

MARK YOUR EDITORIAL CALENDAR

DON'T MISS OUT ON THIS LANDMARK JANUARY HEALTH & NUTRITION FEATURE!



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*The science is clear. The results are unmistakable.
Change your diet and dramatically reduce the risk of the nation's greatest killers.*

Spotlight *The China Study* in your January 2005 Health & Nutrition Feature

Americans are bombarded every day with conflicting messages regarding nutrition. They're frustrated by the seemingly endless production of health and nutrition "facts." They've tried the high-protein, low-fat and low-carb diets. In the end they feel worse than before and more than likely gained the weight back, and then some.

Keep your audience off the fad diet merry-go-round this January with a feature on *The China Study* and an interview with **Dr. T. Colin Campbell**.

The China Study is not a diet book. It is a guide that cuts through the haze of misinformation and delivers an insightful message to anyone living with or at risk for the following:

- Cancer
- Diabetes
- Heart Disease
- Obesity
- Alzheimer's Disease
- Osteoporosis

In *The China Study: The Most Comprehensive Study of Nutrition Ever Conducted and the Startling Implications for Diet, Weight Loss and Long-term Health*, **Dr. Campbell**, details the findings of the study illuminating the connection between nutrition and the nation's greatest killers and reveals the natural human diet, the diet humans were meant to eat. The book also examines the source of nutritional confusion produced by powerful lobbies, government entities and opportunistic scientists.



Part medical thriller, part governmental exposé and part nutrition manual, *The China Study* is a page-turner that will change the way Americans eat and ultimately change their lives.

ABOUT DR. CAMPBELL

Dr. Campbell is a Jacob Gould Schurman Professor Emeritus of nutritional biochemistry at Cornell University. He has received more than 70 grant-years of peer-reviewed research funding and authored more than 300 research papers. His legacy, *The China Study*, is the most comprehensive study of health and nutrition ever conducted. The study was the culmination of a 20-year partnership of Cornell University, Oxford University and the Chinese Academy of Preventive Medicine.

An engaging and enlightening interview, **Dr. Campbell** has an encyclopedic knowledge of health and nutrition backed by more than 40 years of research. His well-documented views on the social and political forces of health and nutrition and the impact on Americans makes him a credible and authoritative subject-matter expert regarding topics such as the current low-carb fad and the ensuing “Atkins Backlash.”

PUBLICATION DETAILS

The China Study: The Most Comprehensive Study of Nutrition Ever Conducted and the Startling Implications for Diet, Weight Loss and Long-term Health

- Author(s): T. Colin Campbell, Ph.D. with Thomas M. Campbell
- ISBN: 1-932100-38-5
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- Cover: Hardcover

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To request additional advance review copies of *The China Study* or schedule an interview with **Dr. Campbell**, please contact Laura Watkins at (214) 750-4656 or via e-mail, laura@benbellabooks.com. We hope you enjoy the enclosed copy of *The China Study*.

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