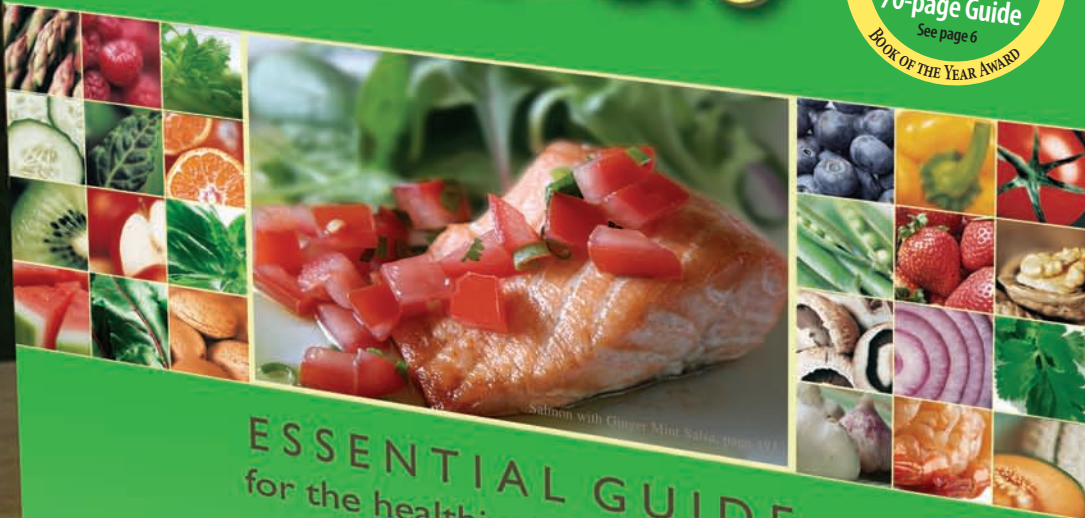


*Finalist for the
Book of the Year Award**

the world's healthiest foods



ESSENTIAL GUIDE
for the healthiest way of eating

GEORGE MATELJAN

founder of Health Valley® Foods
author of 5 best selling books on healthy eating

**“You have written
a MASTERPIECE.”**

— David L. Katz, MD, MPH, FACPM, FACP

Professor and Director, Prevention Research Center

Yale University School of Medicine; Nutrition Columnist, O, The Oprah Magazine

FROM

George Mateljan, Founder of *Health Valley*[®]

The Most Complete Guide on the Healthiest Way of Eating Ever Published in One Book

For over 30 years, George Mateljan—author of five best-selling books and creator of whfoods.org, the #1 website on healthy eating—has been inspiring us to eat healthier. Now his latest book, *The World's Healthiest Foods, Essential Guide for the Healthiest Way of Eating* introduces the World's Healthiest Foods—100 nutrient-rich, health-promoting foods that contain the greatest number of nutrients for the least number of calories. George has spent a lifetime studying how foods can affect health and researching the foods that are associated with cultures renowned for their health and longevity.

The Healthiest Way of Preparing Foods

As a healthy food and cooking expert, George shares with you a new and better way of healthy cooking that brings out the flavor while preserving the nutrients of the World's Healthiest Foods. The book is the most comprehensive resource for preparing healthy, great tasting food. George and a team of respected scientists and nutrition educators spent 10 years writing this book that is practical and easy-to-read, inspiring readers to prepare healthy meals in a matter of minutes.

In This Book You Will Find:

- 500 recipes and tips—100 of which do not even require any cooking
- Delicious recipes that are fast and easy, with most taking only 7 minutes or less to prepare and having less than 5 ingredients
- The health benefits of 100 nutrient-rich foods and how to select and store them
- A Fish & Shellfish Guide to help select environmentally sustainable seafood that is low in mercury content and rich in omega-3s
- A Powerful 4-Week Healthiest Eating Plan, an easy step-by-step guide to eating well to promote vibrant health and energy and optimal weight control

**The prestigious 2007 Nautilus Book Award recognizes books that will positively impact people's lives.*

The George Mateljan Foundation

After founding Health Valley, and running it for 26 years, George turned his energies and resources to creating the George Mateljan Foundation. The George Mateljan Foundation is a non-profit organization free of commercial interests. It's mission is to provide unbiased scientific information to educate people about nutrient-rich foods, healthy eating and cooking through the publication of this book and the creation of the whfoods.org website ("Best of the Best" by Lynie Arden), which has over 5 million visitors a year. You can view pages from the book on the website at www.whfoods.com/newbook/booksamples.php.

What health professionals are saying about this book:

"FABULOUS!! Congratulations!"—Michael T. Murray, N.D., co-author of the *Encyclopedia of Natural Medicine*

"Absolutely spectacular!" —Buck Levin, Ph.D., R.D., co-author of *Staying Healthy with Nutrition, 21st Century Edition: The Complete Guide to Diet and Nutritional Medicine*

How This Book Will Benefit Your Customers

Making *The World's Healthiest Foods, Essential Guide for the Healthiest Way of Eating* available to your customers will provide them with an easy-to-use resource guide on the health benefits of 100 nutrient-rich foods as well as a cookbook featuring over 500 recipes; it's like two books in one. Those who have already bought the book claim that this is the book they have been waiting for. Many retailers are selling the book with great success and using it as a way to promote the concept of healthy eating to their customers.

"The World's Healthiest Foods is the best book I have seen in 10 years. It is a Prescription for Nutritional Healing for food."

—Michael Van Meter

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