

The "Mirror Effect™" Of Immunovative Therapies, Ltd. - A Revolutionary Cancer Treatment

Written by Australian Business

DENVER, CO, September 26, 2013 **/24-7PressRelease/** -- Dr. Michael Har-Noy, founder and CEO of Immunovative Therapies Ltd, an Israeli biotechnology firm started in 2004, outlines a proprietary and completely unique therapy for metastatic malignancies.

In an allogeneic bone marrow transplant (BMT), the transplanted donor immune cells can initiate a strong cancer-killing reaction known as the graft-vs-tumor (GVT) effect. The GVT effect arises from T-cells that come from the donor bone marrow. Scientists at Immunovative Therapies, Ltd. point out that the T-cells derived from the donor tissue will kill the patient's normal cells as well as the malignant tissue. This destruction of the patient's normal tissue precipitates the often-lethal GVHD.

[Immunovative Therapies, Ltd](#) . has devised method of separating the curative GVT mechanism from the deadly GVHD complication of allogeneic BMT procedures. Immunovative Therapies, Ltd., has created a T-cell compound that, when administered to a patient, reflects the reaction mediated by the donor cells onto the recipient's immune mechanism. Immunovative Therapies, Ltd. calls this process the Mirror Effect.

At Immunovative Therapies, Ltd., Dr. Michael Har-Noy indicates that in the Mirror Effect , T-cells of a normal donor are administered to a cancer patient. These T-Cells stimulate the patient's own immune mechanism to attack the malignant cells, rather than precipitating a GVT effect. Immunovative Therapies, Ltd. calls this chain of events the host-vs-tumor (HVT) - the mirror image of the GVT reaction. The patient's immunity is awakened by the infused foreign cells and attacks the invading tissue, a response termed the host-vs-graft (HVG) effect. The HVG reaction is the exact mirror image of the GVH mechanism, but is completely not-toxic to the patient.

The GVT precipitated by [Immunovative Therapies, Ltd](#) .'s proprietary compounds is such an effective treatment for cancer because when the host and donor immune cells react, a cascade of inflammatory cytokines are unleashed which give danger signals to the patient. These danger signals inhibit the malignant cells' immune avoidance mechanisms, and allow the patient's immune cells to identify and destroy the cancer cells wherever they reside in the body. Immunovative Therapies, Ltd.'s Mirror Effect creates these signals in response to the patient's rejection of the infused foreign cells (HVG), and not as a result of an attack on the patient's normal tissue (GVH).

Thus, Immunovative Therapies, Ltd.'s Mirror Effect can theoretically reproduce the curative potential of an allogeneic BMT without the possible complication of GVH disease. The Mirror Effect™ of Immunovative Therapies, Ltd. is an entirely new idea in the treatment of cancer.

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[Immunovative Therapies](#) , Ltd. says that traditional cancer therapy is not able to target and kill individual cells throughout a patient's body. A patient's own immune system is the only mechanism that can eliminate cancer cells completely. So, harnessing the tremendous potential of human immunity to kill malignant cells could be curative. The immune response precipitated by the Mirror Effect™ of Immunovative Therapies, Ltd. represents the first successful manipulation in which a patient's own immune system is empowered to disable a tumor's avoidance mechanism and to seek out and destroy the malignant cells.

The development of Immunovative Therapies, Ltd's Mirror Effect™ and the implementation of the Mirror Effect™ in cancer treatment could create an entirely new field of oncologic immune therapy. Immunovative Therapies, Ltd. is protecting its Mirror Effect™ ideas by writing strategic patents that will transform them into assets that are both marketable and tremendously profitable. [Immunovative Therapies, Ltd](#) .'s growing patent portfolio protects the depth and breadth of the virtually limitless ways the Mirror Effect™ can be used to manipulate a patient's immune system and enable it to battle the most complex of diseases.

Immunovative Therapies, Ltd's patent portfolio, in addition to protecting a proprietary method of treating malignancies, has the potential to spawn a completely new field of medicine based on immune system control. This new medical field may result in new, successful therapies for diseases that are untreatable today.

About: [Immunovative Therapies](#) , Ltd. is a biotechnology company founded in Israel in 2004 by Dr. Michael Har-Noy. Immunovative Therapies, Ltd. develops proprietary cancer therapies based on immune system manipulation.