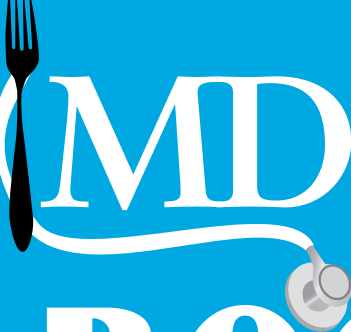


Lose Pounds, Not Flavor

Chef  MD's
**BIG BOOK OF
CULINARY
MEDICINE**

A **Food Lover's** Roadmap to Losing Weight,
Preventing Disease, and Getting Really Healthy

JOHN LA PUMA, M.D.

Bestselling Co-author of *The RealAge™ Diet* and *Cooking the RealAge™ Way*

and Rebecca Powell Marx



For a high-resolution image, please go to www.ChefMD.com/media.php

The Fountain of Youth Starts in the Kitchen™



A Health & Media Company

Dear Editor/Producer:

Get in the kitchen and train the doctor inside you to stock your kitchen medicine cabinet. Learn to choose and cook delicious meals that help prevent common health conditions, shed pounds and leave you feeling great. Discover ground breaking research to learn how food works in your body and helps you control how you feel. Of course, you'd need a doctor and a chef to help you and your audience do this – a ChefMD®, to be specific.

ChefMD's Big Book Of Culinary Medicine: A Food Lover's Road Map to Losing Weight, Preventing Disease, and Getting Really Healthy by John La Puma, M.D., and Rebecca Powell Marx is for anyone who loves food, wants more energy, or who wants to be proactive in getting and staying healthy. Born at the intersection of food and medicine, it shows health-conscious consumers how to choose foods like a doctor and prepare them like a chef.

Your guide is practicing physician, culinary school graduate, and TV personality Dr. John La Puma, who deliciously answers the question viewers always ask him on "What's Cooking with ChefMD?" on Lifetime's Health Corner: "What do I eat for that?" **ChefMD's Big Book of Culinary Medicine** is Dr. La Puma's culinary prescription for eating your way to optimal health and dealing with everything from heart disease and diabetes to aging to dry eyes to hypertension and more. Talk with Dr. La Puma and learn:

- The 50 most powerful, perfect, satisfying foods that thousands of clinical studies show can protect your body and help you create optimal health
- What to eat – and avoid – for 40 common health conditions
- 10 tricks to feeling full and fully satisfied faster
- 10 things you can do now to instantly make your food your culinary medicine

ChefMD's Big Book Of Culinary Medicine's easy-to-follow 8-week step-by-step plan features 50 low calorie, easy recipes, 42 off-the-shelf meals that take 10 minutes each—or less—to prepare, and 36 ChefMD® Essentials: convenient, healthful and flavorful brand-name foods in boxes, jars, bags and cans.

Teach your audience how the right foods, when combined with the right lifestyle changes, can prevent and treat specific symptoms and conditions. Write them a prescription for flavorful recipes, meals, and menus. Help them unlock their inner physician!

To arrange an interview with the authors or for further information, please contact either of us using the information below.

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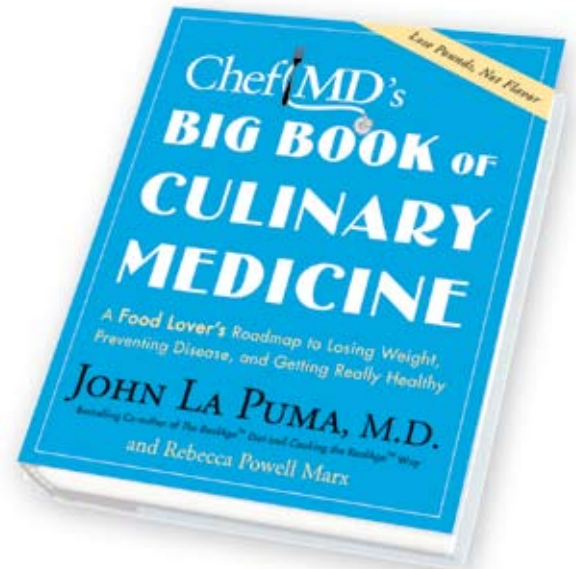
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WHAT DO YOU *EAT* FOR THAT? AND HOW DO YOU MAKE IT TASTE GREAT?

Physician-chef demonstrates your kitchen *medicine cabinet*

ChefMD's Big Book of Culinary Medicine
A Food Lover's Road Map to Losing Weight,
Preventing Disease, and Getting Really Healthy
By John La Puma, M.D., and Rebecca Powell Marx



"Through the culinary wizardry of Dr. John La Puma, not even your taste buds will know that you're eating 'good for you' food. You can live well—and long—with his guidance."
—Mehmet Oz, M.D., Coauthor of *YOU: The Owner's Manual*

In the same way that few physicians recognize diet's relationship to symptoms, few cooks know how to create great flavor without butter, cream, sugar or salt. But imagine a practicing physician and a professionally trained chef who prescribes food as medicine too . . . and inspires you to look, feel, and eat better than you thought possible. Imagine a way to lose pounds, not flavor by combining the art of cooking, the science of nutrition, and the joy of eating. Welcome to ChefMD® and the delicious world of culinary medicine.

Dr. John La Puma, or ChefMD®, has been named "One of America's Top Physicians" by the Consumers' Research Council, has been called a "Secret Weapon" by The Wall Street Journal, and hosts "What's Cooking with ChefMD®?" on Health Corner airing on Lifetime Television and is a *New York Times* bestselling author. Now, in **ChefMD's Big Book of Culinary Medicine** (Crown, May 6, 2008) he reveals that 70 percent of all heart disease, stroke, diabetes, memory loss, premature wrinkling, and impotence and 80 percent of all cancers are preventable . . . and he gives you the tasty, life-changing tools to get started now.

Organized by chapters on the **50 most satisfying and powerful foods**, and including tips on **how to increase the bioavailability of food**, a step-by-step **8-week plan for optimal health**, and a detailed "**What do you eat for that?**" primer, **ChefMD's Big Book of Culinary Medicine** unlocks the secrets to losing weight, absorbing more nutrients, and feeling full and fully satisfied faster. For example:

- **Eat watermelon at room temperature:** Watermelon has 40 percent more lycopene and 13 percent more beta carotene at room temperature than when the melon is ice cold.
- **Allow potatoes and pasta to cool after cooking:** Once cooled, the starch in potatoes, corn, and pastas crystallizes into resistant starch that is slow burning, so your sugar and insulin levels do not spike. Foods rich in resistant starch appear to help you burn fat up to 24 hours later.

- **Use full fat, not nonfat, salad dressing:** A bit of healthy fat allows your body to absorb seven-times more eyesight-saving lutein than with a no or low-fat dressing.
- **Eat a handful of almonds before a fatty meal:** Within 20 minutes of eating almonds, the antioxidants will block the artery-stiffening effect of saturated and trans fats.
- **Buy organic for thin-skinned fruits and vegetables:** Over 80 percent of apples, pears, peaches, potatoes, and berries sampled contain artificial chemical pesticides. Less than 8 percent of avocados, mangos, and pineapples contain them. Onions contain none.
- **Drink filtered coffee:** Two cups of filtered coffee daily can reduce colon cancer by 25 percent, diabetes risk by 30 percent, gallstone risk by 40 percent, and liver cirrhosis risk by 80 percent. But espresso and French press can raise your bad cholesterol by 8 percent.

Dr. La Puma brings a modern American palate to his easy-to-make food. He has created more than 50 recipes for breakfast, lunch, dinner, side dishes, and dessert that will change how you think about the flavor of food that's good for you. **ChefMD's Big Book of Culinary Medicine** offers a try-it-today understanding of food that works like medicine and shows you what to eat (and avoid) for 40 conditions, thus answering the question, "What do you eat for..."

- **Attention Deficit Disorder:** organic fruits and vegetables, flaxseed oil, fish oil, iron-rich food
(vs. foods with artificial colorings and additives)
Recipe: Cedar-Planked Roast Salmon with Candied Ginger and Berry Salsa
- **Breast Cancer (to lower the risk):** green tea, cruciferous vegetables, olive oil, flax, organic cheese and dairy
(vs. alcohol and charred red meat)
Recipe: Broccoli, Cheese, and Kalamata Olive Pizza
- **Constipation:** whole grain bread, brown rice, soybeans, apples or pears with the skin, water
(vs. most crackers, breads, and soft drinks)
Recipe: Cheese Ravioli with Tofu and Baby Peas
- **Depression:** walnuts, fish, dark chocolate, saffron, lentils, chilies
(vs. sugary foods)
Recipe: Saffron Scallop, Shrimp, and Chickpea Paella
- **Hair, Skin, and Nail Problems:** eggs, omega-3 rich foods, tomato juice, tea with citrus peel
(vs. food allergies and sensitivities)
Recipe: Creamy Goat-Cheese Pesto Omelet
- **Insomnia:** Turkey, fish, bananas, cottage cheese, avocado, nuts
(vs. tea and coffee)
Recipe: Shrimp and Egg Burritos with White Beans and Corn
- **Male Infertility:** oysters, lean beef, dark-meat turkey, tomatoes, organic foods
(vs. soy-containing foods)
Recipe: Cherry Tomato and Mozzarella Morsel Salad

Low in calories, aging fats, sugars and starches, and rich in omega-3s, flavonoids, fiber, protein, and antioxidants, these meals are filled with restaurant-quality flavor, but not at restaurant quality prices. The dishes taste so good, you'll make them again and again. Healthy meals are only fun if they taste incredibly good, satisfy you, *and* help prevent disease. Dr. La Puma's revolutionary new book will show you how!

About the Author

JOHN LA PUMA, M.D. appears regularly on “What’s Cookin’ with ChefMD®?” which can be seen on *Health Corner*, airing on Lifetime. He is the coauthor of the bestselling *Cooking the RealAge Way* and *The RealAge Diet*, and contributed recipes to the New York Times bestseller *YOU: The Owner’s Manual*. The first physician to teach cooking and nutrition in a U.S. medical school and graduate from the Cooking and Hospitality Institute of Chicago, he has cooked under star chef Rick Bayless in the four-star kitchens of Frontera Grill and Topolobampo. Dr. La Puma is medical director for the Santa Barbara Institute for Medical Nutrition and Healthy Weight and still practices internal medicine, using the ChefMD® concept to motivate his patients. Repeatedly named “One of America’s Top Physicians” by the Consumers’ Research Council, and called a “Secret Weapon” by *The Wall Street Journal*, Dr. La Puma was honored with the National Association of Medical Communicators 2007 “Award of Excellence”. He is based in Santa Barbara, California. Visit his award-winning website, www.ChefMD.com.

REBECCA POWELL MARX is a ChefMD® partner, a medical television producer, and a journalist. Ms. Powell Marx is a 2007 International Health and Medical Media FREDDIE Award winner for the ChefMD® website. She is the Series Producer of *Health Corner*, a show seen on Lifetime and Lifetime Real Women every Sunday morning.

Rebecca has spent the last ten years producing medical television programming and producing award-winning and successful strategic marketing programs for many national health care clients. She is a solid speaker and has spoken to audiences as large as the International Association of Shopping Centers annual convention.

Rebecca graduated from the University of Wisconsin-Madison with a Bachelor of Science degree in Human Ecology with an emphasis in Journalism.

ChefMD’s Big Book of Culinary Medicine
A Food Lover’s Road Map to Losing Weight, Preventing Disease, and Getting Really Healthy
By John La Puma, M.D. and Rebecca Powell Marx

Crown | 978-0-307-39462-0 | Hardcover | Publication Date: May 6, 2008 | \$24.95

For more information visit www.ChefMD.com



About Culinary Medicine

Culinary Medicine is the art of cooking blended with the science of medicine, so you can eat delicious food to help prevent and control common health conditions.

70% of heart disease, stroke, diabetes, memory loss, premature wrinkling and impotence are preventable. 80% of cancers and much of asthma and lung disease are preventable, and from environmental causes, like toxin exposure or diet. ChefMD can help you talk with your physician—and your waiter—about how to do that now.

This is a food lover's guide to culinary medicine—food that prevents and controls common health conditions with restaurant-quality flavor. It is chock-full of the good stuff, from red wine to dark chocolate, plus cooking secrets and shortcuts. You'll get the most nutrition from the best foods, avoid the wrong foods and learn how to eat so you will feel full and fully satisfied, and stay that way without snacking, munching or mindless eating.

Reading *ChefMD's Big Book of Culinary Medicine* is like getting the Cliff Notes for culinary medical school. You already have a doctor inside— it's the part of you that knows how to make healthy choices. And what your doctor inside needs to know tastes better than you thought. For example:

- Use a full fat salad dressing, not a low-fat/no-fat dressing. A bit of healthy fat (avocado, walnuts, almonds, olives) in your salad lets you absorb 7 times more lutein than with a no or low-fat dressing. Lutein helps to prevent macular degeneration, the leading cause of blindness in people over age 65.
- Buy organic when it really matters: when the skin is thin. Over 80% of apples, pears, peaches, potatoes and berries sampled contain artificial chemical pesticides. On the thick side, less than 8 percent of avocados, mangos, pineapples and frozen sweet corn contain them—and onions contain none! Exposure to pesticides worsens asthma and damages the immune system.
- Drink coffee and be happy, as long as you're drinking filtered coffee. Two cups of filtered coffee daily can reduce colon cancer by 25%, diabetes risk by 30%, gallstone risk by 40%, and liver cirrhosis risk by 80%. But espresso and French Press can raise your LDL cholesterol by 8% in a month, because the coffee's chemical cafestol stays inside.

EASY CHANGES

Easy things you can do to make yourself healthy with what you eat

Five easy organic changes:

- Milk
- Potatoes
- Peanut butter
- Ketchup
- Apples

Five harder mood disorder changes

- Sugar
- Caffeine
- Alcohol
- Chocolate
- Chemical additives



Q&A with Dr. John La Puma

ChefMD's Big Book of Culinary Medicine: A Food Lover's Road Map to Losing Weight, Preventing Disease, and Getting Really Healthy

By John La Puma, M.D. & Rebecca Powell Marx

Q: What is culinary medicine?

Culinary medicine combines the joy and art of cooking and eating with the science of food, nutrition, and medicine. It is taught by John La Puma, ChefMD® -- an award-winning doctor who graduated from culinary school and worked in a four-star kitchen.

Q: Is this just another diet book?

Most diet and health books focus on nutrition but not eating. We probably know more than we ever have about nutrition and diet and yet our health problems from obesity to diabetes and beyond continue. This book teaches you how to tap into the doctor you have inside and choose foods like a doctor and prepare them (and order them) like a chef.

Q: So what do I have to give up – diet equals deprivation right?

Foods with high fructose corn syrup (it tricks you into wanting to eat more food, and at the same time store more fat) and trans fats are off limits, and chemical additives aren't welcome either. Really it is about including more that is good for you and making it taste great: walnuts, olives, almonds, dark chocolate, blackberries, pomegranates, Parmigiano-Reggiano, salmon, red onions, romaine lettuce, organic ketchup, grass-fed meats, and red wine.

Q: How long to see results in the ChefMD® Plan?

It takes just a week to begin to see real changes, but you get eight weeks of practical, step-by-step, easy ways to create real change for you and your family—no matter what you're trying to change or improve.

Q: What are some of the immediate benefits you will notice from following the tips in the book?

You'll replace bad habits. You'll make your life easier and healthier. You will look and feel better and have more energy. You'll sleep better. You'll even feel more fully satisfied and feel full faster at mealtime. You learn how to get more of the good stuff in your food, how to stock your kitchen medicine chest, how to make small changes that make a big difference, how to train the doctor inside, how to try new foods and reward yourself. Plus, other people may want what you're having for dinner.

Q: What is the most important item in the ChefMD® Plan?

It is not an ingredient: It is your attitude. Believe in yourself. Start to read labels and care enough about yourself to ask questions and get what you need. But most of all enjoy eating again: Learn to eat for flavor not just to eat.



Q: Okay, then – what can I do now?

Make small changes that make a big difference: choose guacamole instead of sour cream (so you absorb more of the bright red eye-protecting carotenoids in your salsa, instead of the solid fats in sour cream), choose nuts instead of chips 20 minutes before your meal to slow down your digestion so you'll eat less but feel full faster; don't buy foods with insulin-spiking high fructose corn syrup inside, and choose organics when it matters. And eat a little food with lean protein at each meal—it stays in your stomach longest, and keeps you from the munchies.

Q: Organic is really healthier?

Yes for two reasons: pesticides and extra nutrition. Thin skinned foods especially peaches, strawberries, apples, spinach, nectarines, celery, pears, cherries, potatoes, sweet bell peppers, raspberries, and imported grapes are highest in pesticides. The twelve with the least pesticide residue are asparagus, avocados, bananas, broccoli, cauliflower, corn, kiwi, mangoes, onions, papaya, pineapples, and peas. Organic produce has on average 27% more vitamin C, 21% percent more iron, 29% percent more magnesium, and more than 13% more phosphorous than conventional produce.

Q: Sounds good but organics are expensive: Is this plan affordable?

Compared with medical bills, yes! And some foods are inexpensive; staples, for example—cereals, eggs, canned fish, frozen vegetables. Buy in season for better quality and less expense.

Q: Can't I make up for some unhealthy food choices by exercising?

You can burn calories while exercising, but you'd have to spend 8 hours on the treadmill, running at 3.5 miles per hour, up a 15 degree incline, to burn off the calories in one "Bloomin™ Onion". And even if you burn off the calories, you do not reverse the aging of the arteries and immune system the aging fats in that deep fried monster causes you. The best way to make up for those choices is to tell yourself it is OK to make them—once in a while (at most four times as year) for those four occasions you designate as truly special, and thoroughly enjoy them.

Q: Isn't disease genetic anyway? If my father got diabetes, won't I?

Scientists used to think that was true. But in the past fifteen years or so, that belief has been changing. Now we know that your food choices help prevent and control common health conditions. ChefMD gives you what you need to know to control, reverse or prevent every day conditions.

Q: What's the medicine behind all this?

ChefMD's research team reviewed approximately 3,000 food-as-medicine studies (studies done primarily in people) and rated over 300 foods for their medical effects. Each food had to have clear, well-done, solid medical research that eaten regularly, it can prevent and in some cases, actually treat specific conditions and symptoms. These are the 50 top foods—the ones with the most benefits.

Q: How does a recipe get to be "approved" for a condition?

Each nutrient has an effect on preventing or improving medical conditions. For example, we know that eating foods with 25 grams of soluble fiber daily lowers cholesterol about 3 percent.



Q: What is one of the most surprising contributors to common medical problems that we can easily remove from our lifestyles?

Our lack of vitamin D3: you can make about 2000 units just by letting the sun shine on your arms, legs and face for 12 minutes, without sun block. (Otherwise, you've got to eat cod liver oil by the spoonful... be my guest.) Vitamin D3 helps you absorb calcium, prevent Alzheimer's and Parkinson's disease, and decrease the risk of colon, prostate and breast cancer. And 60 percent of us are deficient so a daily supplement is fine. Take about 1000 IU every day, no more than 2000.

Q: You use words that sound medical like bioavailability – what does that mean?

In food, bioavailability means the amount of nutrient actually absorbed and available for your body to use. We try and enhance that. For example, you absorb 40% more lycopene and up to 139% more beta-carotene as watermelon comes out of the cooler or fridge to room temperature. We make sure you understand terms like this and others like satiety (how to listen to your body and your food, and to stop eating when you are pleasantly satisfied) and resistant starch (slow-burning starch that keeps your sugar and insulin in your blood level) – not in the abstract but in connection to the food.

Q: So connect food to bioavailability?

Here are a few things that have immediate bioavailability benefits.

- Eat curries with black pepper and onions: the curcumin (the yellow pigment in turmeric) and quercetin (the flavonoid found in onions, tea and apples) can knock out colon cancer cells. And black pepper helps you absorb the curcumin.
- Eat sushi rice, not plain rice: adding vinegar to rice decreases the glycemic index of the rice by 20 to 35%, and vinegar has an anti-glycemic effect on other foods. (You knew there was a reason you like sushi.)
- Decaffeinate tea by pouring off the water from the first 30 seconds of soaking your tea bag: the caffeine goes with it.

Q: What is the single most important thing someone can do to prevent and control common medical problems?

Just like the bioavailability example, to learn a little more about food, especially eating and cooking, because you can prevent and control common health conditions with what you eat. It's easy, it's fun and it tastes delicious, and it makes your life easier, happier and more successful.

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Visit www.ChefMD.com



Ten things you can do now to instantly make your food your culinary medicine

1. Take your antibiotics with yogurt or kefir; they can cut diarrhea from antibiotics by 60%.
2. Eat walnuts after a high saturated fat meal: 21 halves reverse arterial stiffening within 4 hours.
3. Smell lavender when you're stressed: the scent triggers free radical scavenging activity in your body, and decreases the level of the stress hormone cortisol in your body.
4. Trying to get pregnant? Women should actually eat more full fat dairy and organics, and less muscle meat, like chicken and beef, and swear off caffeine, alcohol, trans fats and high mercury fish.
5. Put rosemary in your meat marinades: it drops HCA formation by 77% in burgers... plus rosemary protects brain cells from free radicals reducing the risk of Parkinson's and Alzheimer's Disease.
6. Within 2 hours of drinking 2 glasses of black tea, your blood vessels dilate and become more flexible.
7. Have a little dark chocolate every day: just ½ ounce opens your arteries and reduces your risk for stroke by 8%, CHD by 5% and overall mortality by 4%.
8. Leave the watermelon on the kitchen counter for a few minutes: it has 40% more lycopene and 13% more beta carotene at room temperature than when it is ice cold.
9. Let the garlic that you chopped rest for 10 minutes before putting in the pan: its antioxidant level increases.
10. Wait 30 seconds after steeping your tea bag, and pour off the caffeine, if you want decaf tea.

Seven foods to buy now

1. **Salmon** for its omega-3s, which appear to protect skin against sunburn by reducing inflammation induced by the UV-B rays of the sun.
2. **Red onions**—they have more flavonoids than yellow or white, and reduce inflammation.
3. **Romaine lettuce**—it has over five times the vitamin C of iceberg.
4. **Organic ketchup**—it contains three times the lycopene than non-organic ketchup.
5. **Finely grated, hard, aged cheeses** like Romano and Parmigiano: they fluff up the most, and have the least lactose, to which at least 20% of adults are intolerant.
6. **Cocoa powder** that is not dutched: it has more polyphenols, and can drop the systolic blood pressure by 4.7 mm Hg and the diastolic by 2.8 mm Hg, respectively.
7. **Grass-fed beef and bison**: they have higher levels of conjugated linoleic acid (CLA), omega-3 fatty acids, vitamin A, and vitamin E than grain fed.



Suggested Questions for John La Puma, MD

1. What is culinary medicine?
2. Is this just another diet book?
3. So what do I have to give up – diet equals deprivation right?
4. How long to see results in the ChefMD® Plan?
5. What are some of the immediate benefits you will notice from following the tips in the book?
6. What is the most important item in the ChefMD® Plan?
7. Is organic is really healthier?
8. Organics can be expensive - is the ChefMD® plan affordable?
9. Can't I make up for some unhealthy food choices by exercising?
10. Isn't disease genetic anyway? If my father got diabetes, won't I?
11. What's the medicine behind all this?
12. How does a recipe get to be "approved" for a condition?
13. What is one of the most surprising contributors to common medical problems that we can easily remove from our lifestyles?
14. You use words that sound medical like bioavailability – what does that mean?
15. What is the single most important thing someone can do to prevent and control common medical problems?

The Fountain of Youth Starts in the Kitchen™



A Health & Media Company



About ChefMD®

ChefMD® was born at the intersection of Food and Medicine. Practicing physician and professionally-trained chef, John La Puma, MD and Rebecca Powell Marx, a journalist, marketing executive and medical television producer, formed ChefMD, LLC as a health and media company to show health-conscious consumers how to choose foods like a doctor and prepare them like a chef.

ChefMD® shows you how to choose and cook delicious meals that help prevent common health conditions, shed pounds and leave you feeling great. In fact, ChefMD®'s mission is to motivate health-conscious consumers to look, feel and actually be measurably healthier with what they eat. ChefMD®'s vision is a lifestyle, driven by a new way in which health-conscious consumers think about and eat food – as medicine, too. And ChefMD®'s product mission is to provide people, intrigued by a what-can-I-eat-for-that? lifestyle, with access to a range of best-in-class products and services.

ChefMD® displays its content in three media platforms - television, print publishing and Internet - and is developing several product lines.

ChefMD® believes that the right foods, when combined with the right lifestyle changes can prevent and treat specific symptoms and conditions. Examples include omega-3 rich cold water marine fish for depression and preventing colorectal cancer; cinnamon and oatmeal for lowering cholesterol; and organic foods for optimal neurological development and toxin avoidance.

The Standard American Diet (SAD, isn't it?) is aging us all before our time and endangering our health. At thirty-five, renowned physician John La Puma could see that he had become overweight and was showing early signs of aging primarily because of his diet. But as a dedicated "foodie" he didn't want to give up the foods and tastes he loved. Did eating for better health have to mean doing without great tasting dishes?

Dr. La Puma decided to research the science of nutrition while also going to culinary school to learn the art of cooking. He graduated from the Cooking and Hospitality Institute of Chicago (now a Cordon Bleu School) and, for four years, cooked in association with star chef Rick Bayless in the four-star kitchen of Chicago's famous Frontera Grill and Topolobampo.

Combining Dr. La Puma's expertise as a professionally-trained chef with his knowledge of nutrition and medical training, John and Rebecca formed ChefMD® and created culinary medicine. It's the revolutionary new art and science of selecting and preparing foods that prevent, control and even heal common health conditions while exceeding your wildest expectations about flavor and satisfaction. Simply put, culinary medicine is delicious food that works like medicine.

ChefMD® helps you get more from what you eat; more taste, more nutrition and more healthy goodness. Dr. La Puma teaches you how to get the most out of the best foods – making them "body ready" or "bioavailable" – to get the maximum benefit for your body. You'll learn about "anti-nutrients" – those nasty things to avoid in your diet and about "satiety" – preparing healthy and delicious meals that leave you full and fully satisfied.

Whether you have heart disease, diabetes, hypertension, dry eyes, high cholesterol, want your skin to have a new luster or just want to shed a few pounds, ChefMD® answers the question, "what do I eat for that?" Practice culinary medicine in your own home. Enjoy fabulous cuisine and savor a happier, healthier life with ChefMD®.

Get in the kitchen and unlock your inner physician. Cent'anni, may you live 100 years!

ChefMD® 414-690-5060 | www.ChefMD.com | 3100 West Vera Avenue, Milwaukee, Wisconsin 53209
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The Fountain of Youth Starts in the Kitchen™



About John La Puma, MD

Dr. La Puma is co-founder of ChefMD® and a board-certified specialist in internal medicine. He pioneered the idea of "food as medicine" that's tasty, including delicious eating plans for osteoarthritis pain relief, weight loss, cholesterol-lowering, anti-aging and childhood obesity. He hosts the weekly TV segment What's Cooking With ChefMD®? airing Sunday mornings on the cable network Lifetime Television and Lifetime Real Women in the national TV series Health Corner. Lifetime reaches more than 90 million households and What's Cooking With ChefMD®? is seen by at least 250,000 viewers, 25-54, each week.

Dr. La Puma is a best-selling author. His first general audience book became a New York Times best-seller, "The RealAge Diet: Make Yourself Younger with What You Eat"; his first cookbook became an Amazon #1 Cookbook, "Cooking the RealAge Way: Turn Back Your Biological Clock." Both are published by HarperCollins and co-authored with Michael Roizen, MD. Dr. La Puma contributed recipes to the New York Times #1 best-seller, "You: The Owner's Manual."

Dr. La Puma is a popular speaker who has given over 400 lectures to professional groups and 300 lectures to educationally-interested audiences as a keynote speaker. He has also been a consultant and spokesperson for companies such as CIGNA, Caremark and Kraft. He has appeared on NBC, CBS, ABC, FOX, PBS and CNN outlets. The New England Journal of Medicine, the Encyclopedia Britannica, the Wall Street Journal and the New York Times have published his work. USA Today, Prevention, Reader's Digest, Parade, and Newsweek have featured his work as well. RealAge has been featured on The Oprah Winfrey Show, Good Morning America, the Today Show and hundreds of others. Dr. La Puma is a Phi Beta Kappa graduate of the College of Creative Studies and the University of California, Santa Barbara, and graduate of the Baylor College of Medicine. He performed his residency in internal medicine at West Los Angeles Veterans Administration Medical Center and UCLA and completed the first postgraduate fellowship in general internal medicine and clinical medical ethics in the U.S. at the University of Chicago. Dr. La Puma is the author or co-author of over 50 peer-reviewed scientific papers, 150 other contributions to the medical literature and 3 medical books, including a CME book.

Formerly a Clinical Associate Professor of Medicine at the University of Chicago and Professor of Nutrition at Kendall College's School of Culinary Arts, Dr. La Puma cooked once weekly at James Beard award-winning Chef Rick Bayless' Topolobampo and Frontera Grill in Chicago for almost 4 years. Dr. La Puma also graduated from the Cooking and Hospitality Institute of Chicago (now a Cordon Bleu school) in Professional Cooking, and taught the first Nutrition and Cooking Course for Medical Students in the U.S. at SUNY.

Dr. La Puma still practices internal medicine, using the ChefMD® concept to motivate his patients. Repeatedly named "One of America's Top Physicians" by the Consumers' Research Council and called a "Secret Weapon" by the Wall Street Journal, Dr. La Puma was honored with the National Association of Medical Communicators 2007 "Award of Excellence". He is based in Santa Barbara, California.

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A Health & Media Company

About Rebecca Powell Marx

Rebecca Powell Marx is co-founder of ChefMD® and a writer and television producer, as well as marketing executive. She is the Series Producer of Health Corner as seen on Lifetime and Lifetime Real Women every Sunday morning. Lifetime reaches more than 90 million households and is seen by at least 250,000 viewers, 25-54, each week.

Rebecca has spent the last ten years producing medical television programming and producing award-winning and successful strategic marketing programs for many national health care clients. She is a solid speaker and has spoken to audiences as large as the International Association of Shopping Centers annual convention.

Rebecca graduated from the University of Wisconsin-Madison with a Bachelor of Science degree in Human Ecology with an emphasis in Journalism.

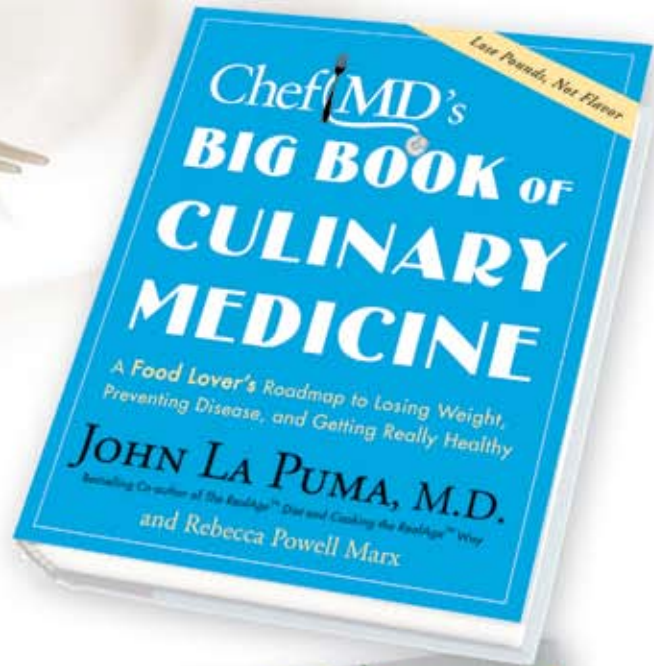
She became interested in Dr. La Puma's work after he appeared as a guest on the television show she produces. She kept asking the same question about a multitude of illnesses, "What do you eat for that?" That curiosity about food came about because of her Dad's valiant fifty year struggle with juvenile diabetes. When Rebecca met John La Puma, as she likes to say 'at the intersection of food and medicine', she knew with her marketing background and with Dr. La Puma's unique blend of physician-chef, they could help people who had the same type of struggles as her Dad.

Together, Rebecca and Dr. La Puma formed the company ChefMD® to help people answer the question, "What do you eat for that?" The company is dedicated to people everywhere who have the courage to smile and be joy-filled, even when their bodies are failing due to specific medical conditions.

"Together, we created 'culinary medicine', a revolutionary new art and science that deliciously prevents and heals what ails you. Food will never be the same again. It will be, as it should be - fabulous, flavor-filled food that works like medicine."



The Fountain of Youth Starts in the Kitchen™



“ChefMD’s BIG BOOK OF CULINARY MEDICINE: A Food Lover’s Road Map to Losing Weight, Preventing Disease, and Getting Really Healthy”

By John La Puma, MD and Rebecca Powell Marx, Crown, New York, April 2008

What’s different about ChefMD® is that it trains the doctor inside you, shows you how to stock the medicine chest in your kitchen, and prescribes flavorful recipes, meals and menus you’ll love. The secret to ChefMD® is culinary medicine: delicious food that prevents and controls common health conditions, with restaurant-quality flavor. It’s easy and everyone can. All you have to do is get in the kitchen and unlock your inner physician!

-John La Puma, MD, Co-founder ChefMD, LLC

When I met John at the intersection of food and medicine, I thought good-for-you food couldn’t possibly taste great. I was wrong. ChefMD® is about delicious food that works like medicine.

-Rebecca Powell Marx, Co-founder ChefMD, LLC



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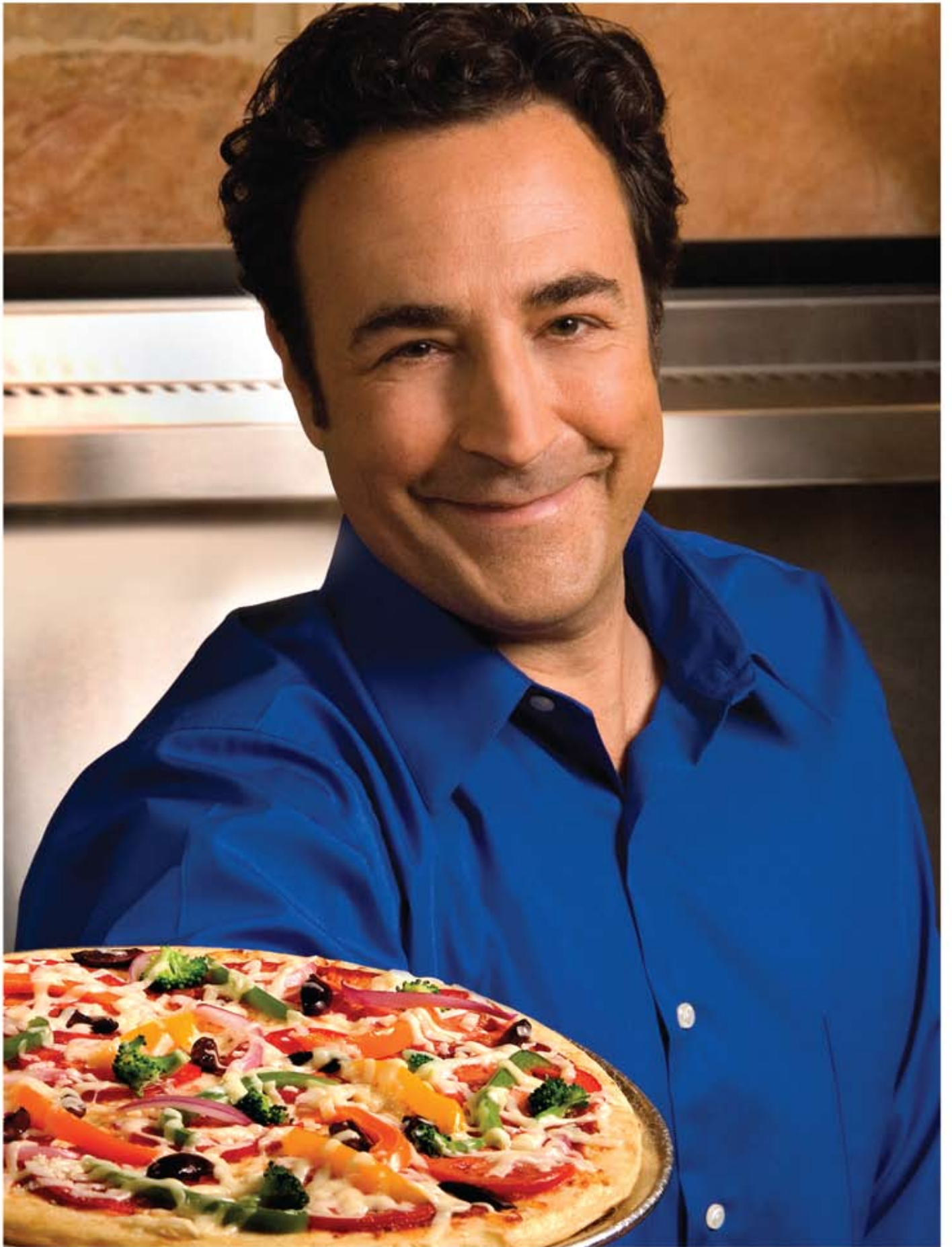
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