

# European Wellness – The Evidenced Rationale behind the Biological Medicine: Ad Astra Per Aspera

## ABSTRACT

Modern conventional healthcare system is not always able to provide “wellness” and well-being to the patients. This became a growing concern in the society that resulted in increased interest of the public to alternative medicine. The paper provides a critical analysis to the current situation of alternative medicine and offers a promising solution in a form of Biological Wellness – a global concept created and provided by the European Wellness Centers.

**KEYWORDS** wellness, biological medicine, biological wellness, alternative medicine, treatment paradigms, rejuvenation

## INTRODUCTION

The World we live in, entire Universe, is developing in a spiral way. The history always repeats itself and medicine is not the exception from this common rule. Within a career, a doctor has the opportunity to witness a complete turnover of theories, dogmas, protocols, and paradigms. New treatments emerge and sometimes are quickly disapproved, while old ones are revisited and reinvented. Almost every new method of treatment is based on the previously existing one, and often a minor change can play a great role in improvement. There is only one category that is constantly growing and becoming more complicated and stringent – medical regulations. To the extent that the medical profession has seized to be an art, but reduced to the level of mechanistic memorization of protocols and scrutinizing the tiny details of the disease’s pathogenesis with the failure to see and comprehend organism as a whole. That made Mankind reassess the true values and parameters of our health, and thus the term and the concept of “wellness” was born.

### *Current trends in alternative medicine use and its predicaments*

With the arise of chronic, age and lifestyle-related illnesses, overwhelming stress, toxins and pollution, the society began to value more aspects of personal health than mere physical symptoms – the balance and harmony of mind, spirit and body. The society came to realization that it is not enough to eliminate the symptoms of the disease or even to treat the core of the illness. In most of the cases, the end of hospital treatment of the disease is only the beginning of the actual struggle for the patient. Whatever considered to be an accomplished mission from the point of view of medical protocol is only the beginning of the battle for the patient, which he, often left alone, not necessarily wins.

Such circumstances leave no choice for the society but to seek for alternatives to conventional medicine<sup>1-4</sup>. More and more people are simply dissatisfied with conventional therapies and opt for traditional or alternative medicine with one simple reason behind it – they “wish to feel better”<sup>5</sup>. Isn’t it what “wellness” is about, not only defeat the illness, but improve the quality of life, make person “feel good”, be, feel, and look well?! Unfortunately, none of it comes as an objective in conventional medicine’s protocols.

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The Pubmed advanced search of titles and abstracts using key words “alternative medicine” offers more than 7000 various articles. The demographics, clinical indications and methodologies of alternative treatments vastly vary. From all over the World, there are reports on the application of non-conventional methods of treatment and therapies outside the scope of the accepted protocols. Articles report of treatment of irritable bowel syndrome and inflammatory bowel disease, various forms of arthritis, melanoma and other forms of cancer, psoriasis, hypertension, and many more<sup>6</sup>. According to some data, almost half of the patients might have used some sort of non-conventional treatment, and more than 60% of those who used it have noted various positive effects that overall improved their quality of life<sup>5-9</sup>.

However, there are some concerns about non-conventional therapies. Firstly, it is non-unified. Both reporters, supporters and promoters of non-conventional therapies do not even meet in the definitions of these therapies. To name the few, it has been defined as alternative, complementary, and traditional. Secondly, it definitely lacks systematization and standardization. Thirdly, none of the reported therapies offers a model or a proper guideline to how it should be used, according to which indications and inclusion criteria. Last but not the least, the interaction of alternative medicine with conventional medicine is usually neglected by the supporters of first and highlighted by practitioners of the later.

Probably, these discrepancies gave birth to a new concept of “biological medicine”, which recently found many enthusiasts both among doctors and patients. Surprisingly, in spite of considerable claims of success, multiple testimonials, and even educational courses conducted in various countries, the search in Pubmed, Springer and other resources did not offer a single publication describing precise paradigms, results, or even properly conceptualizing “biological medicine”.

For that reason, the main objective of this article is summarizing and conceptualizing “biological medicine” and presenting therapeutic paradigms, which were formulated based on our clinical and scientific understanding.

### ***Introduction to European Biological Wellness Concept***

Our experience in research and practice in various parts of Europe and Asia has brought us to conclusion that best definition for the term “biological medicine” is – “common sense medicine”. These therapeutic paradigms are developed, employed and practiced by European Wellness Centers (EWC) – a global network of institutions tied up by the concept of European Biological Wellness. Our philosophy does not support mechanistic approach to the patient but encourages holistic care, promotes therapies stimulating healing and regeneration, and puts wellness as a corner stone of the intended outcomes. Another two integral

components of Biological Wellness are maximal safety of the therapeutic modalities and its compatibility with conventional medicine.

Therapeutic paradigms of European Wellness are built on the platform of classical medicine taught and practiced all over Europe. Years spent on gaining experience and collaborating with most prominent European doctors and precise selection of fine treatment modalities from certain Asian traditional medical systems allowed us to formulate a unique system of Biological Wellness that to our knowledge does not have analogues up to date.

The core of European Biological Wellness contains principles of biological medicine, which states that the human body is inherently capable of self-healing, and these abilities depend on anatomical, physiological, mental and spiritual balance. Once any component of this integral system is compromised, the occurring imbalance results in the development of disease. While conventional medicine predominantly identifies and emphasizes on symptoms and certain links of pathogenesis, biological wellness practiced by EWC, addresses the underlying causes of disease and acts concurrently with any existing treatment, modulates and balances the entire organism and directs it to effective healing and recovery.

The main mission of the global group of EWC is to provide effective holistic diagnosis, detoxification, biological repair and rejuvenation to the general population based on the individual needs of the persons and taking into consideration the health status and medical conditions. EWC also provides specialized Biological wellness, recovery, and performance enhancement programs for athletes, elderly people, individuals with various untreatable illnesses and congenital disorders with the purpose of improving their general condition and facilitating their primary treatment. European Wellness Academie, a center of learning excellence, provides education and trainings for the practitioners and entrepreneurs of various levels and scope of interest, involved in biological wellness and wellness industry.

### ***A four-step paradigm of European Wellness Centers***

The therapeutic paradigms of EWC are based on our signature four-step algorithm, which was initially developed in its Swiss branch and subsequently extrapolated to the global group: Diagnose, Detox, Repair, and Rejuvenate (DDRR™).

The diagnostic part of the DDRR™ protocol starts conventionally – with detailed history taking and physical examination. A lot of attention paid to the guest’s lifestyle, environment, exposure to toxins, heavy metals, history of trauma, both physical and emotional, stress, and nutrition. A thorough systemic physical examination aims to pick up all subtle signs of the organism’s imbalance. Apart from the standard laboratory and biochemical examinations the assessment of oxidative stress and anti-oxidative system, sex hormones, and certain vitamin levels

are required. Among other indispensable diagnostic tools are live blood analysis via darkfield microscopy, thermal radiometry, and spectrophotometry. Live blood analysis helps to identify bacterial forms, assess lipid deposits and blood cell morphology. The findings of live blood cell analysis provide clinical evidence for potential pathology screening and functional biological abnormalities, which are normally undetectable through standard laboratory testing. Thermal radiometry used to identify foci with increased metabolism that can potentially help in the early prediction of neoplastic process, while dermal spectrophotometry is used for assessment of trace elements and heavy metals in tissues. The physiological condition of cardiac system and autonomous nervous system, stress levels, and recovery status in athletes are assessed using a modified heart rate variability test. The peripheral circulation assessment done using the latest modification of pulse oscillography. Diagnostic part is complemented by orthopantomogram's interpretation by one of the leading European biological dentists.

The transition to the Detox part is highlighted by nutritionist's consultation and followed by recommendation of the proprietary oral detoxification and sorbent products that work synergistically with colonic hydrotherapy. The later not only removes loads of toxins from the colon, but also improves the function of its smooth muscles, reshapes colon, and stimulates its reflex points.

Among the great variety of other detoxification methods EWC use infra-red chamber and proprietary detoxification infusions.

The Repair step of the DDRR™ paradigm consists of two major parts: an individually prescribed infusion therapy targeting core points of cellular metabolism and a wide range of non-invasive procedures. Depending on the indications, guest's health condition, and therapeutic goals the non-invasive procedural protocols are different. The general list of such procedures contains hyperbaric oxygenation, electro myostimulation and sleep modulation, short-wave therapies, light therapies, myofascial decompression, infra-red therapy, electro-magnetic therapy, cyclotron ionic resonance, galvanization, kinesiology techniques, systemic hyperthermia, laser therapies and many others.

After diagnosing the existing problems, detoxification and holistic reparation of the impaired functions DDRR™ concept implicates Rejuvenation step. Rejuvenation procedures involve application of various protocols historically developed in Germany and Switzerland, mainly including cell therapy and bio-molecular peptide therapy. The prime goals of these therapies are awakening of dormant cells within the human body, modulation of repair and function of the cells, tissue regeneration, something that vitamins, minerals and other conventional treatments and supplements cannot do. Bio-molecular therapy can provide the exact components necessary for injured or diseased tissue to heal and regenerate with a long-term effect and a maximum safety. Previously, we have reported some possible

therapeutic, anti-aging and aesthetic applications and benefits of the bio-molecular therapies<sup>10–13</sup>.

Albeit focuses of the EWC's treatments are anti-aging, revitalization, holistic medicine and biological wellness, there are certain specialized programs offered to the specific groups of guests. We would like to mention briefly two of them. The elite athletes program designed based on the experience of the European biological medicine and latest advances in sports and exercise medicine. Unlike common sports medicine, EWC's elite athletes program not only aims to prevent and deal with sports injuries and promotes faster recovery post-physical activity and training, but also effectively enhances athlete's performance. One of the main principles of elite athletes program is strict compliance to World Anti-doping Agency and absolute safety to the athlete.

Another specialized program is providing complementary biological therapies for cancer patients. In one of our previous publications, we have reported about certain aspects of complementary therapies that can improve wellbeing and quality of life of cancer patients<sup>14</sup>. This program is empowered with arsenal of powerful protocols and procedures, including active specific immunotherapy – application of autologous cancer vaccines. The great advantage of this program is complete compatibility with all conventional cancer treatment modalities and absence of negative side effects.

## CONCLUSION

In spite of the failures that modern conventional medicine is experiencing in certain aspects of delivering “wellness” to the patients, European Wellness Centers' concept serves as a helpful complement to the existing healthcare systems. With the help of biological wellness paradigms EWC successfully improves the quality of life of its guests, alleviates negative environmental influences and provides effective therapeutic and rejuvenation solutions.

We will present statistical data on the outcomes of the DDRR™ biological wellness paradigms in one of our following papers.

## AUTHORS' CONTRIBUTION

All authors contributed equally to this paper.

## CONFLICT OF INTERESTS

Authors declare no potential conflict of interests.

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