



*The Pink Elephant*  
*...in the Bedroom*

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Foreword  
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Prologue  
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Elephant in the  
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**How 90% of the U.S. Has Herpes  
- and Nobody Is Talking About It**

**JulieAnn Engel**

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## *Prologue*

The blush of new romance. The thrill of that first kiss... I hadn't had a date in forever. Since my divorce I'd been focused on raising my son, homeschooling him, getting him on the right path, happy, and as most single mom's find themselves doing, putting myself last. Dates don't usually last that long. Within 15 minutes I usually know it's not going to work out. So this time, this guy, I was really excited. Smart, successful, and not at all intimidated by my success. Yes, this time, this guy had potential.

I'll admit, I'm not an easy woman to date. I wrote a book called *Spotting The Kooks* and in it, I admit right up front that I'm a reformed brazen hussy. Add to that, training by the world's leading body language expert that sometimes

makes me feel like a mind reader. I have a lot of data to work with!

I also majored in Sex Ed, and did my field placement at Planned Parenthood, counseling patients on safer sex, pregnancy, and sexually transmitted diseases. Back in the 80's and 90's I was a professional, had all the latest data and knew it all.

But then I got married, and everything changed.

When I was in my 20's the rules were simple. If you can't see it, it doesn't exist, except for HIV, so use a condom. We didn't have HPV, Herpes didn't shed and infect unsuspecting people without showing, the rules were easier then.

So when my date called me a couple days after our last date and informed me he had a cold sore and I should get checked, I freaked out. I've never had a cold sore. Not as a kid, not as an adult, and believe me, I've kissed A LOT of people. But with my education background I was always careful, always got tested, always negative for everything.

Turns out my date has had a prescription for Valtrex for years and never thought to tell me. It's

only cold sores! Everybody has them, what's the big deal? Right? Wrong!

It was the waiting that was the worst. During that time is when I did what I imagine everyone does, they search the internet for stats, solutions, and the answer to, "Why me?" What I discovered is that the rules have changed.

A study from the University of Washington revealed that 80% of people who have Herpes don't know it. And worse, they can share it with others 10-20% of the time with absolutely NO SYMPTOMS! The study director, virologist Dr. Anna Wald said, "You can have lesions or not, you can have symptoms or not, you should basically assume that everyone has herpes."

Add to that that cold sores (HSV-1) and genital herpes (HSV-2) can flip flop and #1 can go downstairs, #2 can go upstairs, you can't rely on location to know what you have! The epidemic escalation in new infections and the data on just how widespread it really is didn't make me feel any better.

60 days of waiting...

It takes 60 days for a blood test to reveal whether you've been exposed or not. As the days

dragged on I felt more and more like a leper. I was so angry at the callousness with which my life was changed forever. How can anyone be so irresponsible? My face is my business. I can't have a cold sore. EVER. It's not in my business plan! It just can't happen! I don't have the downtime. It just CAN'T HAPPEN!

Then the waiting was over and the doctor gave me the test results. Finally.

Positive.

I was never going to have a boyfriend again... My life was over... over...

Always the responsible girl, I asked, what do I say? What do I tell my future dates? I certainly can't go around kissing people without saying anything. That would be irresponsible. That's how I got into this whole mess... I wanted advice. I figured there was a playbook. I wasn't the first person she'd had to tell...

Shockingly, she said, you've never had a cold sore. You don't have it. You don't have to say anything.

I don't have to say anything? But then what if I do to someone else what was done to me? I could



NEVER! My Karma is super clean. I intend to keep it that way.

She said I was exposed but since I'd never had an outbreak, I didn't actually have it.

What does THAT mean? I envisioned my immune system creating antibodies to fight off the virus and slaying the vicious dragon before it took hold! Yes, that could be what happened!

More research revealed that isn't how it works. She wasn't right. She was wrong. Now what was I to do?

Kissing is my #1 most favorite thing EVER! How could I give that up? I'm a huggy kissey kind of girl? What was I supposed to do? And my kid! My kid kisses me all the time! How do I suddenly say you can't kiss mommy?

I started to tip into a depression. I'd waited for an appropriate mate, waiving off casual flings (totally unlike the pre-married old hussy me) and what did I get? I got what felt like a death sentence.

It wasn't until I was in Las Vegas that I knew life really was over. It was 115F and I was at a conference. Suddenly I felt 4 bee stings on my lips, like the drilling machines from Total Recall

were plowing up from my nerve endings and attempting to excavate through my face. I've never felt anything so painful in my life. Painful and unrelenting. I started to panic.

I raced to the drug store. In Las Vegas, they have more Herpes remedies on display than cold remedies. Clearly if I was going to have my first outbreak, I was in the right place. I bought 5 different over the counter remedies and used them all. It was overkill but it was worth it. Like I said, I can't EVER have a cold sore. My face, my smile, that is my business.

That experience was like losing a final death row appeal. Before that, I had moments where I convinced myself it wasn't real, the test was wrong, the doctor was right... I had delusions that life could be just like it was before.

But that was over. The truth was, I had contracted cold sores. Herpes. And unlike the majority of the population, I knew what that meant. I knew the responsibility of that fact.

Shortly after that day I met Stephen Dimmick. We were founding members of a new Social TV experiment with the Ricki Lake Show. He lived in New York, I lived in Marin. We'd met online, but

## *Prologue*

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one day had a 3 hour phone conversation that changed my life. When we met a few weeks later in Los Angeles, our eyes met from across the room, we ran to each other and he kissed me.

During our call I'd told him everything, cried out my despair, my hopelessness, and my fear. He kissed me anyway. He kissed me and told me everything was going to be ok. And in that moment, I believed him.

It had been 9 months since anyone had kissed me. I'd felt like Thyphoid Mary, untouchable. Unloveable. And with a simple kiss, Stephen changed all that. Thank heavens his husband is so understanding!

That day was the turning point, the day the Universe began conspiring on my behalf. It was only a short time later that my dear friend David Tyreman introduced me to JulieAnn Engel. That is when I discovered Organic Defense™!

JulieAnn has been like a gift from heaven! With her vast knowledge of viruses and how the body works, she has taught me to use Organic Defense™ to defeat cold sores. With her help I don't have to worry about shedding or outbreaks. I just don't have them. In this book you will dis-

cover why that is true for me, and can be true for you too ...

And while I will still ask future kissing partners if they get cold sores too (have to keep the Karma clean), I know I'm protecting me, and them, from the inside out. That has given me the confidence to date again.

And given me my life back...

Adryenn Ashley



## *Foreword*

The human being is a beautiful and yet complex entity. I became a physician because when I was a child I thought it was the coolest thing on earth and that was what I set out to do.

As an Osteopathic physician, (same training as an MD, with an additional focus on treating the patient as a “ whole “ vs. focusing on a particular body system or part). I treat the person and the cause, not the effects. “It’s not all in your head”. Get to the root of the problem and start there, instead of putting a big band aide that’s only going to fall off eventually.

As I practiced my passion I realized that there was a huge amount of people who have Chronic Fatigue Syndrome, Epstein Barr Virus (EBV), Herpes I and II (oral and genital herpes), with no real answer coming from the traditional medical

community as to how to overcome and give these people back their lives, especially those with HSV-II.

My practice focuses on sexual and reproductive health and everyday I hear the heartache from my patients about what they believe is the end of their sex life (with HSV-II). What most of these patients don't know is that when they go to the doctor and ask for a complete STD (Sexually Transmitted Disease) test, that test does NOT generally include Herpes. Why? The Centers for Disease Control does not recommend screening for HSV-1 or HSV-2 in the general population because 90% of the population would test positive. It's a well known, yet unspoken, reality in the medical community that most everyone has herpes. In fact, in most cases it's actively discouraged. The standard line given to patients has been, if there are no symptoms, then they don't have it. But they DO! The virus is spreading undetectably. So while a patient might not have symptoms, according to new research from the University of Washington they can still spread it to a partner an average of 5-10 times per year.

## *Foreword*

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A simple blood test will not tell you where the herpes virus lives. And because of our societies sexual practices, You can get HSV-2 (virus for genital herpes) on your lips, you can get HSV-1 (virus for oral herpes) on your genitals. And this is where relationships get tricky. How many of you disclose to a potential partner that you get cold sores before kissing them? Probably not many, because most people are infected with cold sores before they graduate high school. It's no big deal. Right? Wrong!

The rules have changed. A simple condom won't protect you. You need more. You need protection from the inside out! You don't have to settle, or let a virus "run its course." Finally, you have a choice. And that choice is Organic Defense™.

This proprietary and patented blend of Humic Acid is an incredible natural missing ingredient for not only optimal health, but a natural remedy for treating many viruses, especially herpes. Organic Defense™ works by coating the virus and not allowing it to get into the cell to replicate; essentially encapsulating the virus, until your

immune system can appropriately deal with the virus.

Although herpes will never be eliminated from your system, you can most certainly eliminate the symptoms - the sight of that ugly sore; the aching; enlarged lymph nodes; or the feeling of “Oh my God, not again”. Taking Organic Defense™ also reduces the likelihood that you will spread the disease by significantly reducing your viral shedding.

Unlike Western medicine pharmaceuticals where the side effects of common herpes drugs can kill your kidneys, trash your liver and make you feel like crap (read the side effect profile for Healthcare professionals), the side effect of Humic Acid is overall improved Immune System response.

I’m a believer in Organic Defense™ because it has been able to help me help many of my patients. Such as the engaged couple that had been exclusive with each other for 3 years, she then shows up with genital herpes. The relationship almost didn’t make it, a lot of accusations were made, and it took a lot of counseling to keep it together until they were both tested and found



out that they were carriers. I suggested they both take Organic Defense™, to decrease the viral shedding and to prevent, if not stop, any outbreaks. I also discussed that since she was experiencing high stress, her immune system was compromised and that was probably why she had an outbreak. She hasn't had an outbreak for over a year now, despite some severe stressful situations, and they both feel a lot healthier.

Another patient had her modeling career on the line. More than once she had a cold sore outbreak on her lip the day before she was scheduled to have a photo shoot and had to cancel. She tried all three of the prescription anti-virals, but they didn't work fast enough and she couldn't tolerate the side effects. The word started to get out that she wasn't reliable. So I suggested Organic Defense™. She was very hesitant about relying on an over the counter natural solution, but I reminded her that she had nothing to lose and everything to gain. She started a twice a day regime and the next shoot she was booked for, no outbreak! Needless to say, she not only was able to do the photo shoot, but she has more energy, looks and feels much more healthy and has more

work than she can handle, with no cold sores despite her high stress level.

Thank you, JulieAnn, for bringing this “Pink Elephant” and awareness of Organic Defense™ to life and giving my patients and millions of others a way to “get their lives back”, emotionally, physically, mentally and spiritually.

Dr. Helene Malabed, D.O.

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*A Passion for a Virus Revolution!*

Herpes is a big problem that no one talks about! Everyone has some degree of angst or upset about it, and no one talks about it. Adults pass it between each other, Moms pass it to kids, then kids pass it to adults... AND STILL NO ONE TALKS ABOUT!! It's herpes... the big pink elephant in the bedroom that most everyone dances and tiptoes around. Why? What the heck are we doing???.... other than simply continuing to spread it by our ignorance and mostly incorrect assumptions about it. Our not talking about herpes and not dealing with it straight out simply makes it worse. Time to invite the

pink elephant in the bedroom into the conversation and do something about it!

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It's simply not within me to hear, "There is nothing you can do." I don't believe it for myself and I don't believe it for others. My passion to find a solution against viruses resulted from my personal experiences and the belief there is always an option... Nature has resources beyond our limited vision... *It has become my goal to make a difference for people who dare to believe in possibilities and step out to find them....*

The phrase, "It's a virus, let it run its course" was not an acceptable option in my mind. In fact, it seemed absurd!

Years ago, I became very sick. I was so tired that, when I laid in bed, I could only sense my head. I could not 'feel' my body. Once, when my best friend asked me to go to a movie, I told her I was too tired, (I wondered to myself, how tired do you have to be to sit in a chair??) It felt as if only my skin was holding me together. For a time, I was so scared I could hardly move or think... I'd always have an idea on how to solve a problem. This time was different, I had no idea



what to do. Most of the doctors told me, "It was all in my head." I knew they were wrong.

Finally, I was diagnosed with Chronic Fatigue related to the Epstein Barr virus. At the time, researchers had not yet identified Epstein Barr as a 'cancer causing' virus. The traditional medical world offered little or no help, with the exception of one innovative physician... She set me on an unusual path for which I am forever grateful!

My work at the time was in Medical Advertising and later as a Specialty Representative in the Pharmaceutical Industry. Even with a vast knowledge of drugs, how they worked, and the 'traditional Western Medical' approach, in my personal life, I always leaned toward alternative and holistic approaches. I believe the earth is like a giant terrarium. There may be a problem, but there is also a solution...even for viruses! A shaman will say, when a poison is found in nature, the antidote is within 8-12 feet. One thing about nature, there are always patterns ...right down to the consistent use of 'fractals' in the structure of all leaves and plants .....and so it is with viruses ...they may be a problem, but there is also a solution!

Throughout this book I am going to share vital information on transforming how you see this virus and its effect on you. And while I tend to fall back into my medical background I'll try to keep it fun and entertaining. So, let's go meet the Pink Elephant...

# 2

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## *The Herpes Mafia*

Herpes is one of the most powerful, persistent and aggressive viruses on the block!

Welcome to the family! Once you're in, you're in for life! And the family is growing bigger and bigger every year. So you're not alone, you aren't the only one. But we have to start talking about it, we have to stop tiptoeing around this big pink elephant that no one talks about and start solving the issue rather than avoiding it.

Unbeknownst to most of the U.S., herpes is a growing problem in our country and culture. When most people think of herpes they think of genital sores, or cold sores. Just how big is the problem?

In America, it's estimated that 1 in 5 adults or, approximately 50-65 million people are infected with the herpes simplex virus 2 (HSV-2), commonly known as 'genital herpes'. And the Centers for Disease Control estimates that 776,000 people in the United States get new herpes infections every year. While these numbers are considered to be epidemic proportions, what's more problematic is that 90% of those infected are not even aware they have it. In fact, the real numbers are likely higher because current estimates date back to a 1997 report prepared for the pharmaceutical company GlaxoSmithKline.<sup>1</sup>

Realistically, up to 1 million new genital herpes infections are transmitted each year and are more common among women (1 in 4) than in men (1 in 5). Additionally, twenty to twenty-five percent of pregnant women have genital herpes which of course, is a risk factor for the unborn baby.<sup>2</sup> It is estimated, another person gets genital herpes every 30 seconds.

Herpes simplex virus 1 (HSV-1) more commonly known as 'oral herpes', causes cold sores and fever blisters and has infected 50-98% of the US adult population. That's over 254 million

Americans! Most are infected by age 20, and according to the CDC, there is so much confusion about the differences between oral herpes (HSV-1) and genital herpes (HSV-2)<sup>3</sup> because they are very similar and can infect both areas. Because oral/genital sexual practices can allow the viral invaders to cross-infect in 10% to 15% of cases, HSV-1 (oral herpes) is sometimes found to cause herpes sores in the genital area and vice versa.

Not only are both versions of the virus contagious, they create uncomfortable social situations and untold misery in lives. People have been known to feel ostracized and emotionally devastated partly due to a form of media exposure called, "Disease Mongering."<sup>4</sup> That is marketing the medical condition to promote use of a prescription drug. For example, separating out herpes as a 'stigmatized genital infection' verses a 'typical cold sore' creates a fear of being labeled in the person carrying the virus. When Time Magazine (1982) ran a story called, "Today's Scarlett Letter", genital herpes took on a whole new terrible emotional twist. Instead of simply being called a 'cold sore' in the wrong place,

which is what it is, herpes was branded as a scandalous STD to be avoided like the plague. This was key in the marketing for the antiviral drug Acyclovir.

Both the oral and genital herpes virus can be tenacious, aggressive, creative and unrelenting, and our bodies are their playground. The good news is you're not alone, the herpes virus has been around for over 2,000 years, so its not all that new. and is nothing new! What is new are the alternative options available in addition to prescription drugs or simply letting the virus 'run its course'. Now, you finally have a choice.

# 3

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## *Where the Creepy Crawler Came From*

Viruses in general, have been around for a long time. In fact, archeological evidence indicates Smallpox was first found within civilizations about 10,000 years ago along the river basins in agriculture settlements of Asia and the Middle East. Compared to smallpox, herpes is relatively new, as previously mentioned, only about 2,000 years old, a bit of a youngster in the virus world.

Historically, Hippocrates speaks of the condition in his writings. 'Herpes', is actually a Greek word that means 'to creep or crawl'. This is how



Greeks described the way the skin lesions spread, and the name stuck! In Roman times, it's said that Emperor Tiberius tried to stop an outbreak of oral herpes by prohibiting kissing at public events and ceremonies. Even Shakespeare is believed to have had knowledge of the herpes virus. In his play *Romeo and Juliet* he wrote about 'blister plagues' which scholars believe is in reference to the Herpes virus.

It was not until the 1940's that herpes was found to be a virus. Then, not until the late 1960's did researchers isolate the two types (HSV-1 & HSV-2). Back then, so little was known about the virus that doctors confidently misdiagnosed it right up through the late 1970's. Believe it or not, even in this modern-day-information-filled era, the origins of herpes in humans is still unknown.