

THE WHOLE-BODY APPROACH TO OSTEOPOROSIS

How to Improve Bone Strength and Reduce Your Fracture Risk

R. KEITH MCCORMICK, DC

“To build better bones, you’ll need to do way more than pop calcium pills and take walks. Now you can get inside information from the bone health guru. If you are planning on living a long life, you will need great bones.

Don’t hesitate—grab this book and take action!”

—JJ VIRGIN, PH.D., CNS, CHFI, nutritionist, fitness expert, and author of *The Art of Losing It*,

The Facts:

- Over 10 million Americans currently struggle with osteoporosis.
- Each year 2 million people in the United States suffer an osteoporosis-related fracture.
- 13 to 30 % of men and 30 to 50 % of women will sustain an osteoporosis-related fracture in their lifetime.

The Big Picture:

Osteoporosis is a drain on national fiscal resources. The direct-care cost each year to treat 2 million Americans suffering from osteoporosis-related fractures is more than **\$18 billion dollars**.

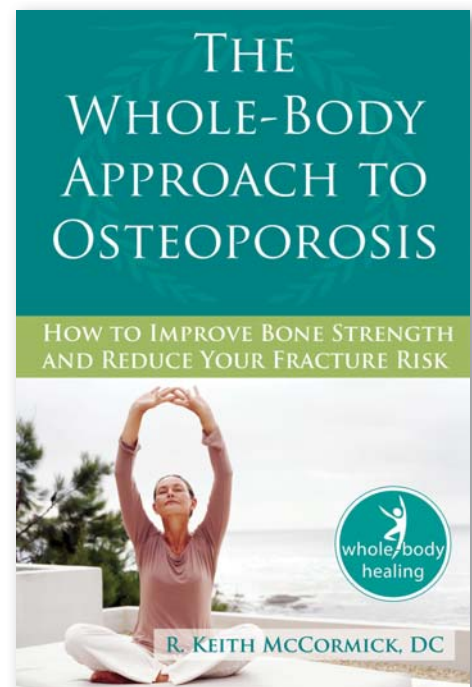
NOT YOUR ORDINARY OSTEOPOROSIS BOOK
Chiropractic physician and former U.S. Olympian unfolds new strategy for improving skeletal health.

What happens when a 45-year-old doctor of chiropractic with the tenacity and spirit of a U.S. Olympian and the mental toughness of an Ironman suffers 12 fragility fractures in 5 years and is diagnosed with severe osteoporosis? You get ***The Whole-Body Approach to Osteoporosis***, a guidebook based upon author R. Keith McCormick’s years of research that features a practical yet scientifically innovative approach to a very common, potentially devastating, disease.

Osteoporosis is a major public health problem. In ***The Whole-Body Approach to Osteoporosis***, McCormick presents a groundbreaking nutritional approach to osteoporosis prevention and treatment that emphasizes each person’s biochemical individuality.

In this book’s unique paradigm, osteoporosis is not simply a bone disease brought on by mineral deficiency, but a complex catabolic disorder of the whole body that is best targeted with a sophisticated, individually designed program.

McCormick encourages readers to work closely with their healthcare providers and take specific laboratory tests to gather critical information about their bone health. He then explains what readers should do with this information and how they can customize a plan to address the underlying causes of their bone loss, ultimately enabling them to increase bone density and flexibility, reduce the risk of fracture, and enjoy a more active and healthy lifestyle.



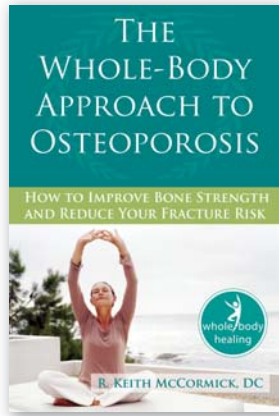
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THE WHOLE-BODY APPROACH TO OSTEOPOROSIS
How to Improve Bone Strength and Reduce Your Fracture Risk
By R. Keith McCormick, DC / May 2009 / 978-1-57224-595-2 / \$16.95 / 200 pages

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PRAISE

“A savvy and practical self-help approach to osteoporosis. This necessary manual is crafted by a healer keenly attuned to the subtle interdependencies between bone health and exuberant, whole-body health.”

—DAVID ABRAM,
author of *The Spell of the Sensuous*

“This delightful gem of a book is truly a masterfully crafted, informative, and deeply satisfying read. It is most certainly destined to become a classic in the field of bone health.”

—MARTHA STARK, MD,
clinical instructor in psychiatry at
Harvard Medical School

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ABOUT the AUTHOR

R. Keith McCormick, DC, is a chiropractic physician in private practice in western Massachusetts specializing in the nutritional management of patients with bone fragility. McCormick studied human biology at Stanford University and earned his doctorate at the National College of Chiropractic. He is a member of the American Society for Bone and Mineral Research, the International Society of Clinical Densitometry, the American Chiropractic Association, and the Institute for Functional Medicine. His practice is located in Belchertown, MA.

McCormick is an Ironman triathlon competitor and a former U.S. Olympian (1976). Visit R. Keith McCormick online at:

www.mccormickdc.com.



SUGGESTED INTERVIEW QUESTIONS

1. How did your own experience with osteoporosis inspire or influence your work?
2. Were you into holistic medicine before you were diagnosed with osteoporosis?
3. A lot of bone health management seems to focus solely on taking calcium supplements. Why do you recommend a different approach?
4. How does the digestive system affect the health of our bones?
5. What is oxidative stress, and how do you recommend dealing with it?
6. What kind of health regimen do you recommend for someone who is at high risk for osteoporosis?

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