

# Dear Amazon, please think about the outside of the box.

Dear Amazon,

Thank you for creating Prime and fast home delivery. I love how I can get such a huge variety of healthful products from a single source, pay fast, and have it delivered to my front door! Plus, I love your easy return policy. I keep about 99% of the things I order, but every now and then I do return something.

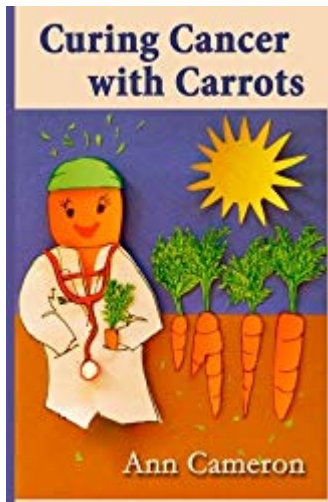
A few days ago, I received this box. Today I'd like to do a virtual box return. It didn't quite work out for me for a few different reasons. First, I don't like "fights" in or around my home. Another thing is that it's ok to ask me to be aware of something pertaining to Amazon, such as an upcoming sale or something that represents your corporate values. But please send only good things and good news to my home.



After the Whole Foods buyout, will Amazon stand up for the longterm health of its customers?

Should I ever get in the mood for bad news, I know I can turn on the daily news, pick up a newspaper, or do a hashtag search any number of bad news topics related to death, disease and discontent.

The reason I'd like to return this cancer box to you is that I'm much more interested in solutions instead of problems. You recently bought out Whole Foods, so this is a great opportunity to create awareness on how food has a huge impact on kids' health. I'd much rather you put a message on a box that tells me about the benefits of eating [carrots](#) instead of burdening me with negative thoughts about diseases that come as a result of the toxins in children's foods and environments.



“Go Gold” sounds like a status ranking of a credit card or frequent flyer program. But after doing a quick search on it, I discovered that it’s nothing more than an extension of the misleading [#Pinktober](#) campaign. Why not tell people [The Truth About Cancer?](#)

If you send messages out like #GoGold or #FightLikeAGirl, you’re perpetuating the problem instead of the solution.

**[Don't count on pink to save your h00ters from cancer.](#)**

Wearing a pink or gold ribbon, or creating awareness about disease does nothing, in itself, to solve a problem. Instead, why not inspire your customers with preventive measures, contributions to remedies, and stories of people who have overcome disease by making healthful changes in their lifestyles?

It’s hard to find campaigns that promote good health, in part, because it’s harder to get collective funds to brand carrots or apples sold by scattered farmers. But it makes good business for Mars to put out money to sell colorful and deceitful [M&M's](#) that come off their own synthetic production lines.

**[Cancer can be killed.](#)**

Google offers an enticing and colorful new message almost

daily, plus they offer [Doodle4Google](#) contests where kids can create, inspire, and win scholarships. Here's one cute example made by middle schooler, [Alyssa Anderson](#), to help create awareness about animals that are at risk of extinction.

When I see a cute design like this, it makes me curious to know more and to look at the positive solution-side of an issue. Look how cute these creatures are. Of course I want them to stick around with me on the planet! Is there anything I can do to help?

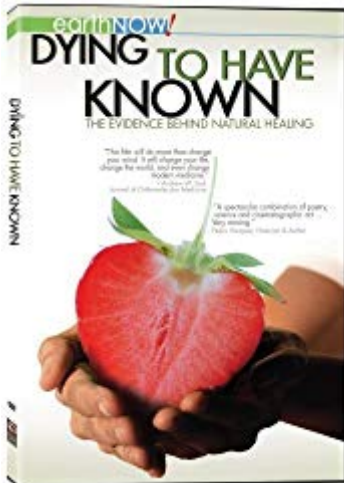


Alyssa Anderson, a 7th grade student at Wright Middle School is one of the 53 state winners of the “Doodle 4 Google” competition.

One of the things I like most about Amazon is that I can buy a bunch of healthful products in one shopping cart, hit the **Buy Now** button and have these things show up at my front door within a few days:

- [essential oils](#)
- [Raw Organic Chia Seeds](#)

- [water distiller](#)
- [The Detox Miracle Sourcebook](#)
- a documentary about how [Cancer Can Be Killed](#)
- plus lots of other products that support good health.



Why not tell your customers about the good things you offer instead of sending a mixed message with words like *gold*, *awareness* and *cancer*? My first impression when I saw your box was a reminder that big corporations and the pharma industry profit from disease. As Burzyski points out, [Cancer is Serious Business](#). Many corporations, hospitals, and pharmaceutical companies earn their gold by promoting synthetic “foods,” drugs, and procedures that both cause and exacerbate symptoms and disease.

### [A Cure for Cancer? Eating A Plant-Based Diet](#)

As far as I can tell, Walmart has never put much effort into helping its customers improve or maintain good health. Their stores are well stocked with oversize bottles of sodas, oversize bags of chips, clothing sizes for people who are obese, and a pharmacy where people can pick up drugs that exacerbate their waning conditions. Yes, they offer some items that are organic or more healthful than others, but it’s certainly *not* their focus.

Do you realize that, with your influence, you have an opportunity to lead people to good news, life-changing

information and better health faster than they ever thought possible?



Minions and Amazon plot to take over the world. Will they succeed?

Your boxes are dropped on porches and end up in homes and businesses all over the place. Cats climb in them, people use them as moving boxes and kids build forts with them. You have a powerful opportunity to send out all sorts of good news to the [Minions](#) about what Amazon has to offer to improve lives. Do you want to lead with: A) sickness and fear, or B) health and prosperity?

HINT: B is the correct answer because your customers will live longer, buy more stuff from you and be more loyal.

If kids were to build a fort with Amazon boxes, what message would you want them to see? Would you like to tell them that they need to fight cancer? Or would you like to let them know about the good news from books they can buy at Amazon such as:

- [Curing Cancer with Carrots](#)
- [Chris Beat Cancer: A Comprehensive Plan for Healing Naturally](#)
- [I Love to Eat Fruits and Vegetables](#)

I'm excited about Amazon's recent purchase of [Whole Foods](#). I wait with anticipation to see how you might make it easier to get tasty organic fruits and vegetables into the hands and stomachs of your customers. Instead of promoting fighting and diseases, please stand up for your customers and support natural solution-oriented organizations such as:

- [Gerson Institute](#)
- [Dr. Morse's Herbal Health Club](#)
- [Nature Works Best Cancer Clinic](#)
- [Utopia Wellness](#)
- [Infusio](#)
- [Marinus am Stein Clinic](#)
- [Cancer Tutor](#)
- [Natural News](#)
- [Dr. Josh Axe](#)

Thank you for taking the time to hear me out. I normally take my Amazon boxes to my local U-haul store where customers can [take a box, leave a box](#). Even though you partner with [Give Back Box](#) to return unwanted boxes by filling them up with items for charities, I'm going to toss this toxic cancer box into a recycle bin with hopes that it will be recycled into better news.

To anyone else who's reading this, please feel free to leave a comment if you have another healthful message or resource you'd like to print on Amazon boxes and beyond.

Peace ☮️ and Love ♥️,  
Lorraine

TY M. BOLLINGER

The  
**TRUTH**  
about  
CANCER

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WHAT YOU NEED TO KNOW  
ABOUT CANCER'S HISTORY,  
TREATMENT, AND PREVENTION

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