

# OXYGEN : FRIEND OR FOE?

No other element on the planet Earth is as important and as controversial as **OXYGEN**.

Many notable professionals have published the following statements:

"The primary cause of cancer is the replacement of normal oxygen respiration of body cells by anaerobic cell respiration". Dr Otto Warburg, twice Nobel Laureate 1939 & 1941.

"All chronic pain, suffering and diseases are caused from a lack of oxygen at the cell levels." Dr. Arthur C. Guyton, 'The Textbook of Medical Physiology' (15th edition in 2002).

"In all serious disease states, we find a concomitant low oxygen state.....Low oxygen in the body tissues is a sure indicator for disease ..... Hypoxia, or lack of oxygen in the tissues, is the fundamental cause for all degenerative disease." Dr. Stephen Levine, renowned Molecular Biologist and Author of 'Oxygen Deficiency: A Concomitant To All Degenerative Illness'.

## **Oxygen : Friend or Foe?**

With all of this in favour of the beneficial effects of oxygen, how can oxygen be man's foe?

Oxygen's usefulness is simply in its dosage. Controlled oxygen is essential for life processes; however, in uncontrolled excessive amounts, oxygen can have toxic effects on the body, e.g. an infant's eyesight can be damaged if it remains too long in an oxygenated incubator.

Therefore, any process or product that tends to 'flood' the body with uncontrolled oxygen can be detrimental; whereas any process or product that supplies controlled oxygen to those parts of the body that specifically need it, e.g. oxygen wound treatment, or nascent oxygen at cellular level for oxygen deficient cells, is beneficial.

## **Role Of Oxygen and Atmospheric Level**

In controlled amounts, oxygen creates cellular energy and oxidizes toxins and metabolic waste, so that the body can effectively expel them through its normal channels of elimination (such as respiration, perspiration, etc.).

But, currently, how much oxygen is there available in the Earth's atmosphere?

In 1968, Dr Lawrence Mysak (McGill University, Montreal), examined air bubbles in Antarctic ice core drillings, and reported that, since industrialisation and urbanisation, oxygen levels in the Earth's atmosphere had dropped from above 38% to less than 20%.

As a result of this growing oxygen deficiency, man is functioning less and less effectively. Chronic oxygen deficiency at the body's cellular level leads to the accumulation of toxins and waste, creating a breeding ground for harmful anaerobic bacteria, viruses and pathogens; which then results in cellular mutation and disease.

## **An Oxygen Solution**

Because oxygen is essential as our main energy-source and purifying agent, in today's world, we need something simple and effective that can supply us with more oxygen, so that our metabolisms become more actively aerobic.

Working on the top-secret USA Manhattan Project in the 1940s, Everett Storey (a physicist and micro-biologist), developed a 'water splitting technology' that led to the development of the hydrogen bomb. Albert Einstein, who was on the same project, credited Storey for his work on oxygen and hydrogen. Because of his primary interest in contributing something useful to mankind, Storey's research led him to develop a means of creating nascent oxygen and hydrogen in the human body. Based on his 'water splitting technology', Storey developed a liquid product, that accelerated the body's natural metabolic oxidative and reduction abilities; and, in this way, increased the body's aerobic

cellular level.

Continuing his extensive research, Storey combined this oxygen/hydrogen mechanism with other essential nutrients, such as minerals, enzymes and amino acids; and developed an advanced and comprehensive liquid nutritional supplement that he called 'Cellfood'.

## **Uniqueness of Cellfood**

Because Storey used proprietary Micro-Activation and Electroculture technologies in formulating Cellfood, it has unique and highly effective delivery and oxygenating systems. When taken orally in water, its colloidal nutrients are immediately absorbed through the mucosal linings of the mouth and throat, into the bloodstream; and are then assimilated into the cells that require them. Nascent oxygen and hydrogen are also provided at cellular level by Storey's water-splitting mechanism. Because Cellfood works only where needed, one cannot overdose on the product; and, because each person has unique needs, the product works individually and specifically with each person.

## **International Recognition For Cellfood**

In 1997, Cellfood received the Advanced Technology Award from the International Hall of Fame in the USA. It was given this prestigious award for its unique and simultaneous oxidation and reduction processes, as well as being able to hold 78 elements, minerals and trace minerals in colloidal suspension, thereby making all these nutrients readily available to the body at cellular level.

Today, Cellfood is used by thousands of people throughout the world.

## **Local Clinical Study**

A double-blind clinical study, during 2000/1, was conducted at the Sports Institute of the University of Pretoria, comparing the efficacy of Cellfood to a placebo. 45 athletes were tested several times while taking either Cellfood or a placebo, and 92 variables were measured.

Some of the results that demonstrated the efficacy of Cellfood, especially for oxygenating the body, were:

- **Increased** oxygen intake by the body. (VO<sub>2</sub> Max increased up to 5.0%).
- **Increased** energy delivery to working muscles. (Optimal oxygen delivery achieved and haematological values normalized).
- **Increased** stores within the body, critical for endurance. (Ferritin levels up by 31.3%).
- **Delayed** onset of fatigue; and reduced muscular cramps and recovery time. (Lactic acid accumulation decreased up to 15.0%).
- **Increased** economy of movement during endurance. (Heart rate lowered up to 8.0%).

According to the researchers, VO<sub>2</sub> Max is the most well-known measurement for oxygen intake, and is genetically determined. Exercise has little influence on increasing it. The researchers were amazed at how Cellfood increased VO<sub>2</sub> Max by 5.0%, and said that they had never seen this occur with any other product tested at the Sports Institute.

**This research shows clearly that Cellfood increases oxygenation in the body, which results in significant energising, cleansing and balancing effects.**

Local and international Dark Field Microscopy research, in which blood samples from those with degenerative diseases to top athletes were analysed before and after taking Cellfood, indicated a reduction in the presence of pathological elements in the blood plasma, and an increase in beneficial lymphocytes. (Further research is being undertaken).

## **Conclusion**

Research and experience have shown that controlled oxygen is man's friend and is essential for life and longevity.

Because of worldwide oxygen deficiency,

Cellfood has become essential for assisting many ill people to optimize their quality of life, by providing their bodies with a constant supply of essential nutrients for cleansing and restoring cells. Because of its energy-generating abilities, local and international top sporting personalities are optimizing their performance by using Cellfood; and the general majority of users take the product daily to ensure that all their bodily systems function optimally.

In reply to critics who challenge the research and anecdotal evidence regarding the efficacy of Cellfood, we quote from Professor Majid Ali: "The truth is that it is far more scientific to base restorative therapies for chronic disease on a genuine understanding of oxygen, oxidosis, and dysfunctional oxygen metabolism than on mere symptom suppression with drugs that block normal physiological processes".

Cellfood is not a medicine, and does not have medicinal or pharmacological effects on the body. As a leading oxygen mineral supplement, it supplies the body with controlled oxygen and a highly effective formulation of specific nutrients that have natural effects on the body. It therefore enables the body to perform at its optimal ability regarding cleansing, building, restoring, balancing and regenerating cells – as it was innately designed to function.



## MORE OXYGEN MORE ENERGY BETTER HEALTH



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