



We will reconcile mankind
with **Nature**

Text by Fabrice Leclerc Photos by Zsolt Andreas Szabo

#1. WE WILL RECONCILE MANKIND WITH NATURE.

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GentleBooklets It is a series of long-form articles written by different authors. The booklets, designed for a quick read, feature texts and images. We have kindly asked to the authors to comment on the term “kindness.” Authors and photographers have donated their work.

The motivations behind the project are the same as those of Gentletude, the desire to spread awareness about the need for “kindness” in our society, a society too focused on personal success to remember the basics of everyday living and respect for the environment that hosts us.

Our decision to present these ideas in a series of publications is due to the awareness that, in order to stimulate people to think about these issues, it is necessary to present some concrete examples. In this case, the examples will be provided in the texts written by the authors.

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**WE WILL RECONCILE
MANKIND WITH NATURE.**

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INTRODUCTION.

Being gentle **to our** environment is certainly the best way to live a healthy, long and happy **life**. We are part of Nature and **by** destroying Nature we destroy **ourselves**, by being gentle to Nature we nourish our long-lasting, **healthy** and happy future...

THE “MIRACLE PILL”.

It took us a while to understand, to rediscover how we are connected to Nature. We have been living over the past decades in a world which valued the tangible, the material, the ‘miracle pill’ to solve any problem ... a pill which was of course designed to make the highest level of profit, ignoring what really matters **to** us, our lives, longevity, and happiness for the sake of the consumption era, and the shareholder’s return on investment... a wonderful pill which became very toxic for everything, the economy, the environment, and our overall happiness, health and longevity levels. Being gentle seemed at that time to be the behavior of the weak. Why would you be gentle if you could succeed materially by doing whatever you wanted? Why not sell drugs, kill any living forms, cut down ancient forests, fire people to make more profit without

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bearing the **cost** of neither the environmental **imp**act nor the social impact? But being gentle is the **behavio**r of the strongest, the brightest, of those who understand **the** deep connections, who have enough energy **and** love to not only take care for themselves **and** their relatives but of everything that matters **in** life in general. Cutting-edge doctors are **leav**ing behind the era of miraculously toxic pills, they are now rediscovering what thousands of years of wise men and women knew very well: being gentle to the environment and giving back what one has taken is at **the** base of the most powerful medicine ever discovered.

AN UNEXPECTED DISCOVERY.

A medical research team was study**ing** the carcinogenic activity of certain egg nutrients, **thei**r ability to stop or promote **tumors'** growth, called the angiogenesis, the ability of **these** "non gentle" cells to connect to our blood vessels and grow. They were studying the activity of certain molecules found in the eggs and had different results. The same nutrients had opposite effects depending on the origins **of** the eggs. It was not about the nutrient but something else which could turn a good nutrient into a bad nutrient although their molecular structure looked the same under a microscope.

HAPPY HENS.

What they found was astonishing: an egg which had been laid by a hen mass-produced in cages and treated by antibiotics **pro**voke tumors. An egg produced by the same hen **rai**sed freely in



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the countryside with organic food has the capacity to slow down the growth of tumors, even pushing them to self-destruct! This means that if the hens are bred with love and care at first and fed with organic / gentle food, they keep their ability to promote health and life. If the intention behind the production is bad (to make profit without consideration for the hens's happiness for instance) they produce toxic eggs. They might taste the same, look the same, have the same economic value, but the way they influence our genes is the opposite, their value to our lives is immensely superior for the organic, free-range egg. The same observation is shared by thousands of studies.

FOOD AND INTENTIONS.

We now know that the molecular structure of the food we eat depends on the way it has been conceived spiritually. A negative intention (like fear, aggression, domination, competition) creates pathogen fields that change any "good" molecules to "bad" molecules. I guess that Einstein also reached the same conclusion when he wrote that thoughts control matter, good intentions create positive fields of energy which translate into good matter, and negative fields translate into negative matter. Inventing nuclear energy was potentially a good thing which turned into a disaster in the hands of negative minds. What Einstein found out, was in fact what all ancient natural civilizations knew: the way we think has a direct impact on what surrounds us, our health and happiness and the health and happiness of our society.

PRODUCT AND PROFIT.

A product which has been developed only for being consumed by someone and to gain the maximum of profit, without bearing the responsibility to give back to the environment and to the people who are involved in its production, is weak and toxic. As the society which has been based on the exclusive search of profit is toxic and generates its auto-destruction, together with the people who have been trained for it: the management, the financial organizations and the consumer; who has been a spiritual and material slave of that toxic system. This is what we currently see around us. A product which has been made with love, care and vision is loaded with the energy to do good to its inventor and to anyone else, and by return has a much higher probability of success and high economic performance.

RELATIONS.

By being gentle with the people that surround us, by designing our products and business model so they do good to the people, the world and of course the economy, we have the ability to turn the current toxic environment into a healing one. By adding gentleness into what we do, we enter the cutting-edge of today's lifestyle and join the journey of detoxifying our environment and our lives, and start to heal not only ourselves but all the people and creatures that surround us.

THE “TECHNOLOGICAL RACE”.

I had the chance to work with Steve Jobs and his Apple team in

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Cupertino, California four years ago. His recipe for success had much to do with his passion for making the world a better place, serving humanity rather than winning a technological race or following “consumer trends.” It was about creating new worlds which could help humankind to live better, a much higher level of energy than all Apple’s competitors stucked into the “technological race.” This transformed Apple into being one of the best place to work and also the biggest company value ever created. Technology like innovation has no sense if it does not help us to live better; technology has no sense if it harms our lives and our environment; technology has no sense if it is not gentle to us and every living form on the planet. When Steve understood that the Apple computers where loaded with toxins, mercury and other heavy metals or volatile compounds, he started to work on reducing their health and environmental hazards, cutting down toxic e-waste, turning a negative, potentially risky field into a good field of opportunity, making the first “greener” MacBook.

THE GENTLE ARCHITECTURE.

It is not by chance that Steve Jobs had chosen a circular design for the next headquarters of Apple in California, nor it is for just aesthetics that he wanted this symbolic place to occupy only 20% of the natural space of the land and its bio diversity, a ratio with a profound “gentle” meaning coming from a leader aware of the power of such a design. Steve knew that to be gentle with his people and most of all to the environment was the key for the next evolution of our society, not only at a spiritual level but also,

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as he knew it, because it would have generated an even greater value for the whole Apple brand. The circular architecture he had chosen for the most important place of his organization was also a message: leaders of the 21st century would have converted their way of thinking from linear to circular, a message that all the brightest civilizations have sent to us from the Maya with their circular Mayan calendar, and the circular sun disk of the most powerful Pharaohs, the healing medicine wheels. Even Leonardo da Vinci ended his quest for the perfect aesthetics with the vetruvian man, the perfect shape, a circle which gently protected the man, the message which Leonardo shared with the world: to stay healthy and happy, stay at the center of your wheel of life, care for all aspects of your life: health, work, sex, meditation, food, environment, and social connections. Most of the business buildings or real estate projects we see usually convert more than 80% of the natural landscape into lifeless concrete structures. This lack of respect and gentleness to the other living forms which used to live on the occupied space creates places where people get sick as they are disconnected with the existing Nature. They forget that Nature is at the origin of their life, balance and health, and they put themselves at risk. They later pay for this lack of awareness, develop severe illnesses linked to their disconnection with Nature. Something that the best designers do not forget today.

SUN BENEFITS.

For instance our gentle exposition to the sun rays is key to our health. Sun rays are responsible for a large spectrum of physical



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and health benefits by being the prime source of production of our D vitamin ... Do business leaders care about the quantity of direct sun rays that their employees take in per day? Are managers accountable for the indoor air quality of their teams? Do we give all our children the organic, beneficial eggs and organic food they need to thrive? Yes, the leaders do. Weleda and Patagonia are among these. Billions of individuals are now changing the way they live, accessing authentic information and moving on to the next level of our evolution, integrating respect and gentleness as the ultimate source of success in their private and professional activity lives as mediatic leaders do.

GIVING FOR RECEIVING.

Have you ever heard that it is by giving first that you receive more? Well, this is true although most of us have grown up being told the contrary. Giving is immensely stronger than taking; by giving first you create a positive field that attracts, in return, positive fields to you. By taking or controlling you create negative interferences, you disrupt the natural balance and lose control.

WE ARE WHAT WE EAT.

Every day we add into our body materials that are good or bad, rich or poor. Food is central to all our activities, to our longevity, beauty, health and happiness. If you want to start your own organic garden the first thing you want to do is to gently nourish your soil, by recycling into compost the highest variety of organic material. By giving first to the soil, by being gentle to the soil and

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all its habitants (the bacteria, worms, and beneficial living forms) instead of trying to dominate or kill them with harmful chemicals and fertilisers which only provokes the plants and therefore those who eat these plants to weaken. The organically-grown soil in return will give you the richest crops you would have ever seen – naturally, gently. The food that will grow from this organic garden will be by far superior to any non-organic foods. It will contain all the nutrients that you have put in the soil in the first place in the form of compost, and give it to your cells back when you eat them, they then allow your body to function at full pace, making it quite virtually impossible for you to become sick.

NATURE IS OUR ALLY.

At first you may think that there are no differences between an organically grown crop and a heavily chemically treated, mass-produced one, but the difference is entirely related to pleasure, taste, health benefits, environmental and social impact. The food from these crops is not from the same world. Natural, organic, gentle food is our food; it has always been. It is with this food that we survived until now; for millions of years we have lived thanks to gentle, organic food, the food we now have to reconnect to. It is the key to our survival. Today millions of people suffer from illnesses that are possible only because they live in a non-Natural environment and/or because they have eaten non-natural foods. Chronic diseases both develop from intoxication from the absorption of “non gentle” non-Natural foods and non gentle lifestyles, disconnected from Nature. Nature is our first healer and our de-

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toxification ally. A gentle walk in a forest where you can breathe fresh air can heal you, drinking fresh spring water can heal you. **T**hat is simple, be gentle, find natural harmony and Nature will treat you gently in return. It is also amazing that top chefs use gentle cooking methods like steam, and, when possible, do not cook at temperatures beyond 60°C. This way they preserve a very large amount of nutrients and vitamins, which traditional high-temperature cooking methods don't do.

THE GENTLE ENERGY.

Being gentle to our environment is also the key for one of our most important challenges, the Energy challenge. Gentle energies (harvesting of the natural energies that surround us like the wind, the sun, the water) are far more powerful than artificial energies like nuclear for instance. They are not only unlimited and free, but safe. They are of course the solution for the planet. Today millions of individual are producing their local, Natural and free gentle energy without damaging their environment, and while making huge savings. They have started to connect into collaborative grids, sharing this energy when it is really needed and with whomever needs it.

CIRCULARITY OF LIFE.

Gentleness is the mark of the people who are aware of the circularity of life. What you do on one side of the planet has a repercussion on the other side, because everything is connected. Where everything is circular, "what goes around comes around." If you start by doing good, being spiritually gentle, you send a vibration



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which can spread quickly to other individuals and back to the environment. You attract the gentle and the good to you.

LA “VALLÉE ÉTERNELLE”.

Acting for the conservation of our natural environment is sending love which comes back to us with a multiplied force like a boomerang. I experienced it while I was preserving a pristine valley against its destruction by a real estate project, “la vallée éternelle.” It is situated in a beautiful Natural place called Perigord, in the heart of France. For thousands of years, the place has been considered a symbol of the harmony of man with his environment; it is the place where one of the most ancient lunar calendars has been found and where the oldest European spring water was discovered. Instead of opposing the project in an aggressive, direct way, we decided to create a better one, using gentle attitudes and vision: the first valley on the planet dedicated to the Natural search for longevity. We started with all the love we had, the messages, the words, (words are critical because they are messengers, gentle words like protection, sharing, caring, living well have a tremendous power, so use them wisely!). We did inventories of bio diversity to show that the place not only included forests and grass but also was a sanctuary to endangered species, millions of living creatures, a place where seven pure water springs were at the source of an explosion of life, where the soil, the water, the air were still pure and could serve as a heaven for human beings as it did thousands of years ago. A place that would become symbolic for the future evolution of mankind (it is already a Unesco world

heritage site). A place where man could rest and heal.

SOCIAL NETWORKS.

We started to share this positive and gentle information on Facebook and YouTube and in less than a week we had an immediate response of love from people all around the world. Hundred of new volunteers were giving their support, journalists started to write articles without asking for money, understanding the spiritual and economic value they could get back by only giving a hand; even some of the people who had initially thought about the destruction of the valley felt the positive energies and opportunity to preserve it and changed their minds. This is the power of gentleness, the power of caring and the power of love, the biggest power of all. It creates a gentle halo around what you do which attracts others. If you could change the energy level by just thinking of doing good, people feel it and gather, using their instinct of survival, they understand that gentle places are healers: they not only can stop negative behaviors but have enough energy to transform anyone that comes to these places or just participate.

ORGANICAL PRODUCTION.

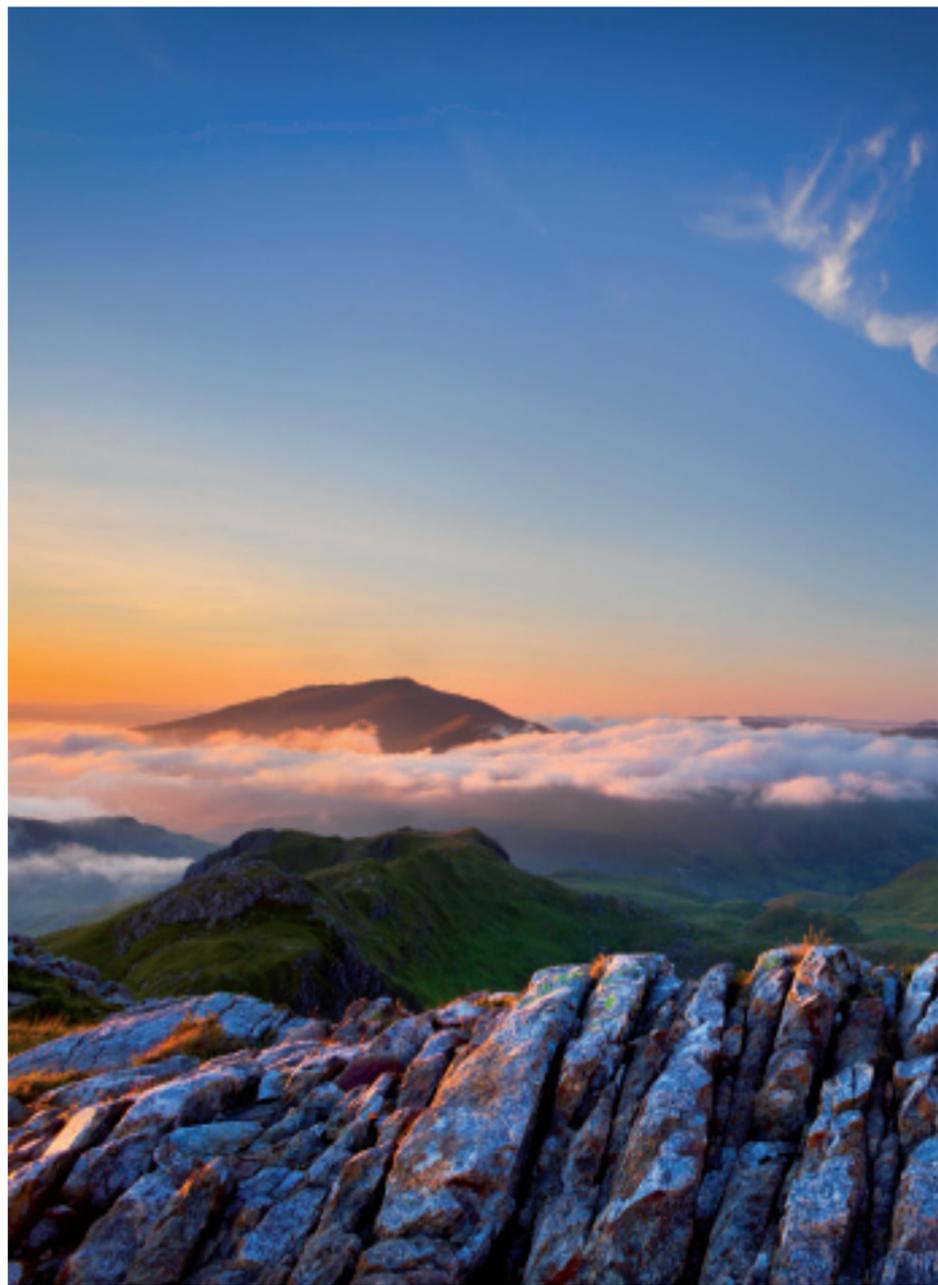
Because few people have the chance to come to "la vallée éternelle", we thought that we should share some of its gentleness halo, through the making of 100% nonprofit, 100% organic, 100% no-impact foods, well-known for participating to the longevity and health of any-one. Organic and wild honey ranks number one among them. It has been known for thousands of years as a food

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which is part of the diet of people who live longer than 105 years old, in full health. This is the case of some people who live on "la vallée éternelle" and who regularly eat the valley's honey. On the eternal valley, people drink a lot of wine, they don't do sports, they eat lots of fat, mainly from duck ... Call it the French paradox if you want, but the real reason why the inhabitants of the "vallée éternelle" live longer is probably not that secret, and surely not difficult. There are four other places in the world where people show similar astonishing health and longevity traits... and it is because they are gentle and kind to their relatives and their environment.

LIFESTYLES.

The first behavior that these people share is that they make gentle activity; they don't go to the gym and do spinning on bikes, or extreme sports which can cause damage and high levels of oxidative stress to our cells. They just care for their vegetable patches, every day, in the sun which in return keeps their vitamin D levels at optimum. They breathe fresh oxygen which is produced by all the Natural environment that surrounds them, this oxygen acting as a deep cleanser of the cells, and also helping to keep the PH level of their tissues alcalin (the gentle side of the PH scale in which virtually no virus, harmful bacteria or illnesses can develop). Also, the level of natural enzymes and nutrients of the foods that come from these patches is incredibly higher than the foods that one could buy in any store (not to speak about processed foods which are, most of the time, toxic). The lapse of time between the moment these foods were living in the organic garden soil and when they



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are eaten is very short. They are the “fastest foods” in the world! Also, on a psychological level, having a garden helps you to stay connected with the rhythm of Nature, to be part of the changes of seasons and natural diversity, which are all very important to our health and longevity. Having an organic veggie patch also means that one has to anticipate the future, take care of a circular system of planting, caring, harvesting, planning, feeding back ... and by doing so is living with the Natural rhythm. People who have lost their place in society usually live shorter lives. Retirement, which is a very acidic, aggressive word, kills more people every year than any other word. In fact, inhabitants of the Japanese island of Okinawa, who live like the inhabitants of “la vallée éternelle”, have no Japanese translation for the occidental word “retirement.” They live all their lives with projects; when one is finished a new one starts. This way, they always project themselves in the future and keep their vital forces activated. The second key to longevity is to keep tight relationships with your family – gentle relationships, laughter, and community spirit are activating genes and proteins that we know now are keeping us alive. The third key of course is that these inhabitants did not let toxins contaminate their environment in the first place. They eat and produce only organically, they drink water from natural spring water that sometimes they had to defend against destruction, like “la vallée éternelle”. Being an activist for the preservation of the environment is therefore a must in anyone’s life, it is our common duty and responsibility. The fourth key is that part of their diets is comprised of very potent and simple foods. Some call it super foods – they have always been known

as to be part of the diet of people that live healthy and for a long time. Among these foods, the most powerful is probably honey, made by the gentle bees.

HAPPY BEES.

Honey has more than 300 healing properties and has always been considered as a number one super food. The issue with today's industrial honey (most of the honey we can buy) is that bees are constantly moved all around the globe to increase production. Bees are brought where the flowers bloom all year long, breaking their life circle and the variety of indigen species they are used to feeding on. Bees can't rest, because they are sent from place to place they have not adapted to, they get new illnesses which their immune system is not able to fight, and so they die. More than 70% of the world population of bees have been killed over the past 15 years. As Albert Einstein said "when bees will disappear human beings will only have a few years to live." And this is true, as bees are responsible for the pollination of more than 70% of the food we eat. In "la vallée éternelle", we chose to apply our principle of longevity also to the bees. Here bees stay with their family all year long, in contact with the seasons, the flowers, the environment they know and have always known ... their immune system is functioning perfectly and they are happy and healthy; they live longer than other populations of bees because we have not only protected their environment and the diversity of flowers they feed on, but we have protected their happiness. They can safely harvest the fresh pollen of the flowers they choose and

they stay with their family, drink pristine fresh spring water and rest in the sun... – this is why we have called this honey “miel familial”, which means family honey. Recently, we have asked a laboratory to analyze the anti-aging property of the wild “family honey” of the valley. The results were above expectations: this honey is one of the most powerful anti-aging foods they have measured so far. Having combined the care for the environment, the deep understanding of what makes a happy bee, thousands of cutting-edge and ancient wisdoms resulted in simple and natural harmony, creating a food which, in return, promotes our happiness and longevity. What goes around comes around ... our gentle thoughts had been transformed by the happy bees of “la vallée éternelle” into a unique elixir of health and longevity for us and anyone that eats it.

CONCLUSIONS.

With these very simple circular insights it appears that kindness, respect and a deep understanding of the connections of all that matters is what makes all the difference. Our path to success is about reconnecting with these gentle and natural attitudes and participating in the good evolution of our world – for us, our friends, our families, any living species on the planet.

***We are the generation
which will reconcile
mankind***

We Will Reconcile Mankind with Nature



AUTHOR

Fabrice Leclerc, *an inspiring sustainable business activist.*

Fabrice comes from a family of explorers who have fueled his passion for discovery and pushing boundaries. After years of top experience at Fortune 100 companies and with business visionaries like Steve Jobs, he is now one of the most inspiring innovators for the evolution of the business and lifestyles on the international scene. He is the founder of wildkeepers, the global community of good business and The Eternal Valley, a Unesco World Heritage of Humanity, which received the Patagonia Tides foundation grant in 2010 from Yvon Chouinard, founder of Patagonia.

Fabrice, among many things is also a consultant to the United Nations and will be one of the speakers at the summit “Earthsummit Rio 2102.”

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PHOTOGRAPHER

Zsolt Andras Szabo.

“The purpose of these photos is not touristic, nor documentary, it is not about showing places to the viewers. I try to express the feelings and impressions I experienced while standing there and watch the different faces of nature. I believe in photo art is not important if the image is perfectly real.

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GENTLETUDE

Gentletude is a neologism composed of the words “gentilezza”(gentleness/kindness) and “attitudine” (attitude). It pursues the aims for a better world without violence, arrogance and rudeness. A world where caring and paying attention to others, common sense and balanced competitiveness are the most important things. The production provided by the association was completely free, based on the Commons Creative Criteria. Gentletude in Italy is a non-profit organization (NPO), and in Switzerland is a non-profit association. Contact Gentletude on the website:

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Let us be mindful
of the happiness of hens,
which in turn
will help prevent us
from consuming
toxic eggs.