

# Defining Normative Apoptosis:

## The Holy Grail of Health, The Legacy of Nuclear Factor kappa Beta Activity (NFkB)

- *NORMATIVE APOPTOSIS* is the “normative” modulation of the expressive capacity of genomic DNA leading to programmed cell death (i.e., apoptosis) that maintains a health-promoting balance between cell birth/cell death cycles (and hence cell volume) in a body of pleomorphic, collaborative cells
- Normative apoptosis is a multi-domain (dimensional) inhibition/modulation mechanism/force, that provides regulatory control over the expressive capacity of DNA through modulation of transcription factors such as NFkB in these pleomorphic, collaborative cell communities
- The transcriptional factor, NF-kB, may be expressed normatively (reduced cancer risk), excessively (carcinomas, sarcomas), or inadequately (Myelodysplastic Syndrome – premature red blood cell death); and, respectively, apoptosis will be normative, diminished or failed, or excessive
- In a body of pleomorphic, collaborative cell communities, the cells are animated and directed by an energy/force generally called consciousness
- This animating energy in a body composed of pleomorphic collaborative cells is multi-dimensional, with each dimension interacting continuously to modulate NFkB activity within these collaborative cell communities throughout life, with the common aim of all of the cells being to optimize normative genomic DNA expression
- In this consciousness paradigm, the animating energy is envisioned as 5 interactive energy repositories - cellular, molecular, emotional, mental, and relational
- Thus consciousness in this paradigm has 5 dimensions (listed above) and 2 states:
  1. health consciousness (normative apoptosis)
  2. cancer-prone consciousness (antagonized [too much or too little] apoptosis)
- Each of the 5 dimensions communicates with the other dimensions, with the syntax of the overall communication producing and sustaining either the “health-prone” state, or the “cancer-prone” state (i.e., either normative apoptosis, or antagonized normative apoptosis)

- The molecular expression of health-promoting normative apoptosis (i.e., balanced, stable NF-kB activity throughout the pleomorphic cell collaboratives, manifested in the DNA expressive capacity of the various genomes) reflects the health-promoting communication energies reaching the cellular collectives
- The two non-normative states – excessive apoptosis (too little NF-kB) and failed apoptosis (too much NF-kB)- antagonize the normative state, and collectively constitute a carcinogenic risk factor
- Examples of varying degrees of interactivity between the above states of consciousness producing normative and non-normative apoptosis include the expressive capacity of DNA in:
  1. Normal tissue growth
  2. Benign growth of a lipoma
  3. Myelodysplastic syndrome - with premature red blood cell death,
  4. Breast cancer - with failure of ductal cells apoptosis and excessive cell birth
  5. Myelofibrosis, with accelerated fibroblast growth, initiated in reaction to abnormal clones of hematopoietic progenitors with a subverted apoptotic mechanism
- In each of the above, apoptosis is either excessive, failed, or normative
- Normative apoptosis (i.e., stable, balanced, activity of NF-kB) is the molecular basis of cancer-free health, well-being, and longevity; and, the following program and process were created to sustain normative apoptosis for a life time
- These 5 energy repositories that make up consciousness – cellular, molecular, emotional, mental, relational - interact to sustain the greater good for the bodily organism as a whole, manifesting either health consciousness or cancer consciousness as a function of the communication syntax that prevails. An example is described below:
  1. The consciousness animating pleomorphic cellular energy is observed in cell division (proteomics), cell growth (metabolomics), and cell waste production (toxicologics)
  2. It is the molecular energies, acting within these pleomorphic cells, that is responsible for the activation of transcription factors (e.g., nuclear factor kappa Beta [NF-kB]) that influence apoptosis
  3. Emotional energies, such as anxiety, rage, despair, resentment, guilt or shame alter the molecular energy through autonomic messages which regulate immune cells and NFkB processes within them

4. Mental energies, such as our attitudes, beliefs, expectations, assumptions, and intentions in relationship to significant others give rise to thoughts and mind-pictures that generate emotional energies which signal the activation of transcription factors like NFkB
5. Relational energies, such as love, trust, and autonomy, or hostility, inattentiveness, and hatred felt in relationship to significant others filter through our mental energies, triggering emotional energies that regulate the molecular energies that run the day to day activity of these pleomorphic cell communities, and control the status of apoptosis within these communities

**WellnessCare Training®**  
**Morph2Health®**

The Training Program teaches the participant to restore balance in the interactions between various cell communities, and the environments or “neighborhoods” within which cells live. The science behind the Training draws heavily upon the recent discoveries uncovered by the decoding of the genome, as well as from the basic disciplines of autonomic pharmacology and medical anthropology.

Medical Anthropology is a subfield of anthropology that draws upon social, cultural, biological, and linguistic anthropology to better understand those factors which influence health and well being, the experience and distribution of illness, the prevention and treatment of sickness, healing processes, the social relations of therapy management, and the cultural importance and utilization of pluralistic medical systems. The Training draws upon many different theoretical approaches; and, it is attentive to popular health culture as well.

**Morph2Health®** is a software program that combines information on a person’s genomics and lifestyle with standard medical data to guide the individual and caregivers toward designing an integrated, personalized, wellness program that directs the re-education of the body’s healing functions carried out by the autonomic nervous system focused on the restoration of normative apoptosis.