

C.S. Lewis & Co. Publicists

Dear Editor,

Research from thousands of medical studies has uncovered a startling fact about our deadliest chronic diseases—heart disease, cancer, obesity, and diabetes. *They all have the same underlying cause: inflammation.*

If you can prevent chronic inflammation, you will avoid the most common killer diseases, says author, medical researcher, and educator DUKE JOHNSON, MD.

In his new book, ***The Optimal Health Revolution: How Inflammation Is the Root Cause of the Biggest Killers*** (BenBella Books, 2009), Dr. Johnson offers a detailed, step-by-step approach for halting inflammation, reducing the risk of chronic disease, and transforming the way you look and feel.

He presents a comprehensive and easy-to-understand primer on chronic inflammation, which occurs when our natural immune system is stimulated by exposure to chemicals in our food and environment, and then becomes *overactive*, resulting in the destruction of healthy cells and tissues.

Dr. Johnson shares the eight most important factors in fighting chronic inflammation and obtaining optimal health. He shows how to work with your doctor to figure out what nutritional supplements you should be taking. He gives tips on how to manage stress, take advantage of everyday opportunities to get more exercise, eat foods that maximize health, and reduce your chances of getting diseases for which you may have a genetic tendency.

The Optimal Health Revolution combines cutting-edge research—including nearly 900 scientific references—with a warm, conversational writing style. This book makes a critical contribution to understanding how diet and lifestyle choices can have a dramatic influence on our ability to live a long life free of disease.

A Western-trained physician, Dr. Johnson is an internationally renowned expert in preventive medicine, and a scholar of many health care practices used around the world. He has traveled to over 30 countries on five continents, speaking to audiences on the value of lifestyle changes for preventing the spread of chronic diseases. He has been widely quoted in the media, and is a passionate and lively expert with more than two decades of experience helping people take charge of their health.

Thank you for your time and consideration.

Best Regards,

Cathy Lewis

The Optimal Health Revolution

New book presents a science-based prescription to halt chronic inflammation—and achieve your maximum-possible health.

What made people ill and shortened their lives 100 years ago isn't the same set of health risks as the ones we face today. Today the biggest killers are chronic diseases—including heart disease, cancer, type 2 diabetes, and obesity. The good news is that you don't have to get any of these diseases or spend truckloads of money on health care to increase your chances of living longer.

That's the upbeat message in a new book by educator and preventive health specialist DUKE JOHNSON, MD, called *The Optimal Health Revolution: How Inflammation Is the Root Cause of the Biggest Killers* (BenBella Books, 2009). Dr. Johnson presents the clearest explanation to date about how our modern lifestyle is contributing to chronic inflammation—an overreaction of our immune system to toxins in our food and environment.

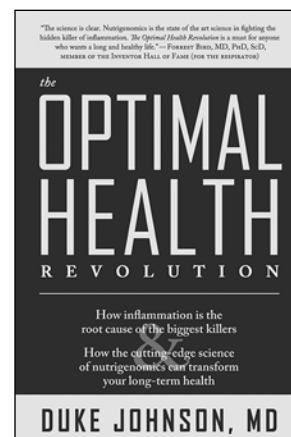
He offers a comprehensive guide for eating healthier foods, taking the right supplements, reducing toxins, getting more daily exercise, managing stress in new ways, and “tricking” your genetic predisposition, if you have one, to a given disease such as cancer or heart disease.

Using personable, clear explanations, Dr. Johnson takes readers through the groundbreaking research that supports each of his eight pillars of optimal health. He includes chapters devoted to heart disease, cancer, type 2 diabetes, and obesity—and a step-by-step program for combating each one.

Learn:

- How to cure chronic inflammation in your body—and feel better than you've ever felt before
- The 24 best supplements—and how to know which ones you need
- How to achieve your optimal body size—without fad dieting or expensive gym memberships
- Why you should eat organic, and other surprising food facts
- How faith can help you live longer
- How to “trick” your genetic tendency toward a disease

The more people understand about what makes them vulnerable to disease, says Dr. Johnson, the more motivated they will be to transform their health.



Almost every aspect of our “normal” industrialized lifestyle stimulates our immune system to become chronically overactive. This leads to chronic inflammation, and in turn, to chronic disease.

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About the Author

DUKE JOHNSON, MD, is an internationally known medical researcher and authority on chronic diseases, a health educator and speaker, and author of *The Optimal Health Revolution: How Inflammation Is the Root Cause of the Biggest Killers* (BenBella Books, 2009).

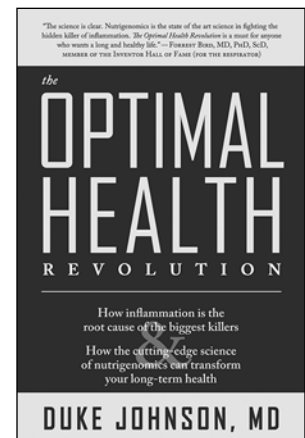
After getting his MD at the University of California in Los Angeles Medical School, Dr. Johnson began a career in emergency medicine. He loved the fast pace and the variety of challenges of the ER. But one day, he found himself working on a 38-year-old man in full cardiac arrest—meaning, his heart had stopped beating. Dr. Johnson could not save the patient. He had to bring the news of the man's death to his young wife and 10-year-old daughter. Witnessing their pain changed Dr. Johnson forever. He realized that this man's death didn't have to happen. He could have taken significant steps to reduce his risk factors for heart disease, if only he'd known what they were and what to do about them.

Dr. Johnson has dedicated more than 20 years of his life to stopping the epidemic spread of chronic diseases around the world, and is an expert on the different medical traditions practiced globally.

As Medical Director for the past 12 years at Nutralite Health Institute in Southern California, he has the opportunity to practice preventive medicine and help patients put the knowledge he has gained to work in their lives.

Dr. Johnson is a highly requested lecturer, having spoken to over 100,000 people in more than 30 different countries on five continents. He has been featured in magazines such as *Elle*, *Success at Home*, and *Inspiration*, as well as numerous U.S. and international newspapers.

Dr. Johnson has been fortunate to witness dramatic improvements in the health of countless individuals who decided to change their lifestyles in the pursuit of longer, healthier lives. He believes that if *The Optimal Health Revolution* causes just one more person to take significant steps to reduce the risk of chronic disease, all his effort will be worth it.



Though we have had a decline in heart disease recently, the absolute number of deaths from heart disease, stroke, cancer, chronic obstructive pulmonary disease, and diabetes continues to increase.

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Segment and Interview Topics

Is Your Immune System Working Overtime?

Find out if an overtaxed immune system is harming your health.

We've all seen inflammation—the red, swollen tenderness you get around a cut, scrape, or burn. It's part of our body's immune response. Inflammation also occurs inside the body where we can't see it, helping us ward off infection and germs. But when the immune system works overtime dealing with toxins in food, pollution, and other factors such as stress, Dr. Johnson says it can start to harm otherwise healthy tissues and cells. Learn:

- How constant inflammation is harmful to your body
- Why inflammation in vessels can lead to heart disease
- Which foods and substances trigger the inflammatory response
- How to find out if you have chronic inflammation
- 17 steps to reducing chronic inflammation

My Mother Had Alzheimer's—Will I Get it Too?

How the science of nutrigenomics could change your future.

Dr. Johnson says discoveries in the new field of nutrigenomics—the emerging science of how our genes interact with nutrients—shed light on which foods play key roles in controlling inflammation and preventing diseases that run in families. Learn:

- How macronutrients and micronutrients affect how your DNA is expressed
- Why nutrients—such as omega-3, zinc, and vitamin D—play major roles in reducing your genetic disease risk factors
- How foods—such as high fructose corn syrup—can stimulate DNA in harmful ways too
- How to “trick” your DNA if you have a family history of Alzheimer's, cancer, or other diseases

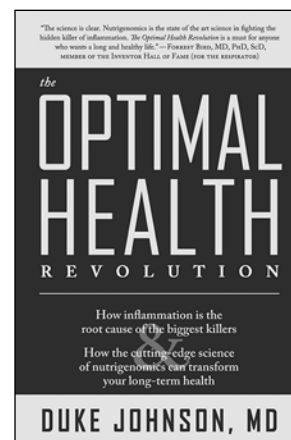
Your State of Mind Affects Longevity

Learn how to live longer with faith and better mental health.

Dr. Johnson cites studies showing that a regular spiritual practice and good mental health can reduce inflammation, lowering your chances of getting heart disease, cancer, and other chronic illnesses. Depression and poor stress management have the opposite effect. Discover:

- A new way to assess your stress
- Why it's important to exercise your faith as diligently as you exercise your body
- How depression increases your risk for heart disease
- How sleep, vacations, and music can help you live longer

—MORE—



Fat Facts

- The weight of the average American is growing by 2 pounds a year.
- Obesity has probably surpassed smoking as the leading preventable cause of death.

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Am I Too Fat—and Does It Really Matter?

Doctor delivers the skinny on fat and why it's a major health risk.

Many of us obsess about our weight and envy the slim bodies of celebrities and models. But Dr. Johnson says most people don't know the difference between healthy weight and overweight. He discusses:

- How to find out if you qualify as overweight or obese
- What inflammation has to do with obesity
- Why too much fat can lead to chronic disease
- How losing weight reverses many health problems
- Which fad diets actually increase your risk for chronic disease
- Seven tips for increasing your daily exercise
- How to achieve optimal health—and optimal weight, while you're at it

Why Prevention Doesn't "Pay"

How the medical insurance industry benefits by keeping you sick.

Achieving optimal health is not expensive. It does not require a lot of expensive tests or medications. In fact, it's a lot cheaper to get and stay healthy than it is to be sick. Dr. Johnson says insurance companies—and the doctors who "code" your conditions in order to get paid by them—don't make money off prevention. Learn:

- Why U.S. doctors have been unwittingly caught in a trap of treatment, rather than prevention
- How patients can find preventive health support
- Which screening tests you may need from your doctor to determine your best course of preventive health action

How to Defeat Heart Disease, Cancer, Diabetes—and Other Chronic Disease

Learn the 25 steps to defeat these and other chronic diseases.

Dr. Johnson says elevated markers for chronic inflammation in your body, such as CRP, accompany every risk factor for the four major chronic diseases—heart disease, cancer, diabetes, and obesity. That's why defeating chronic inflammation virtually wipes out your risk for getting any of these diseases, and greatly increases your odds of living a long, healthy life. Learn:

- Top myths that have gotten you on the wrong track healthwise
- Benefits of becoming a "part-time" vegetarian
- How to determine your inherited risk for chronic disease
- How to change entrenched health habits—like smoking or junk-food cravings
- 25 ways to be the healthiest you can be

Inflammation-Causing Foods

- Preserved meats, including salami, baloney, pepperoni, and sausage
- Processed foods with high-fructose corn syrup and/or partially hydrogenated oils
- Oils high in omega-6 fatty acids, such as corn, sunflower, peanut, and sesame oils
- Flavored popcorn and other high-salt, high-preservative snack foods

25 Steps to Optimal Health

Eat more fruits and vegetables. 7 to 9 servings a day is optimal.

Quit or decrease smoking. Any reduction is helpful to your health.

Eat more whole grains. Avoid white flour, and beware of descriptors such as *multi-grain* or *enriched grain* in breads and cereals.

Get help for depression or stress. Find ways to maintain a positive outlook. Don't hesitate to seek help from a professional.

Calculate your BMI, waist-to-hip ratio, and percent body fat. Following these 25 steps will get you to a healthy size. Losing weight isn't a *strategy* for attaining optimal health, it's a *result*.

Calculate how many calories you need. If you are overweight or obese, reduce your daily calories by 300 to 500.

Learn how to estimate your caloric intake. You won't have to carry a chart for the rest of your life if you spend time learning the caloric values of the food you eat.

Wear sunscreen. Use an SPF 30 or above, and avoid tanning beds.

Eat carbohydrates with low glycemic index. These will help you feel fuller on less food and fewer calories.

Take basic supplements. A multivitamin is a good place to start.

Kick the fad diet habit. Fad diets haven't withstood the test of time or scientific scrutiny.

Exercise your religious faith. Whatever you believe, believe it intensely.

Avoid high-fructose corn syrup. Easier said than done, since it's in virtually everything from beverages to ketchup. Read labels.

Get enough rest. Seven to eight hours a night is ideal.

Use only canola and extra-virgin olive oil. Replace all other oils with these two.

Eat organic as much as possible. This includes vegetables, fruits, meats, grains, eggs, and dairy as well.

Decrease alcohol use. Preferably to zero.

Get more omega-3 in your diet. First clear it with your doctor, then find good-quality supplements.

Reduce exposure to contagious diseases. Especially STDs.

Get regular checkups with your doctor. Get the recommended tests and screenings for your age and gender.

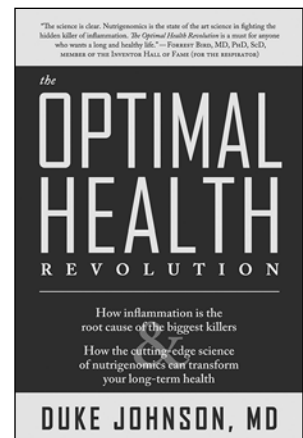
Cut back on processed foods. Eat whole foods instead.

Move your body more. Daily activity is essential.

Reduce your exposure to chemicals. Besides avoiding chemical-laden food, consider an air or water purifier.

Eat less dark meat. Especially beef, pork, and processed meats.

Get genetic testing. Ask your doctor about genetic tests for chronic diseases, as they become commercially available.



Dr. Duke's Recommended Basic Supplements

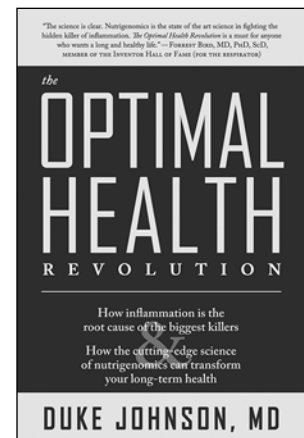
Modify this list according to your personal health needs.

- A good multivitamin with minerals and phytonutrients
- Omega-3 (at least 1,000 mg)
- Real fruit and vegetable phytonutrient supplements, including pomegranate, quercetin, lycopene, and green tea polyphenols
- Calcium and vitamin D supplements

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Suggested Interview Questions

1. Why did you write *The Optimal Health Revolution*?
2. What is chronic inflammation, and why is it harmful to our health?
3. What convinced you that inflammation is a major cause of heart disease, cancer, and other chronic illnesses?
4. What is nutrigenomics?
5. You also write about the evolving science of *nutrigenetics*—how genetic differences cause us to respond differently to the same nutrients. How might nutrigenetics change the way we eat in the future?
6. Why is it important for readers to understand the science behind the lifestyle changes you recommend?
7. How can you find out whether you have chronic inflammation?
8. How does your book combine the power of both Western and Eastern medicine?
9. What are the biggest drawbacks to Western medicine?
10. What are the most significant problems with Eastern medicine?
11. You recommend that everyone take at least some basic nutritional supplements. Why?
12. How does the need to file claims with insurance companies limit doctors' abilities to take care of their patients?
13. Obesity is a risk factor for chronic disease, yet you want people to stop seeing weight loss as their primary reason for dieting. Why?
14. What is your advice on finding a good physician who really understands preventive medicine?
15. What if you don't have time to exercise and make the other lifestyle changes you advise?
16. You warn readers against fad diets, especially the high fat/low carb diet that's been so popular. What's wrong with a diet if it helps you lose weight?
17. If I have cancer in my family, does that mean I'll get it?
18. Why do you think an Optimal Health Revolution is necessary?
19. Have chronic diseases like type 2 diabetes, cancer, and others become so common over the last 50 years globally because our genetics have changed so much in that time period?
20. Why is your global health care experience so unique, and what insight has it provided?
21. The World Health Organization states that type 2 diabetes is a worldwide epidemic and is dramatically increasing health care costs. Can it be stopped?
22. I've heard that you don't need to take supplements if you eat a well-balanced diet. Is that true?



Dr. Duke's First Law of Motion

A body in motion will stay in motion longer. A body that stays at rest will rest in peace sooner.

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