A Unique Weight-Loss Program—As Easy as Flipping a Switch!

Do you crave sweets?
Do you feel hungry all the time?
Do you eat when you’re feeling sad, anxious, or bored?

If you answered yes to any of these questions, you do not have a problem with willpower. You have a problem with your brain chemistry—a glitch in your hunger switch. In *Turn Off the Hunger Switch Naturally*, diet specialist Paul Rivas, M.D., shows how the excessive hunger that creates weight gain is a direct result of erroneous brain messages that turn on your hunger switch and make you store food as fat.

Dr. Rivas’s revolutionary no-diet, no-exercise plan identifies you as one of the following types:

You are a type "N," with a norepinephrine deficiency, if:
• You feel tired frequently and blame your fatigue for your weight
• Your weight climbs for no apparent reason

You are a type "S," with a serotonin deficiency, if:
• You crave chocolate
• You eat out of boredom
• You eat large quantities of food at one sitting

You are a type "D," with a dopamine deficiency, if:
• You continue to crave salt or sweets even after trying various medications
• You are easily distracted

You are a type "C," with a carbohydrate sensitivity, if:
• You can’t lose weight even if you have excellent appetite control
• Low-calorie diets don’t work
• You strongly crave mainstay carbohydrates like pasta and bread

In *Turn Off the Hunger Switch Naturally*, Dr. Rivas leads you on the discovery of your personal hunger buttons and shows you the methods by which you can turn them off at will. Ninety percent of Dr. Rivas’s 10,000 patients have successfully lost weight and maintained their weight loss for years by following his plan, which uses safe, natural supplementation, and meal planning tailored for each of the four individualized hunger-switch deficiencies. And it really is as easy as flipping a switch.

Every Man’s Guide to a Lifetime of Good Health and Vitality

by John Duff
Publisher, Avery

Every once in a while, there’s a book that really strikes a personal chord. For me, it is Stephen Buhner’s *Vital Man*. Not only does this book speak to me as a man of a certain age, but also I think it will speak to countless men of my generation who are waking up to some sobering realities. While conventional wisdom says that men are not reliable buyers of health books, we’ve seen some dramatic changes in this area. Men have made magazines such as *Men’s Health* and *Men’s Fitness* into “must-reads” and flocked to bestselling books such as *Body for Life*—proof that men are aware of the importance of such factors as supplementation in their fitness regimens. *Vital Man* takes the next step in providing essential information and advice on natural health to this increasingly sophisticated and demanding market.
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YOUR HEALTH QUESTIONS

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Avery Answers

The Nutraceutical Revolution.

Tofu is pure and natural, low in calories and sodium and what’s more, cholesterol-free. An excellent source of calcium and protein—"The authors of Conquering Chronic Pain After Injury recom-

"What can I do to help my friend recover?"

And Arnold Sadwin, M.D.

Many people who struggle with pain, both physically and emotionally, have found solace in reading 20/20 Thinking. Although people may not be able to hope for a cure, they can, with the help of appropriate professionals, adopt new ways of thinking that may

I am a fortunate accident survivor. But I still feel the pain, both physically and emotionally. What can I do to help my mind and body?

injury, be sure to work with a psychotherapist who is trained to treat trauma.

If your injuries do not preclude it, try some yoga classes.

Try to structure your life so that you have a quiet place and adequate hours for sleep. If your sleep is disturbed regularly by anxiety or nightmares, get professional help.

You may need to change your expectations about what you should accomplish during your waking hours. Simplifying one’s life generally brings more serenity.

Attend a class or program in chronic pain manage-

ment. Although you cannot hope to be cured of your pain in a class, you can learn how to cope with it.

Practise an art or craft that absorbs and soothes you.

Do this for yourself, and try not to worry about the end result and whether other people will like it.

Learn from those who have emigrated from their own suffering with new coping skills and increased com-
passion for others.

Join a support group. Find a spiritual community where you feel comfortable. Do some volunteer work.

Go places where you can learn that love is more pow-
erful than loss.

Conquering Chronic Pain After Injury is the first book to address the frustrating condition known as post-traumatic pain syn-
drome. In this comprehensive book, you will find the informa-
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The Nutraceutical Revolution.
Out with the Old... In with the New

Newly revised and updated books, that is! Avery has recently published the second edition of *Smart Medicine for a Healthier Child*, written by Janet Zand, N.D., Robert Rountree, M.D., and Rachel Walton, R.N., M.S. Written by a trio of respected and knowledgeable health professionals, this invaluable book gives parents easy access to the most current information, advice and treatment options, both conventional and alternative, available today. With an overview of the history, fundamentals, and applications of conventional medicine, herbal medicine, homeopathy, acupressure, diet and nutritional supplements, *Smart Medicine for a Healthier Child* is a unique resource that offers you and your family a real choice in health care.

Coming this spring is the revised and expanded edition of *Optimal Muscle Performance and Recovery* authored by Ed Burke, Ph.D. This landmark book will take any athlete—elite or recreational—to new peaks in physical performance. Professional athletes and weekend warriors alike have embraced this training manual as a must-have, detailing one of the most important aspects of athleticism that is frequently overlooked—recovery. This new edition will include recovery for the master’s athlete and strength athlete, the importance of sleep in recovery, and the latest supplements, sports drinks and food choices that aid in muscle recovery.

Could gluten sensitivity be contributing to your chronic illness? James Braly, M.D. and Ron Hoggan, M.A., help you find answers and insight in *Dangerous Grains*. Learn how this protein, common in bread (particularly that made from wheat and related grains), may be negatively affecting 90 million Americans, and cause illness among up to 10 million.

“Optimal Muscle Performance and Recovery contains key concepts I now use to help my athletes speed recovery and optimize training.”

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