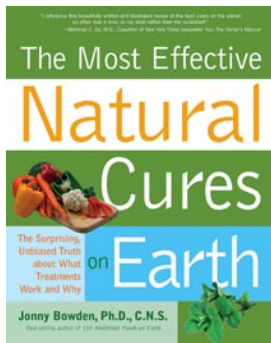


FOR IMMEDIATE RELEASE



The Most Effective Natural Cures on Earth

The Surprising, Unbiased Truth about What Treatments Work and Why

By Jonny Bowden, Ph.D., C.N.S.

In **The Most Effective Natural Cures on Earth** (Fair Winds Press/January 2008/\$24.99 paperback), **Dr. Jonny Bowden, PhD, CNS** artfully explains which vitamins, foods, supplements and treatments effectively treat over 75 common ailments. And he cites the studies to back them up. Bowden makes it easy to search Pure Cures like vitamin B6, iodine and krill oil; Combo Cures for hot flashes, hepatitis C and seasonal allergies; Food Cures like the specific carbohydrate diet, pomegranate juice and chicken soup; and Plant Cures like ginkgo, St. John's Wort and arnica. He explains Natural Treatments like EFT, acupuncture for infertility and EMDR for trauma. And finally, he reveals the six Desert Island Cures he wouldn't be caught dead without, and neither should you.

You'll learn:

- ♥ Why Eskimos never had acne prior to WWII
- ♥ If a low-carb diet helps those with polycystic ovary syndrome
- ♥ How B vitamins, especially B6, are so important for treating autism
- ♥ Why huperzine A may help treat Alzheimer's disease
- ♥ Why asthmatics need more vitamin C than most

Written with easy-to-understand analogies, humor and compassion, this is a book you will refer to again and again. It includes indexes by keyword and ailment, a glossary and additional resources and reading on every subject.

Jonny Bowden, Ph.D., C.N.S., is a board-certified nutritionist and a nationally known expert on weight loss and nutrition. He was the popular Weight Loss Coach on iVillage.com for ten years, and is now a contributing writer for America Online. He is the author of two previous best-selling books, *Living the Low Carb Life* and *The 150 Healthiest Foods on Earth* (Fair Winds Press, 2007). Dr. Bowden has contributed material to over 50 national magazines, is a much in demand speaker, and has appeared on CNN, Fox News, MSNBC, ABC, NBC and CBS as an expert on weight loss, health and nutrition. He lives in Woodland Hills, California. Visit www.jonnybowden.com and www.askjonnybowden.com.

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75 full-color photos

"I reference this beautifully written and illustrated review of the best cures on the planet so often that it lives on my desk rather than on the bookshelf."

—Mehmet C. Oz, M.D.,
coauthor of the New York Times
bestseller, "You: The Owner's
Manual"

"Get everyone you love and care about to read and use my friend Dr. Jonny's brilliance".

—Mark Victor Hansen, author
"Chicken Soup for the Soul"

"Jonny Bowden has once again dug deep into the science, finding the best available natural treatments for the most common ailments."

—Mark Hyman, M.D.,
author of "UltraMetabolism" and
"The UltraSimple Diet" and
Founder and Medical Director of
The UltraWellness Center

"The Most Effective Natural Cures on Earth is chock-full of practical and helpful information that can keep you healthy or turn your health around for the better."

—Christiane Northrup,
M.D., author of "Mother-Daughter Wisdom", "The Wisdom of Menopause", and "Women's Bodies, Women's Wisdom"

Contact Susan for excerpt material, images, author interviews, or any other information



Susan Hershberg – Fair Winds Press
(978) 282-3511 – susanh@rockpub.com
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