

CN: Good morning everybody. So first off, I want you to know about my latest blog, our breasts and bodies are dynamic, and they're always changing, and they have an innate intelligence toward achieving balance in health like every other aspect of your body. So during this time of year when many of you are focused on the pink ribbon – “pink washing,” which is what I call it—I want to offer you another way to look at your breasts and help you create breast health through the energy of your fourth chakra where your heart, your lungs, and your shoulders are also existing. Learn more at my latest blog, drnorthrup.com.

CN: And now without further ado, I want to introduce my guest, Dr. Winnifred Cutler, whose work I have loved and known about for many years. Dr. Cutler earned her Ph.D. in biology from the University of Pennsylvania in Philadelphia, did her post-doc work in Behavioral Endocrinology at Stanford. She has authored over 35 scientific papers, published in scholarly journals, has written 8 books which have been translated into 7 languages. She continues to conduct new research at the Athena Institute, funded by product sales of the pheromones that we're gonna talk about. Her co-discovery of human pheromones in 1986 captured international media attention in Newsweek, Time, and US News and World Report, both in 1986 and a front page story in November 1986 in the Washington Post, because it established the first scientific proof ever that human pheromones affect the relationship between men and women. In 1993, she launched Athena Pheromone 10:13, the product which again captured international attention. Years later in March of 1998, ABC Primetime TV News program interviewed Dr. Cutler and conducted its own test using the Athena Pheromone 10:13 product on—this is great—on identical twin sisters in the bar scene of Manhattan. The ABC News host reported, “The results astonished us. The twin who wore the Cutler product was chatted up by 30 guys, nearly 3x the number who approached her identical twin. In 2005 ABC's 20/20 television program featured Dr. Cutler. Dr. Cutler tested 10:13 in a specific dating test, showing 9/10 dates were interested in the twin wearing our Athena Pheromone 10:13 [laughs]. And I could go on, but I know by now—oh, she's also authored 8 books, the latest Hormones and Your Health: The Smart Woman's Guide to Hormonal and Alternative Therapies for Menopause. She also, like me, is onto the entire breast cancer industry. Welcome, Dr. Winnifred Cutler.

WC: Well thank you very much. It's very nice to be here with you.

CN: Yes, yes. So, tell me. I want to know what led you to the study of pheromones in the first place.

WC: Well, it depends on how much time we have. I'll tell you the short version of the story.

CN: [laughs]

WC: When I started graduate school in biology, there were 50 faculty people, and 49 of them were men. And one was a woman. All of our professors, you know that story too, don't you?

CN: Yup.

WC: And I decided that the research area that I wanted to enter was that four divisions. One was physiology and behavior, or how behavior affects physiology. I thought, this would be great, I can study how women’s behavior affects their physiology.

CN: I love it.

WC: And I won’t need any expensive tools to do it. I’ll study their sex behavior.

CN: [laughs]

WC: So I started there. [laughs] And they said to me, faculty said, you need a gynecological expert on your team, on your thesis committee. And I was fortunate that Celso Garcia, who was one of the co-discoverer—really, co-inventor of the oral contraceptive. He did the first trials.

CN: Oh, definitely.

WC: You know Garcia?

CN: Oh, big time.

WC: Well, he became my mentor. I showed him some of the data that we had that showed that women who kept a record of her sexual behavior and kept a record of their menstrual cycles. Our preliminary data showed that women who never missed a non-menstruating week of intimacy with their partner had fertile type menstrual cycles. And women who had sporadic, feast-and-famine behavior had sporadic menstrual cycles, which we later learned were infertile, or sub-fertile. And that launched the series of studies that said: how does the woman’s pattern of behavior and pattern of relationships with men affect her longevity, her hormone. And ultimately, we realized that self-stimulation that a woman did by herself did not do anything for these outcomes. It took a partner. And we asked the question: what could a partner contribute that a woman couldn’t do for herself with her own devices? That led to the search for pheromones.

CN: I see, I see. And I just want to, um, just applaud you for this work because it has helped so many people. Now, tell me how the 1970s, 1980s, well even now, feminists—so called feminists—who in my experience was especially in the 80s and so on, you know when women were saying, “a woman needs a man like a fish needs a bicycle.”

WC: Oh dear. That’s unfortunate. [laughs]

CN: [laughs] I know. You know, so here we are, here we are. And you have research that shows that biologically, the cycles are more fertile when you are having sex regularly with a man.

WC: That’s correct.

CN: Now we’re in the age of LBGTQ... You know, so tell us what the research has been with the pheromones on gay couples.

WC: Okay, there are no studies that have been published that have tested our pheromones—or any other that I have ever seen—on gay couples.

CN: Okay.

WC: But what started me in figuring out a formula was, I used to present my data to various scholarly communities that included the International Academy of Sex Research. And these were serious scholars, many of whom were gay psychiatrist men and heterosexual women and heterosexual men. And the psychiatrists were very interested, the male psychiatrists. And it was an international consortium of experts. They were very interested in your question that you just asked.

CN: Mm-hmm.

WC: And some of them wanted to study my product. And I said, “That would be great, I would love for you to do it.” Meanwhile, the women at the Kinsey Institute at one point was studying lesbian woman’s behavior. They did a study of what I had done, showing about weekly sex and they showed that women who were in monogamous relationships--if I’m remembering this correctly because it wasn’t my research—who were in relationships with long term partner, and they were intimate, but they were intimate more than once a week, if has to my three times a week, they got the same effect of a fertile-type cycle. But there was never a study of men, and the one gay fellow who was a scholar, who was all set to study our Athena Pheromone for men, the 10X product, rather than the 10:13 is the women’s.

CN: Yeah.

WC: He had some product at his university and was never able to go forward with it. And so I kept pursuing what I was doing, which is the heterosexual behavior. The value of loving relationships kept emerging in the work that I did between men and women, so that has been my focus.

CN: Okay, because, I have—you know when you sent me the men’s product, then I have given it to one of my-- I call him my son, my gay son, he’s not really my son--but in New York City, in Manhattan, a 30-something gay man. And he feels that it’s working. [laughs]

WC: Well the same thing happened with the NYT reporter. If you go on our website and look at the media section of our website. Within the last two years, a NYT reporter called me. And I didn’t know he was NYT reporter, and he started asking me questions and he quoted my sassy answers to him, and he bought the product, and then he wrote up a story in the NYT saying that he concluded it worked for him too.

CN: [laughs]

WC: [laughs] I don’t know. Two anecdotes are very different than double blind placebo controlled experiments that get accepted by the established peer review process. You know that.

CN: Oh please, I do, I do know that. But let's, I want to before we have some callers—and you know, call us especially what I want you to do, any woman out there who are looking for love, give us a call, so we can tell you how to use the Athena Pheromone. Tell us how you make the pheromone and how you actually discovered this, because I do know the research about women who are ovulating, you know, that there's this—I've seen it for years—where my patients would say, “When I'm ovulating and I walk my a construction site, I can have my hair messed up and be in gray yoga clothes and the guys are whistling.” And you know, so there's really this—and guys say their wife is electric at ovulation, and I've always known that birth control pills shut all that down. So tell me how you started and how you actually came up with the pheromone formulation.

WC: Sure, what we published and what's in the public domain, before—please don't let me forget to read you one 74-year-old woman's comments when she called us and ordered a new vial and what she said. Maybe I should tell you this first.

CN: Oh, tell us right now, I can't wait to hear [laughs]

WC: Okay, okay. Because I typed this up as she was talking. “My first order arrived last week, I mixed with my favorite perfume, I've worn it all week and I am amazed at the response. I am 74 years young, a widow of two years and am getting compliments every day from both men and women. Amazing! I attended a benefit last week for a great elderly, very ill musician. I was greeted at the door by friends and the comments started right away. Before the night was over I had at least 8 or 9 gentlemen stop by to say hello and visited a few minutes. I am sending a bottle to my favorite niece because she doesn't believe me.”

CN: [laughs]

WC: These are the kind, we have 4,000 of these stories on our file as people reorder it, they tell us, and we know it doesn't work for everybody, but we know it does work for most. The large majority. So to answer your first question—what we initially did was, once we understood, we discovered that, one of our discoveries was the age of first coitus that there's a 7 year critical period for women to become intimate with men from the time of their first menstruation. And it didn't require intercourse, it required intimacy.

CN: Okay!

WC: It's the same thing in all of these. But it couldn't be self-stimulation. Intimacy, by the time within 7 years of the first onset of menstruation, those women were much more fertile for the rest of their lives than the women who waited longer than 7 years. That's the study that you can see it on our website if you look within the pheromone, the whole trajectory of studies that led to this. But your question is, how did we come upon figuring out how to even begin to test a formula. And what we did was—

CN: Yes, exactly. Yeah.

WC: We started with only women who were in regular ongoing relationships that had approximately fertile cycles. They have been keeping records. They had 29, women who have a cycle the same length as the moon, 29.5 days. Those are the most fertile cycles, and it is not a coincidence. You won't be surprised at that I'm sure. Will you?

CN: [laughs] No.

WC: No. And the further away they move in their cycle length—you get your period Jan 1 again Jan 28, you have a 27 day cycle. It's the day 1 to just before the next day 1.

CN: Okay.

WC: Well those who have a 29.5 day cycle are the most fertile and as the length of the cycle diminishes in either direction, that gets shorter or longer, it becomes subfertile. And if it's more than 3.5 days of that mean, it's very likely to be subfertile.

CN: Okay.

WC: So what we started with were women who we knew had fertile type cycles and those women contributed underarm sweat extracts to us. And what they did, we had a reason for looking, we thought that pheromones which would have come off the body, and we knew animal literature was ripe with work on pheromones—that an animal that is fertile as you were describing emits into the atmosphere something that causes others of that species of the opposite sex to come towards them. So a dog, when she is in heat, it happens to be when she is fertile when she is bleeding, she's fertile, just the opposite of human. When she's in heat, males will come from miles around to be near here, they'll jump over fences, they'll crawl through holes in a hedge, anything they can do to get at a female that's in heat. So we assumed that humans were something like that and emitted something off of their body, and we assumed it was either—my colleagues thought it was in kissing gasses, but I thought it was an underarm sweat. The reason was, I thought about couples who dance and how often a woman is happy to be nestled with her nose near the underarm of a man. Now that was just an intuition. That's all it was.

CN: I'm telling you it's true. I dance Argentine tango close embrace, and man, we are sweating on each other a lot. [laughs]

WC: Interesting! See, oh, you're teaching me. Oh that's wonderful. So that's where we started and what we did was we put out an announcement at the University of Pennsylvania after I came back from my post-doc and we announced that we were looking for people who would volunteer to contribute their underarm sweat for 3 months. Those who qualified—and it was both men and women contributed, but they were separate pools of sweat we were collecting.

CN: How did you collect it? I'm actually interested.

WC: Well sure, they agreed that they wear no deodorant for the duration of the collection period.

CN: Okay.

WC: I’m trying to remember the details whether they collected it over one month or three months, but it doesn’t really matter to our point. What does matter is that they wore no deodorant, they washed with ivory soap, they came into the lab 3x a week to get fresh, sterile cotton flat pads that they put into an undershirt that they wore and they went around all day with it, and then at the end of the day, they put it into a jar that they were provided, put the lid on it and brought it back to the lab.

CN: Alright.

WC: So all of the specimens were collected sequentially across their cycles. So we had a day 1 supply. I don’t remember right now the number of women that were suppliers.

CN: Okay.

WC: I can get to the next part, which was how many women were recipients a year later when it came out of the freezer. Day 1, day 3 and day 5, day 6, day 8. So we had 10 separate collection times of the month. And then we looked for women who were, had their menstrual, fertile time of the month at the full moon and we said these will be our special donors. The best donors we could have. And then we used those samples and put them through a very tall column with alcohol pouring on the top, squeezed out the pooled day 1 sample cotton gauze pads. Through this long column pouring alcohol over it, so what poured through and came out of the bottom was an odorless sweat extract.

CN: Right, okay.

WC: And those sweat extracts were labeled and put in a deep freeze. A year later those sweat extracts were removed and tested on the skin above the upper lip under the nose of recipients who had whatever type of menstrual cycle they had. They come in for 3 months and had the sequential application of the day 1 and day 3 and day 5 samples.

CN: Mm-hmm.

WC: And at the end of the experiment, what we learned and published was that the women who had that sequential versus the women who were receiving the placebo, just the plain alcohol. Their cycles came in synchrony with the donors’ cycle. That was our first proof that, you may know about, that women who live together start to cycle together.

CN: Yup. Ovarian sisters, we call it. [laughs]

WC: Yes, exactly! Well the women gave off an essence that affected. And even the Red Ten, that wonderful book that in the ancient—and even now—where orthodox Jewish women who will not have sex while menstruating, which is probably right out of the Exodus and probably a reasonable behavior for fertility, those women went into a tent and they were relieved of all of their household responsibilities for 5 or 6 or 7 days of their cycle.

CN: Which we need to reinstitute. [laughs]

WC: Oh, wouldn't it be great? Exactly. So anyway, that was how we first discovered that it was indeed the case that women who had regular cycles, their cycles came into synchrony with the donor. And meanwhile, women who had irregular cycles, they were given the men's essence which we didn't sequence, because the men's similarly attractive, I think they were on average—and I'd had to look it up—maybe in their late twenties. Male donors did a similar thing, 3 days a week. They submitted extracts to the lab following a careful experimental protocol. And we pooled all those essences together, but I had to personally approve all of the men before they could be qualified to be a donor.

CN: [laughs] Thank you.

WC: I had to look at them and talk to them and say this is a man who I think has the potential to have some attractiveness. They had to qualify. But it was only looking and talking. That's all it was. But it was a lot of fun. We had a lot of men who wanted to donate their essences, it was great. So we had the pooled male donor essence and the sequential pooled female, and those were applied double blind to separate groups of women, those who had regular cycles got the women's but the sequence changed the timing of their cycle. And the women who had irregular cycles were administered 3 times a week, above their lip—really the very way we tell women now to use the pheromone products, either blend it in perfume or put it on straight, a dab under the skin under your nose every day.

CN: Okay.

WC: Well they got it 3 times a week, and what happened as the women who got the male essence who had irregular infertile cycles, their cycles became regular. And it was thrilling. These two parallel double blind placebo controlled, and it shows that human interaction affects the fertility and the cycles of women. That was the first set of experiments.

CN: Okay, okay.

WC: It's a long story.

CN: No, no. It's a phenomenal story, because I want people to know how science actually works. It reminds me of those amazing studies from the University of Pittsburgh on the common cold, where they sprayed adenoviruses into the nose and throat of a whole bunch of volunteers and determined who got a cold by weighing the tissues that they used to blow their nose. [laughs]

WC: Wow. [laughs] That's science. That's exactly. We went from that, to Revlon came to me. We started getting people calling from out of the wood work.

CN: Right.

WC: And one of those people was someone who had connected Coco-Cola with Michael Jackson, and he wanted to connect me with Revlon and he asked me, did I know how to make a formula with this? And before that, the person who I was working with, who became my husband, who was the general council at a big pharma company and he was courting me. And this was a long-time courtship, and his name was Tom.

CN: [laughs]

WC: Tom saw my published studies and he gave them to his colleagues at Merck and they said boy, this is great science, what does she look like?

CN: [laughs] This is funny because when I first did a PBS show, my producers heard the shatakam lecture series when they were driving their car on NPR. And one of them, his wife had been telling him for years, you should do a public television special with her, and later Bill said to me, well the first thing that me and my partner did, because we were pigs, is we had to see what you looked like.

WC: Yes, we know that from the whole Me Too movement, we know what’s going on out in the world. And it’s women’s power to preserve their dignity and preserve their sacredness and their sacred space. I work on, that was one of our biggest issues that I worried about, with the great outcome. That when women started wearing the product, I found it gave them power. It didn’t make men paw at them. It made men very courteous and courtly, which was thrilling for us.

CN: That is thrilling. So we have a caller, because I want to, let’s get right into the lab of life. So Lillian in Canada is calling, and I’m gonna have her talk to you, and we’re gonna see what we can do for her love life. Do we have you? Hello?

Lillian (caller 1): Hello.

CN: We got you.

WC: There she is! Hello, Lilly.

Lillian: Oh, hi! I didn’t hear my name, sorry.

CN: That’s okay, it’s Lillian, right? Lillian?

Lillian: Yes, yes.

CN: Okay, so tell us a little bit, because I have here on the thing that you’re looking for love and you want to know more about Dr. Cutler’s product. So you’re like the perfect caller.

Lillian: Thank you, thanks for taking my call.

CN: Okay, so Dr. Cutler have at it.

WC: Okay, Lillian, tell me, what is your age?

Lillian: I’m 45.

WC: Perfect, perfect.

CN: Right? [laughs]

WC: 45 is the prime of Miss Jean Brodie’s whole role. It’s a prime time for women in their 40s and to be available and searching for courtship. I guess what you’re saying, searching for courtship?

Lillian: Yes, yes.

WC: And what the pheromones would do if they work for you and you use them right, is they would give you a whole bunch of candidates. My whole thing about the egg and the sperm, if you think about ovulation and fertility. The egg is one giant single cell structure and when she is ripe, this one egg, there will be literally hundreds of sperm, beating their heads against her wall and one of them will get in.

CN: [laughs] You are so speaking my language.

WC: Well I used to argue with Lou and he wanted me to switch my work to the study of sperm, and I said “Lou, where it’s at is the egg. She makes the decision.”

CN: [laughs]

WC: So Lillian, that is my answer to you. If you wore the pheromones and you went out where you would be able to see a variety of men. If it was working for you and you knew how to conduct yourself, you would be in a position to make a choice from among a whole bevy of them.

Lillian: I see, okay.

WC: Because that’s what it does. The pheromone is sort of like a magnet, it draws interested people towards you. It makes them want to be attractive to you because you’re so attractive to them. And it’s through the olfactory system; it’s through the nose. It’s really a subconscious thing. People may say to you, “what’s that delicious new perfume you’re wearing?” And it’s the same perfume you’ve always worn, but you’ve added the pheromone to it. Which is one of the common ways people use our product, they spike their perfume with the pheromone.

CN: Or as you said, you can just use it straight. Just under your nose a little bit.

WC: Yes, you can. When you break open the seal in the little vial, you can’t reseal it. You need to pour it out into something that will prevent it from evaporating. That’s why we have the little blue rod bottle that holds it with the rod. Yes, so that’s the other way to wear it.

CN: Yes, okay. Okay, good.

WC: Does that answer your question Lillian?

Lillian: Yes, yes, thank you so much.

CN: Okay, so now we have to tell people, though, where to get it. [laughs]

WC: athenainstitute.com. Or call Athena Institute during East Coast, Eastern Standard Time business hours and usually there's people here to answer. But the main way people approach us these days is through the internet. They come onto our website, athenainstitute.com, and there is a series of tabs across the top, one of which is called shopping cart, and they click on that. You can see the product and testimonials of people who were unsolicited who told us and we posted what they had to say about it. Or you can click on the tab called pheromones and see the whole scientific literature that led to the discovery—what we have been talking about. Athena institute, it's two words together, athenainstitute.com.

Lillian: Okay, thank you so much.

CN: Okay, great. So tell me, what are the men finding? Because I obviously use the Athena Pheromone for women, but what are you finding from men?

WC: Well what happened was we had this product for women. When Montel Williams did a show, do you know who Montel Williams is?

CN: Oh yeah, absolutely.

WC: Well, I was busy doing my science and had all these young students from Haverford and Bryn Mawr college working with us and one of them came to me and said, “this call you should take, Dr. Cutler.” And it was Montel's producer, and she said, “Montel would like you to come on the show and he would like to test your product.” And I asked her, “Who's Montel?” Because I don't watch TV. I do science.

CN: Right. [laughs]

WC: You can't do everything! You have to be in your niche and connect with other people.

CN: That's right.

WC: Anyway, Montel. When I went on his show and he had people test it and they had great outcomes too. He asked me, they put it in the can and they play it later. And he said, “tell me Dr. Cutler, how many phone lines do you have?” And I said, “well we have two.” And he said, “I think you better get ten more.” And he was right. And what happened was, back then, in the first 6 months after that show, we sold a million dollars' worth of product. And we couldn't believe it. We had college kids working, pretty much round the clock, answering those 12 lines, and they

couldn't keep up with it. And all of that was to say that, we started generating revenue that let us do our mission of working to improve the quality of healthcare for women. We were, like you said that you've been liberated in a way, the way you do your medicine. We were liberated to fund research—like you're talking about like the breast cancer issue—that was not funded by any profit-making entity, as you know the tremendous profit in the breast cancer industry right now. It's huge. It's overwhelming. And we were able to fund research to show a different perspective about what can healthy women do to stay healthy and well. So we won't talk about that today. But it's interesting the intersection between when you create a love potion, and the love potion works, and you give it back to women in terms of a form of love to do research for their wellbeing and publish it.

CN: Oh that's wonderful. Well, you know, let's talk about that.

WC: You asked me about the men, but I didn't get to tell you about the men, what happened. I'm sorry, I got off track. Let me tell you about the men.

CN: Great.

WC: So once we had all of those orders coming in, we started getting phone calls from men, saying, “Do you have a men's product?” And we said, “No, we're Athena Institute for women's wellness.” And we said, “We don't do a men's product.” And they said, “Well that's not fair, what about us?” And that was the point at which, I spoke with my husband Tom, who was an attorney, now he's my husband, my attorney. He knew the whole big pharma industry and the cosmetics industry and the law, and I said, “I think we should, I think I could create a formula for men that we could test and there are colleagues that would be willing to work with me to do a double-blind placebo controlled.” And he said, “Men? We don't want men.” And I said, “Yes we do. They need it.” Anyway, we did the study. We published it. It worked just as well as the women's, almost identical outcomes. 75% of the men testing the pheromone, not knowing what they were testing had an increase over their baseline in romantic attention from women and connection with women. Compared to the placebo was triple the rate. So we published that. And the first person to buy the product turned out to be a woman, who I said, “Are you making a mistake?” And she was a gynecologist. She called and ordered the man's 10X product, and she says, “No, I'm buying this to put in my husband's aftershave so I can enjoy him more.” And it hadn't occurred to me that women would buy it for the women in their lives that they loved, so they could enjoy the aromatic effusion coming off of them and love the way their husbands smelled, or their partners.

CN: [laughs] I love it.

WC: So that's how we began with the men. And now I'd say that the men—men are richer than women and men buy about twice as much as the product as women. So men are now launching a lot of our women's health research.

CN: I love that. That's just perfect, isn't it?

WC: It's justice.

CN: Now, one of the things that I want people to know is that there are a lot of products on the market claiming to be pheromones.

WC: Yes.

CN: And they are not the same. So just talk about that, if you would please.

WC: Sure, I'm glad you asked me about that. We early on discovered there were 300 what we call knock offs, companies that would actually go to our website, cut and copy pieces of our websites and put it on theirs, and make claims that say, “We're cheaper than Athena and we have the same formula,” or variations on that theme. And we thought about what to do about that, and I have a spiritual-rich life, and I said, “Well, they meant it for evil, but maybe God meant it for good. Let's let it be. Let's not spend our time fighting.”

CN: Smart move.

WC: I beg your pardon?

CN: That's a smart move. It's like, yeah, I get it because if we use all of our energy fighting, we don't have it available for love.

WC: Exactly. And I just chose, and they keep me away from it except to tell me, well there are still 300 knock offs. And now if you go on google, and you look up pheromones, they are driving people to our website.

CN: [laughs]

WC: It's been astonishing! So what I know is that there has never been another product that achieved a double blind placebo controlled scientific experiment. I know that because we watch the literature.

CN: Right.

WC: To support the claims that we make. I also know that there are many people out there in these other sites saying what they believe is the pheromone formula. And what they're describing are, for example, the pheromone formula of a rat or a pig. And the pig pheromone turns out to be aversive to humans. Not attractive. So if that's what they're selling...

CN: [laughs]

WC: We know that people call us and say, I was using your product and I loved it, but it was \$100, and I realized it was for 6 months, and it wasn't really expensive when I counted it that way. But I saw this thing on the web that said \$29 or \$19 or \$49, so I tried one of them and then another one and then another one, and none of them worked, and now I'm back with you. So

things have a way. I’m sort of an optimist and I take the attitude. I think very much the way you do, from what I hear from your work.

CN: Right.

WC: That you look at the world and say, it isn’t necessary to spend your time suing, fighting, arguing. Keep trying to do what’s good and what will make the world finer and more beautiful and you’ve got it, and things will work out.

CN: That’s right. Now we have a great call here. I love this call from Mary in NYC. And she’s over 50, and she wants to know if this will work. So Mary, do we have you here?

Mary (caller 2): Hi, Dr. Northrup.

CN: Hello!

Mary: Oh it’s such a pleasure.

WC: Hi, hi Mary.

CN: So there you are in NYC. I know what the NY scene is like, you know, I taught at the Mama Gena School of Womanly Arts down there. [laughs] So Dr. Cutler, talk about—listen that’s where you should be having a special deal. Anyway, Mary, so tell us about what you would like to achieve, and Dr. Cutler you can obviously council her.

Mary: Well thank you.

WC: I’m all ears. Tell me.

Mary: My question is, I’m over 50, and I no longer menstruate, so I was wondering, I’m also looking for love. Will this apply to me, will this work?

WC: It should work beautifully. One of the double blind studies was conducted on postmenopausal women, average age 57. And that was by a psychiatrist who worked together with a psychologist who was at Harvard, and the two of them together did a double blind placebo controlled study of post menopausal women who were on average 57 years of age, half of them tested the pheromone, half of them tested a blank, and they didn’t know which they had. And they kept a regular record. And that time they used a fax machine. They’d fax it in once a week. And by the end of that study, it showed that 68% of the women who tested the pheromone had an increase in romantic attention from men, and that was about triple what the women who tested the placebo. There’s always a placebo effect, when you believe something will work, you do get some effect, and that’s always real. There’s nothing unreal about it. But the pheromones added triple the value to the placebo. So I would say you have a good chance that if you wore the pheromone at a regular basis, and you went out to where you would find men—whether it’s taking tennis lessons or bridge lessons, or anything that interests you, where you’re around other people who are single—I would think you would have a lot of fun.

Mary: Thank you.

CN: Now how does that sound Mary?

Mary: That sounds promising.

CN: It is promising. And it's very fun. It's really very fun. But what you shouldn't do. Because I remember when I was newly single, my family in all of their wisdom would tell me where to find men. And my mother suggested—this is the truth—she suggested that I carry a flyrod with me, I mean in a case, as I walked through the airport. And she said, when she carried her flyrod, she had a huge amount of male attention. And they got to be laughing about it, and they said, “I know, ice fishing, that's what you want to do.” Ice fishing or flying airplanes or the golf course. And I thought, I don't like any of those things.

WC: Exactly. And that's exactly the point. The problem is you want people to want you for what you really are. Not for what you pretend to be.

CN: [laughs] That's it, that's exactly right. And I thought the flyrod was perfect, you know I'm trying to reel them in.

WC: [laughs] Oh I hadn't thought about it that way, that's great.

Mary: So funny.

WC: But the idea of one of my books, *Searching for Courtship: The Smart Woman's Guide to Finding a Good Husband*, was built on a sequence of steps women could take, and it starts with honesty, integrity, being able to detect deception in other people. Intimacy should come last after you know that someone you want to be friends with. Someone that you like whose character matches how your character has developed. So the process of the pheromones enables that, but it doesn't force anything. That's why we were so thrilled to see that men were more courtly, rather than more aggressive with women who wore the pheromone.

CN: That's beautiful, yeah. So Mary, just for fun, what's the first thing that comes to mind as a place that you would go?

Mary: Um, I'm thinking Whole Foods.

CN: Yeah, yeah.

WC: Whole Foods? Cooking classes!

CN: Yeah, yeah, I think that's a great idea. Yeah, cooking classes and Whole Foods. Perfect. [laughs]

WC: Well I think Whole Foods gives cooking classes.

CN: Oh, do they?

WC: Some of them do, because I know where we are, I have seen that advertised. Maybe now that it's one franchise, isn't it, owned by one entity.

CN: By Amazon, yeah.

WC: Yeah, so I don't know how they work it now. But they did locally here. They would teach people how to cook with their whole foods.

CN: Love it, love it. Well that sounds great.

Mary: Thank you.

CN: So Mary, it's athenainstitute.com. Okay, so that's easy. So just go to the website and get your 10:13 special Athena Pheromone.

Mary: I will!

WC: And look at the books. Look at the book Searching for Courtship: the Smart Woman's Guide. You might even find that relevant. It might be relevant to you.

Mary: Thank you so much.

CN: Okay, great.

WC: Okay, good luck to you!

Mary: Thank you both.

CN: Thank you.

WC: I hope you enjoy that journey.

CN: [laughs] And Dr. Cutler, I want to say, you know, for a lot of the young women coming up now. This idea of “searching for courtship” seems to them old-fashioned. We have this ridiculous hook-up culture. I mean I can't even begin to say enough bad about the hook-up culture where women have been encouraged to disconnect their hearts from their low-heart, from the genitals. And you know, having sex right off the bat is so insane. If you are looking for a beautiful, monogamous relationship. Now we have all these polyamorous communities.

WC: Yes.

CN: And what I found in every case, in every case, is that the women are the ones who end up getting screwed.

WC: Oh, of course.

CN: Because the men, you know, it's a man who he gets to decide who he's going to have sex with, but if she, if the women in those communities decide who they're gonna have sex with, then the alpha male gets upset. It doesn't work. I guess what I would like to say, for most women, most of the time, this arrangement doesn't work. And what I think is that young women and older women were talked into going against our instincts. And I love that you have a product, scientifically designed with nature, with the partnership, with the moon, with our fertile cycles, with our animal instinct, that actually elevates the entire behavior and conversation.

WC: Oh it is. It's elegant and it's private, should be private. And one of the things I'd like to say, when I wrote *Searching for Courtship*, my publisher wanted me to remove one the section of the book about sexually transmitted diseases. And one of the chapters in it is monogamy and restraint.

CN: Yeah.

WC: Because I have come to see—first I worked at an infertility center at Penn, and that started me on the understanding, which has subsequently been well-born out by research, that women who had multiple partners are susceptible to great many sexually transmitted diseases, which are on the rise in the U.S. right now. One of those is chlamydia. Chlamydia is silent until it has eaten away the fallopian tubes and destroys forever her fertility.

CN: Oh, I know. This is my experience as well as a young gynecologist, I'm thinking—

WC: Oh you would have seen it.

CN: Oh please, it was horrifying. You know and I would get into these intellectual discussions with people, about, oh no, you know you're just uptight. It's like, are you kidding? Do you see what I'm seeing?

WC: When my daughter—my granddaughter is now in medical school—but when my daughter was probably 11, I brought home from Penn for her a spiral notebook of all the sexually transmitted disease and gave her a copy. And each one of the diseases showed spread legs pictures of horrible lesions on the vagina, on the tubes, and the sequelae that followed these diseases. And she was the last of her friends, I never told her how to behavior sexually, but she was the last of her friends to give up her virginity and that was her choice. And now I learned from my granddaughter that her mother, my daughter, took that book out of her closet and gave it to my granddaughter when she was 12. And it's tremendous preventative treatment to actually see, to actually get to show young women pictures and descriptions of the sexually transmitted diseases and how it affects them. And it doesn't just affect them while they have the disease, it affects their whole life.

CN: This is a beautiful. What a great idea, thank you. I happen to have two granddaughters. They're 6 months old and 3. [laughs]

WC: [laughs] Oh well, they have time yet. But you and I agree that monogamy and restraint and have one partner who you love and you spend your energy developing a relationship with is a beautiful thing when you’ve carefully chosen each other. It’s magnificent what you can build when you’re not going from person to person to person. And single women need stability. It’s the same thing if single women are very attractive to married men, as we hear, and they will pursue them for one night stands and their events, but when it comes to New Years’ Eve and holiday-eve and Thanksgiving, the single woman is left alone, while he’s with his family.

CN: Yup.

WC: And it’s so sad that they take so long to realize the value of monogamy and restraint.

CN: That’s right, that’s right. And you know, so we’re told, “Oh you know you’re so old-fashioned and uptight.” And I have this lioness energy within me, and I will just get right up and say, “Stop it.” I’m at this point bulletproof with this argument.

WC: Good.

CN: Because you and I have both seen what happens. Let’s talk about, I’d love to hear a little bit about your breast cancer research. It’s time that women heard that and have gotten off the pink ribbon nonsense.

WC: Sure. I was invited at the International Menopause Society meeting in June to present two separate lectures, one on the problem of overdiagnosis. We now are finding that the mass screening, the breast cancer screening that is widely marketed—

CN: Oh yeah.

WC: --and promoted to women: get your mammogram because early detection saves lives. That’s their mantra.

CN: [laughs] I know.

WC: And it turns out the data say early detection has not saved lives at all.

CN: No.

WC: The data does not withstand scrutiny to that marketing message. But it does make a lot of money for the industry. What happens is, now that they’ve gone from the mammogram to the 3D—

CN: Yes.

WC: They have reached a point where 50% of the early cancers found are cancers that if they

hadn't found them, your own immune system would have suppressed them. They never would have come to life. They never would have caused a problem.

CN: Yup.

WC: But once they're found, the woman undergoes cutting, slashing, radiation, and drugs all of which risk all kinds of diseases like ischemic heart disease. For the next 20 years, her risk keeps accelerating. So iatrogenic harm is being done to women under the guise of early detection saves lives, which is not true. So what we did, that was the first lecture was a, really revealing the world's literature on the problems of overdiagnosis, what they cost women, how much money they generate for the mammogram sellers, the medical establishments that promote them. 42% of women who have regular mammograms over 8 years will be told falsely that it looks like they have a cancer. Then they're told, you didn't have cancer, and what happens in the interim where they thought they had a cancer and they didn't have one, the terrors that that induces—

CN: That's it.

WC: --affects their whole endocrine system, their immune system. They don't sleep well for the next 10-15 years. The stress on the system of the false positive is one issue. There's other issues. The ductal carcinoma in situ.

CN: Oh please. Oh yeah.

WC: Is a non-disease. It doesn't transfer to metastatic cancer, except that it generates \$12,000 per patient for the medical establishment as it tortures the women with their treatment. So you should almost not have started me on this.

CN: I have never had a mammogram, never.

WC: Neither have I.

CN: [laughs] So.

WC: Oh, that's the other thing. Mammograms cause breast cancer. Their radiation from the mammograms. This is the paper we're about to submit again—not again—this is a new paper we're submitting because we have completed our analysis of the 2,305,428 women who were enrolled in 19 different studies worldwide, each of those studies only enrolled women who have never had a breast cancer and then followed them for up to the next 25 years, in order to find out how much cancer could they find. Can you guess how much cancer they could find in 25 years in such a pool in women, which is most of us?

CN: I can't.

WC: It's about 5%.

CN: Wow.

WC: And we're being told, the marketing are saying 1/8 women will develop breast cancer. That's a lie. I used to think they just didn't know. And now I understand it's a marketing message.

CN: That's right.

WC: And it generates— it's enough to get me agitated.

CN: [laughs]

WC: And that's one of the things we're working on, trying to. My colleagues are two gynecologic surgeons, a mathematician who's a genius and she does our statistical analysis to withstand scrutiny, and a professor of psychology, and I'm the biologist. I guess it's now 5 of us, we have a manuscript is ready, it's about to be submitted that will show why women should not have a mammogram. Why they should reject it.

CN: Oh, bless you. Now you make sure that you send me that.

WC: When it's accepted.

CN: When it's accepted, then I will be your marketing arm. Because I have a few soapboxes. One of which is currently the HPV vaccine, which is killing young women.

WC: Okay, I'm not an expert on that.

CN: Mm-hmm.

WC: Tell me about that.

CN: Okay. Basically, about 7.9 women per hundred thousand in the reproductive age group will get cervical cancer. About 7.9 per hundred thousand.

WC: Wow, it's that tiny.

CN: And the US and Australia have the lowest rate of any country. And the Gardasil, has really serious adverse effects, is 2300 per hundred thousand.

WC: Oh goodness.

CN: Oh yeah, and we're talking infertility, premature menopause, death, serious adverse effects, autoimmunity. This kind of thing. So now what they've done, whoever has Gardasil, have increased the range so that now it's approved for women and men up to age 45. The false immunity over some of the HPV viruses like 16 last for only 5 years. We have some early data from the original Gardasil that showed that it increased CIN-2.

WC: Yeah.

CN: So now they’ve invented a new one, Gardasil 9, which has more aluminum, more—

WC: Oh dear.

CN: It’s the agitants that cause the problem.

WC: I have focused on wellness, except the breast cancer thing, the breast terror industry gets me. So I’m working on that.

CN: Right, right.

WC: There’s a lot of battles to fight for women.

CN: Well, there are. And what happens is this, and you know what I say to people is: it’s one thing to listen to me on Hay House Radio, and its quite another to go in for your physical and have to refuse the mammogram and be shamed and be treated like you are an idiot. And that’s what’s happening to women.

WC: I know, and that’s why we’re fighting it with scientific scholarship, and then I’m going to give to you to market it.

CN: Yes, indeed, you are. [laughs]

WC: Because I don’t do that. I really spend my energy with the science, except for the pheromones, which thrill me, because here we had a scientific product that is a love potion. That brings more love in the world. We had—it was really an amazing thing—we had people calling and reordering and I would ask them tell me what’s happening, or they would just invite when they heard they were talking to Dr. Cutler, because I answer phones for a couple hours every day. I love to talk to people, as you can probably hear.

CN: Oh that’s wonderful.

WC: I love hearing what they tell me. We had people who were prison guards, women prison guards telling me they wore the pheromones into the prison because it calms all the people behind the bars as they walked up and down the aisles. Things like that. I have women who have worked for very difficult men, bosses, who said they started wearing the pheromones, and nobody could ever work with this boss before but now their boss is like a puppy doing whatever they can do to be kind to this person whose wearing the pheromones. So I hear these kinds of comments. They blow me away.

CN: This is amazing. Okay so we have a minute and a half left, so I want to summarize for everybody. Okay, so my guest has been Dr. Winnifred Cutler, the founder of the athenainstitute.com. The website is loaded with all of her studies, her scientific studies about pheromones. These are for men and for women. There’s the women’s formula 10:13; there’s the men’s formula, that you put in the aftershave, called 10X. They come with this beautiful little

funnel and scientific vial. And these things can change your life. Also, what’s happening is Dr. Cutler’s product funds research that helps women. So it’s a lovefest all around. I can’t thank you enough Dr. Cutler, for your work in this field, for your dedication, to sticking with your mainstream science, which I have been unable to do. I wanted to get the message out to women. So thank you so much. And everybody remember, it’s athenainsitute.com. Thank you.