

For media doing a story on losing weight, eating well, and/or exercise. . .

Get the truths from Allen Oelschlaeger, author of **Finally, the Straight Scoop About Weight, Nutrition, and Fitness**



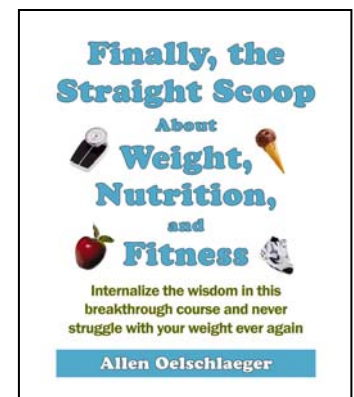
Consumer surveys repeatedly show that the American public is hopelessly confused about how to best lose weight, eat well and be fit. This shouldn't be a surprise since more contradictory and inaccurate information exists on these topics than on any other subject area. If you cover these topics, you're probably acutely aware of this issue by the daily bombardment of:

- New scientific-study announcements about the health impact of being overweight, eating a specific food, or participating in a particular physical activity – which so often contradict prior research.
- Weight loss, food and exercise industry publicists forcefully trying to discredit any new data that doesn't support their client's profits.
- Aggressive promotions of every new diet book/pill/program, diet/health food, fitness device, and weight-loss surgical procedure.

The result is a constant stream of **misinformation, misdirection and, in some cases, down right lies** showered on the American public.

In 2004, Allen Oelschlaeger, after a 35 year career as a pharmacist, medical industry executive and weight loss-loss researcher, became fed up with this situation and decided to do something about it. So, with his prior education (B.S. in biology and pharmacy, MBA from the Wharton School) and experience (retail and hospital pharmacist, Eli Lilly and Company executive, daughter with Type 1 diabetes) in toe, he spent 3 years digging deep into the scientific research on weight, nutrition, and fitness. This in-depth study resulted in:

- Publication in late 2007 of a comprehensive home-study course which discredits the prevalent misinformation and misdirection about weight loss, eating well and exercise, and presents the author's twelve steps to reaching a perfect weight (the B.I.T.E. Method for effortless weight management), four steps to eating healthily, and eight steps to optimal fitness.
- Development of a website dedicated to providing health and fitness information that's unbiased and true (www.HealthAndFitnessTruths.com).
- Regular publication of two emailed newsletters (*The Straight Scoop About Health and Fitness Newsletter*, *The Straight About Health and Fitness Newsletter for Parents*) that provide Oelschlaeger's analysis and opinionate commentary about the current health news related to weight, nutrition, and fitness.



Oelschlaeger is available for interviews by media representatives who want **the straight scoop about losing weight, eating well, and/or exercise**. He will patiently answer your questions and explain the real story behind widely-reported health news. You'll find Oelschlaeger a highly-knowledgeable, articulate and often-controversial expert on the topics of weight, nutrition, and fitness.

These are just a few of the topics on which Oelschlaeger can speak:

- The fundamental and unchanging truths about the physiology of weight management (despite the "breakthroughs" you hear about, everything people need to know about weight loss has been known for decades).
- The most important thing people must know in order to lose weight (no – it's not the calories, carbs, or fat grams in food; or the number of calories burned by various forms of exercise).
- The incredibly simple way to determine when, what, and how much to eat in order to reach and maintain a perfect weight.
- What scientists really know about optimal nutrition (there is a reason for all of the confusion and contradictory data).
- The powerful connections between mind and body that can have a dramatic impact on a person's level of health and fitness.
- Why exercising isn't a requirement to gain almost all the health benefits of increased fitness.

To make your job easier, here are some sample questions:

- What prompted you to spend three years researching and writing this course?
- What is the most important thing people who want to lose weight must do?
- What are the biggest misconceptions about losing weight; nutrition; fitness?
- What is the \$60 billion gimmick that's the basis for almost all weight-loss diets?
- What is the most-likely reason why the incidence of obesity has risen over the last 30 years?
- What are the only five guidelines people need to know in order to eat healthily?
- What is the B.I.T.E. Method for effortless weight management?
- What is the best method for determining a person's healthy and fit weight?
- To improve health and fitness, what is the most valuable thing a person can do?

Give your readers/listeners accurate and unbiased information about becoming healthy and fit

When doing a story on any aspect of losing weight, eating well and exercise, contact Allen Oelschlaeger to get your questions answered, get an explanation of the real story behind widely-reported health news, or have as a stimulating guest.

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Visit www.TruthsPublishing.com/Media to access an online press kit or request a review copy of Allen Oelschlaeger's course, *Finally, the Straight Scoop About Weight, Nutrition, and Fitness*.