



Survival of the Fittest has Been Superseded by

SURVIVAL

OF THE

SMARTEST

Because fitting in can be dangerous

By Building Biologist Cheryl Mead

“The mind that opens to a new idea
never returns to its original size

Albert Einstein

Survival of the Smartest

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*“All the intelligence in the world
won't fix problems if the cause
is allowed to continue.”*

Cheryl Mead

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DISCLAIMER: This book is for information purposes only. By providing information we aim to enlighten the reader but under no circumstances are we diagnosing, treating, or curing any type of disease or medical condition.

It is advisable to seek professional medical advice from appropriately qualified practitioners. However, if your doctor says EMF, mould, pharmaceuticals or chemicals including Roundup won't hurt you find another doctor who knows a thing or two about causation. Please contact us for more information if well-being is important to you or your doctor needs a helping hand or an education to understand the danger of electromagnetic radiation and toxins causing health effects, especially chemical sensitivity, and electrical hypersensitivity (EHS).

WHY YOU NEED TO BE SMARTER AND NOT FIT IN

Once upon a time I used to fit in, I followed the modern medical model and did as I was told. That strategy didn't work, it made me sick, then it made me mad enough to pursue the truth and gain a qualification so I could help others wanting answers to health problems spiralling out of control. Being smarter turned out to be a lot simpler than we are led to believe. We are smart the day we are born with innate intelligence blossoming in every cell. From conception the cells of life grow and evolve. Embryos are like seeds packed with intelligence, if planted in fertile ground they grow to maturity and produce more seeds to sustain the cycle of life.

Did you know baby girls are born with all the eggs of future children in them and no further eggs develop after birth. Boys, on the other hand, produce sperm only after puberty when they go through hormonal changes. Both eggs and sperm are influenced by their environment, both inside the body and outside due to environmental exposures. It is loving environments and toxic environments that influence the health and well-being of both mother and baby before birth. After birth there are many factors that can influence the health and well-being of a child, especially during their first seven years of life.

At no time during my pregnancies did anyone tell me environmental influences would have an effect on my child. It was only during my training to become a Building Biologist that I discovered electromagnetic fields from an electronic keyboard and new digital telephone system I operated as a typist/telephonist, would influence growth of biological cells in the foetus. When my first son was born blind in one eye, the doctors had no idea what caused the failure of the optic nerve to form in one eye and not the other. This was my first awakening to causation, by environmental influences. Later on in life I learned everything is cause and effect.

Understanding causation changed everything, because the law of cause and effect is never wrong. It was after this realisation I searched for answers to questions most people do not ask. Why do some people live to 100 and others do not? Why do people keep doing what doesn't work? Why do the systems fail us over and over again?

Scientists in many countries suggest 70% of diseases are preventable, some even suggest 90% of disease is preventable. Why, for Heaven's sake, do we fail to focus on prevention, when it could save an enormous amount of suffering?

Reading statistics and scientific literature, during my studies it became bleedingly obvious we are not winning the war on cancer, auto-immune disorders, chronic inflammation or childhood neurodevelopmental disorders including ADHD, and

children on the autism spectrum, which have increased at an alarming rate since 1980.

You are about to embark on a journey of discovery that will take you through a time warp which exposes our evolutionary history and potentially our demise. It's time to change the way we look at sustainability, health and longevity and it's time to take control of the results we get by focusing on prevention as a priority.

By controlling your environment, you can largely control what happens to you. This means you are in control of the direction you go.

First and foremost, wisdom from great leaders of the past must not be ignored, it must be explored.

"Make a habit of two things: to help; or at least do no harm." Hippocrates

Hippocrates (460 BC) often referred to as the father of modern medicine focused on the healing power of nature. He was possibly the first physician to focus on preventing illness and suggested disease is a product of diet, lifestyle and environmental factors. His teachings influenced clinical medicine although, I believe other influences took over at the beginning of the 20th century.

Fast forward from 460 BC to 1859 when Charles Darwin's theory of evolution by natural selection was first published. Darwin's theory exposed the concept of biological science and how adaptation to environments sustained life and reproduction.

Charles Darwin's research provided the backbone of modern biology, now referred to as the science of genetics. Darwin knew if you didn't fit into your environment, you got wiped out. This became known as 'survival of the fittest'.

"It is not the strongest or the most intelligent who will survive but those who can best manage change." Charles Darwin, Naturalist

Fitting in is one of the things we now need to overcome because fitting in is cutting lives short and not leading to advancing human health, economic sustainability or human sustainability. Our medical model is not reducing rates of cancer, autism, Alzheimer's and other preventative diseases; instead, we are conditioning them.

Our environment has changed and our thinking has been hijacked.

Natural instinct and natural choices have been smothered by money making ventures with the highest priority being profits, not better outcomes for people or the planet. Things must change or we risk being totally unsustainable in the very near future.

Exposing problems of modern times is the first step to becoming smarter, to master survival. Next is the ability to dodge the little suckers that will steal your quality of life.

When you read through the following 7 Threats to a Good Life and the four levels of understanding you will be expanding your brain power and your ability to engage evolutionary thinking to sway evolution in your favour. Everything evolves, one way or another, good or bad; nothing stays the same.

My intention is to explain why 'survival of the fittest' has evolved to become 'survival of the smartest'.

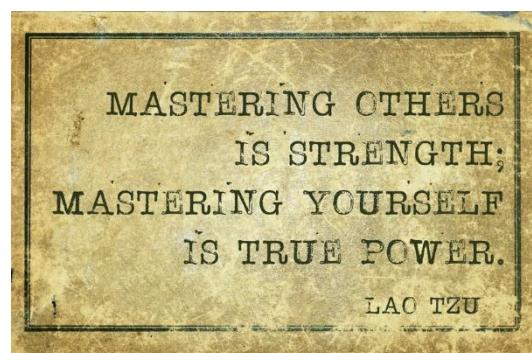
Fitting into our current system is not delivering sustainable results and it is why I believe being smarter is medicine for the body and brain.

Fitting in, as I am about to expose, is risky business.

This is where we change the paradigm of risky, to sustainable.

Building Biologist are scientifically trained to enhance the built environment for the good of human kind. With the right focus the current generation could change the course of history, in a positive way, by engaging with natural forces that control all life.

Energy or energy enhancement, means living as naturally as possible, without causing undue biological stress or woeful side effects. This is the ultimate survival strategy.



Let the power be with you!

Charles Darwin defined the theory of Evolution by Natural Selection as a mechanism by which offspring would inherit advantages and pass them on to their offspring.

Charles Darwin

12 February 1809 – 19th April 1882

Darwin joined the scientific elite, and changed the course of history because his theories morphed into the belief genetics play a role in disease.

It's now time to change the course of history again – based on the fact environments play a role in disease, and when you're in control of your environment, you're in control of your life.

WHY NATURAL SELECTION & EVOLUTIONARY THINKING MATTERS

Our world is toxic compared to 100 years ago and we must adjust accordingly. Two reasons '*survival of the fittest*' has transitioned to '*survival of the smartest*'.

1. Darwin's theory of evolution was written before 143 million chemicals polluted the planet and manmade (not natural) electromagnetic radiation and wireless technology inundated our world.
2. Nurturing profits at any cost has overtaken morals and ethics causing the biggest increase in health problems in living history.

Understanding how evolution and creation is linked to our survival will help overcome the problems identified above. Waiting until problems hit your back pocket could be devastating. That's why I recommend learning to identify what's gone wrong so you can do some self-correcting before 'life sucks' and others gain from your ill health at your expense.

Understanding where the little suckers of a good life come from is the first step to overcoming them, or dodging them, as you take charge of your life.

7 THREATS TO A GOOD LIFE – briefly

1. IDEAS that seemed like a good idea at the time but were not.
2. CHEMICALS consumed daily that build up in your body over time.
3. MOULD (fungi) causing biological toxins growing in water damaged buildings.
4. EMF & EMR Electromagnetic fields & Electromagnetic Radiation is now a burden you and your children cannot deal with, without help from experts and scientific information.
5. MODERN MARKETING METHODS tricking us to purchase products adding to our toxic load.
6. STRESS: work stress, financial stress, social stress, relationship stress, - not to mention mainstream media fostering fear ... misinformation.
7. THE COST OF GETTING THINGS WRONG is going to be bigger than the cost of getting things right.

WHY DO THESE THREATS MATTER?

Never before, in the history of humankind, have we had higher government debt or higher rates of cancer, dementia, Alzheimer's disease, heart disease, diabetes, ADD, ADHD, autism, allergies, asthma and autoimmune disorders, infertility, and an aging baby boomer population leaving the workforce. This means less money for the government in taxes and more government funds needed for health and aged care and potentially disability care.

We are more likely to need help from a system that is destined not to be able to deliver needs because one percent of business control 99% of the population.

Our systems are failing us and our future does not look bright.

An example to put things into perspective:

Alzheimer's Association (2018) report 44 million people worldwide are living with dementia that we know of, making this a global health crisis. Alzheimer's was virtually unheard 100 years ago, which means something is causing it and you need to know what it is and what you can do about it.

WHY NATURE HOLDS THE KEY TO SURVIVAL

Our world evolved naturally. Take bees for example, they are economically viable and immensely efficient at pollinating and supporting other species to survive. We would never think of sacking a bee for being inefficient. We too must do what is economically viable and immensely efficient. We must let nature be our friend and our guide, and value history and the science of Natural selection more than the rules of capitalism and consumerism.



WHY YOUR ENVIRONMENT MATTERS

We do not need to reinvent the wheel; bees have worked it out for us. What we do must get paid forward. Doing today what will pay off in months or years to come is not widely understood. It's a very simple strategy that Building Biologists' focus on and it's based on the precautionary principle, also known as '*prevention is better than a cure*' and linked to the proverb '*a stitch in time saves nine*'. Building biologists are environmental health professionals with knowledge backed by science to create exceptionally safe natural environments. Solutions to the disease epidemic and the funding crisis require critical thinking to gain a lifetime advantage, not short-term thinking, feeding the gravy train that's linked to the wealthy 1% in the world.

Short term inaccurate thinking is known to have detrimental effects. So too is the belief it's someone else's problem. That's why this short book is my way of paying it forward. Do today what will pay off tomorrow is one of nature's best kept secrets. My aim is to initiate forward thinking, to deliver better results before it's too late.

A Simple Truth:

Information is never valued until after you need it

EXAMPLE 1: In 2000 the Journal of the American Medical Association acknowledged the leading cause of death in the USA was iatrogenic illness, which is illness derived from medical treatment. A Fact; more deaths are caused annually in the USA, around 783,936, from medical treatment, mis-diagnosis and other causes by a doctor or surgeon including diagnostic procedures, than by heart disease which was responsible for less than 700,000 deaths. It is clear modern medicine could be public health enemy number one. (Source Dr Bruce Lipton, Spontaneous Evolution). As of the 15th June 2020 there were 118,000 deaths recorded in America from COVID-19. And 428,000 deaths recorded worldwide. Could the COVID-19 pandemic be a little out of whack with reality. Why did we need to have a total worldwide shutdown and initiate a financial crisis when more people could be saved from death by medicine? Statistically 16.4 million people are affected annually by unnecessary medical events. Death my medicine is a fact, not a fallacy and according to Null et al, the cost is \$282 billion annually.

Death by Medicine Statistics: <https://www.headlice.org/news/2005/july/deathbymedicine.htm>

EXAMPLE 2: Asbestos was first mined in Australia in the 1880s. It was marketed as a great industrial fibre because it was fire resistant, naturally strong and long lasting, even though it was known in the 1930s to cause health problems. Governments did not place a total ban on manufacture until 31st December 2003. The Department of Health, being slow to act, caused enormous suffering and a health crisis we didn't need.

This exact pattern of resistance is happening in our modern world over and over again at a potentially great cost to human life. Being slow to act is where money is made by those selling toxic products, or benefiting from causation. It seems morals and ethics are not a prerequisite to good government policy, if there is money to be made.

If you are not aware of the current concept to monopolise minds or policies destined to cause catastrophic results you cannot initiate a risk management plan or take precautions to limit exposure.

THINK OF THE END BEFORE YOU BEGIN

My aim is to identify causes and effects in our modern world and explain why we are not mastering the art of living, working or aging well.

In 2014 the Australian Institute of Health & Wellness reported 50% of deaths, for people aged less than 75 were potentially avoidable. The World Health Organisation states 70% of illness and disease are preventable and some experts believe 90% is a more realistic figure. Could many of these avoidable deaths and preventable diseases be linked to similar causes and effects? Could these statistics be linked to profits at any cost and could failure to address causation be an economic burden of unknown quantity to future generations.

The statistics are telling us something and we need to pay attention. Unless we change our thinking and focus our attention on prevention, we will suffer in the same way people did before they introduced seatbelts to save lives. New technology is like the introduction to flying blind without a seat belt and a plan to land safely. It won't end well.

Waiting to get a terrible diagnosis before engaging prevention strategies is like putting a seat belt on after you've hit a tree and gone through the windscreen. The strategy is a tad useless if it's not used.

It's not death we need to be afraid of; it's not living well or reaching our full potential. Age is irrelevant if we lose our freedom to do as we please. Baby boomers (those born from 1946 – 1964) need good health to sustain them till the end of their days. Generation X-Z (1965-2012) need skills to stay healthy and raise healthy children and our children need to develop skills, traits and habits to reach their full potential. That's why knowing how to be sustainable could be the most important skill set in our modern age.

UNDERSTANDING 7 THREATS (to a good life) IN FOUR WAYS

It's not good enough to just give you a list, you need to know

1. Where they are
2. What the Threat is
3. Why it's bad, and
4. What the Results are you don't want

To write this list I had to imagine who would be interested.

I guess that's you! Otherwise, you wouldn't have got this far.

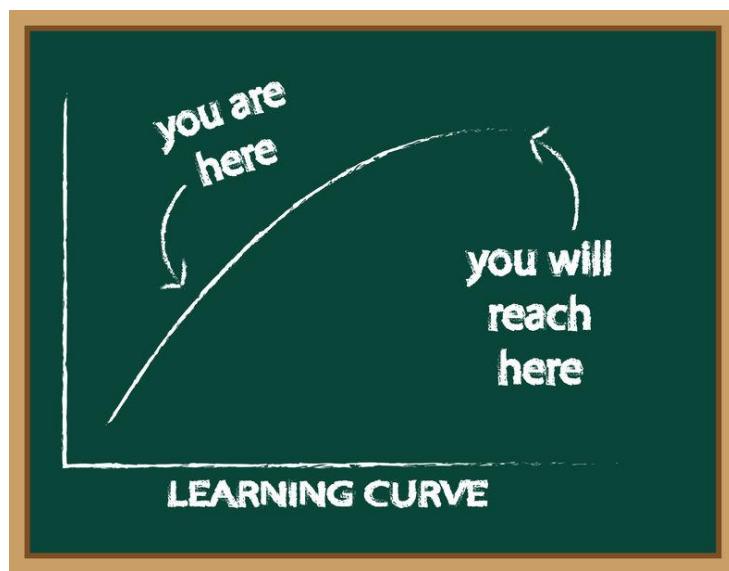
If you're interested in getting the most life out of life, you're probably an open-minded person on a mission to learn more, and improve on the past or prepare for the future.

That's excellent and I hope this list helps you.

The only thing I ask, is for you to leave any assumptions behind that may prevent you from getting to the root of problems and the belief you are powerless to change the current paradigm, which is a pattern of thinking that got us into this predicament. You have more power than ever before and it comes from the knowledge you hold, the choices you make and where you spend your hard-earned dollars.

It's a myth we need to find a cure to solve the cancer problem. Reducing causation is the key and it requires knowledge followed by reducing exposure to toxins identified as harmful. Even more devastating is the belief our systems will save you.

Being wiser is the key to being sustainable for life, because with wisdom and knowledge comes self-control and when you master self-control you win the game of life.



"Learning is not compulsory, but neither is survival."

-- W. Edwards Deming, American engineer, statistician, professor, author and management consultant.

7 THREATS TO A GOOD LIFE – what you need to know

#1 IDEAS that seemed like a good idea at the time but were not.

WHERE do they come from? Organisations, boardrooms, governments and decision makers thinking the idea solves a problem instantly.

Example A: Introduction of the cane toad originating from South and Central America in 1935 into Australia to control destructive beetles in Queensland's sugarcane crops.

Example B: DDT, a chemical once used widely as a pesticide after World War II, was promoted as a wonder-chemical; the simple solution to pest problems large and small.

WHY good ideas turn into bad ideas? Repercussions were never thought about or long-term effects identified before harm was done.

RESULTS: These examples have lingering consequences.

A: Cane toads do not have natural enemies in Australia and cause enormous damage to our natural wildlife, and now seem unstoppable as they spread to areas outside Queensland and travel across the top of Australia and into NSW. The cost is impossible to determine, and eradication is near impossible.

B: DDT was identified as a biological toxin and banned after discovering it caused enormous environmental and genetic damage. It continues to turn up in food supplies today. Tests by the Centre of Disease control found DDT in the blood of 99% of people tested in the USA.

Women exposed to DDT born after 1931 are 5 times more likely to develop breast cancer before the age of 50 (Cohen et al 2007). That's just one chemical identified as causing unintentional problems worldwide. Imagine what 183,000 more are doing.

We are at a turning point in history where a small percentage of the population are aware of the risk to future generations if nothing changes. The burden our children will be left with cannot be left to those that care only of profits and power. That's why more parents need to be aware of the following threats to life and take responsibility to initiate change. Health and the world our children inherit cannot be left to chance.

Image from Wikipedia

The story of DDT exposed:

<http://www.panna.org/resources/ddt-story>



#2 CHEMICALS used daily build up in your body over time

Chemicals cause chronic inflammation and side effects similar to drugs. Inflammation in the body is the beginning of cancer and autoimmune disorders. The inflammation is the result, not the problem. What causes the inflammation is the problem.

Many chemicals known to cause problems start with P:

- **Parabens:** widely used preservatives in hair care products, moisturisers, personal lubricants, toothpaste, pharmaceutical and cosmetic products. Also used in food.
- **Perfume:** including fragrance, scent and cologne contain dozens of synthetic chemicals known to be hormone disruptors.
- **Persistent Organic Pollutants:** POP's listed by the Stockholm Convention include pesticides, herbicides, and fungicides. Many are listed by the International Agency for Research on Cancer (IARC) as carcinogenic to humans. IARC is a sister organisation to the World Health Organisation (WHO) set up to investigate cancer causing agents.

- **Phthalates:** are toxic chemicals in vinyl plastic particularly polyvinyl chloride (PVC).
- **Polychlorinated biphenyls:** PCBs are man-made organic chemicals, toxic to all living things. IARC lists 120 toxins known to cause cancer (Group 1), 82 toxic agents probably carcinogenic to humans (Group 2A), and 302 agents possibly carcinogenic to humans (Group 2B). Reported by WHO 2018, and the list is growing.

Sorry, this list is not conclusive, there's more and they keep making more. That's not the biggest problem; the biggest problem is they pose a potential danger to our most defenceless life forms, our eggs and sperm, the unborn foetus, our babies and children. What they don't tell you in doctor's surgeries or hospitals is that sick people with a compromised immune system are greatly affected by chemicals.

WHERE are they? Unfortunately, chemicals exist in products most people use on a regular basis, such as cleaning products, air-fresheners, hand sanitizers, perfume, personal care products; deodorants, toothpaste, make-up, and products used in workplaces, schools, and childcare centres. There's an abundance of nasty chemicals and solvents in paints, glues, PVC building products, and furnishings in new homes. PVC and chemicals used during manufacture of particle board, plastics, and furnishings off-gas into indoor air mostly when new however many continue to vaporise over the life of the product. These chemicals produce volatile organic compounds (VOCs) and you have probably smelt them when painting or applying two pack polyurethane or glue.

WHY they are bad (1)? Manufactured products contain multiple chemicals, including; pesticides, preservatives, flame retardants, petro-chemicals, formaldehyde, and synthetic fragrance. Chemicals end up in the air you breathe in your home and workplace or on your skin, in your clothes, and in your food. If you are unaware of how to stop them, you and your children will end up chemically loaded. Like the proverbial loaded gun ready to go off at any time. Phthalates are known to have irreversible effects on male reproduction because they interfere with male sex hormones and production of testosterone, especially in the early years of life.

WHY they are bad (2)? Unsuspecting adults and especially children do not choose their habitat or usually have a say in designing it. Chemicals can produce health effects, cross the blood brain barrier and pass through the placenta just like cigarette smoke, drugs and alcohol.



Innocent people purchase toxic products loaded with chemicals because they are unaware of the danger or the effects combinations of chemicals produce.

Man designed the legislation allowing these chemicals to inundate our world and it could be man's demise because men now have 50% less sperm than they did

70 years ago. Continue heading down the road of infertility and men will need more than Viagra can deliver.

RESULT: Chemicals build-up (bio-accumulate) in the body causing an inflammatory response. This is like compounding interest, only bad for you.

Chemicals make you sick and affect your gut, your brain, your immune system, and your ability to produce and raise healthy children. Prolonged exposure leads to poor health. Chemicals cause inflammation leading to serious health problems often classified as autoimmune disorders. They start the cancer process although not always on their own. Inflammation is linked to threats #3 and #4.

Phthalates mimic the effects of oestrogen in the body, that's why they are hormone disrupting chemicals (HDC). Testicular cancer and breast cancer have links to HDCs.

High exposures can lead to reproductive failure, nausea, vomiting, birth defects, endocrine cancers, fertility issues, and more. Phthalates are associated with increased risk of breast cancer, neurological disorders, attention deficit disorder (ADD is an example), and the effects can be transgenerational as chemicals can persist in a mother's body for up to 7 years or longer.

Bioaccumulation (the compounding effect) triggers inflammation and conditions like chronic fatigue syndrome and may contribute to irritable bowel syndrome (IBS), Multiple Chemical Sensitivity (MCS) or Multiple Chemical Hypersensitivity. Once good health is lost it is a very slow recovery and has by far the greatest impact on quality of life. Multiple Chemical Sensitivity is also linked to problem number 3.

#3 MOULD growing in water-damaged buildings

(MOULD is a **bio-toxin**; a poisonous substance produced by a living organism).

WHERE is it? Mould is nature's greatest decomposer both outdoors and indoors where moisture exists. Mould is not fussy where it grows or what it feeds on. In water damaged buildings it can be prolific and often unseen to the human eye and undetected by occupants.

Any material coming into contact with water or moisture from condensation in cavity walls, ceiling spaces, rising damp, broken or leaking water pipes, HVAC systems, poor ventilation, leaking roof systems, flooding or storm damage has potential to produce and multiply mould spores.



WHY it's bad? Mould is neither plant nor animal; it belongs to the fungi kingdom. Mould spores exist in the air everywhere but will not grow in buildings or cause damage unless moisture exists or persists for 48-72 hours or longer. Mould digests whatever it grows on, releasing microscopic spores into the air. Mould growing on wet building materials like plaster, timber, carpet or furnishings produce microbial volatile organic compounds (MVOCs). MVOCs cause biotoxin-related illness and breathing them in results in inflammation in the body and brain.

24% of the population do not have the ability to create antibodies to fight the toxin. If exposed, these people can be seriously affected. Mould causes long lasting biological damage because of its capability to move from cell to cell through cell membranes. Not many people understand the cost of exposure to their health or their bank balance. Mould can fool you because one person may be fine while another person living or working in the same mouldy building could be constantly sick with numerous health problems that never go away no matter how much they look after their health or how many medications they take.

Moisture within the building envelope is highly likely to cause fungal growth, exposing occupants to bacteria, mycobacteria, and mycotoxins. These toxins are microscopic and they infiltrate the air you breathe. Exposure to mould seriously compromises your ability to perform at your best and for some it's devastating.

RESULT: Mould affects the central nervous system causing chronic inflammatory response syndrome (CIRS) often misdiagnosed as chronic fatigue syndrome or worse, a mental illness. Not everyone will get CIRS but everyone connected to people who do will be affected in some way.

Exposed adults and children will present with symptoms such as fatigue, body aches and pains, morning stiffness, light sensitivity, blurred vision, sinus problems, cough, shortness of breath, abdominal pain, diarrhoea, memory issues, decreased learning ability, confusion, brain fog, disorientation, poor concentration, mood swings, anger, numbness, tingling, muscle tremors, skin conditions and vulnerable people may end up with multiple chemical sensitivity and multi-system dysfunction.

Rarely is the cost of water damage understood whether it's the cost to health, the cost to remediate a water-damaged building, the loss of income or loss of good times.

Living in a mouldy building could end up very costly. (See threat number 7)

#4 Electromagnetic fields (EMF) & Electromagnetic Radiation (EMR)

EMF comes from electrical energy and EMR known as radio frequencies (RF) comes from wireless transmission from towers to devices inside and outside the home.

WHERE is it? EMF & EMR is generated by electrical force in the built environment.

Manmade electrical energy introduced 100 years ago produces electromagnetic fields.

Electric and magnetic fields exist in homes, workplaces, schools, shopping centres and high-rise buildings. Alternating current (AC) electromagnetic fields come from electrical equipment, electrical wiring, high voltage transmission lines, and electricity meters known as smart meters.

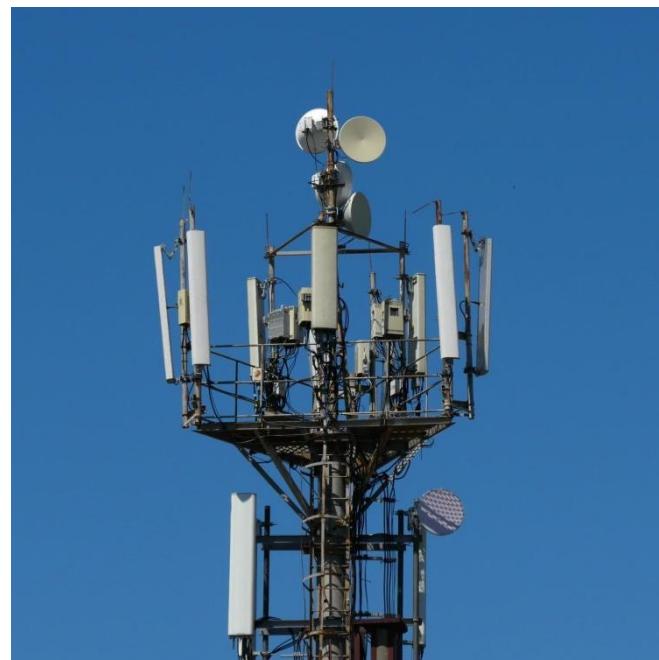
Another form of EMF is dirty electricity; contributing to “sick building syndrome.”

EMR also known as radio frequencies (RF) and wireless radiation has existed for a long time however transmission increased significantly when mobile phone technology was widely introduced in 1997 to meet the demand for wireless communications.

EMR links us to the world and it seems our modern world cannot live without it. EMR, as we know it is a Wi-Fi signal packed with data. They are invisible light waves transmitted through the air coming from smart phones, telephone transmission towers, radio masts, and Digital Enhanced Cordless Telecommunication (DECT) telephones, also known as cordless phones, wireless routers, computers, gaming consoles with wireless handsets and devices fitted with Zigbee's like smart electricity meters and surveillance cameras.

WHY it's bad? You can't see it and many can't feel it. EMF/EMR is harmful to your biological cells, mostly when exposed for long periods of time. Long term exposure (5 years) is cumulative, (Hecht et al 2016) meaning the damage builds up over time.

We are electrical beings, controlled by our heart and our brain which are electrically



sensitive organs. EMR is a radioactive wave or light wave on the same radio frequency spectrum as microwave radiation and x-rays. Radioactive waves from wireless devices affect biological cells in our blood, our skin, our heart, our brains and everything in between.

Our littlest people, our babies, embryos, and the eggs and sperm of our future children are especially vulnerable. What most people don't know is that EMF and EMR causes electrical hypersensitivity.

Electrical hypersensitivity is now a concern worldwide and some countries have taken steps to legislate for reduced RF frequencies because of risk to health. For example, Salzburg (Austria) Public Health Department advises against Wi-Fi in schools. Salzburg has a transmission limit of 10,000 microwatts per m² ($\mu\text{W}/\text{m}^2$). Australia's public exposure limit is up to 10 million $\mu\text{W}/\text{m}^2$ and the occupational exposure limit is 50 million $\mu\text{W}/\text{m}^2$. Ouch!

Refer to Environmental Health Trust:

<https://ehtrust.org/austria-policy-recommendations-cell-phones-wireless-radiation-health/>.

We evolved over 70,000 years without this energy in our environment. Our children are the first generation to be exposed before they are born, after they are born and will be for the rest of their lives. They are test dummies, for want of a better description.

RESULT: Electro-sensitivity manifests in many ways; interaction of manmade EMF with your body's central nervous system, cardiovascular, reproductive system and muscular skeletal systems causes aches and pains, neurological problems, mood swings, anger, confusion, difficulty with memory, restless legs, skin irritation, rashes and many other side effects (Bevington 2013).

There is evidence EMF and EMR has potential to cause leukaemia and autism in children and brain tumours with long term exposure. 40 minutes a day on a smart phone for five years is considered high exposure. Early signs of central nervous system damage in healthy individuals will appear after 3-5 years of EMF exposure from 2-8 hours a day.

It can take as little as 2 years of exposure to radiation to result in leukaemia and bone sarcoma (bone cancer) (Hecht et al 2016). Knowing what to do to prevent exposure is now critical for long term health of our children and their ability to produce healthy off-spring.

The risk is obvious if you link this knowledge to Item #1. It seemed like a good idea at the time, but eventuated as causing catastrophic harm. This time though it's not just workers that are exposed it's everyone and especially the young.

#5 MODERN MARKETING METHODS tricking us

Persuasive marketing, emotional marketing and marketing overloaded with easy, safe, and cheap solutions sold as good for you by people without a conscience, morals, ethics, or knowledge of the danger to human life.

Surely there is a law against misleading advertising. Sorry, if the products are allowed to be produced or imported, they are allowed to be sold no questions asked.



“Trust me, would I lie to you?”

WHERE does this problem exist? With products labelled and sold as green, natural, or organic to sway your purchasing decision when they are not. This is not marketing with good intent.

WHY it's bad? Anyone can use green, natural or organic in their marketing without having to prove it's safe. For example; product labels can contain fragrance and perfume in the ingredients list when the fragrance used could contain multiple toxic chemicals not listed because fragrance secrecy is legal. In reality everything comes from nature, even harmful concoctions and sometimes what you think is safe, is not.

RESULT: You buy products without knowing the cost to your health, your child's health, or your employees' health. Sadly, what seemed easy or cheap ends up being excruciatingly expensive. Recovery from life-time exposures can cost you years of earnings mostly because the government doesn't require manufacturers to prove products are safe, unlike pharmaceuticals which must be approved by the Therapeutic Goods Administration with adequate labelling for appropriate use and side effects before they can be released.

#6 STRESS: work stress, financial stress, social stress, relationship stress, etc, etc.

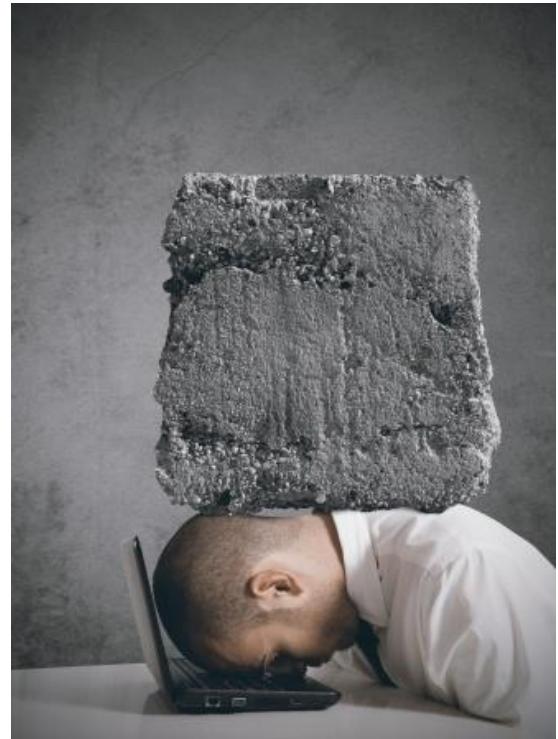
WHERE it is? At work, at school, at home; in business, in government, in sporting clubs and in people trying to please everyone all the time.

WHY it's bad? Stress overload or constant stress affects you physically and mentally. Stress affects your gut microbiome, brain function, and hampers healing and cell regeneration.

RESULT: Continually being in a stressed or anxious state of mind is not good for physical or mental wellbeing. Continual stress affects your immune system and makes you sick. Distress leads to disease.

When you initiate a stress response, the type that kicks in when you need to fight for your life or the feeling that stops you walking off a cliff or stepping in front of a truck is beneficial. You are enacting a natural fight or flight response.

Distress or being in a continual stressed state of mind is a different stress and it's not going to save your life or your loved ones. Only when your body relaxes, and the stress goes away, does your body repair and rejuvenate. Your autonomic nervous system has two states of being – flight, fight, or freeze when it recognises danger - that's your sympathetic nervous system at work; and rest, digest and rejuvenate when you sleep or when the stress goes away – that's when your parasympathetic nervous system goes to work to heal the body. They cannot work at the same time. That's why you need to get rid of what stresses the body, so you can get better.



“My life sucks”



#7 THE COST of getting things wrong

We know DDT and asbestos cost many lives but the cost to us and future generations of the 6 Threats above is yet to be determined. We cannot possibly know what effect more EMF will have on children. Or what the cost will be.

Regulators and politicians have a vested interest in keeping quiet or letting industry decide. Instinctively, if less people have ability to earn a decent income or work into their 70's the government will need an enormous budget to fund hospitals, social services, pensions, schools, aged care and Medicare. They know this yet they allow industry to set their own standards and dictate decisions based on their own agenda. As one official report suggested "we do not want to induce panic," and I would basically agree because causing mass unemployment would not solve this problem. Yet that's what they initiated with the COVID-19 rationale.

The World Health Organisation induced panic when they reported the coronavirus was going to kill millions. As at 15th June 2020, there were 102 confirmed deaths by corona virus in Australia. According to the Australian Bureau of Statistics, in 2017 there were 1,255 deaths due to influenza. Age is a significant factor and according to the ABS, the elderly and immune compromised are the most susceptible. A fact they have known for a long time. So why did we need a total shutdown causing economic harm, way greater than the great depression? Never before in history have we isolated healthy people. You should be asking this question and many more questions before you decide to seek medical advice or trust the head of the Medical Association to tell the truth.

WHERE is the problem? The problems are in the systems of governance we are told to follow in blind faith. Industries that set their own standards, with a vested interest in profits at any cost, is a construct of the industrial revolution.

WHY it's bad? Most people do not have the cash, the energy or the time to fight the systems that control us. They win by default because we think we have no power over big corporations, governments or the systems controlling us.

RESULT: Lives lost early, lost quality of life, loss of accountability, and loss of our children's future potential. While many have lost their ability to earn a living, corporate giants grow financially fatter and less accountable.

This is why survival of the smartest has superseded fitting in. Learning how to adapt to our changing environment and learning how to make smart decisions is the key to natural selection or in other words the ability to gain control of the natural order of life. Something in the past we had control of until governments initiated mass electromagnetic radiation of the built environment, and mandatory vaccinations in aged care, education centres, workplaces and child care centres. Without scientific evidence of safety.

Confucius may have got it right when he said
“We have two lives, and the second begins
when we realise we only have one.”

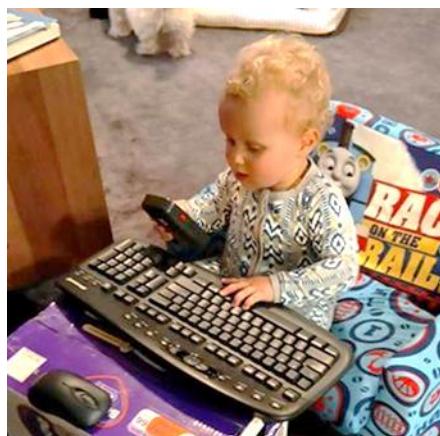
WHY BEING SMARTER WILL MAKE A DIFFERENCE

Being smarter is the only way we can help our children and ourselves. That's why Murphy, my grandson, is our Head of Policy Making to make sure children are protected. Murphy was 23 months old in the photo below, the age I was when my mum died of cancer. I believe we need to prevent cancer; first for our children's sake and second to reduce the financial burden on future generations.

Cancer is not one of the 7 threats I've listed because it's an effect you get from one or more of the problems listed. Cancer doesn't cause cancer, something else does. It's the same as autism doesn't cause autism, something else does. Exposing causes and effects and the results you don't want is my way of influencing human evolution. When you influence natural forces positively in your favour you are working with nature, not against it.

Murphy

our
Head of
Policy
Making



Me

at
my mum's
funeral



How smart you are is critical to your family's future and as I discovered, your quality of life.

After looking for answers to solve the cancer problem I gradually became aware, bit by bit, that looking for a cure is a major distraction to the real problems conditioning every modern-day disease including cancer.

Wanting to solve this problem led to studying Building Biology and the realisation we can create a better environment and a better future if we get rid of the stuff

that's slowly killing us and focus on the solutions that improve quality of life and overall well-being in the most natural way possible.

The answer is quite simple and it involves doing today what will pay off tomorrow. Even though it's simple the solutions are not obvious or easily understood, that's why knowledge has become the most powerful tool to enact change.

With knowledge you can influence results.

Einstein said "Look deep into nature, and then you will understand everything better."

That's why understanding how the body works and cause and effect over time is the key to controlling your evolutionary journey. When you take responsibility for your results you are no longer controlled by others.

If we only follow profits and not prosperity our future will not be kind to us. If we continue to do as we have always done sickness will escalate and human sustainability will decline.

"Changing would pose a risk to our monopoly"



CONTROLLING YOUR EVOLUTIONARY FUTURE

The biggest influence on your children is you and the biggest influence on you is your thinking and where your knowledge comes from. If you want to influence gene expression or your own prosperity you must influence your thinking positively in the direction you want to go.

Influence or where it comes from determines success or failure. If you wish, as I do, to live exceptionally well for a long time, you will need to know how to master evolutionary thinking and control what determines success.

You cannot leave it up to the systems that control us, because the systems rarely work in your favour. They work on cash flow, feeding profits at any cost.

After more than 60 years of focusing on finding a cure they are no closer to slowing the rate of cancer. Cancer expert Dr Samuel Epstein predicts everyone will get cancer by 2050. Others are saying 2030 is our deadline for sustainability.

I thought cancer was the biggest problem worldwide until I uncovered dementia statistics. In Australia 215 people are diagnosed with dementia daily and it's increasing. In 2025 Dementia Australia estimate the cost of dementia will increase to \$18.7 billion and to \$36.8 billion by 2056, (that's in today's dollars).

Nature Holds the Key to Open 'Life's Great' Door

Man has dominated business both ethically and morally for many years which has reduced our ability to remain sustainable. I'm not talking about sustainable emissions or sustainable agriculture even though planet health is just as important as human health. I'm referring to the ability to be sustainable for life. If we don't sustain human intelligence, physical integrity and have ability to achieve financial freedom we won't be sustainable over our lifetime.

It is time to adjust our moral compass and align our thinking with our needs not just our wants. Wanting easy solutions has got us into strife. We need to focus on the solutions we can control and rely on the greatest force available to us, our thinking, our knowledge and our natural intelligence.

Knowledge that looks after the smallest people of all, like Murphy, will look after all of us and our future. Even better is a policy that looks after our children's eggs and embryos because within our children lie our future leaders.

We appointed Murphy to head of policymaking to easily make decisions in our children's interests. If policies and practices don't suit Murphy and his mates, everyone will suffer in years to come. If our current heads of policy making continue to be ruled by profits alone our future is not safe and Murphy and his mates will bear the biggest burden, in evolutionary terms, that ever existed.



Current leaders outlook; oops didn't see that coming!

Our evolutionary journey must not be compromised by short sighted thinking or succumbing to the Ostrich Effect; 'Burying your head in the sand' so to speak is pretending problems don't exist, which often sees them escalate or come back bigger and more dangerous than before.

By the way ostriches don't really stick their heads in the sand; if they did, they'd die from lack of oxygen. Point understood, I hope!

Solution Based Thinking

We evolved to live on this planet in harmony with our natural world. Sadly, capitalism has gained control of our brain, our budget and dictates our business and governing systems.

Sustainability is not governed by footprints it's governed by natural forces working with you in an evolutionary process. Darwin's theory of biological evolution states **"all species of organisms (humans included) develop through natural selection of small, inherited variations that increase the individual's ability to compete, survive and reproduce."**

We need to stop fitting in and following the herd down the disease path. We have an option to be smarter so natural forces are working with us not against us.

Cancer is a sign something is out of whack in our environment, so too is chronic inflammation. We have been brainwashed to look for a cure and ask for a **Prescription** instead of looking for the cause. (There's another P word that's a problem facing humanity).

Learning how to create a naturally healthy and truly sustainable environment is one of the skills needed to sculpt a life of no regrets. That would be a wicked life.

You now have my short list of *Threats to a Good Life* and some of the problems we face; the next step is to discover solutions to every problem enabling you to design an environment sustainable for life.

We aim to help solve the miss-information problem by sharing knowledge and Natural wisdom.



Knowledge and know-how are the keys to survival and mastering Natural selection of products and materials is like taking out life insurance of a different kind.

Well Intent Topics We Offer:

- Survival of the Smartest: a starter class to master SMARTER thinking
- Healthy Building Workshop: How to create homes sustainable for life
- Live Well By Design; How to be healthy to 100
- Sustainable Workplaces; Tips to be safer and how to work smarter
- WICKED Kids Workshop; Designed for mothers who want to raise healthy, smart, independent children.
- WELF: All of the above to create a business based on Well Intent.

For more information about training go to:

<https://www.wellintent.net/training-and-education>

To learn more about Building Biology go to:

<https://www.wellintent.net/fact-sheets>

If you have a passion for creating things, you can learn how to create a WICKED home, design a smarter workplace or build a SUSTAINABLE business.

Our workshops are designed to help you gain control. It takes a little courage and a little determination to be a game changer. It may take a little time to retrain your brain but it will be worth it.

LIVE WELL BY DESIGN WORKSHOP OVERVIEW

In this workshop you will discover ways to rise above herd mentality and learn how not to play 'follow the leader'.

It will help to:

- identify what's stopping good people from reaching their full potential
- explain how culture, community and cooperation make a difference
- understand cause and effect and evolutionary thinking

You will learn

- how to turn your own home into a healthy and sustainable environment with solutions to overcome the 7 Threats to a good life
- how to improve your diet with tips to make some easy changes
- wisdom to shift your pattern of thinking
- why prevention is better than a prescription
- what the longest-lived people in the world do that we don't

If you would like to arrange a workshop online with a group of friends go to our Services page and checkout the options to gain SMARTER SKILLS.

<https://www.wellintent.net/services>

Our training, workshops and consultations aim to help families raise healthier children, and help baby boomers (like me) live well for longer.

Smart business owners can learn how to create healthier and happier workplaces for productivity gains.

We can design a workshop for community groups or sporting clubs on a topic specifically designed to help members with an interest in wellbeing, sustainability or what it takes to create a healthy building or a healthy culture.

Creating an environment sustainable for life is not dependant on age, gender, wealth or status is it dependant on desire and what you are willing to do. Learning what influences biological cells and brain cells positively or negatively is the key to human sustainability and it's as simple as sowing the right seeds (ideas) to reap a harvest (a dream). You cannot sow a weed seed like ragwort and reap from an Apple tree.

The future you want begins with the future you're willing to create.

Thanks for reading.

I hope this book tempts you to learn more about environmental health and biologically friendly homes or inspires you to aim for a truly smarter sustainable life.

Being healthy has been a priority of mine for a long time because getting a diagnosis you don't want is hard way to find out how precious life is. Or it could be worse, if it's someone you love dearly.

I am grateful I discovered the people, the science and the facts to allow me to lead the second life Confucius referred to. Once you get over the belief you are powerless to change you can begin constructing a plan and a life of no regrets.

Take charge, dream big, and enjoy all life has to offer and do it in a way that suits you is my recommendation.

- Cheryl Mead

PS. What you know, think and do, determines your success. However, knowing is not enough, it's the doing that makes the difference.

Free Resources on <https://www.wellintent.net/> provide more insights to be sustainably smarter.

If you don't want to work out a survival strategy on your own, please get in touch to nut out a survival plan designed to give you a lifetime advantage. Make contact on:

<https://www.wellintent.net/>

To learn more from a Conscious Canary I recommend reading A CANARY INVESTIGATES; diabolical health effects from wireless technology, crimes against humanity and solutions to survive the 21st Century by Chery Lanne:

<https://www.wellintent.net/a-canary-investigates>

