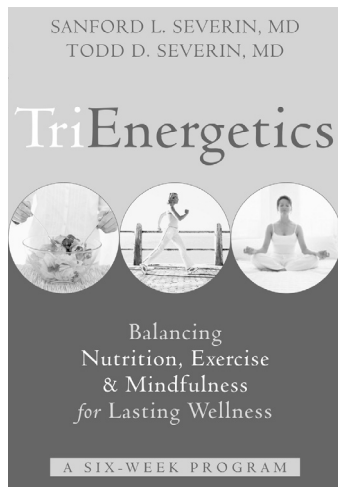


Revolutionary Six Week Program for the Ultimate Health Makeover



"This is the owners guide for your body!"

— Kevin Beadles, MD

Created by a father-and-son team of medical doctors, TriEnergetics integrates mindfulness, wellness-promoting foods, and gentle exercise into an easy-to-use, whole-life plan that anyone can use to build dynamic energy and achieve lasting health in mind, body, and spirit.

ENERGY IS LIFE

TriEnergetics is designed to integrate the three key energies in our lives - that of body, mind, and nourishment. The key to our optimum wellness lies in balancing the three.

Throw away the exercise books and stop yo-yo dieting — they're not the answer!

Seven Common Diet Myths

*When you diet, you lose weight

*Diets are healthy

*When you diet, you lose fat

*It is harder to lose weight when you are older because your metabolism slows down

*Your metabolism slows down when you diet because your body goes into a starvation mode

*By simply reducing fat in your diet, you'll lose weight

*Losing weight is simply a matter of watching what you eat

Exercise is great, but it alone is not the answer - you can jog every day or do yoga and pilates, but exercise is just one aspect of your journey to your perfect body. And as for diets, they flat out don't work! There may be some initial weight loss, but 98 percent of dieters will gain the weight back. The strategies offered in TriEnergetics will help readers to get their mind and body in peak condition - and keep them that way.

The Importance of Whole Living

"If you don't eat well, your body will suffer and your thinking will be affected. If you don't get enough exercise, your body will deteriorate and stress will build up, affecting your mind. If you don't deal with your stress positively, your immune system will malfunction and your health will suffer. The body is one whole. Everything is connected."

—from *TriEnergetics*

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Earlita Chenault, 510-652-0215, ext. 142, earlita@newharbinger.com

TriEnergetics: Balancing Nutrition, Exercise, and Mindfulness for Lasting Wellness
by Sanford L. Severin, M.D., and Todd D. Severin, M.D. ISBN: 1-57224-445-3, \$15.95, Published in December 2005
New Harbinger Publications, 800-748-6273, www.newharbinger.com New Harbinger Publications, 800-748-6273, www.newharbinger.com

About The Authors of TriEnergetics



Sanford L. Severin, MD, is an renowned physician and assistant professor at the University of California, San Francisco. He has lectured extensively throughout the world, having delivered several hundred invited lecture presentations. His lectures have been televised in Europe, and he has been featured twice on Dr. Dean Edell 's syndicated medical television show.

While serving in the Air Force at the Aerospace Medical Center in the 1960s, he worked extensively with the nation's first Apollo astronauts as part of a team evaluating their mental and physical fitness. He began a twenty-year study of meditation in the 1970s and has continued this pursuit with Vapassana training with noted author and teacher Steven Levine. Dr. Severin is a fitness enthusiast, former collegiate wrestler, and life-long student of Eastern philosophy. He lives in San Francisco, CA.



Todd D. Severin, MD, began his study of the mind/body relationship at Pomona College. He received national recognition for creating his major field of study, behavioral biology, the integration of the human mind and body.

Dr. Severin studied tai chi and Taoist healing with world-renowned Taoist master Abraham Liu, and he currently serves as lecturer at Meiji College of Oriental Medicine in San Francisco, and assistant clinical professor at the University of California, Berkeley, School of Optometry. He is the author of medical articles and has received awards for his scientific research.

A highly sought after speaker, having presented over two hundred lectures across the United States, Europe, and Asia, Todd Severin's seminars have been televised throughout California, and he has been a featured guest on the cable health show *Community Health* and the radio feature *Health Issues*. He lives in San Francisco, CA.

Next: Q & A with Dr. Sanford Severin

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Q & A with Dr. Sanford Severin

Q: In *TriEnergetics* you talk about creating a new health paradigm. What do you mean by this?

A: The new health paradigm is to respect the wholeness of your being. To do this you must work with all three of your essential energies simultaneously and bring your body back into balance. America as a nation spends more on health than any of the major industrialized countries, yet ranks second to last in life expectancy. Obesity and inactivity result in health care cost of over \$90 billion and more than 300,000 deaths a year, second only to smoking in mortality. It is time for a change.

Q: What are the “three key energies” that your program is based on?

A: The three key energies of life are body energy, mind energy and nourishment energy. The three must be balanced for good health, think of it as though you were building a magnificent structure. The foundation is your nourishment energy. The walls are your body energy and the roof is your mind energy. If any one of these is missing the structure will fail.

Q: Chapter 4 of *TriEnergetics* is called “Diets Don’t Work.” Why do you say this and what are a few myths about diets?

A: It has been proven over and over again that if you diet you will lose weight temporarily but will gain it back unless there is a lifestyle change. Most diets are not healthy. Many are downright dangerous. Some create conditions of acidosis, ketosis or nitrogen imbalance, that advocate a high fat intake can contribute to the development of heart disease and cancer. An example of one diet myth is that it is harder to lose weight when you are older because your metabolism slows down. Yes, there is a gradual decrease in metabolism in some older patients, but it has nothing to do with their age. Rather, it is because they have become sedentary and have substituted metabolically inactive fat for metabolically active muscle.

Q: If you had to rate some of the popular diets in recent years, say Atkins or South Beach, what would you say about them and why?

A: Each of the popular diets is doomed to fail for reasons that I have mentioned. The Atkins diet works because in avoiding carbohydrates you do away with 90% of the junk foods that are responsible for many people’s obesity. The downside is the increased risk of ketosis, heart disease and cancer.

The South Beach diet restricts the eating of many fruits and vegetables because they have a high glycemic index. This is in spite of the proven fact that fruits and vegetables are essential because they supply needed vitamins, antioxidants, and fiber.

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Q & A with Dr. Sanford Severin

Q: What is dynamic energy?

A: Dynamic energy is our concept of what develops in a persons who has balanced and integrated the three essential energies if life. Dynamic energy is characterized by enthusiasm, vigor and boundless energy.

Q: Chapter 7 of *TriEnergetics* is entitled "The Dragon Within: The Deadly Physiology of Stress." Is stress really "deadly" and other than just making us feel bad, what are its effects?

A: Stress is deadly. Prolonged stress causes a hormonal cascade that compromises the immune system, elevates blood sugar and contributes to the development of cancer, diabetes, and heart disease.

Q: Both authors of *TriEnergetics* are MDs, yet you draw heavily from Taoism and other eastern philosophies. How did conventionally trained doctors become so committed to these non-allopathic treatments?

A: Conventionally trained doctors are educated in medical schools that do not teach the virtues of a holistic approach encouraging health rather than treating disease. The majority of medical education is delegated to diagnosing and treating illnesses. Hopefully this is gradually changing.

Q: One of the three key elements of the TriEnergetics program is mindfulness. What is mindfulness, why do you consider it a key element in overall fitness, and what are some of the challenges you face in getting people to practice mindfulness exercises?

A: To be mindful is to be aware. Mindfulness and awareness are cultivated with meditation. Meditation has been scientifically proven to invoke the relaxation response resulting is more serenity, a reduced heart rate, lowered blood pressure and enhanced immune response. In other words, mindfulness and meditation combat stress.

Next: Raves for TriEnergetics

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Raves for TriEnergetics

"Drs. Sandy and Todd Severin have done much more than write a book: In TriEnergetics they've created a sensible and encouraging coach who will help you turn your life toward vibrant health and well being. Full of useful, readable information, and a carefully mapped-out program for working with mind, body, and nutrition, TriEnergetics convincingly argues that lasting health changes can only come about through a gentle yet thorough reorientation of the way we live.

—**Norman Fischer**, former Abbot of the San Francisco Zen Center, founder of and teacher at the Everyday Zen Foundation, and author of *Taking Our Places: The Buddhist Path to Truly Growing Up*

"Health is more than absence of disease. Drs. Todd and Sanford Severin are to be congratulated for broadening the concept of health to optimal physical and mental well-being..."

—**Scott S. Lee, MD**

"*TriEnergetics* is an uplifting program that goes beyond the 'how-to' and into the "why" that is the foundation of self-improvement. Finally, there is a refreshing approach that recognizes the importance of the mind and spirit in the health of the body."

—**Steve Bylsma, MD**

"The effect of stress on our health and disease is underemphasized in western medicine. TriEnergetics is a program that will help you regain control of that vital process. TriEnergetics is essential for obtaining a healthy outlook on life."

—**Neil Okamura, DO**

"*TriEnergetics* should be an inspiration to us all. True health can only be achieved if we appreciate and nurture the link between the mind and body. This program shows us how to do just that."

—**Valerie Schneider, MD**

"*TriEnergetics* emphasizes health of the mind and spirit as well as the body, while teaching healthy dietary as well as exercise habits. Only this kind of integrated approach can achieve true, lasting vitality."

—**Daniel A. Brinton, MD**

"The multifactorial nature of disease and aging dictates a multifactorial approach to health and longevity. This is the cornerstone principle of TriEnergetics, well articulated and outlined here by the Drs. Severin, who live what they teach."

—**Shirin Barez, MD**

"Drs. Severin bring together a range of personal and scholarly expertise and practice in modern medicine, nutrition, exercise, and Eastern philosophy to this balanced and satisfying approach to health and well-being."

—**Ray Gariano, MD**

"As a primary care physician, I see patient after patient with problems that Western lifestyles create, including heart disease, diabetes, palpitations, abdominal pains, panic attacks and many others. The approach that Drs. Todd and Sanford Severin advocate in TriEnergetics is what I have found most helpful in caring for patients with these problems."

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