INTRODUCTION

Sometimes a video becomes viral, and comes to million people. The problem comes when this viral speech on a topic that concerns the whole society, the cancer. Let’s pay attention to Albert Martí Bosch’s particular case. Doctor, pediatric ex-oncologist and tired of watching the children suffering for aggressive cancer treatments, he studied naturalist medicine and developed a new alternative cancer treatment. He showed to the world his therapy in a conference organized by WARC and Discovery Dsalud. He was making guess that he could cure the cancer if their patients were following his indications.

AIMS

- To determine if his indications are way correct or he wants to sell the public some illusion
- To determine if there are some real treatments that could support his arguments and open a new vision to cancer treatment
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METHODOLOGY

- Literature research on online databases (PubMed and Isi Web of Knowledge).
- Literature research using the references of other articles previously read.

PISCHINGER SYSTEM

According to the conference, lungs, liver and kidneys lose its filtering capacity in consequence of the current way of life. Then waste cellular accumulates in the ECM in acid form, diminishing the cellular nutrition and producing diseases. This process is known as Pischinger system. Cells to defend itself use three strategies:

1. **Mutate for Adaptation**
   - There is a last strategy that cells can realize to defend itself, mutation to tumoral cell
   - Healthy cell → Tumoral cell
   - Alcaline milieu → Acid milieu
   - Aerobic milieu → Anaerobic milieu
   - Low [Na+] → High [Na+]

2. **Recommended Therapies**
   - Bath with salt once a week
   - Take infusions
   - Eat once a week vegetarian
   - Lose salt in our diet
   - Bath with salt once a week
   - Eat once a week vegetarian

3. **Alcaline Diet**
   - Some alternative medicine instructors have recommended the alcaline diet in order to alcalinize body and cure diseases.
   - Benefits
     - Diminishes stomach acidity
     - Osteoporosis: Acid food can’t alter systemic pH
     - Cancer: If you could alcalinize blood you would kill all body cells and cause death

THE TRUTH: FUTURE TREATMENTS

**Manipulation of the extracellular (pHe) and/or intracellular (pHi) pH of tumors may have considerable potential in cancer therapy.** The extracellular space of most tumors is mildly acidic, owing to production of lactic acid. Aerobic glycolysis (attributable to chronic activation of HIF-1) as well as tumor hypoxia are responsible for this phenomenon. Tumor acidity tends to correlate with cancer aggressiveness, due to angiogenesis and invasiveness promoted by HIF-1.

It is known that pHe per se boosts the metastatic capacity of tumors and renders cells relatively resistant to high proportion of chemotherapeutic drugs that are basic [1].

The local microenvironment of a cancer cell plays important roles in cancer development. A major component of the niche is the extracellular matrix (ECM). Although tightly controlled during embryonic development and organ homeostasis, the ECM is commonly deregulated and becomes disorganized in diseases such as cancer. Abnormal ECM affects cancer progression by directly promoting cellular transformation and metastasis. Importantly, however, ECM anomalies also deregulate behavior of stromal cells, facilitate tumor-associated angiogenesis and inflammation, and thus lead to generation of a tumorigenic microenvironment [2].

CONCLUSIONS

- **Understanding how ECM composition and topography are maintained and how their deregulation influences cancer progression may help develop new therapeutic interventions by targeting the tumor niche.**
- **Manipulation of the pH of tumors may have considerable potential in cancer therapy.**
- **It should be kept in mind that the Internet is not always a reliable source.**

REFERENCES
