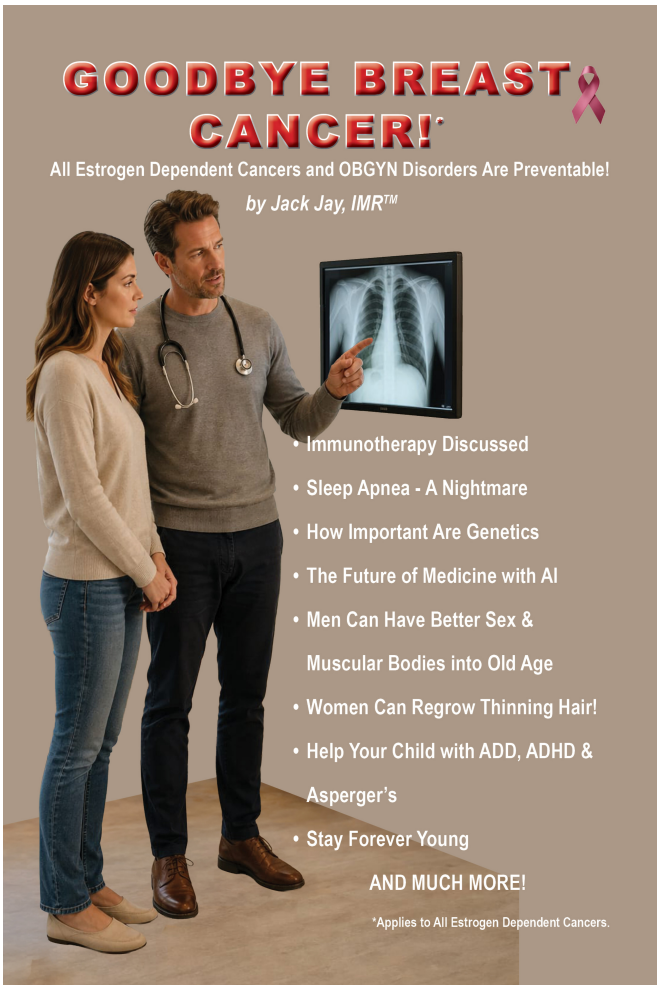
PRESS KIT

Goodbye Breast Cancer!

All Estrogen Dependent Cancers and OBGYN Disorders Are Preventable!

by Jack Jay, IMR™



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Book Fact Sheet

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About the Book

Goodbye Breast Cancer! delivers a bold message backed by three decades of independent research: all estrogen-dependent cancers—including breast cancer—and OBGYN disorders are preventable. Author Jack Jay explains the science of hormonal balance in plain language, showing women how estrogen dominance drives disease and how it can be corrected before cancer ever develops.

The book also devotes an entire section to men's hormonal health, separating the facts from the distortions surrounding testosterone replacement therapy—its genuine benefits, its documented risks, how to do it properly, and a superior alternative most doctors never mention.

Additional topics include immunotherapy, sleep apnea, genetics, the future of medicine with AI, children's health (ADD, ADHD, and Asperger's), hair regrowth for women, sexual health and fitness for aging men, and staying forever young.

Press Release

Testosterone Replacement Gains National Attention from Secretary of War, Pete Hegseth. New Book "Goodbye Breast Cancer!" Offers Science-Based Strategy

Comprehensive Guide Explores the Benefits, the Risks, and Safer Alternatives to Testosterone Replacement—Now Available on Amazon, Apple Books, and BooksArray.com

With Secretary of War Pete Hegseth publicly recognizing the importance of testosterone replacement, millions of American men are asking the same questions: Is it right for me? What are the risks? Is there a better way? A new book answers all three—and goes much further.

*Goodbye Breast Cancer! All Estrogen Dependent Cancers and OBGYN Disorders Are Preventable!*by Jack Jay, IMR™, devotes an entire section to men's hormonal health, cutting through the hype to separate the facts from the distortions surrounding testosterone replacement therapy. The book explains the genuine life-saving benefits of healthy testosterone levels, the documented downsides of conventional TRT, and how to do it properly. For men who want the benefits without committing to lifelong injections, the book also reveals a superior alternative that most doctors never mention—one that delivers the benefits without the drawbacks.

And that is only part of the story. The same hormonal science that helps men optimize testosterone safely also holds the key to the book's central message for women: all estrogen-dependent cancers—including breast cancer—and OBGYN disorders are preventable.

Additional topics covered include:

- Immunotherapy Discussed
- Sleep Apnea - A Nightmare
- How Important Are Genetics
- The Future of Medicine with AI
- Men Can Have Better Sex & Muscular Bodies into Old Age
- Women Can Regrow Thinning Hair!
- Help Your Child with ADD, ADHD & Asperger's
- Stay Forever Young
- And Much More

Why This Matters Now. Timing is everything. As testosterone replacement moves from the doctor's office into the national conversation, people who are interested in pursuing it correctly finally have a resource grounded in decades of research rather than marketing hype. And for women, the book's prevention strategies for estrogen-dependent cancers could not be more urgent.

About the Author

Jack Jay, IMR™

Jack Jay, IMR™ (Independent Medical Researcher), is an author, entrepreneur, and researcher whose work spans medical science, economics, and personal transformation. A self-made businessman who built a multi-million-dollar enterprise from the ground up, Jack brings the same rigor to his intellectual pursuits—three decades of research in hormonal health, cancer prevention, and human potential.

Though he does not hold an MD, Jack's deep command of the medical literature has made him a trusted resource for the many people who have sought his guidance over the years. In *Goodbye Breast Cancer!*, he distills decades of study into a practical, plain-language guide to preventing estrogen-dependent cancers, optimizing hormones safely for both women and men, and taking control of one's own health.

Short Bio (for print/broadcast)

Jack Jay, IMR™, is an author, entrepreneur, and independent medical researcher with three decades of research in hormonal health and cancer prevention. His mission: putting life-changing medical knowledge into the hands of the people who need it most, in plain language.



Jack Jay, IMR™

Also by Jack Jay

Innocent by Birth

You didn't choose your parents, your neighborhood, or the circumstances you were born into—yet those unchosen conditions quietly shape the trajectory of a life. Drawing on real-life examples of people born into hardship and others born into advantage, Jack Jay challenges readers to honestly examine how they got where they are—and shows that changing where you're headed is possible.

Small in size, significant in impact.

Helping the Gen Z Generation

AI is eliminating entry-level jobs, housing is out of reach, and a college degree no longer guarantees what it once did. Rather than lecturing young people, Jack Jay takes their situation seriously—examining the real economic and social forces working against Gen Z and offering honest, practical encouragement rooted in understanding, not judgment. For Gen Z readers and the parents, teachers, and mentors who want to support them.

The Death of Capitalism and the American Dream

An urgent, unfiltered examination of how the American economic promise has degraded—and what it means for the next generation. Written by someone who has lived both sides of the American story, this deeply personal critique asks hard questions about where the country is headed and who gets left behind.

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Story Angles

- **The TRT Moment.** With Secretary of War Pete Hegseth publicly recognizing the importance of testosterone replacement, millions of men are considering it. This book is the guide for doing it correctly—the benefits, the risks, and the alternative most doctors never mention.
- **A Provocative Claim.** Are all estrogen-dependent cancers—including breast cancer—actually preventable? An independent researcher says yes, and lays out the science.
- **What Doctors Don't Tell You About Hormones.** Estrogen dominance, progesterone, and the hormonal link to female cancers—explained in plain language.
- **The Prevention Gap.** Billions are spent treating breast cancer. Almost nothing is spent preventing it hormonally. Why?
- **Beyond the Pink Ribbon.** A different conversation for Breast Cancer Awareness Month—prevention, not just detection.
- **Men's Health After 40.** Why testosterone declines, what it does to the body, and how to fight back safely into old age.

Suggested Interview Questions

1. The title makes a bold claim—that breast cancer and all estrogen-dependent cancers are preventable. What's the science behind that?

2. What is estrogen dominance, and why do you say it's the hidden driver behind so many women's health problems?

3. Testosterone replacement is in the news right now. What do most men get wrong about TRT?

4. You write about a better alternative to conventional testosterone replacement. Without giving everything away—what should men know before they start TRT?

5. You're an independent medical researcher rather than an MD. How did you come to this work, and why should readers trust your research?

6. What role do you see AI playing in the future of medicine?

7. Your book touches on children's health—ADD, ADHD, and Asperger's. What can parents do?

8. Sleep apnea gets a chapter of its own. Why do you call it a nightmare?

9. If a reader takes just one action after finishing this book, what should it be?

10. What's the single biggest myth about hormones you'd like to bust?

Review Copies & Interview Requests

Members of the media may request a complimentary review copy or schedule an interview with the author by contacting:

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High-resolution book cover art and author photos available on BooksArray.com in the Media section.