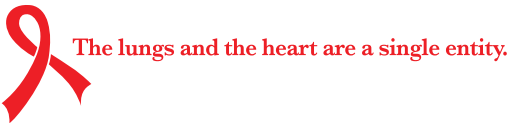


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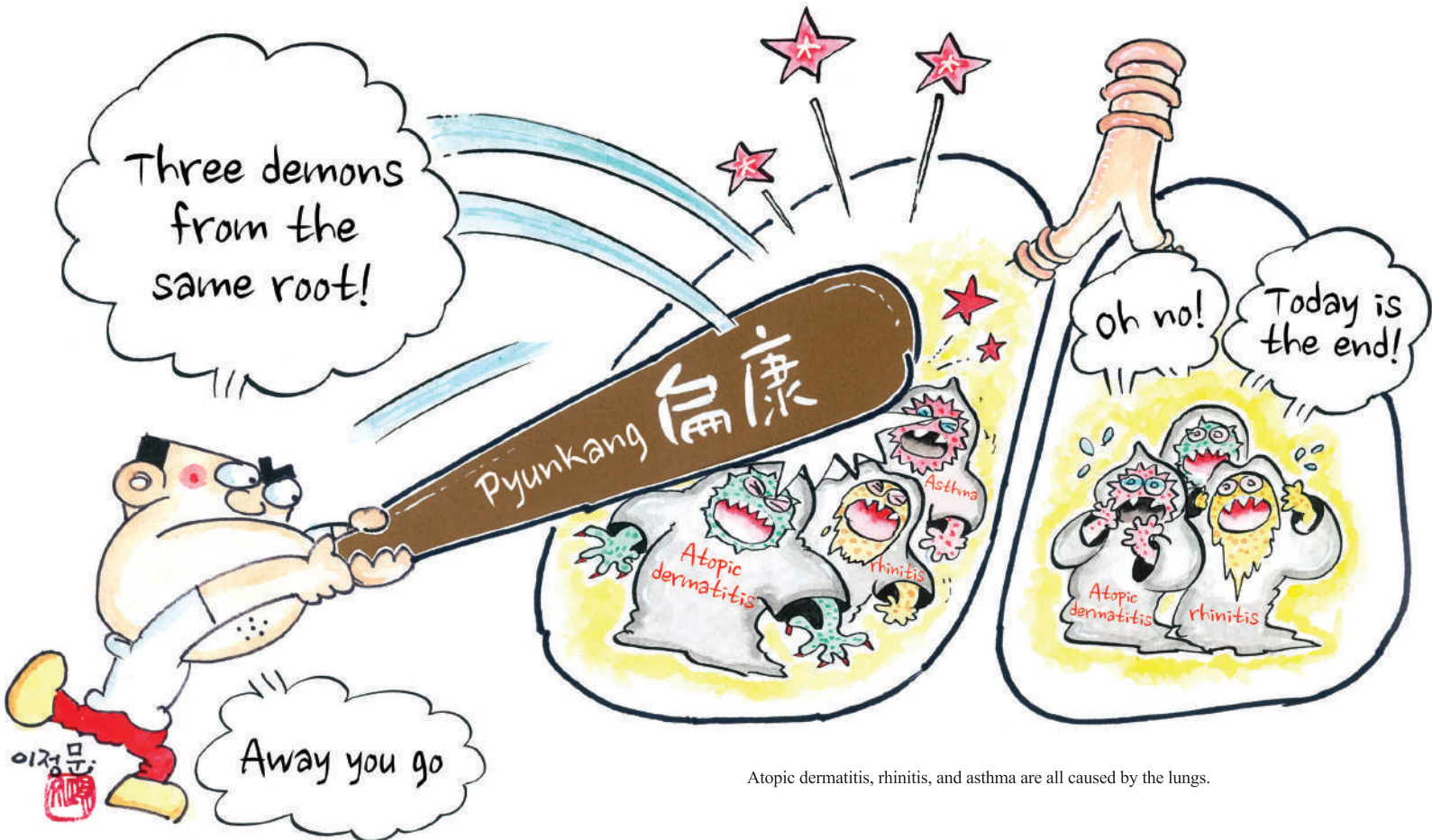
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The answer of your ‘New Life’ is in this book.

Treat the Heat to Treat Atopic Dermatitis, Rhinitis, and Asthma

From Common to Incurable Symptoms, One Solution Treats All!
A Whole New Perspective on Atopic Dermatitis, Thinitis, and Asthma!



Atopic dermatitis, rhinitis, and asthma are all caused by the lungs.

A man, known and admired for his great wisdom, lived in a village. One day, while he was away, a river embankment near his home collapsed, after days of heavy rainfall. His house became flooded, and his servants frantically tried to scoop out the water in vain. When the wise man returned, he summoned one of the servants to ask what had happened. The servant answered, “There is water everywhere, in the barn, platform for crocks, kitchen, and rice storage. We’ve been trying to scoop out the water but it doesn’t seem to be working!” The sagacious man replied calmly, “Take all the servants who are scooping out the water from the barn, platform for crocks, kitchen, and rice storage and rebuild the embankment that has collapsed.” The servants went out to the river and piled sand bags to replace the embankment which finally stopped the water from flowing into the house.

Man of a Different Perspective

When we encounter an unexpected problem, we often disregard the underlying cause and look for the solution somewhere else. The more difficult the problem is, the more we need to examine the core of the problem; this is also true in case of treatments. When it comes to complex conditions, we must identify the core cause of the symptoms in order to find the solution. Such complex condition include the ‘incurable’ diseases of the modern society, which are atopic dermatitis, rhinitis and asthma.

These three allergic conditions undergo vicious cycles of relapses and aggravation. The solution to the symptoms can be found in the book, <Free from Chemical Medicine>, which received endless praise from the readers for providing insight and explaining the principles of treating these conditions from a brand new perspective.

Deadly Combination of Atopic Dermatitis, Rhinitis, and Asthma

Kwon, a 24-year-old university student, began suffering atopic dermatitis in elementary school when she started swimming. She treated the symptoms by applying ointments over the itchiness, but it stopped working once she developed a tolerance to the substance. Then, in her twenties, she came down with another concern: what she had overlooked as a common cold progressed into rhini-

tis. The symptoms, such as sneezes and nasal discharge, made it difficult for her to concentrate in class.

Having an allergic condition is unbearable. However, in most cases, patients suffer a combination of allergic reactions, including atopic dermatitis, rhinitis and asthma. In fact, 44% of asthma patients have atopic dermatitis, 38% have allergic rhinitis, and 16% have both atopic dermatitis and allergic rhinitis. This shows that these three conditions are closely associated with one another.

So why do symptoms of atopic dermatitis, rhinitis and asthma appear together? Modern medicine may view these three as separate conditions, but in <Free from Chemical Medicine>, they are compared to “three leaves extending from the same root.” Their symptoms may be different, but their cause is rooted in the lungs.

Allergic Lungs vs. Normal Lungs

Research has shown that the lungs of allergic patients are different from those of normal individuals. A research team at the Cardiff University School of Medicine in Wales published in the Journal of BMC Infectious Diseases that, “Asthma patients have a different combination of fungi in the lungs compared to normal individuals.” The research team examined the mucus and phlegm of asthma patients and healthy individuals, and discovered a total of 136 types of fungi. Asthma patients had 90 types of fungi, while healthy individuals had 46. What was especially notable was that of the fungi found in asthma patients, there was one related to seborrheic dermatitis. This provided further support that the lungs of allergic disease patients are different from those of normal individuals.

We can accumulate heat inside our bodies from being stressed and smoking. This heat rises through the body and becomes released through the head via the vital organs, such as the heart and the lungs. Heat does not build up inside the heart due to its structural characteristics, but it does accumulate inside the lungs because of the honeycomb-like structure of the alveoli.

The accumulated heat in the lungs is the main cause of deteriorating lung function. When the lungs do not function properly, it leads to a weakening of the tonsils and the immune system, leaving

the body vulnerable to the common cold and other diseases. Thus, when treating various respiratory and skin conditions, the top priority should be removing the heat within the lungs. Then an allergic constitution can be transformed into a normal constitution.

Environmental Pollution Contaminate the Lungs

The prevalence of allergic diseases such as atopic dermatitis, rhinitis and asthma has been growing at an alarming rate in recent years, and this is mainly due to the fact that people are now surrounded by environmental factors that cause allergies, such as environmental pollution, dust mites, instant foods and stress. Moreover, people are exposed to an increasing concentration of fine particles, which are referred to as “silent killers.” Fine particles, designated as Group 1 Carcinogens by the World Health Organization (WHO), penetrate deep inside the body, causing damages and inducing various respiratory diseases.

The WHO estimated about three million people die per year as a result of air pollution, and about 30 to 40% of asthma patients and 20 to 30% of bronchial patients developed their conditions due to air pollution. The results of a Harvard University research team’s study performed on 8,111 subjects residing in six cities around the U.S. support this claim: a graph of the correlation between the concentration of fine particles and mortality showed a linear relationship. We should be aware and concerned as the concentration of fine particles continues to increase.

Four Changes from Purifying the Lungs

The Pyunkang-Hwan, developed and upgraded over the years based on the original treatment principle discovered by Pyunkang Korean Medicine Hospital, works to remove the accumulated heat from the lungs and purify the lungs. Based on the principle of oriental medicine that the original qi, which is the key to maintaining health, originates from the lungs, Pyunkang-Hwan was developed to revitalize the pulmonary functions

and improve the immune system and self-healing power.

Healthy lungs are what make the immune system to work properly. The key principles behind the treatment are creating a sound immune system that does not cause allergic reactions, changing the patient’s constitution to a normal constitution, and strengthening the body to stay resistant against pathogens.

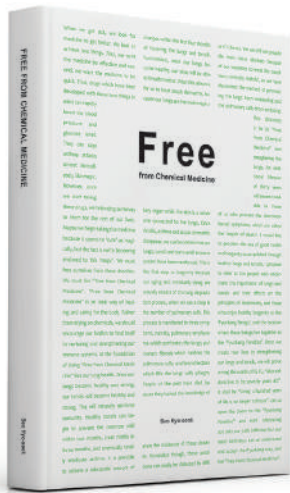
Once we gain healthier lungs and tonsils, we can experience the following changes: our bodies will feel lighter and less fatigued; our skins will be brighter and more radiant; we won’t experience any short breath, even when we climb mountains; and we won’t catch colds. When we witness these four changes, we can assume that our lungs and tonsils, the most important organ in the immune system, have gotten stronger. The significance of this treatment method is that it does not simply provide a temporary relief of the symptoms; instead, it actually removes the root cause of the problem and prevents recurrences.

Healthy Lungs for Healthy People Healthy People for Healthy World

<Free from Chemical Medicine> starts off with the questions, “Why are our lungs important?” and “What happens to our bodies when the lungs do not function properly?” It provides the details of clinical cases in which the patients recovered from their conditions by strengthening their lungs as well as following the exercise and dietary tips that one can follow easily at home.

As soon as we gain the proper understanding of pulmonary functions and its importance, we will begin to comprehend the principles behind the treatment method for chronic diseases such as tonsillitis, respiratory diseases, skin diseases, and pulmonary diseases. <Free from Chemical Medicine> is the perfect health guide for our families and friends.

When it comes to life, we are not sprinters, we are marathoners. We cannot complete a long-distance run if we run out of breath. We will be able to reach the end of our lives, comfortably and with great health, if only we strengthen our lungs and create balance in our immune systems by exercising and taking the Pyunkang-Hwan that will turn allergic constitutions into normal constitutions.



<Free from Chemical Medicine> written by Dr. Seo Hyo-seok

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How healthy are your lungs?

- ☒ I catch a cold often.
- ☒ I cough or sneeze in enclosed areas.
- ☒ I spend most of my day in enclosed areas.
- ☒ I have a family member with allergies.
- ☒ I eat instant foods frequently.
- ☒ I often experience fatigue and stress.
- ☒ I do not exercise regularly.

* If you checked more than three, you might have lung problems.