

FOR IMMEDIATE RELEASE

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Has Your Doctor M.I.S.S.E.D. You? Turns Out It's Not All in Your Head!

Women Dismissed as 'Psychosomatic' After Years of Medical Prejudice and Gender Bias Finally Vindicated as California Doctor Identifies New Metabolic Syndrome

The cluster of functional conditions which embody Metabolic Immune Sensitized Syndrome & Energy Dysregulation, or M.I.S.S.E.D, was recently identified by Dr. Brandy Zachary, DC, AFMCP, a San Francisco Bay Area Functional Medicine Doctor and member of the prestigious Institute of Functional Medicine. Dr. Zachary will present her ground-breaking findings for the first time to over 100 physicians and health care providers from around the country at the Aduco Training Facility in Alameda on Saturday, February 29, 2020.

Dr. Zachary explains, "Too often patients visit their physician complaining of an array of seemingly unrelated symptoms and their rushed doctor tells them that nothing is wrong, their basic labs are normal, and they are the picture of health. Meanwhile, the patient is suffering and when they ask for a better answer, they are often prescribed an antidepressant or opioid. The message is that it is 'all in their head' and if they would 'just smile more' they would feel better."

Dr. Zachary goes on to explain that "Some physicians will issue diagnoses ranging from fibromyalgia to chronic fatigue to sensitization syndrome, but to date we haven't had a description that considered this patient as a whole. Without a more comprehensive assessment, the root cause is missed leading to an incomplete treatment plan."

The M.I.S.S.E.D. syndrome perfectly encapsulates existing and emerging research that not only considers the patient's wide array of symptoms, but also genetic influences, environmental triggers, the contribution of adverse childhood events, and the impact these have on the body as a whole. Most importantly, this population of patients (who are disproportionately female) are finally vindicated that their suffering is **not** all in their heads, but rather the result of legitimate, interconnected physiological dysfunctions.

Common symptoms experienced by those suffering from M.I.S.S.E.D. syndrome includes brain fog, muscle aches, constipation, fatigue, headache, anxiety, sensitivity to loud noises, motion sickness, food sensitivities, abdominal cramps, intolerance to strong odors, depression, mood swings, low back pain, allergies, and unexplained rashes or hives.

Many of M.I.S.S.E.D. syndrome patients may accumulate an extensive list of diagnoses or descriptive labels over the course of many medical visits including Fibromyalgia, Chronic Fatigue Syndrome, Central Sensitization Syndrome, PTSD, Dysbiosis, Emotional Dysregulation, Chronic Pain, Neuro-Inflammation, Immune Dysregulation, and Hyper-allergenic with predisposing genetic SNPs.

Metabolic Immune Sensitized Syndrome & Energy Dysregulation, or the M.I.S.S.E.D. syndrome encapsulates this patient's physiological dysfunction as a whole with full consideration to the history, events, and environmental triggers that created it in the first place. According to Dr. Zachary, "It is only from this position that we can create a comprehensive treatment protocol."

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Dr. Zachary's journey to becoming a functional medicine advocate began after her personal experience with a debilitating illness. She was at the top of her game in a career as a 7-figure executive coach, speaker, and best-selling author when one day her body collapsed. Unable to work and often no energy to get out of bed, she invested years meeting with doctor after doctor, depleting her savings on specialists and lab tests.

"Every doctor offered a different diagnosis and another prescription which just led to a new set of symptoms. None of the specialists would talk to one another and no one would look at my body as a whole. It ranged from being told to 'just live with the pain' to a prescription of lifelong monthly immunoglobulin infusions costing over \$700,000 per year. I was a dutiful patient for a while and did as I was told, even though I never felt better," said Dr. Zachary.

Disappointed by the limited focus of traditional western medicine, and not willing to accept 'no explanation' as an answer, Dr. Zachary spent time doing extensive research looking for a connection between her personal history and her current medical symptoms. She found her answer in Functional Medicine and using this approach was able to defy medical odds and return to the land of the living, stop the costly immunoglobulin treatment, and move from the role of patient to practitioner.

When others saw her recovery they started showing up at her home to seek advice regarding their own "mystery illnesses" and cluster of complaints. This led Dr. Zachary to found Body Love Cafe (BLC), a patient-first holistic health and wellness practice in Walnut Creek, CA. BLC has experienced explosive growth over the past 3 years, an indication of the expanding number of patients dissatisfied with the current state of the insurance-led medical system. As a testament to her dedication to community service and empowering patients, Dr. Zachary has taught over 100 free health and wellness classes to the public at BLC.

Body Love Cafe offers services in functional medicine, acupuncture, chiropractic, bodywork, re-posturing, physical therapy, health coaching, pelvic floor therapy, nutrition and emotional wellness through a variety of holistic practitioners. Dr. Zachary also maintains an excellent working relationship with many local physicians who often cross-refer or co-manage patients as needed to offer the best blend between conventional and functional medicine.

Dr. Zachary's passion for teaching and medical investigation led her to create the Functional Medicine Academy™ which trains and certifies health care providers in partnership with Aduco in Alameda, CA. Aduco's mission is to change the way health is delivered by empowering health practitioners with superior education, products, and support to transform lives for the better. The next course offered is the "Functional Health and Nutrition Exam" on March 14, 2020.

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NOTES TO EDITOR:

- Additional information and images of Dr. Zachary and Body Love Cafe: <https://BodyLoveCafe.com>
- The inaugural presentation of the M.I.S.S.E.D. syndrome will be at the Aduco Launch Day event, "Natural Medicine for the Modern Patient" held on Leap Day February 29, 2020 at Aduco's educational facility at 1960 N Loop Rd in Alameda, CA from 9 am to 6 pm, followed by a celebratory meet-and-greet from 6 pm to 9 pm. <http://aduco.com>