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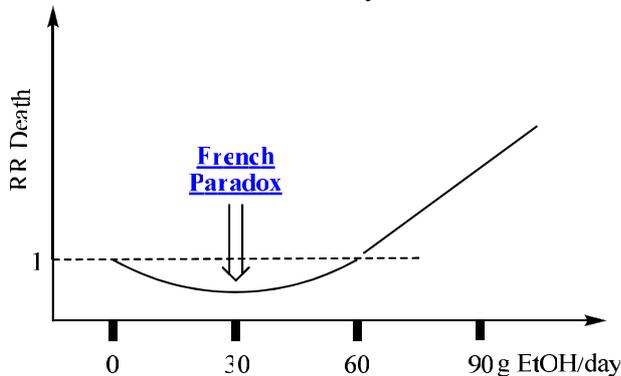
11th World Congress Health & Education Millenium (HEM)
SCIENTIFIC AND APPLIED ASPECTS OF THE CONCEPT OF HEALTH AND HEALTHY LIFESTYLES
Dec 8-12, 2010, Russian Peoples' Friendship University, Moscow, CIS.

www.somvoz.com & www.tsimtsoum.net

Alcohol (Mind) & Omega-3 (Body) in the PsychoSomatic Approach to Health

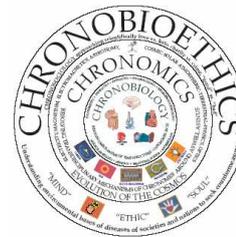
At the 15th World Congress on Clinical Nutrition (Sep 19-22, 2010), Ain El-Sokhna, Egypt, TTI presented its innovative dual (mind / kinetic – body / thermodynamic) approach to evidence-based psychosomatic (holistic) health, which eventually led to the recent development of new tools aimed at assessing human conditions, eg targeting variability, enhancing performance, and detecting pre-metabolic syndrome, brought onto the market through the nascent DMF platform of companies (<http://www.tsimtsoum.net/publicevents/15th%20WCCN%20-%20Editorial%20TsimTsoum.pdf>).

The French Paradox (S Renaud, Lancet 1992;339:1523-6) refers to the past observation that similar dietary patterns do not necessarily produce similar lifestyle-related disease patterns. In this respect, the French were shown to be less prone to developing cardiovascular disease from saturated fats & cholesterol-rich diets. Other dietary factors were sought to explain the observed differences in epidemiological studies, duly confirmed by clinical intervention trials. Alcohol consumption, omega-6/3 balanced fats, and other socio-psychological habits were identified as potential explanations for the observed differences. This change in paradigm in the way cause-effect health/ill-health relationships are sought – from somatic (body) only, to psychosomatic (mind-body) -, enforces the modern scientifically evidence-based modern concept of holistic health.



The French Paradox arises from the observation that a daily consumption of a reasonable amount of alcohol (up to 60-g/day ethanol equivalent) benefits health in the long term, an obvious mind-related body dividend. Ethanol is known as a solvent for phospholipids; at low concentration, it appears to just relax cell membranes and tissues and, in turn, changes stress/strain. The well-known physiological effect of ethanol tends to support the **TsimTsoum Hypothesis** that *cell membranes fatty acids are – in fact – the substrate of the mind - vide infra* for an evolutionary perspective supporting that hypothesis.

Chronomics, the time-structure study/interpretation of body strain allows access mind stress and in so-doing resolves the psychosomatic Cartesian Gap. In turn, it also fills in the vacuum at the interface between Eastern and Western medicines. Complementarily, chronomics has the potential to reveal the functional properties of ethanol as a body / mind relaxant.



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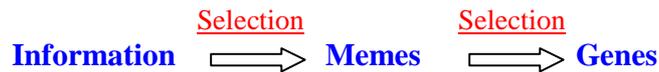
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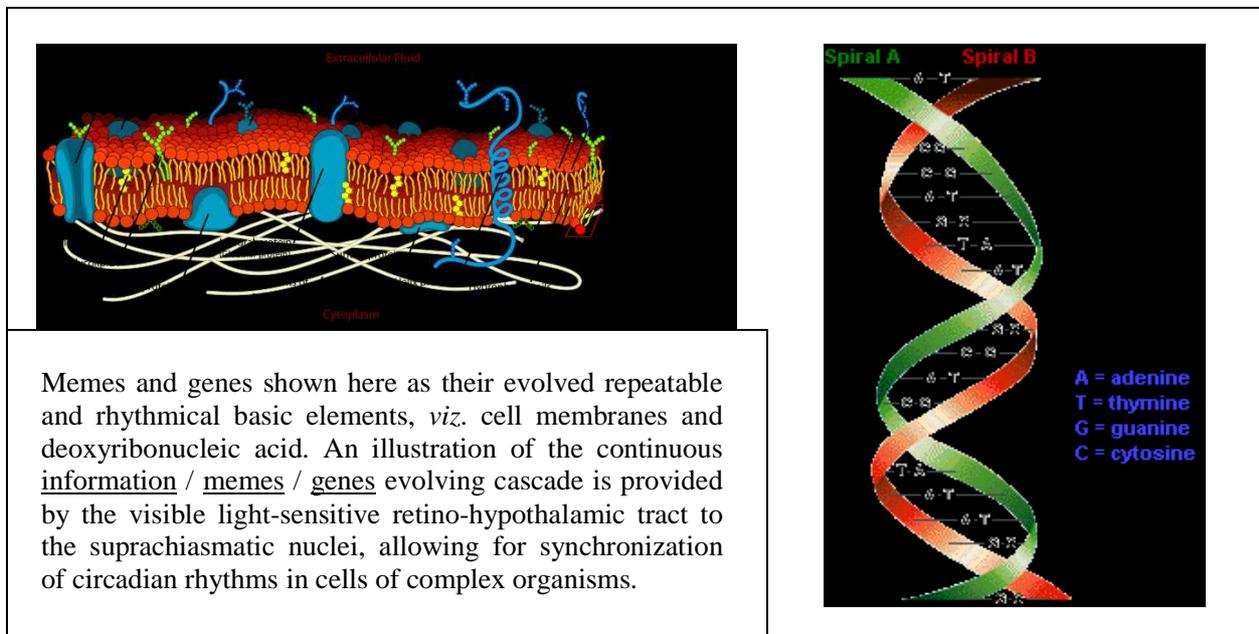
About the TsimTsoum Hypothesis

As man keeps evolving in an ever accelerating pace within an information-rich society, the notion of time gets lost within the evolving mind, to the extent than mind ill-health (desynchronization with cosmologically imprinted rhythms) tends to supersede body ill-health concerns. But what is the mind? Eastern traditional medicines and Western theologies cannot generally agree on a definition; Western evidence-based medicines generally ignore it. The TsimTsoum Insitute (TTI) recognizes that the time has come to make progress in this area. Mind can be perceived as a combination of as yet non-chemically imprinted information or *memes*, as opposed to body that reflects a combination of, as yet, chemically imprinted information or *genes*. From a pure evolutionary standpoint, memes therefore appear as precursors of genes. In other words genes are evolving from memes by selection, being natural (man) and/or of cultural (human) information.



By definition, memes are *repeatable* bytes of information, a characteristic that by itself induces *rhythmicity* and is highly selecting because it sets a selective condition to their imprinting (acquisition), ie. any new information must be taken to its most simplified rhythmically repeatable format before gaining an opportunity of adding to the already imprinted (acquired) memes through rehearsal (becoming a new meme). And then, the new meme must spread largely to demonstrate a selective advantage and to then eventually get a chance of becoming imprinted at gene level. Languages are unique examples of dynamic set of bytes of information that have become memes yet still have a long way to go – at least among humans – in getting unified and simplified to the extent that they may become candidate-genes.

Cell membranes are ideal candidate-vehicles for memes because (1) they are *repeatable* double-stranded layers of phospholipids, (2) their constitutive fatty acids – saturated and unsaturated fatty acids with spin -1, 0, +1 – can physically absorb and insulate repeatable bytes of information characteristic of memes, and (3) they are distributed all over the body and connect the central nervous system (CNS) to peripheral organs / tissues. In that respect, cell membranes may in fact be the long-awaited connection between Eastern traditional and Western evidence-based medicines.



Cell membrane (http://cellbiology.med.unsw.edu.au/units/images/Cell_membrane.png)

Deoxyribonucleic acid (http://library.thinkquest.org/C004535/cell_membranes.html)

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