



PRESS RELEASE

DISEASE-PROOF YOUR CHILD: *Feeding Kids Right*

August 17, 2005, Flemington, NJ – If your child throws a temper tantrum in order to sit in the front seat of the car with no seatbelt, do you give in?

No. That would be irresponsible. You know your child's health, safety, and future well-being depend on extra care and precaution.

Similarly, even though most parents intuitively know, and have heard all the buzz, that says a childhood diet rich in fruits and vegetables is crucial for preventing diseases like cancer, diabetes, heart disease, obesity and osteoporosis ... very few really take it to heart.

Today's parents are so busy. Children are finicky eaters, there's no time to cook, and mom and dad are too tired to "negotiate" with the kids about what they should eat. BUT, this attitude is also an injustice to the future health and well-being of our children.

New evidence links cancer to childhood diets during the first 10 years of life!

Critically acclaimed author of *Eat to Live*, Joel Fuhrman M.D., presents the overwhelming preponderance of evidence clearly in his new book *Disease-Proof Your Child*, available August 2005. This must-read for parents is based on years of research and over 30,000 scientific studies using impenetrable science and logic.

Dr. Fuhrman presents a plethora of concrete evidence to convince even the skeptics that the typical childhood diet is creating a fertile environment for later cancer cell growth. He convinces us that humans are designed to consume a diet with an array of essential nutrients and phytochemicals – only recently discovered – not the diet children eat today.

The Conclusion: The diet style we feed our children in the FIRST 10 YEARS OF LIFE is the primary cause of the present cancer epidemic.

With the World Health Organization predicting a doubling of the cancer rate in the next 20 years, Joel Fuhrman is on a mission to educate today's parents.

Dr. Fuhrman believes parents around the world need to be informed about the truth. *Disease Proof Your Child* teaches parents how a nutritionally-sound diet from the moment children enter the world (if not before) can:

- maximize their child's intelligence,
- prevent allergies, asthma, chronic ear infections, and childhood illnesses,
- reverse the explosion in diabetes, heart disease, stroke, and auto-immune diseases such as lupus, psoriasis and inflammatory bowel disease, plus
- practically cancer-proof their child's future.

Dr. Fuhrman takes away the frustration, showing parents how to get even picky eaters to love good, healthy food. If you know anyone who has a child, will have a child, or even once was a child, they won't be able to put down this fantastic book. His advice makes raising a healthy child easy, fun, and delicious.

Hundreds of the nation's physicians and scientists have read *Disease-Proof Your Child* and agree ...

“It is simply unnecessary to die of heart disease and cancer. Dr. Fuhrman’s book offers the lifesaving solution. I urge you to read it.”

T. Colin Campbell, PhD.

Professor Emeritus of Nutritional Biochemistry
Cornell University

“The reduction in disease and suffering from this book could exceed any ‘medical’ advance one can conceive of.”

John Kelly, MD, MPH, President

American College of Lifestyle Medicine
Professor, Department of Nutrition,
School of Public Health, Loma Linda University

“The war against cancer is just beginning and the most powerful artillery in the scientific arsenal has just been launched. Disease-Proof Your Child is one of the most important health books of this century.”

Thomas Davenport, M.D.

Massachusetts General Hospital / Fellowship / Harvard University