

# welcome to the future

THE NEW L.A.W. OF MEDICINE: LOVE, AIR & WATER

Dr. Noah 'Love' McKay shares his 'radical ideas', his brand of anti-ageing medicine and his pursuit for a revolutionary breakthrough in healthcare.

**BEAUTY COSMEDICA:** In October 1992, why did you take a gamble on your life by embarking on a 30-day, no-food no-water fast? Do you still fast?

**NOAH MCKAY:** I didn't know I was taking a gamble on my life. Back then I was searching for a more effective way to heal my myocarditis, a threatening viral infection of the heart muscle. I wanted to regain my energy and get off prescription medications. I knew of yogis in India who went weeks without food and water surviving only on light and air. The fast was an experiment to test my body's ability in converting light and air energy into useable calories. I couldn't go past thirty days, but I did it long enough to see how the body adapts to new sources of energy given the proper conditions. This is a fascinating and neglected area of science that deserves greater attention from the research community.

The most amazing phase of this energy-conversion experiment was the spectacular soaring of my body's energy after the fourth day of the fast. People who fast regularly confirm this observation. The first three days are usually difficult and unbearable. Survive this early part and you have discovered the world's greatest anti-ageing technique.

The energy surge is like turning the clock back twenty years. Everything takes on a crisper texture, colours are brighter, and perception and focus become much clearer. Before my fast I was foggy, cranky and tired by mid-afternoon. Those feelings were gone in a flash after the fourth day.

The experience left me a changed man. The natural order of the universe and Quantum's invisible healing powers had been revealed to me in the hour of my greatest despair. In a flash second, my crippled, exhausted, fading body had been fully healed. My days as a prescription-pushing traditional physician were over. I had entered the era of Quantum and instantaneous healing. I was now ready to become a Quantum healer.

I haven't dared repeat the same fast again. If I were tempted, however, I would do it very differently today. For starters, I would drink pure water every day, and lots of it. I have fasted on occasion since, but never with the intensity and determination of those life-changing thirty days.

**BEAUTY COSMEDICA:** What is Quantum healing all about?

**NOAH MCKAY:** Quantum Medicine is an emerging branch of medical science that is based on the new findings of Quantum Physics. Quantum Physics is a one hundred-year-old science, which studies the daily interactions of the building blocks of this universe: atoms and molecules.

## QUANTUM HEALING

Our body consists of atoms and molecules too. The knowledge of this Quantum science will enable us to understand how our body and mind leads in recovery against disability and diseases. Energy lasts forever and is converted from one form to another. Quantum science teaches us another way to view our bodies and the problems affects them. The fact that we can't feel these forces does not mean they do not exist. Our body has limited sensory and perception abilities, and this gap protects us from sensory overload.

Spontaneous and quantum-like healing action is happening all around us; we are simply blind to them.

Quantum physics' far-reaching concepts embrace the totality of art, life, human consciousness and, of course, medicine. To an unsuspecting patient, Ayurveda, homeopathy and massage have little in common with cardiology, neurology and oncology. These different treatments

appear distinct and separate, but viewed through the prism of Quantum Physics and subatomic space, they are aspects of 'One'.

**BEAUTY COSMEDICA:** What is your definition of the L.A.W. of medicine?

**NOAH MCKAY:** First, let me say your question is already the subject of a book I began researching and writing over a year ago, so the idea of covering all that material here is simply unfathomable, but I'll give it a shot.

The world's three most important and powerful healing elements have been categorically excluded from the halls of modern medical practice. Collectively, I call them the L.A.W. of Medicine. In order of importance and priority in restoring and maintaining health, they are: Love, Air, and Water.

What's great about the L.A.W. of Medicine is that these powerful healing technologies are free and abundantly available to anyone.

I am convinced that if I were to successfully incorporate the clinical strategy of increasing the availability of love, air and water in a person's life, I can help extend their life expectancy by 25%.

If health were a three-legged stool, love, air and water would be its legs. The first leg, Love, is the most elusive, controversial and potent of the three. By overlooking love, we have effectively ignored the very essence of health and wellness.

Love alone can increase a person's chances for survival by as much as 500%! And I'm not just making up this number. Study after study over the past half century has claimed the same. Nothing, absolutely nothing in modern medicine, including surgery, antibiotics and drugs, come even close to that phenomenal success rate.

Let's move on to air and water now. Doctors worldwide hold the mistaken view that the body's main source of energy and calories is derived from food. Nothing is farther from the truth. The body's main source of energy production and healing action comes from oxygen and water, not food.

The body's main fuel supply is oxygen. Without it, we perish in less than five minutes. Over the years we have devised increasingly adaptive ways of improving our cells supply of oxygen. The use of oxygen (O<sub>2</sub>), and to a lesser degree ozone (O<sub>3</sub>), has been powerful tools used by the medical community worldwide. I have used Yogic breath in my practice as a means of turbo-charging the supply of air to a patient's oxygen starved tissues, and count on it as one of the easiest and



quickest pathways to accelerate healing in any person.

Now let's turn our attention to water. Everyone knows that 75% of the body and the planet's surface is composed of water. But did you know that the body's principle source of electro-magnetic energy also comes from water? Did you know that arthritis, coronary artery disease, allergies, asthma and even cancer are preventable and curable by following a careful one-year regeneration and re-hydration program with pure water?

**BEAUTY COSMEDICA:** Tell us about Q Health Resort. I suppose it's like a medi-spa?

**NOAH MCKAY:** We are on our way to build the world first genuine Quantum Healing Medical Institute. I will not take credit for the idea, because thousands of people worldwide have collectively dreamt for this project to happen. We are in agreement that our current health care model is broken, and the time has come for us to buckle down and introduce a ground-up new system of healing.

Thousands of hospitals and clinics, and dozens of innovative medical spas operate in the United States today providing the gamut of services, but none of them have modeled their philosophy of care around the core values of Love and Quantum science.

We are taking baby steps to create the world's most innovative healthcare program. I can outline for you the mission of Q Health Resorts with three fairly simple goals:

1. To put Love and Care back into healthcare.
2. To create the world's most dynamic healthcare program by combining the best of five traditions: Western medicine, Eastern medicine, alternative medicine, the Spa-hospitality industry, and Quantum Physics. Quantum science is the glue that puts it all together.
3. To provide healthcare in seven-day programs in beautiful oceanfront spa facilities around the world.

There are some thirty nations that could be favorable hosts for this project. We have chosen Costa Rica as our first destination because

propose to do.

**BEAUTY COSMEDICA:** Why the name Q Health Resort?

**NOAH MCKAY:** The symbol Q is an abbreviation for Quantum, which represents both the philosophy and science model for the project. It represents the convergence of two worlds. Here's how I can put it:

*"The letter Q embodies the integrated mission of Q Health Resort. Q represents two realms of energy: The realm of infinity, possibility, and uncertainty, symbolized by the letter O, and pre-determination, finiteness and certainty by the symbol of the Wave ~. Q is the fusion of Quantum and Medicine, the visible and the invisible made continuous, harmonious and whole."*

We use the term "resort" instead of "medical centre" or "hospital", to move away from the negative images of these old-world establishments.

Q Health Resort is a place where people will come to laugh, pray, hope and use Quantum healing science to find answers to life's most difficult healthcare challenges. The word "resort" conjures up images of beauty, rest, sun, sand and worry-free existence. The word "hospital" or "medical centre" raises your pulse and blood pressure, and conjures up images of pain, discomfort, sadness and loss. Now where do you want to go to heal? We think the journey of health should begin with images of promise and hope.

**BEAUTY COSMEDICA:** With Asia's long history of traditional remedies like herbal medicine, Ayurveda, yoga, Chinese acupuncture, etc, does it take more effort to get Westerners to accept the revolutionary healthcare model Q Health Resort presents?

**NOAH MCKAY:** Q Health Resort's model of care will be appreciated everywhere on the planet, but the speed by which it is integrated will vary depending on the country and its healing traditions. We predict the people of Asia will integrate this healthcare model quickly and help spread the Q model of care worldwide. The West will also benefit from this model immensely, but they will accept and integrate it more slowly.

**BEAUTY COSMEDICA:** When is Q Health Resort due to open?

**NOAH MCKAY:** If every goes according to plans, we will open our first location by mid 2006.

**BEAUTY COSMEDICA:** What factors do you think led to the general preferences towards less invasive medical procedures?

**NOAH MCKAY:** The factors that prompt us to adopt less invasive strategies at Q Health Resort are the same forces that have driven innovation throughout the history of medicine. Doctors have always searched for safer, more effective ways to help their patients. Given the choice, people invariably prefer less invasive treatments to more invasive strategies.

People who come to Q Health Resort will have access to the FULL spectrum of care. It's a big world out there, one that is offering us mind-blowing array of healthcare options. Toxic drugs and dangerous surgery may be good short-term answers for many acute emergencies, but the world is now offering us the widest array of safer more effective approaches to care. Not partaking of these exciting technologies is not being true to the core values of medical science and scientific discovery.

**BEAUTY COSMEDICA:** In your pursuit to incorporate alternative therapies and quantum science into healing, what were the barriers you faced?

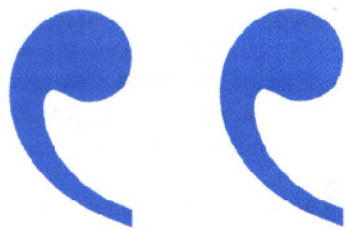
**NOAH MCKAY:** The barriers to adopting the integrated model of healthcare have been ever present and at times exhausting to deal with, but never insurmountable. Frankly, if it weren't for these many barriers and difficulties, I wouldn't be as inspired as I am today and the concept of Q Health Resorts would have never materialized. The integration of the many fields of care into a more cohesive and functional package is inevitable; it is simply



**FROM LEFT: NOAH MCKAY (CEO, FOUNDER), DON WHITAKER (PRESIDENT), MOE PEZESHK (DIRECTOR OF DESIGN & ARCHITECTURE OF Q HEALTH RESORTS, PRINCIPLE OWNER OF ARCHITECTONICS) & ZEBIGNIEW KONOFALSKI (ASSOCIATE ARCHITECT)**

a matter of time. We've already seen much advancement towards this more integrated model, albeit at a tremendous cost.

The individual patient must reclaim his position at the centre of the healthcare marketplace. It is their wishes and needs that we must focus on, not the desires of corporations and institutions of care.



## His amazing story of his journey to the rediscovery of love

I've lived almost a full half-century and have accumulated many experiences, but when it comes to love, I feel I have just woken up; I feel like a baby in diapers! I can't begin to tell you how excited I feel today at the prospect of incorporating love into everyday life and everyday healing.

Until recently, love for me was a distant concept: sweet and romantic, but too intangible and powerless for daily use. I couldn't have been more wrong! Love as I know it today, is the singular force that guides my everyday decisions and actions. It is all encompassing and governs everything animate and inanimate. It is the singular force that unifies all laws –manmade and natural. In the realm of the visible or the invisible, love is the main ingredient, the singular formula that makes things happen and unites us all.

So if Love is so powerful and wonderful, why has it taken me half a century to discover it? The only excuse I can offer for not recognizing the healing and transformative power of love earlier in my life is my own naiveté and lack of awareness. I had fallen prey to the same traps we all do. As society and as a people we have missed the boat on love. We evolved half as fast as we might have because we didn't adopt a methodical approach to the exploration of our universe's most potent force. We don't understand and value it, and naturally haven't taken the logical steps to incorporate it into our education, law, government, and healthcare practices.

All the challenges we face today as individuals and as a society could be handled more effectively if we were to incorporate love into our thinking. We need to ask ourselves what is love and how can it help us solve our problems. Love is not ethereal or distant. It has always been available, and like the energy of the sun, very abundant. We simply haven't taken on the task of using it in everyday living and healing. Instead of recognizing it as the powerful practical force that it is, we have relegated it to "a second hand emotion".

Unfortunately, most of us have to experience a major life-altering disaster to discover love. In my case, I had to be yanked from my medical practice, separated from my family and friends, say goodbye to 30,000 patients and ultimately land in prison to find it.

On the morning of September 20, 1989 I woke up to the sound of my alarm clock, only to find that I couldn't breathe or move a muscle. I underwent complete emergency evaluation by a team of cardiologists over the next couple of days, only to discover that I had contracted a rare and deadly viral infection of my heart muscle – a cardiomyopathy. I was completely exhausted, short of breath and bedridden. My odds of recovering were very small indeed and other than the oxygen mask I wore at night very little if anything helped. I took heavy doses of three cardiac medications but saw no improvement. The doctors knew what I knew - that less than 10% of all patients my age (32) who contracted viral cardiomyopathy survived.

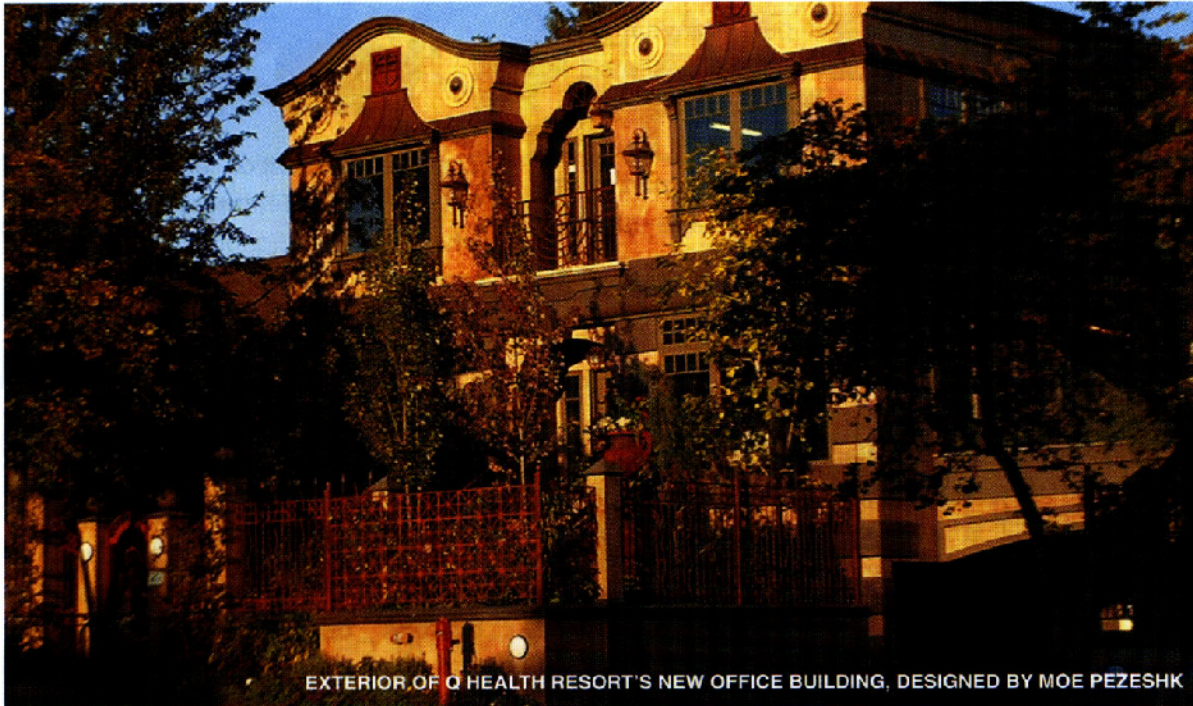
After four and a half months of total misery, I asked my wife to take me to some place warm and sunny. Three days later, against all sound medical advice, and against the wishes of friends and family, I abandoned my oxygen tank and in the company of my very dedicated wife, headed for picturesque Mazatlan on the Pacific coast of Mexico.

A week after I arrived I met Guru Dev, an inspiring Yogi from Los Angeles. He taught me the Breath of Fire – the most dynamic Yogic revival breath – and infused me with massive doses of hope and confidence. I practiced Kundalini yoga 4-5 hours a day and made a complete recovery. I still can't explain all the physiology or biology of how it happened, but it did and it happened quickly. I had restored over 50% of my energy within the first couple of days of Yoga by the beach.

This was my first introduction into the mysterious world of Quantum Spontaneous recovery. When I returned to my practice, I used every opportunity to teach the Yogic breath. My sudden illness and the many near-death experiences during those painfully long six months were a wake up call and an important turning point in my life as a clinician.

There is much that we don't know in medicine, but I have become a much keener explorer of these lesser known realms having encountered death and disability at my doorsteps so many times. I am thankful for them all.

I feel very grateful for having a second chance at love. Not a day goes by when I do not give thanks to those former adversaries who have blessed me with the gift of a lifetime. I fought the FBI, several insurance companies and the U.S. Dept. of Justice tooth and nail to avoid a prison sentence. But in the end, it proved to be one of the brightest turning points of my life, because it was in the 'darkest hour' of my life that I discovered the healing power of love and gratitude. It has transformed my life, and I will be forever grateful for it.



EXTERIOR OF Q HEALTH RESORT'S NEW OFFICE BUILDING, DESIGNED BY MOE PEZESHK

