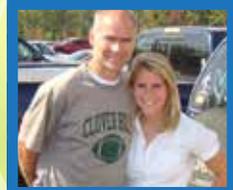
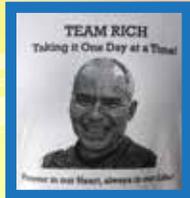
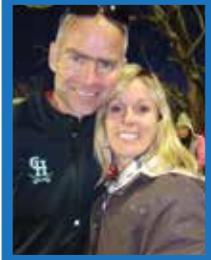


In Memory of Rich Conklin



friend



husband



leader



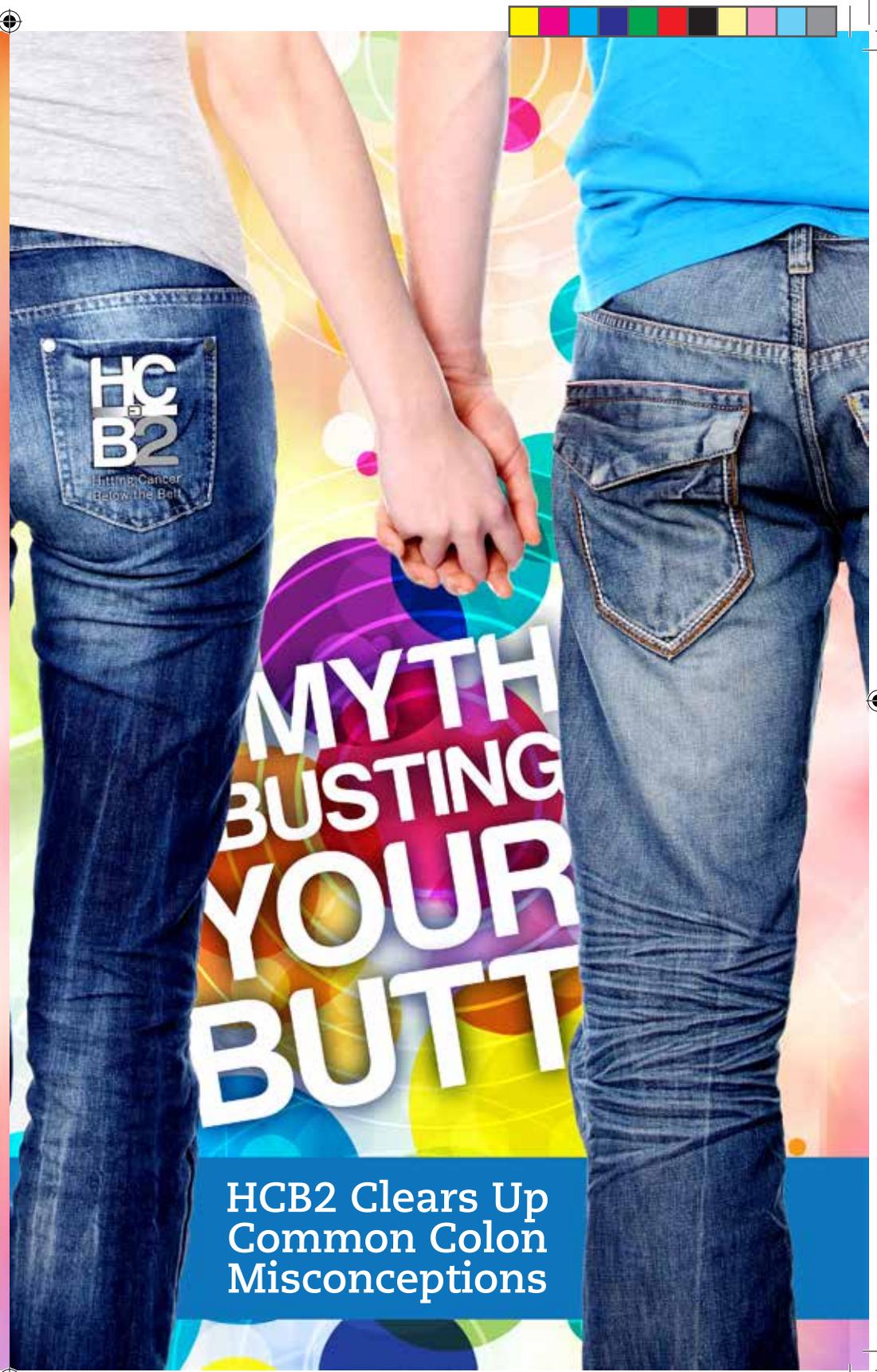
father



coach

HCB2 is a non-profit organization dedicated to colorectal cancer prevention through supporting education, early detection, patients, survivors, and research. Founded by **Melinda Conklin** in honor of her late husband's losing battle with colon cancer (Rich Conklin), HCB2 is dedicated to preventing below the belt cancers. Since its inception, HCB2 has focused on preventing colorectal cancer which is the second leading cancer killer in our country. HCB2 offers educational activities and services to educate community members and collaborates with hospital systems, health care professionals, and other non-profits to increase colorectal screening rates.

For complete details, please visit HCB2.org.



HCB2 Clears Up Common Colon Misconceptions

The Truth Behind Colon Cancer, Diet & Healthy Living

When it comes to your health, there are a lot of misconceptions about what you should and should not do — especially pertaining to your diet. Luckily, **Hitting Cancer Below the Belt** (HCB2) is here to tell you nothing “butt” the facts.

Feed your gut to maintain good-guy bacteria!

70% of immune system relies on a healthy gut — a healthy gut fights disease.

Green Up, Grain Down!

Eat more veggies than processed grains for a powerful nutritional punch. Veggies are “clean carbs” providing antioxidants, and with their nutrient dense water content veggies do not perpetuate chronic constipation.

Avoid all processed, chemically-laden fats.

Healthy Fats support many functions within the body, plus fat gives you lasting energy, absorbs nutrients, and makes you feel ‘full’ longer.

You can find healthy fats in fresh raw avocado, olives and coconut; sprouted nuts and seeds, coconut oil, grass-fed or pastured cultured butter, organic cold pressed olive oil for cold foods.

Eat clean, high-quality proteins every day.

HCB2 supports consuming grass-fed beef, free range chicken & eggs, and wild fish to help lower toxic overload.

More water = lower risk

Drinking five glasses a day of clean water can lower your chances of colorectal cancer. Squeeze a little lime or lemon in the water and support digestion even more.



Stop ripping, tearing, and microwaving.

Avoid processed foods and high sugary snacks, which destroys the gut's ability to absorb nutrients, eliminate toxins, and fight disease.

Clean food, clean colon.

Fresh food helps the gut absorb nutrients to fuel and restore the body.

Colon cancer is NOT an old man's disease!

Men AND Women have colons — 50% diagnosed with colon cancer are WOMEN.

Do your genes make your butt look bad?

If your family has a history of colon cancer, you need to be screened at a younger age. Colon cancer can be genetic.

Chronic constipation is NOT okay!

Stop going to the drug store for relief and talk to a doctor today.

Yes, there are symptoms of digestive issues not to be ignored.

Bloating, blood in stool, change in bowel habits are signs to discuss with your doctor.

Talk to your doctor about all the screening options TODAY!

There are simple in-home screening options that will alert you if more tests are necessary.

HCB2 is here to help you know how to make the best choices and bust any myths about your butt! Try to follow these guidelines provided, and keep an accurate record of food risks and toxic effects, and you can be on your way to healthy living.



Hitting Cancer Below the Belt

HCB2.org