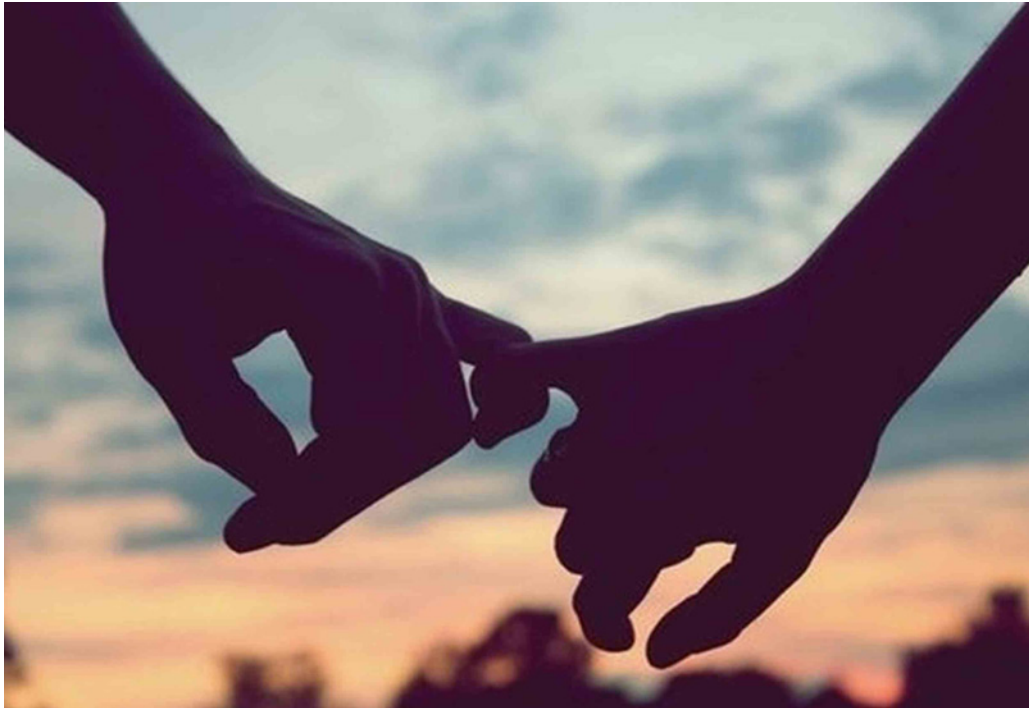
<sup>5</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3017963/>

<sup>6</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4641038/>

<sup>7</sup> <http://jamanetwork.com/journals/jamainternalmedicine/fullarticle/1809754>

<sup>8</sup> <http://www.livescience.com/354695waysrelationshipsarebadforyourhealth.html>

<sup>9</sup> <https://www.cancer.gov/aboutcancer/coping/feelings/stressfactsheet>



## IV. LOVE AND SUPPORT

This topic is the broadest, most complicated, and possibly one of the most important. Most of what Kim and I know or learned was in hindsight and as a result of what we saw happening in others in their battles against cancer. We did a few things right during Kim's cancer.

### COMMUNICATION:

We talked, a lot. There were no rules for her. My job was to listen and to be honest when she asked. The tendency in a cancer diagnosis is to bury and swallow a lot. We had to learn a new vocabulary and we had to learn how to communicate diagnosis, fears, and successes.

### KINDNESS:

While it seems so basic, we are always shocked to see how snide and hurtful can be when the pressure of diseases is introduced.

### CENTRIC:

She became the center of everything. It is not Kim's nature to be on the receiving end of service and attention. But it is necessary.

### CALMNESS:

It is hard to manage stress in chaos. Creating a constant calm is key.

Studies show a strong connection between cancer survival and intimate relationships.<sup>10</sup> There are lots more resources coming as we continue to research and analyze our own cancer journey, the experiences of others, and the emerging science in mainstream care.

What worked for us (and seems to be as powerful for others) was a series. Cancer patients who received chemotherapy and radiation and engaged with therapy dogs had better outcomes and cited unconditional love as the contributor.<sup>11</sup>

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<sup>10</sup> <http://www.medscape.com/viewarticle/861869>

<sup>11</sup> [http://www.medscape.com/viewarticle/839364#vp\\_2](http://www.medscape.com/viewarticle/839364#vp_2)





# The Role of Diet and Nutrition

The body requires nearly 90 nutrients to function properly. Most of the foods in the United States today are filled with ingredients that interfere with important internal processes. Our culture emphasizes large portions, large amounts of proteins (all animal based), and large amounts of carbohydrates from grains. People are told to avoid fats and there is little cultural value placed on vegetables, fruits, nuts and seeds. There is an important conversation to have regarding ‘factors’, ‘cofactors’, ‘absorption’, and ‘fragmented nutrition’.

The National Institute of Health has published several studies and papers about the body’s requirement for micronutrients to avoid disease.<sup>12</sup> Strangely the NIH has established the Daily Recommended Intakes (DRI’s) and Recommended Daily Allowance (RDA’s) as the minimum and maximum of only 29 micronutrients (15 minerals, 14 Vitamins).<sup>13</sup>

The outlined protocol addresses all of these micronutrients. We supplemented Kim with B12 and Vitamin D3 originally. If you need these to keep from getting diseases, don’t you need them to get better?

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<sup>12</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2585731/>

<sup>13</sup> [https://ods.od.nih.gov/Health\\_Information/Dietary\\_Reference\\_Intakes.aspx](https://ods.od.nih.gov/Health_Information/Dietary_Reference_Intakes.aspx)

# Calories and Cancer

We were shocked to learn that in a study there was a strong correlation between high calorie eating patterns and incidence of Breast Cancer.<sup>14</sup> All of the heart disease and diabetes reversal studies show a calorically appropriate approach to be a necessary component to maximize positive outcomes.

Cachexia is a real concern with advanced/late staged cancer patients.<sup>15</sup> Cachexia is defined in categories of overall loss as a percentage. It is a crazy strange target. 10% weight loss is considered Grade 1. Cachexia was not a concern for us as we were early stage in our discovery and journey. We have journeyed with people who are diagnosed with Grade 1 or 2 Cachexia and who have chosen to use a whole foods, plant based eating approach as a first measure. It has been our observation that it is possible to stop weight loss and reverse it slightly without the use of prescription drugs that often have side effects. We have seen rapid weight loss as a primary source of stress and concern in people with late stage cancer. It is serious and requires some support to sort through the information, logic, and intuition to create a plan. But it can be done.

Kim was tiny and has a high metabolism. I was large and had a much slower metabolism. It was important to keep Kim from losing weight and I definitely could afford to lose some. So counting calories is a great way to avoid unwanted weight loss or to promote it. We are not fans of, nor do we support a ketogenic diet. Don't ask us for help or an opinion. It is clear for us. We find it dangerous and counter to common sense. The high fat approach means displacing the more micronutrient dense and micronutrient diverse foods that are known to contain anticancerous phyto-compounds.

We used the **BMR CALCULATOR** ([www.bmicalculator.net/bmrcalculator](http://www.bmicalculator.net/bmrcalculator)) to calculate our Basil Metabolic Rate. Then, being honest, calculated that against the Harrison Benedict Formula to identify the amount of calories needed to keep Kim where she was and for me to lose weight. Each pound of fat weighs approximately 3,500 calories. Want to lose 1 pound a week? Consume 3,500 calories less than the identified target. It is easy to do. I went weeks losing 5+ pounds each week. I have used the same formula to help identify the needs for someone at risk because of weight loss associated with loss of appetite.

Here is the Formula I used:

If you are **Sedentary** (little or no exercise)  
>> **Multiply the BMR by 1.2**

If you are **Lightly Active** (light exercise):  
>> **Multiply the BMR by 1.375**

If you are **Moderately Active** (moderate exercise/sports 3 - 5 times a week)  
>> **Multiply the BMR by 1.55**

If you are **Very Active** (hard exercise/sports 6 days a week)  
>> **Multiply the BMR by 1.725**

If you are **Extra Active** (pro athlete, extremely physical work, 2 trainings a day):  
>> **Multiply the BMR by 1.9**

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<sup>14</sup> <https://www.ncbi.nlm.nih.gov/pubmed/8409101>

<sup>15</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3106221/>



1 cup  
per day

### CRAVINGS

The mind and body are conditioned to like those engineered snacks and grain based meals. Animal fats can almost be intoxicating. Mineral deficiencies from poor dietary habits can compound cravings. Sugar is proving to possibly be one of the most addictive substances of our modern era! 16 The majority of all of these cravings were gone in the first two weeks.

Drink lots of purified water. Natural water from a reliable source is best. Purified water is second best. In California we have a drinking supply that has dangerous chemicals and contaminants in it.

There is benefit in waking up to a glass of water. Our diet was so clean and processed 'food' free, that there wasn't a lot of sodium in our diet. We chose to occasionally put a small amount of himalayan or celtic salt in water or in a fresh pressed juice right before drinking it.

### COFFEE

We opted to limit coffee to one cup a day. I have heard all sides of the arguments for and against. The one thing that was clear and consistent for us: a large consumption of water before drinking that cup. Any second beverage of the day was green tea. Within a few weeks we stopped the afternoon teas. There is a lot of room to add any variety of health promoting teas, especially mushroom extracts. We did not, and do not use these. It is not because we don't think there is value. There is already so much to do and learn. And in truth, the incredible improvements in people keep us from having an opportunity to monitor the introduction of teas and herbal beverages.

A note about sweeteners: Leave sugar in the packets. Leave it to some poor sap who doesn't mind obesity, diabetes, cancer, or sleep apnea.



It takes exactly  
23 minutes to juice  
and clean up.



## Take your time and love your routine.

If you want to lose weight and can wait, don't have your first juice until later in the morning without eating anything. It will turbo charge your weight loss. If you are the kind of person that wakes up hungry and you need to eat, then drink down a big glass of water and get to making that juice.

You can juice a lot of stuff ahead of time IF you want to. It supposedly will last about 2 days safely. However, we never did. We were taught to drink it within the first 15 minutes and we did. I lost weight like crazy, felt like a million bucks and was able to manage one of the most stressful times of my life. All without being sick even once. We watched Kim's tumor regress and the doctors declare her cancer free without ever using chemo or radiation.

So juice on demand if you can. If you need to make juice for the whole day, do it! It takes exactly 23 minutes to juice and clean up. There is ways to shave a few minutes if you have to, but why? Slow down and focus on your health. There is really nothing more important. Everything else is a distraction. Seriously. Think about it. If you are dying or dead, who are you helping? No one ever laid on their deathbed and said "I wish I would have worked more". Stop and enjoy the process of putting healthy foods in you. You won't believe the difference it can make.

# About Juicing

## BUY ORGANIC

Only organic. Why? Because Pesticides kill. Most farms that don't care about pesticide use don't care about contaminated water used to irrigate, grow and become part of the food you eat. NO PACKAGED FOODS. If you can't understand every ingredient in a food, then put it down. The only exceptions for packaged foods for us were: Chlorella, Maca, sauerkraut and if frozen berries were are only option (that has almost never happened, but we are in Southern California and have excellent access).

## SHOPPING

Fresh produce doesn't have preservatives that make it last longer and that destroy your health. So you will want to buy twice weekly. Once you have done it a few times, it is literally the fastest shopping trip a person can make.

## PREPPING

We used to pre package each of the vegetables and fruits into single serving bags. You can if you want to. Nowadays we just keep a big box with most of the produce in it. We use the green produce bags to keep things fresh. We put the lemons, limes, apples, oranges, garlic, ginger, and avocados out in a bowl on the counter to keep room in the fridge and to make it more convenient.

We were told that everything should get a quick soak in the sink. Either with vinegar and water or use an ozonator. We use this one because James suggested it to us:

<http://www.a2zozone.com/collections/allproducts/products/aqua6>

## JUICERS

I will cut this long section short. Use a slow moving masticating juicer like the Omega 900. We use an older 8300 model and love it. I can't imagine it will ever die despite being used constantly! You can use other brands. This is the one we used and the one we suggest to others.

<http://www.omegajuicers.com/juicers/low-speedjuicers/low-speed-horizontal-juicers.html>

## TWO STEP

I juice and then pour those contents into a blender and add the additional items that typically won't juice well. I will identify them below.

## PRODUCE IN THE JUICER

\*The Papaya and Pineapple are an 'either/or'. Cilantro is optional based on taste.



# Juicing Recipe

ITEM	QUANTITY	SHOPPING LIST
Celery	1 Stalk	1 bundle celery
Rainbow Chard	1/2 piece	1 head
Lacinato Kale	1 piece	1 head
Curly Kale	1/2 piece	1 head
Red Kale	1/2 piece	1 head
Ginger	Small slice	1 large piece
Garlic	1 clove	3 pack of Garlic, not from China
Turmeric Root	1 piece	Available loose or in the box
Carrot	1 large or 2 small	1 3-5lb bag
Cucumber	1/2	6 cucumbers
Beets	1/4	1-2 beets
Spinach	3 leaves	1 bunch or 1 box
Apples	1/2	1 bag granny smith
Lemon	1/2	6 lemons
Orange	1/2	6 Oranges
Lime	1/2	6 Limes
Papaya	Large chunk	1 to 2 papayas
Pineapple	Spear	1 pineapple
Grapes (red)	3	1 bag
Dandelion Leaves	1	1 bunch
Cilantro	Single sprig	1 bunch
Jalapeno	Thin slice	



## Move to Blender...

In the Blender, pour into blender, add ice

ITEM	QUANTITY	SHOPPING LIST
Raspberry	2 pcs	1 box (seasonal), frozen if need
Blueberry	3pcs	1 box, frozen as a back up
Banana	1/2pc	1 bunch
Maca Powder	1 tbsp	<i>Preferred: Whole World Botanical Royal</i>
Chlorella Powder	1/2 tsp	1 small jar
Hemp Seed, ground	1 Tbsp	1 bag
Flax Seed, ground	1 Tbsp	1 bag (also available in bulk)



We drank a large juice 3X daily.  
Kim's was about 20 oz each time  
and mine was about 32 oz.





## We also eat:

Sauerkraut  
Almonds

Several times daily as a probiotic  
Kim was only interested in 5-10 a day. We have worked  
with people who consume 50 to 75. They are a seed and  
have known anti-cancer benefits.

Brazil nuts

1 nut daily

### OPTIONS FOR HIGHER CALORIE DEMANDS

Additional flax seed  
Almond Butter (homemade)  
Chia pudding  
Quinoa

## Frequently asked questions

Q: What tests or scans do you use to monitor Kim?

A: We use the RGCC Oncotrail. It measures the Circulating Tumor Cells in the blood.

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17 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4397936/>

