

*Advances in  
Nutritional Science  
enable us to  
age slower,  
live longer, and  
reverse serious  
disease.*

**Right now.**

*Dr. Fuhrman shows us  
how to unleash  
the body's incredible,  
self-healing power.*



# JOEL FUHRMAN, M.D.

*Board-Certified Physician  
6x New York Times Best-selling Author  
President, Nutritional Research Foundation*

## **Dr. Fuhrman's lectures are life-changing**

When it comes to health and nutrition, plenty of “experts” will tell us **what we want to hear**; Joel Fuhrman, M.D. stands apart because he tells us **what we need to understand**. His seminars, lectures and presentations are lively, fascinating, firmly grounded in the science of nutrition, and – best of all – easy to follow. He gives clear guidelines for preventing and reversing disease, and extending our longevity.

- **He's a dynamic speaker**

Over the past 25 years, Dr. Fuhrman has delivered hundreds of seminars, in addition to numerous television and radio appearances. He is also the host of four extremely successful PBS specials, whose popularity has raised more than \$30 million for public television stations across the nation.

- **He's a world-renowned nutritional expert**

Dr. Fuhrman created the Nutritarian diet, an eating plan that incorporates the latest advances in nutritional science. His **ANDI** scoring system (featured in Whole Foods Market), which measures the relative nutrient density of common foods, has directed millions of consumers to eat an anti-cancer diet.

- **He's a prolific author and leader**

With over three million books sold, plus numerous research articles published in medical journals, Dr. Fuhrman is recognized as one of the foremost voices in nutritional research. He is on the faculty of Northern Arizona University, Health Science Division, and also serves as President of the Nutritional Research Foundation.

- **He provides support materials for his audience**

From printed handouts that include key points from his presentation, to complimentary trial member-level access to his website's vast resources, Dr. Fuhrman's audiences will come away with the tools they need to start making immediate improvements to their health.

**FOR FURTHER INFORMATION, CONTACT:**  
Randi Carbone, R.N., Vice President Public Outreach  
1-800-474-WELL (9355) [pr@drfuhrman.com](mailto:pr@drfuhrman.com)

# SAMPLE SPEAKING TOPICS

## Healthy Past 100: Avoiding Cancer and Maximizing Longevity

Did you know that recent advances in nutritional science have shown that certain foods provide dramatic protection against cancer? Dr. Fuhrman will explain the relevant scientific studies that support these powerful conclusions. Find out which foods are:

- Nutrient-dense
- Cancer-protective
- Longevity-favorable

Dr. Fuhrman will help you understand the science that connects dietary and lifestyle factors to longevity and cancer risk, and discuss the research that supports these findings. Not just what you eat, but when, how often, how much, and in what combination are all factors influencing aging and ultimate lifespan. Learn how to incorporate these advances in nutritional and anti-aging science in your life. Nutritional excellence, as demonstrated by the Nutritarian diet, can help you live a healthy and fulfilling life, and potentially reach your 100th birthday.

## Conquering Food Addiction for Permanent Weight Loss

What drives an overwhelming desire to overeat? Dr. Fuhrman explains the physiology behind this behavior, and reveals the solution that can help us:

- Halt the vicious cycle of food addiction
- Resolve cravings
- Stop emotional overeating
- Regain control of our emotions

Find out how to remove the “toxic hunger” symptoms that lead to an overwhelming drive to over-consume calories, thus sabotaging our weight loss efforts. With an approach that is both scientific and practical, Dr. Fuhrman addresses the roadblocks to weight-loss success and provides motivational and practical solutions. Now is your chance to lose your desire for sweets and processed foods and hop off that weight loss merry-go-round. You will finally understand how to lose weight healthfully – and keep it off forever. When you consume a sufficient amount and variety of micronutrients and fibers, you simply lose your desire to overeat—and you will enjoy eating more, not less.

## The End of Diabetes, High Blood Pressure, High Cholesterol and Heart Disease

Did you know that nutritional excellence is more effective than drugs or medical procedures for preventing and reversing almost all cases of heart disease and diabetes? Dr. Fuhrman explains the futility of modern medical treatments and the effectiveness, simplicity, and necessity of a diet high in micronutrients for the reversal of disease. Following the nutrient-dense, plant-rich Nutritarian diet can turn our bodies into the miraculous, self-healing machines. This style of eating brings incredible benefits, including:

- Dramatic weight loss
- Reversing Type 2 Diabetes, the majority becoming non-diabetic within 90 days
- Normalize high blood pressure and high cholesterol
- Reverse atherosclerosis, opening up obstructed coronary arteries

By following the principles discussed in this seminar, you will have the tools to help you reduce and eventually eliminate blood pressure, statins and oral diabetic medications. But more importantly, you will learn how achieving normalcy with superior nutrition is 100 times more effective in protecting against future heart attacks and strokes compared to medical management.

# SAMPLE SPEAKING TOPICS

## Fast Food Genocide

This presentation empowers the audience to understand the health risks associated with fast food and processed foods, and the common carcinogens present. Dr. Fuhrman explains why exposure to fast food and processed foods leaves a wake of obesity, diabetes, heart disease and cancer. In addition, he will review the scientific evidence demonstrating that these foods are also destructive to the human brain.

- Fast food and processed foods reduce intelligence, derail school performance, cause depression, and increase propensity for violence and crime.
- Fast food and processed lead to food addiction, and the properties of foods that increase their addictive potential leads to excessive caloric intake.
- Highly addictive junk food acts as a gateway drug to illegal drug abuse.

The tragedy of dangerous “Frankenfoods” falls disproportionately on the poor in urban “food deserts,” with lack of access to supermarket produce further contributing to poverty, drug addiction and crime. The solution is in sight; join the fight to restore the American dream of good health, prosperity and happiness to all Americans, which can only happen with a food-aware populace and proper food access.

## Scientific Principles of Superior Nutrition

Dr. Fuhrman reviews the core concepts of the Nutritarian diet – a way of eating that is the key to transforming your health. Learn why nutritional excellence, with a focus on eating nutrient-dense, whole plant foods, is so effective at:

- Preventing and reversing chronic diseases such as cancer, heart disease and diabetes
- Helping you achieve your optimal weight
- Extending your longevity

Find out how to achieve the optimal exposure and amount of micronutrients to maximize immune function and anti-cancer benefits, and learn the science behind a dietary style that will help you live your longest, healthiest life possible.

## Nutritional Protocols for Disease Reversal

Nutritional and environmental factors are the root causes of chronic disease. In this seminar, Dr. Fuhrman teaches precise dietary and supplemental protocols for reversing disease, and achieving optimal health. In many cases, you will be able to lower, and eventually eliminate medication. Dr. Fuhrman will review the latest protocols for reversing and preventing conditions such as:

- High blood pressure
- Diabetes
- Heart disease
- Obesity
- Depression
- Food addiction
- Autoimmune disorders
- Digestive disorders
- Headaches

Discover the truth – and the myths – perpetuating a “cure” mentality, whereas removal of cause is the only safe way to disease recovery and sustained wellness.

# SAMPLE SPEAKING TOPICS

## **Making Great Health Taste Delicious: Food Prep, Menus, Recipes**

Discover the secret to making healthy food taste delicious. Dr. Fuhrman demonstrates the techniques and principles behind preparing tasty, nutrient-dense recipes that retain their nutritional benefits. He reviews his favorite recipes, and also gives the creative formulas for making:

- Salad dressings
- Dips
- Soups
- Stews
- Main dishes
- Smoothies
- Sorbets

This seminar will really get your creative juices going! Excellent health is not genetics or luck; it is earned through teachable cooking and eating patterns that you can easily duplicate in your own kitchen. Cooking for optimal health is a science in itself, so that the powerful disease-protective nutrients are maintained in the preparation process and combined for maximal absorption and benefit.



For additional media/press information, visit Dr. Fuhrman's online media center at:  
[www.drfuhrman.com/company/press.aspx](http://www.drfuhrman.com/company/press.aspx)

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# TESTIMONIALS

## #1 FAVORITE SPEAKER AT OUR EVENTS

*"Dr. Fuhrman is absolutely top of his class in every way: as nutritional researcher, author, speaker, and practicing family physician. I am so grateful that Dr. Fuhrman has been our primary keynote speaker at Health, Healing & Happiness events for the last 3 years, as he always exceeds expectations by delivering his life-saving education in an eloquent, powerful and often humorous way! I am very excited that Dr. Fuhrman will join our events again, and cannot wait for the release of his upcoming book **Fast Food Genocide**, which promises to be another paradigm shift!"*

**INA MOHAN**, Producer & Organizer of Health, Healing & Happiness™ Events

## CUTTING EDGE

*"Our last three Food Revolution Network Summits have had more than 600,000 participants. We've had the finest world class speakers in the food movement, and Dr. Fuhrman's presentations have consistently been among the most popular. The knowledge and information he shares is cutting edge, practical, and supremely important for those wishing to live optimally healthy lives."*

**JOHN ROBBINS**, Best-selling Author and President, Food Revolution Network

## PHENOMENAL CONTENT

*"Having hosted over 2,000 events and booking hundreds of presenters over the years, Dr. Fuhrman was a true pleasure to work with. He took the time to analyze the particular needs of our audience, customize his message, and presented his phenomenal content in a humorous and entertaining way. I highly recommended him to anyone considering booking a speaker."*

**BRIAN BUFFINI**, Founder and CEO, Buffini and Co., #1 New York Times best-selling author

## COMPELLING PRESENTATIONS

*"We are so excited to bring Dr. Fuhrman back to speak at PBNSG and headline our biggest meeting of the year. His compelling presentations draw on an incredible wealth of nutrition information and medical knowledge. He distills complex scientific ideas into memorable acronyms and graciously answers individual questions in a Q&A session. Always a favorite, we look forward to hearing his latest findings."*

**PAUL CHATLIN**, Founder and CEO, Plant Based Nutrition Support Group

## INSPIRING AND MOTIVATIONAL

*"Corporate America must listen to Dr. Fuhrman. Finally we have a physician who has put together the most effective dietary and nutritional program based upon empirical data and clinical evidence. His lectures have inspired and motivated employees all over the United States to follow his advice — thereby lowering their weight, blood pressure, cholesterol, and of course, their health care bills."*

**LEE LAUNER**, Fellow Society of Actuaries

# TESTIMONIALS

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## HIGHLY EFFECTIVE APPROACH

*"The health care monster that is ravaging corporate America cannot be tamed by tweaking the current system of 'disease care.' Dr. Fuhrman's highly effective approach of promoting health has the potential of preventing most diseases through a program of nutritional excellence. After 20+ years of dramatic success within his own private practice, and in medical research studies, he is ready to share his secrets with enlightened business leaders who wish to be among the first of many corporations to really get serious about promoting health within their organizations."*

**JAMES M. HICKS**, President, The Ansley Consulting Group, Former EVP of Polo Ralph Lauren Corporation

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## AUDIENCE WAS SPELL-BOUND

*"Dr. Fuhrman delivered his message on the powerful effects of nutritional excellence with a wonderful combination of passion and humor. Our audience was spell-bound and motivated to take charge their own health. We were tremendously grateful for Dr. Fuhrman's effort."*

**DOUGLAS D. MERCER**, President, Nutrition for Wellness Foundation

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## DYNAMIC PRESENTATION

*"Dr. Fuhrman initiated our staff wellness program with a dynamic presentation that really got our staff interested and motivated to take action. After his presentation our employees were able to reduce their average total cholesterol by 18 points in just seven weeks, while at the same time losing weight! I would strongly recommend Dr. Fuhrman, without reservation, to any company that wishes to start a successful and comprehensive wellness program."*

**MATTHEW L. ISRAEL, Ph.D.**, Executive Director, Judge Rotenberg Educational Center, Canton, MA

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## MIND-BLOWING

*"The audience at Loma Linda University eagerly embraced Dr. Fuhrman's message on the correlation between good nutrition and health through his Nutritarian Diet, a plant-based diet that recommends whole, natural foods. Feedback from our attendees was enthusiastic. 'The content presented in this workshop was mind-blowing!' wrote one, while another noted that Dr. Fuhrman's presentation' . . . made me reconsider my daily eating habits.' We look forward to hosting Dr. Fuhrman again in the future!"*

**YOLANDA MARTINEZ**, Portfolio Director, School of Allied Health Professions | Portfolio Program, Loma Linda University

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## MOST TALKED-ABOUT LECTURE

*"Dr. Fuhrman recently spoke at the 2nd International Conference on Obesity and Chronic Diseases, held in San Francisco during the summer of 2017. His keynote talk, "Enhancing Micronutrient Density to Effectively Resolve Obesity, Food Addiction and Cravings," was the most talked-about lecture during the conference. The interactive discussions he had with the delegates were highly appreciated. We look forward to having him at our next event."*

**RASHMI JAIN**, Conference Manager, Obesity Summit 2017

# BIOGRAPHY

**Joel Fuhrman, M.D.** is a board-certified family physician, six-time New York Times best-selling author and internationally recognized expert on nutrition and natural healing, who specializes in preventing and reversing disease through nutritional methods. Dr. Fuhrman coined the term “Nutritarian” to describe his eating style, which is built around a diet of nutrient-dense, plant-rich foods. Dr. Fuhrman has authored numerous research articles published in medical journals and is on the faculty of Northern Arizona University, Health Science Division. He serves as President of the Nutritional Research Foundation.

For over 25 years, Dr. Fuhrman has shown that it is possible to achieve sustainable weight loss and reverse heart disease, diabetes and many other illnesses using smart nutrition. In his medical practice, and through his books and television specials, he continues to bring this life-saving message to hundreds of thousands of people around the world.

Dr. Fuhrman created the Nutritarian diet, an eating plan that incorporates the latest advances in nutritional science. At the center of the Nutritarian diet is the simple health equation,  $H=N/C$ . This equation expresses the concept that your health (H) is predicted by your nutrient intake (N) divided by your calorie intake (C). His **ANDI scoring system** (featured in Whole Foods Market), which measures the relative nutrient density of common foods, has directed millions of consumers to eat an anti-cancer diet-style.

## Background

A native of Yonkers, N.Y., Dr. Fuhrman is a former world-class figure skater, who placed second in the United States National Pairs Championships in 1973 and third in the 1976 World Professional Pairs Skating Championship in Jaca, Spain. Along with his nutritional expertise, Dr. Fuhrman has been involved professionally with sports medical committees, advised professional and Olympic athletes, and has lectured to athletic trainers and world-class athletes about maximizing performance and preventing injury.

Dr. Fuhrman is a graduate of the University of Pennsylvania (Pearlman) School of Medicine (1988) and has received the St. Joseph’s Family Practice Resident’s Teaching Award for his contribution to the education of family practice residents; and a C3 Cardiology Global Health Award for teaching cardiologists nutritional science.

In addition to the Dr. Fuhrman’s Wellness Center in New Jersey, Dr. Fuhrman also operates his Eat To Live Retreat in San Diego where overweight people from all over the world come to stay for 4-12 weeks to conquer food addiction and recover their health.

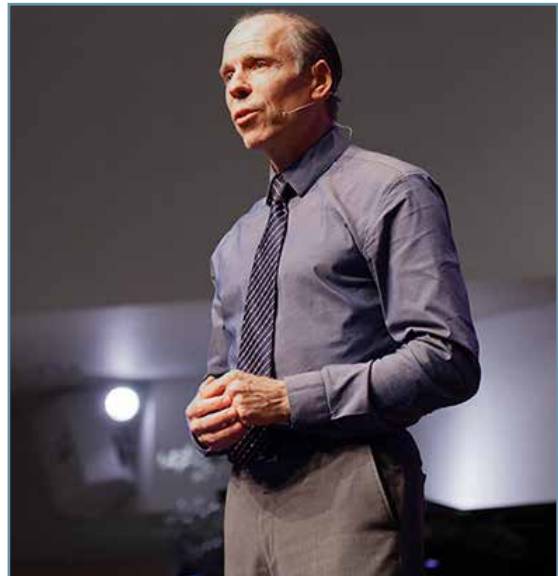
## Books and Media

In his hundreds of radio and television appearances, including The Dr. Oz Show, The Today Show, and Good Morning America, Dr. Fuhrman has educated millions of people on the long-range benefits of healthy eating. His four hugely successful PBS specials, which have raised over \$35 million for public television, bring essential nutritional knowledge to homes all across America.

Dr. Fuhrman is the author of 11 books, including six New York Times bestsellers:

- **Eat to Live** (Little Brown, 2003)
- **Super Immunity** (HarperOne, 2012)
- **The End of Diabetes** (HarperOne, 2013)
- **The Eat to Live Cookbook** (HarperOne, 2013)
- **The End of Dieting** (HarperOne, 2014)
- **The End of Heart Disease** (HarperOne, 2016)

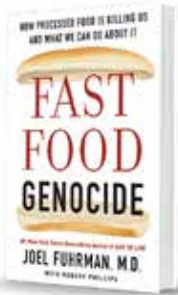
Dr. Fuhrman’s most recent books are ***Eat to Live Quick & Easy Cookbook*** (HarperOne, May 2017) and ***Fast Food Genocide*** (HarperOne, October 2017).





# BOOKS

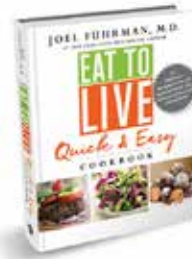
## New Releases



### FAST FOOD GENOCIDE: *How Processed Food Is Killing Us And What We Can Do About It* (HarperOne, October 2017)

Joel Fuhrman, M.D. with assistance from  
Robert Phillips

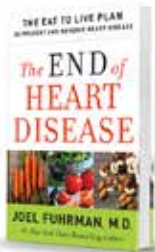
This book will change the way you look at food — forever. Twenty-five years in the making, the book draws on Dr. Fuhrman's extensive clinical experience and research into the science of nutrition to show how our addiction to fast and processed food is the source of a national health crisis—one that has tragic implications for society.



### EAT TO LIVE QUICK AND EASY COOKBOOK (HarperOne, May 2017)

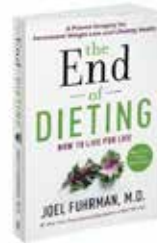
The recipes in Dr. Fuhrman's new cookbook were designed to make the most of your time in the kitchen, without sacrificing flavor. It is filled with 131 fast, delicious, easy-to-prepare, nutrient-rich recipes. In the book, Dr. Fuhrman takes you from the grocery store to the kitchen table, offering everything you need to know to create delicious dishes that are sure to satisfy your tastebuds.

## New York Times Bestsellers



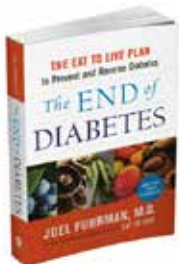
### THE END OF HEART DISEASE Joel Fuhrman, M.D.

Eating the right foods can make it almost impossible for you to have a heart attack. In his groundbreaking new book, Dr. Fuhrman offers a detailed plan to prevent and reverse heart disease using the Nutritarian diet, a nutrient-dense, plant-rich eating style that promotes sustainable weight loss, reversal of disease, and enhanced longevity.



### THE END OF DIETING Joel Fuhrman, M.D.

This powerful book shows us how and why we should never diet again. Dr. Fuhrman will help you to understand the key principles of the science of health, nutrition and weight loss. You'll learn how to overcome food addiction and how to resolve emotional overeating issues. Dr. Fuhrman will give you a simple and effective strategy to achieve—and maintain—an optimal weight, without dieting, for the rest of your life. This new approach will free you forever from a merry-go-round of diets.



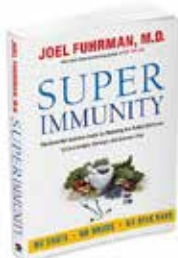
### THE END OF DIABETES Joel Fuhrman, M.D.

"Don't treat your diabetes, get rid of it," says Dr. Fuhrman, in *The End of Diabetes*. He offers a scientifically proven, practical program to reverse type 2 diabetes without drugs as well as how to prevent it. Having type 1 or type 2 diabetes does not have to doom you to a shorter life span or its complications like high blood pressure, heart disease, kidney failure or blindness.



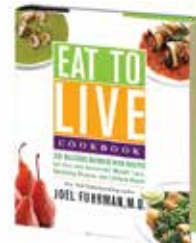
### EAT TO LIVE Joel Fuhrman, M.D.

The book offers a precise six-week plan designed for rapid and sustainable weight loss. Readers are instructed how to leave behind the discomfort of food cravings and addiction to unhealthy foods and achieve remarkable weight loss without counting calories or portions.



### SUPER IMMUNITY Joel Fuhrman, M.D.

Why do some of us get sick with greater frequency than others? What makes us more susceptible to illness? Is there a secret to staying healthy? Dr. Fuhrman offers a comprehensive guide to achieving superior health; protecting against cancer; and aiding, and even reversing autoimmune disease.



### EAT TO LIVE COOKBOOK Joel Fuhrman, M.D.

*Eat to Live Cookbook* makes it easy to bring Dr. Fuhrman's revolutionary Nutritarian diet approach into your kitchen -- and life -- with 200 delicious and easy-to-prepare recipes suitable for any time, any day, any occasion.



*Dr. Fuhrman*

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