

Howard M. Simon – My Story



*I seek to share what I learned with as many people as possible.
Best wishes for a healthy, long, success-filled, and happy life!*

Howard Simon

Patient, Inventor, and Advocate for the Advancement of Wellness

Mucosal Milieu Theory of Health

Thank you for joining us on this journey of scientific exploration as we delve deep into our thought process and the supporting scientific literature. We present an easy-to-understand new medical paradigm and show you how to apply it to improve your health, wellness, and healthy longevity.

We have long known that the “human” microbiome, the microbiota, and the microecology dramatically impact us, the host.

We will make great leaps from what is accepted, conservative, medical doctrine – that which is taught in medical schools – and accepted by the current medical establishment. Yet we will show how scientific research can be interpreted to support our new medical paradigm.

Please join us for this exciting journey – exploring what is held to be dogma – and how it can personally help you and your personal wellness or even journey through illness. Or if you are trained by the medical establishment, how you can expand your thinking beyond the scope of current doctrine.

The microbiota that interface directly or indirectly with every cell in our body outnumbers the total number of cells that comprise the human body itself. Indeed, each time we fuel our body, we are feeding our guest microbiota, whether they be a friendly species or, at times, our foe.

We define the Microbial Mucosal Milieu as the microbiome that exists directly or indirectly around every cell, organ, and system in the human body. This leads to the question, “who is working for whom?”

Hold onto your seat as we take you on a journey into the unimaginable. Yet, so many readers will say – “That makes so much sense. Why didn’t I think of that?” Others will say – “It’s plausible, but I want to hold on to my current beliefs.” Others will say – “They didn’t teach that in medical school; I will call myself a conservative practitioner and continue to follow currently accepted medical doctrine. I have good drugs to treat the symptoms I diagnose.”

Blinded by Science

The advances and applications of the scientific method and technology are a tremendous boon for humanity. Yet, it comes with a stifling limitation in advancing vitally essential concepts. More on these limitations as you delve into the book. A critical mass of forward-thinking researchers has not yet become

enlightened or have started to put the pieces together of vitally important underlying truths relative to human health.

The Microbial Mucosal Milieu Theory that I, Howard Simon, have developed and applied to my health recovery, is simple, but profound. My personal health journey is just one example that I will share.

Until the last 15 years, basically when DNA identification and gene sequencing began, and in the most recent few years, there was little scientific explanation of a relationship between the human body and its microbiome. There was a dearth of literature on the global impact of microbiota, microbiome, and metabolome on health; and there remains a huge clinical gap on how the tissues that host a given microbiota community co-exist, and when diverse and in balance, allow us to flourish.

Reality Check

Scientists need to break out of the limitations of linear thinking, restrictions of imagination, limitations of indoctrination (i.e., what they were taught in school), and possibly the most difficult of all - limits of committee-based IRBs, grants, and private funding in pursuit of specific patentable silver bullet (single cause – single treatment – single outcome) solutions to highly complex issues. Similarly, the goal of treating a symptom may be laudable, but the goal of understanding and treating the cause of the problem (dysbiosis) is arguably more valuable.

Join us in advancing the appreciation of the "Mucosal Milieu" (MM). We are trying to understand, define, and enhance the near impossible, the undefinable, the unimaginable, that which can't be seen, smelled, heard, or known by any of our current tools. And yet Rod Serling created parables that explore ***"This is the dimension of imagination. It is an area that we call the Twilight Zone. You are about to enter another dimension, a dimension not only of sight and sound but of mind. A journey into a wondrous land of imagination."*** Gene Rodenberry later explored many of these concepts in his "fictional" work in Star Trek.

Take this manuscript as a new paradigm upon which to base scientific discovery and clinical insight that may together help fill the chasm that exists in applying a functional medicine thought process to truly integrating "host and guest symbiosis and medicine."

The gold standard in research is excellent, but it is incredibly limiting. For example, a baseline of no nutrients is impossible for living subjects in a nutritional study. In bacterial research, a baseline of sterile is inappropriate if we define sterile as the lack of anything living as we know it. Attempting to isolate a single variable, or silver bullet, or even a few co- or independent variables - in a complex community of living, dead, human, bacterial, viral, synthetic, toxic elements, and other environmental factors - is fraught with unidentified biases, extrapolation and interpretation based on commonly accepted dogma (medical principles). Or, if it is possible, the results may be highly biased by the choices of what may or may not exist or be isolated in the study environment, or in the minds of the researchers, reviewers, and financial funders and influencers.

Necessity is the Mother of All Invention

My diagnosis of inflammatory bowel disease (IBD) and specifically ulcerative colitis (UC), and the ability to manage it by the allopathic medical paradigm as the underlying etiology is still very poorly delineated. My doctors focused on treating the symptoms more than identifying the cause. That lack of a clear trigger for a given pathophysiological process serves as a hurdle for many conditions, as understanding and then

addressing the cause of a disease is vitally important. In Latin, this is referred to as "Tolle causam," simply and profoundly referring to "address the cause" of a given condition as it applies to medicine.

Over the 25-year course of my IBD, symptoms came and went into remission with the use of a variety of drugs. Investigating food sensitivities with elimination diets provided no clear indication that I was responsive to foods. In fact, I enjoyed spicy foods and they had no effect on my symptoms.

Something precipitated a sufficient imbalance within my body that the signs and symptoms of UC presented. As I became more knowledgeable, I began to apply the knowledge I had gleaned over my many years in nutraceutical medicine. I had unique access as the owner and founder of Rejuvenation Science® (RS) and the opportunity to visit with brilliant scientists and medical providers in functional and integrative medicine.

Esteemed professor emeritus and inventor Bruce Ames, Ph.D., taught me to ask why the body, in all its innate wisdom and complexity, would attack itself? If a doctor or scientist can't answer this question, then they are likely asking the wrong question in their research.

We will present the answer to this question later in this manuscript.

Stephen Sinatra MD, an integrative cardiologist I highly respect, answers the question of the root cause of heart disease. His answer is inflammation. But back to the underlying question, what causes inflammation? The reality of getting to the root cause of triggering and propagating variables is of paramount importance.

My Story in Detail- Let's Play Detective

Where do the precipitating factors reside in my journey? You decide.

My Reality and Select Variables

- Environmental contaminants: air pollution – hydrocarbons, second-hand smoke, LA smog, water pollution, abundant use of herbicides and pesticides
- Pharmaceutical drugs: long-term antibiotic use
- 1970's teen diet: high in sugar and processed vegetable oils
- Typical life stresses – financial, social, work
- Genetic or environmental predisposition – a higher incidence of IBD in my ethnic group
- Surgically removed immune system: entire colon

More Details:

- In a relatively normal family, I grew up in Los Angeles, California.
- School and boy scouts were my main activities.
- We lived near where the Beverly Center and Cedars Sinai Medical Center were eventually built.
- When we lived there, it was a field of oil wells.
- Back in the 60s and 70s, Los Angeles had some of the worst air pollution in the world.
- There were days when the horizon was a greenish-brownish color.

- Hiking and camping led us out of the city to appreciate nature.
- As a teenager, I had mild acne.
- The doctors prescribed oral antibiotics, which I took for maybe 20 years.
- In those days, it was believed that fluoridated water was good for your teeth.
- We drank fluoridated water for many years.
- Grew up on margarine and processed vegetable oils instead of natural butter and olive oil.
- We had health magazines for bathroom reading and I grew up taking vitamins.
- I was addicted to soda but quit cold turkey in my 30s when I learned more about it.
- Second-hand cigarette smoke was normal in our house.
- My father sold commercial sanitation chemicals, supplies and pesticides.
- We used to fog the house for fleas.
- My father died of emphysema and lung cancer at 82.
- My mom lived to over 101.

The Good ol' Days—Unbelievably Sad

We moved to my grandfather's house when I entered high school so I could attend a better school. Turns out the Beverly Hills Unified School district received a great deal of its funding from oil wells located on the boys' and girls' fields at the high school. Years later, Erin Brockovich joined with a group of residents to try to get the oil wells shut down. It was a tough battle because half of the homes in the city received royalty checks. Each homeowner received something like \$100-150 per month royalty payments – a lot of money in the 1970s. The spill-plagued wells were capped, 45 - 50 years after I attended high school.

How You Respond to Challenges Life Presents

In college, I was diagnosed with Proctitis – an inflammatory rectum disease. Five years later, my diagnosis was changed to Ulcerative Colitis, also considered an auto-immune disease. The symptoms were abdominal discomfort, gas, bloating, diarrhea, pain, and urgency. Urgency was the worst. It meant that I might have to go to the bathroom urgently, and sometimes, I only had seconds to get to one. I could minimize my symptoms with drugs that included steroids. The drugs worked most of the time. I would taper off, and eventually, symptoms would return. But allopathic medicine did not know the cause of auto-immune diseases.

I earned my BS from California State University, Northridge, and went on to get an MBA at the University of Southern California. I landed a job at a Fortune 200 company located in El Segundo, CA. El Segundo is in the Los Angeles area, surrounded by LA International Airport, the LA Hyperion Water Treatment facility, Chevron Refinery, and the 405 freeway, famous as one of the most congested freeways globally. All surrounding industry creating an amazing toxic burden – an airborne chemical soup – where I spent 60 to 70 hours per week for 15 years.

“They” said the releases from the occasional explosions at the refinery weren't dangerous to humans, but offered, nearly insisted, that they pay to have your car, which was parked outside or drove through the toxic cloud, quickly detailed so the paint would not melt off.

I was part of a skunkworks project that built a \$1 million pilot business to \$140 million revenue and traveled worldwide. I remember a three-month assignment in Palo Alto, CA, where we developed a

marketing program for the precursor to the Macintosh. In our main conference room, where we spent 12 hours per day, the smoke hung in the room like a haze over the conference table, and I had to go outside to breathe and clear my head.

A year after starting at the company in El Segundo, I bought a home in a little beach community nearby. Life was good, actually great until some folks thought the city could fund any project it wanted by re-drilling an old oil well a few blocks from the beach. It was to be a 16-hole slant drilling complex surrounded by a residential neighborhood, reminiscent of the oil wells at Beverly Hills High School and extending into the Santa Monica Bay. We fought that project, and never again will oil drilling be considered in my neighborhood.

I "retired" from the Fortune 200 company in 1999 and got married. Trading stock, commodity futures, and options, and playing golf was not for me. As one of many options, I started a small internet vitamin company. From it, Rejuvenation Science® was born. We provide sophisticated supplements to doctors and their patients. One of my interests was gastrointestinal health. According to Google analytics, I did an immense amount of research, resulting in publishing about 13,000 pages of information on our old website.

The Birth of the Mucosal Milieu Theory

Arising from my research and experimenting on myself, I developed a hypothesis of the root cause of gastrointestinal disease and later expanded to encompass any "auto-immune disease" or any disease with inflammation as one of its symptoms. I developed protocols to address those conditions and filed international patent applications. Thus, the Mucosal Milieu Theory, the root cause of auto-immune diseases, and clinical protocols were born.

Over 25 years, my UC flared and was brought back into remission. However, one annual colonoscopy and pathology exam eleven years ago determined that I was at very high risk for colon cancer – a kind that the doctors told me could not be diagnosed until it was well advanced and untreatable. My doctors convinced me that the only real option was to remove my entire colon (and appendix) surgically. I could not come up with any other solution to my latent DNA damage and high risk of cancer from suffering with 25 years of intestinal inflammation. They did not tell me, but I knew that this effectively removed a substantial portion of my immune system.

The series of surgeries was the roughest time of my life. Following my protocol meant I had no colitis symptoms when I went in for prophylactic surgery, even though I was at high risk of cancer from 25 years of inflammation in my intestines. So, I did not get the significant symptomatic relief that most other pan colectomy patients experience. I'm 6'1" and went from 180 pounds to under 130 pounds (a colon weighs about 4 pounds), having lost all my body fat, muscle, and a significant portion of brain volume. I fully recovered within a year of surgery and now play 2-man beach volleyball with guys half my age. And I win. Having been through all this, I feel like a winner every time I play.

I am thankful for my friends and mentors who have helped with my education and work. Professor Emeritus of Chemistry and Molecular Biology Bruce Ames, Ph.D.; Dr. Chris Meletis, primary investigator, clinician, former Dean of Naturopathic Medicine and Chief Medical Officer; Professor Guilford Babcock, USC Graduate School of Business; and Professor John F. Kennedy, CSUN School of Business.

I'm very grateful for all I learned and for my recovery. In gratitude, I created the Maximum Vitality® brand to bring the knowledge and sophisticated supplements we created for physicians directly to consumers.

The mission of Maximum Vitality is to bring sophisticated supplements that were developed for doctors directly to the consumer. Diet, exercise, avoiding or reducing the body's burden of environmental contaminants, medical and health coaching support, and nutritional supplementation is key to living a healthy, productive, and joyful life.

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