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NEWS

FOR IMMEDIATE RELEASE

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A Doctor's Prescription to Reset Your Hormones, Repair Your Broken Metabolism, and Lose Stubborn Pounds for Good

THE HORMONE RESET DIET

Heal Your Metabolism to Lose Up to 15 Pounds in 21 Days

By Sara Gottfried, M.D.

Hormones are likely the culprit for anyone struggling with stubborn extra weight that seems impossible shed despite an array of diets and fitness regimens. A new plan created by Harvard and MIT-educated physician and *New York Times* bestselling author Sara Gottfried, M.D., reveals how to outsmart hormones, regain lost energy, and lose up to 15 pounds in 21 days.

Dr. Sara Gottfried's protocol has already worked for thousands of patients, and she's successfully used it herself losing 25 lbs. in the process. **THE HORMONE RESET DIET: Heal Your Metabolism to Lose Up to 15 Pounds in 21 Days** (HarperOne/HarperCollins; March 17, 2014) is based on three-day "resets" of seven key hormones to help release stubborn weight and improve energy and mood in three weeks, regardless of the number of pounds to be lost, age, ethnicity, food cravings, or willpower level.

In the book, Dr. Gottfried demonstrates how developing resistance to seven major metabolic hormones—*cortisol, thyroid, testosterone, growth hormone, leptin, insulin, and estrogen* – results in hormone levels rising, metabolism slowing, and in effect our bodies work against us. Based on the latest scientific research, **THE HORMONE RESET DIET** is Dr. Gottfried's plan for resetting the efficiency of our hormones by repairing and growing new hormone receptors and reversing hormone resistance. The book reveals how to:

-More-

- Reset your hormones, weight, and habitual patterns
- Address cravings, food, body and weight issues from “cell to soul”
- Develop new habits to avoid depending on willpower;
- Close the gap between your intention and your behavior; and
- Lose 15 pounds in 21 days, and keep it off forever.

Harvard-MIT educated physician Sara Gottfried, M.D. has helped thousands of women address the root hormonal causes of frustration, self-blame, and hopelessness in the form of excess weight, lack of energy, aging, and illness. Going far beyond her first bestselling book, *The Hormone Cure*, this new program provides Dr. Sara’s expertise in hormonal optimization for rapid weight loss.

About the Author:

Dr. Sara Gottfried has been dedicated to practicing and helping women feel at home in their bodies for the past 20 years. After graduating from the physician-scientist training program at Harvard Medical School and MIT, Dr. Gottfried completed her residency at the University of California at San Francisco, where she still teaches medical students. She is board-certified in Obstetrics and Gynecology, a teacher of the adjunct faculty at Touro University College of Osteopathic Medicine, and a mentor to medical students in her virtual medicine practice and online learning center, The Gottfried Institute.

As an integrative gynecologist, Dr. Gottfried is a firm believer in treating the root cause of problems, not just the symptoms. She is the author of the *New York Times* bestselling book, *The Hormone Cure: Reclaim Balance, Sleep, Sex Drive, and Vitality with The Gottfried Protocol* (Scribner). Dr. Gottfried lives in San Francisco, California with her husband and 2 daughters. More at www.saragottfriedmd.com

THE HORMONE RESET DIET
Heal Your Metabolism to Lose Up to 15 Pounds in 21 Days
By Sara Gottfried, M.D.
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Also Available as an eBook

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The Seven Hormone Resets

**Reset #1
MEATLESS
(ESTROGEN)**

**Reset #2
SUGAR FREE
(INSULIN)**

**Reset #3
FRUITLESS
(LEPTIN)**

**Reset #4
CAFFEINE FREE
(CORTISOL)**

**Reset #5
GRAIN FREE
(THYROID)**

**Reset #6
DAIRY FREE
(GROWTH
HORMONE)**

**Reset #7
TOXIN FREE
(TESTOSTERONE)**

SARA GOTTFRIED, M.D.

THE HORMONE RESET DIET: Heal Your Metabolism to Lose Up to 15 Pounds in 21 Days

Dr. Sara Gottfried M.D. is a Harvard- and MIT-educated physician, speaker, and author. For the past 20 years, Dr. Gottfried has been dedicated to helping women become at home in their bodies. Her new book, **THE HORMONE RESET DIET: Heal Your Metabolism to Lose Up to 15 Pounds in 21 Days** (HarperOne/HarperCollins) will be published March 17, 2014.

After graduating from the physician-scientist training program at Harvard Medical School and MIT, Dr. Gottfried completed her residency at the University of California at San Francisco, where she still teaches medical students. She is board-certified in Obstetrics and Gynecology, a teacher of the adjunct faculty at Touro University College of Osteopathic Medicine, and a mentor to medical students in her virtual medicine practice and online learning center, The Gottfried Institute.

The Gottfried Institute is an enormously successful virtual practice. Dr. Gottfried has a disruptive model of how to deliver cutting-edge women's health to as many women as possible by using technology – including teleseminars, group coaching, webinars, and social media – to raise oxytocin and reduce stress among today's overly busy women, while teaching them how to balance their hormones naturally, regardless of age and location. As a result, her innovative methods for sharing medical information make her a popular keynote speaker.

Also a nationally-recognized yoga instructor, Dr. Gottfried teaches workshops and online courses, such as her "Mission Ignition: Sex Drive" an online program she developed to help women cultivate their vitality. She also conducts mentoring and mastermind programs for practitioners to learn The Gottfried Protocol, her proprietary 3-Step Evidence-Based method for natural hormone balancing.

As an integrative gynecologist, Dr. Gottfried is a firm believer in treating the root cause of problems, not just the symptoms. She believes in leafy greens and nutrient-dense foods, together with evidence-based integration of botanicals and bioidentical hormones, rather than just prescribing medication. "My method is not one-size-fits-all. My mission is to help women feel sexy, vital and balanced from their cells to their soul," claims Dr. Gottfried adding, "I believe that managing and optimizing your health is your divine responsibility and path to personal power."

Sara Gottfried, MD is the author of the *New York Times* bestselling book, *The Hormone Cure: Reclaim Balance, Sleep, Sex Drive, and Vitality with The Gottfried Protocol*. Her unique work and mission to help reverse the epidemic of overwhelmed women and their resulting health issues has been featured in a wide array of print and broadcast media outlets. "I've had nearly every hormonal problem a woman can get – I've done the leg work and reviewed the studies exhaustively so you don't have to!" exclaims Dr. Gottfried.

Dr. Sara, as she is known to many, lives in the San Francisco Bay Area with her husband and two daughters. More at www.saragottfriedmd.com

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THE HORMONE RESET DIET

Heal Your Metabolism to Lose Up to 15 Pounds in 21 Days

By Sara Gottfried, M.D.

Who Needs “THE HORMONE RESET DIET”?

“As women, we’re at a disadvantage when it comes to getting fat. We are exquisitely sensitive to the ravages of stress and inflammation—you may notice the telltale signs as sugar cravings, extra weight hanging around your waist, moodiness, lack of sleep, or perhaps an overwhelmed feeling. These are clues that your hormones have begun to misfire, which sets off a vicious cycle of inflammation (the type that makes you overweight) and more difficulty regulating the hormones that help you burn fat (also known as the hormones of metabolism). When misfiring hormones are allowed to spiral downward, you’re left with hormone anarchy and, ultimately, a broken metabolism; and *you store fat no matter what*—even when you try popular diets like Paleo or Weight Watchers. If you struggle to get and stay lean, I promise that your hormones are to blame. Your hormones govern nearly all aspects of fat loss, from where you store fat (and how much) to your cravings, appetite, gut bacteria, and even your addictive patterns with food. The good news is that you can turn this problem around—in 21 days.”

- Women who are overweight, obese, or skinny fat (“normal weight obesity”)
- Women with increased belly fat
- Veteran dieters for whom the usual calorie math no longer works

How Does “THE HORMONE RESET DIET” Work in 21 Days?

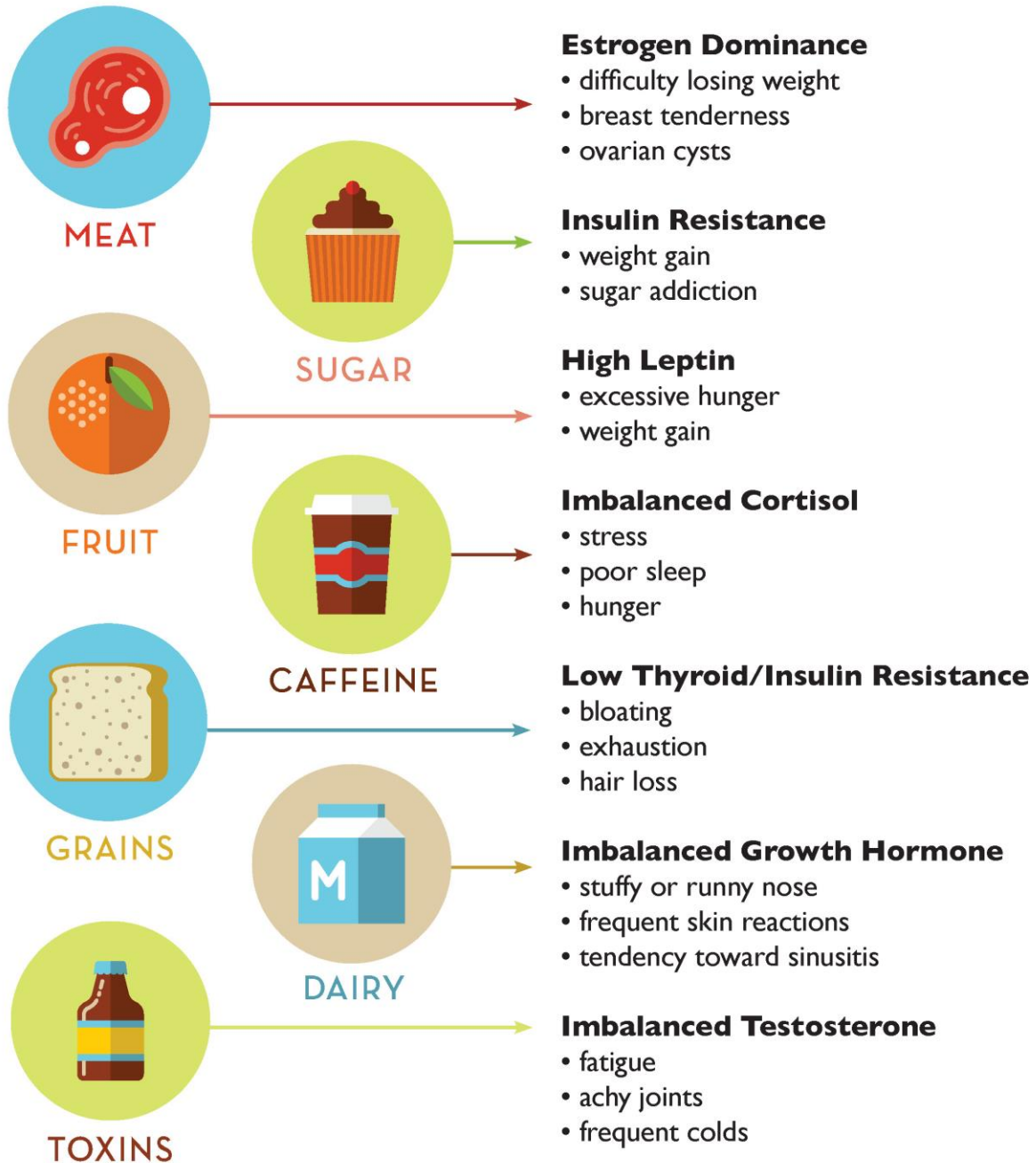
“The idea behind the Body Cure is simple: In three-day bursts, you’ll focus on making specific dietary changes, starting with eliminating meat and alcohol, which resets your gut microbiome—the genetic material of the trillions of microbial critters that live in your body. Every three days you’ll eliminate specific metabolism-wrecking foods and trade up for better foods, which will reset your broken hormones, building on the collaboration and regulatory synergy between them so you can feel like yourself again, in body harmony. *Why three days?* Because that’s the minimum amount of time to reset a metabolic hormone. When you disrupt these seven hormones in three-day bursts, it takes you a total of twenty-one days to recreate a collaborative team of your metabolic hormones.”

- Reset 7 hormones in 3-day bursts: Estrogen, insulin, leptin, cortisol, thyroid, growth hormone, and testosterone
- Shown in beta testing to reduce blood sugar significantly. Mean drop 104 (pre-diabetes) to 83, (normal) in one survey of 815 participants
- Weight loss up to 15 pounds, mean loss of 2 inches off the waist in 21 days

What Happens After 21 Days?

“After resetting your hormones, you’ll add nutrient-dense foods back into your body, one by one, in a process called ‘Reentry.’ By working with the innate intelligence of your body, you’ll learn to notice, listen to, and once again *trust* your own experience when it comes to the foods that trigger your immune system into alarm mode and cause problems with weight gain.... We’ll delve into the heart of your cravings, addictions, and habits; your ways of dealing with stress; your most deep-seated hopes and dreams for your body; and maybe even your fears and doubts about not being able to control your eating.”

WHAT'S THROWING YOUR HORMONES OUT OF WHACK?



FROM *The Hormone Reset Diet*, BY SARA GOTTFRIED, M.D.