



Learn the principles of Living Nature's pHarmacy



EAT



DRINK



THINK



DO

BUY DR. JAFFE'S NEW BOOK



pH PERQUE INTEGRATIVE HEALTH ACADEMY

Practical Guide to Thriving in the 21st Century: A Physiology Before Pharmacology Approach



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What is Nature's pHarmacy?

In News by Justin Welton /

For over 30 years, Dr. Russell Jaffe and his team have offered a program he originally developed as "Alkaline Way," which then became "Nature's Alkaline Way" to emphasize the fact that this program is based on tuning your own healing nature, and creating a personalized proactive prevention plan that includes eating, drinking, thinking and doing all the right things to maximize your "health span," i.e., the number of years you live with illness or debilitation.

At its core, the program uses the "Food Effects" chart, which Dr. Jaffe compiled using a proprietary formula upon each food's nutritional composition to determine whether a food is "acid forming" or "alkaline forming" body. Since creating and maintaining an optimal acid/alkaline balance is key, Nature's pHarmacy was born. Nature relates both to your innate healing capacity, as well as to the focus on eating a wide variety of fresh quality whole, natural foods. pH is a reflection of the fact that eating 60-80% alkaline-forming foods is a key to healthful longevity. And pHarmacy denotes the plethora of options available to you to optimize your health including self-tests, healthy recipes, dietary supplements, exercise and so much more to put together your personalized program.

Since we are a product of what we eat, drink, think, and do, it is critical that we remember that optimal health and happiness come down to our choices much more than to chance. Nature's pHarmacy is your guide to make better choices and create new daily habits to find your unique path to healthy thriving.

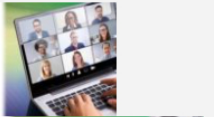
Our goals are twofold. While it's key to support your body's own natural immune defense and repair, (including digestive, detoxification, and neurohormone functions) to fend off illness and disease, we also want you to *amazing*. Boosting healthspan is so much more than just treating symptoms, it's about adding years to life to years.

Nature's pHarmacy is based upon the most effective approaches we have found in almost half a century of investigation and research to improve quality of life and sustain health and happiness. This is not a fad diet quick fix; Nature's pHarmacy is about finding harmony and balance and a lifestyle that is both sustainable and enjoyable!



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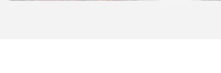


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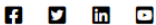
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