

# If It's Not Food, Don't Eat It!

THE NO-NONSENSE GUIDE TO AN EATING-FOR-HEALTH LIFESTYLE

By Kelly Hayford, M.A., C.N.C.

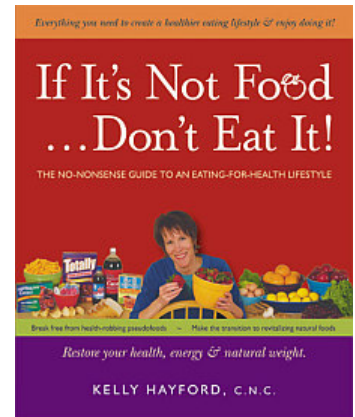
## overview

This timely book uncovers the pitfalls of our popular food culture and provides the inspiration and practical know-how the entire family can use to build a healthier eating lifestyle – and enjoy doing it!

From toxic, chemical additives and overly processed, adulterated ingredients, to the unscrupulous antics of the food industry in concert with the media, Kelly Hayford takes an honest, often scary look at what we're eating, why we're eating it and the devastation it is causing.

Dubbed the Erin Brockovich of the food industry, Kelly doesn't leave people hanging, however. This life-changing guide also offers practical, easy-to-implement solutions. Readers learn simple ways to conquer food cravings, ease digestion, increase energy, shed weight, alleviate symptoms and prevent disease by applying individualized *Eating-for-Health Guidelines*. Most importantly, they learn how to cut through nutritional confusion, overcome social and psychological obstacles, and make lasting changes to their diet and lifestyle with ease.

Other topics include food allergies, emotional eating, whole food supplements, tips for helping children eat better, time-saving food preparation, menu planning, recipes and more.



## on-going publicity & marketing campaign

- **Press releases** and review copies to major media outlets and health-related schools, including university nutrition departments and alternative health institutions (i.e. chiropractic, acupuncture, massage, naturopathic schools, etc.)
- **Radio & TV interviews** both local and national.  
(Placed ad in *Radio-TV Interview Report* – starts June 2005.)
- **Articles, interviews & book reviews** in related newsletters and magazines.
- **Speaking engagements & seminars** to target audiences, including the chiropractic field, the medical field, health insurance companies, corporate wellness programs, schools and universities, whole food supplement MLM company conventions, Whole Foods Expo, women's conferences, and more.
- **Strategic alliance** with national chain natural foods store.
- **Book signings** at local and regional bookstores.
- **FoodFitnessbyPhone.com** healthy eating teleconference programs and associated website.

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