



Cancer Exercise and Prevention: The Market Opportunity

There is a tremendous need

- There are 14 million cancer survivors in the US, with 1-2 million new diagnoses every year.
- 100 million American adults can reduce their higher risk for cancer, heart disease, stroke and diabetes with exercise and diet.
- 50% of Medical Doctors do not prescribe or do not know how to prescribe exercise

Lifestyle = Outcome



50% of MD's do not know how to prescribe specific exercises for recovery (or prevention)

Medical professionals (doctors, PT's, OT's, nurses....) need assistance in supporting exercise programs for their patients – this is where the CES comes in!



NEED = OPPORTUNITY

The groups who need exercise the most require specialized programs

- Standard fitness programs, gyms and personal trainers receive training that applies to younger, fitter, healthy clients
- One size doesn't fit all for the groups who can gain the most benefit from exercise
 - those with chronic conditions like cancer, diabetes and heart disease
 - those over 40 years old
 - those who are inactive and are overweight or obese

Specialized Training Is Available

Help 114 Million people with training from the Functional Aging Institute and the Cancer Exercise Training Institute

- CETI – Cancer Exercise Specialist Advanced Qualification
- Expertise in 25 Types of Cancer
- FAI – Functional Aging Specialist Certification
- Expertise for 50 yo+ Programs
- MedFit Network Membership to Build Your Business + CETI Directory Listing

JOIN GOLD STANDARD ORGANIZATIONS IN SOLVING HEALTH CARE NEEDS

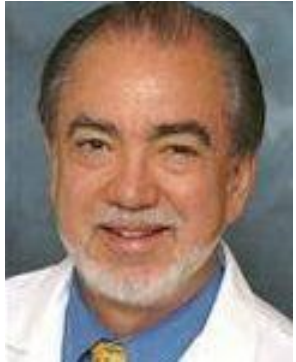


CETI: Andrea Leonard, BA, CES, PES, CPT



- 34 year cancer SURVIVOR
- 26 years industry experience
- Over 300 presentations internationally
- Trained over 8,500 Cancer Exercise Specialists
- PFP May Trainer of the Month
- Advisory Board for MedFit Network and Chairman of the Board for MedFit Education Foundation
- Published 15 books on cancer and exercise
- Immerman Angels volunteer mentor
- President & Founder CETI

CETI Medical Advisory Board



Jay Harness, MD



Robert Ellis, MD



Liz Almli, MD



Denise Stewart, OT



LaGary Carter, RN



Keri-Ann deGannes, CLT



Lynn Rosenzweig, PT



Shawna Willey, MD



Ted Tsangaris, MD



Glenn Gero, ND

Dan Ritchie: Co-Founder FAI

Dan Ritchie, PhD, CSCS

16+ years experience – personal trainer,
manager, owner

Certified Strength and Conditioning
Specialist

FallProof Balance and Mobility
Enhancement Specialist

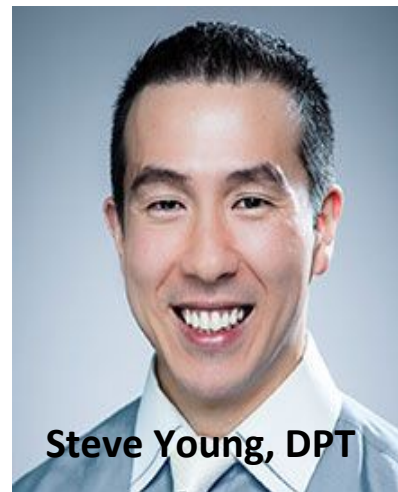
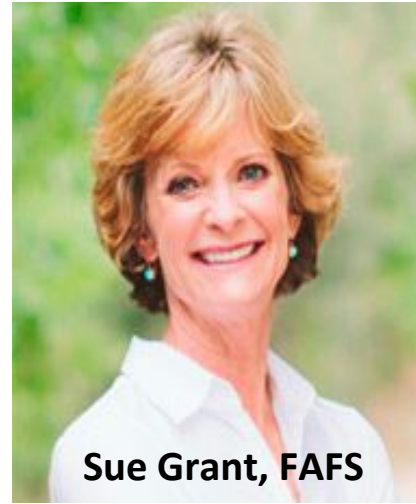
Enhance Fitness Master Trainer

2014 PFP Personal Trainer of the Year

Activate Brain and Body Advisory Board



FAI International Advisory Board



The Market To Serve

1.7 million new cancer cases in U.S. in 2018

14 million survivors in U.S. in 2018

100 million high-risk individuals (U.S)

20.3 million survivors globally by 2030



1990→ 2014

THE OVERALL CANCER DEATH RATE
IN THE UNITED STATES

FELL BY

↓ 25%


Source: SEER Cancer Statistics Review (CSR) 1975-2014
cancer.gov

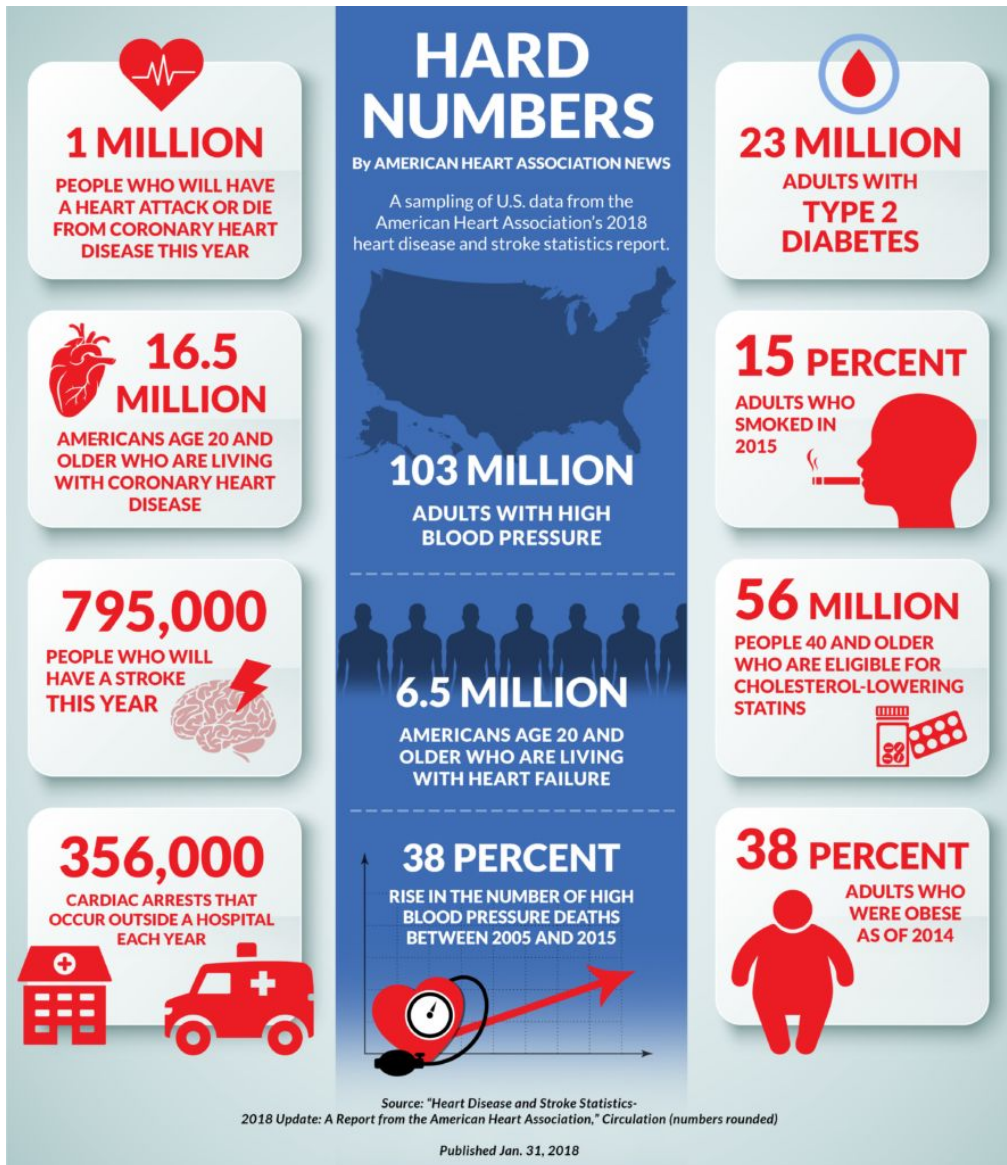
A New Cancer is Diagnosed Every 30 Seconds in the United States



Prevention With Exercise & Diet

What you can do to reduce your risk factors for colorectal cancer:

<p>Exercise</p>  <p>Getting 150 minutes of exercise per week is an important part of maintaining a healthy lifestyle. Even exercising in 10 minute bursts is beneficial</p>	<p>Eat healthy</p>  <p>Fruits, vegetables and whole grains contain vitamins, minerals, fibre and antioxidants, which may play a role in cancer prevention.</p>	<p>Quit smoking</p>  <p>Smokers are at greater risk for diseases that affect the heart and blood vessels. Talk to your doctor about ways to quit that may work for you.</p>	<p>Drink in moderation</p>  <p>Drink alcohol in moderation, if at all. If you choose to drink alcohol, limit the amount of alcohol you drink to no more than one drink a day for women and two for men.</p>	<p>Lose weight</p>  <p>If you have a healthy weight, work to maintain your weight by combining a healthy diet with daily exercise. If you need to lose weight, ask your doctor about healthy ways to achieve your goal.</p> 
--	--	--	--	---



- Only one in three children are physically active every day.
- Less than 5% of adults participate in 30 minutes of physical activity each day; only one in three adults receive the recommended amount of physical activity each week.
- Only 35 – 44% of adults 75 years or older are physically active, and 28-34% of adults ages 65-74 are physically active.
- More than 80% of adults do not meet the guidelines for both aerobic and muscle-strengthening activities, and more than 80% of adolescents do not do enough aerobic physical activity to meet the guidelines for youth.

Exercise is Medicine



How might physical activity be linked to reduced risks of cancer?

- Lowering the levels of hormones, such as insulin and estrogen, and of certain growth factors that have been associated with cancer development and progression [*breast, colon*]
- Helping to prevent obesity and decreasing the harmful effects of obesity, particularly the development of insulin resistance
- Reducing inflammation
- Improving immune system function
- Altering the metabolism of bile acids, resulting in decreased exposure of the gastrointestinal to these suspected carcinogens [*colon*]
- Reducing the amount of time it takes for food to travel through the digestive system, which decreases gastrointestinal tract exposure to possible carcinogens [*colon*]

Lifestyle = Outcome



50% of MD's do not know how to prescribe specific exercises for recovery (or prevention)

Medical professionals (doctors, PT's, OT's, nurses....) need assistance in supporting exercise programs for their patients – this is where the CES comes in!



NEED = OPPORTUNITY

Build Your Business

- Become a Cancer Exercise Specialist with CETI Advanced Qualification
- Become a Functional Aging Specialist with FAI Certification
- Connect with your health care community to provide needed exercise support for
 - 100 million people 50+ who need exercise for cancer & health issue prevention
 - 15 million people with cancer who need your support for recovery and prevention

How to Start Today

Help 114 Million people with the FAI + CETI combo training package:

- CETI – Cancer Exercise Specialist Advanced Qualification
- (\$549 Value)
 - MedFit Network Membership to Build Your Business + CETI Directory Listing (\$369 Value)
 - Total Value: \$1319
- FAI – Functional Aging Specialist Certification
- (\$399 Value)

SPECIAL COMBO OFFER– visit <https://thecancerspecialist.com/shop/>



