

Redefining Cancer:
The Science Of Healing

BELIEF

1. Believe in Your Body

Believe in its incredible, innate ability to heal.

And most importantly, believe in your absolute worthiness to receive that healing.

2. Believe in Your Team

If your team has gaps, **change that.**

If you have outgrown or outpaced a team member, **chill them, put them on pause, or remove them.**

3. Believe in YOUR Medicine Choices

Don't look for a cancer Jesus, a cancer absolution wafer, or someone to tell you what to think and feel.

This is about taking back ownership of your power, your agency, and your healing journey.

4. Believe That Cancer is Temporary

If you are secretly struggling with a belief that you are going to die from this, you will.

5. Believe in a Supernatural Purpose

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"Maybe God is letting me go through this so I can inspire others."

Believe that there is a higher purpose at work, and that **a miracle is already underway.**

Purpose Mindset Outperforms Positive Mindset

Eudaimonic Well-Being

(Purpose-Driven)

- Meaning and deep purpose
- Connection to something larger
- Service and contribution
- Personal growth and actualization

Hedonic Happiness

(Pleasure-Seeking)

- Feeling good in the moment
- Absence of negative emotion
- Seeking comfort and pleasure
- Self-focused satisfaction

Science shows: Finding your 'why' is more biologically protective than just trying to 'stay positive'.

Eudaimonic vs. Hedonic Well-Being

Eudaimonic Mindset

(Driven by Purpose & Meaning)

- Reduced tumor growth
- Favorable gene expression (lowered inflammatory profile)
- Enhanced psychosocial resilience
- Increased longevity and survival rates

Hedonic Mindset

(Driven by Pleasure & Comfort)

- Short-term mood elevation
- Often shows opposite, unfavorable effects on inflammatory gene expression
- Focus on avoiding negative experiences rather than finding meaning

The Science: Gene Expression & Health Impact

Joint research by UCLA Cousins Center for Psychoneuroimmunology & University of North Carolina



Eudaimonic Well-Being

(Purpose & Meaning)

✓ Decreases CTRA gene expression

Significantly reduces the stress-related inflammatory profile, creating a favorable environment for cellular health and healing.



Hedonic Well-Being

(Pleasure & Comfort)

✗ Increases inflammatory markers

Shows unfavorable gene expression profiles despite feeling "happy," promoting inflammation pathways associated with disease.

The 5 Elements of BELIEF

