



TrueNorth Health Newsletter

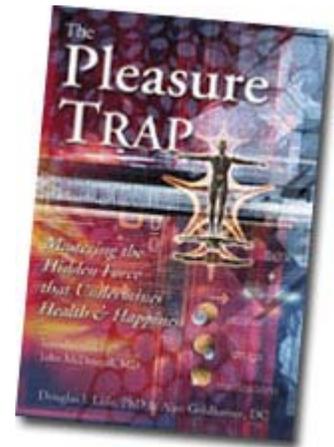
Volume 1 Issue 1

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Two of the country's most innovative experts construct a landmark paradigm for health in america.

THE PLEASURE TRAP ***Authored by Doctors Doug Lisle and Alan Goldhamer*** ***reveals the hidden force that undermines health and happiness.***



Every once in a while, a landmark book on health comes along that's so original and innovative, it makes you reconsider your fundamental beliefs about the subject. After reading it, you find yourself questioning behaviors that all of your life you had taken for granted were good for you, until now. ***THE PLEASURE TRAP: Mastering The Hidden Force That Undermines Health and Happiness*** by Douglas Lisle, Ph.D., and Alan Goldhamer, D.C., is such a book.

A wake-up call to even the most health conscious Americans, it boldly challenges conventional wisdom about sickness and unhappiness in today's contemporary culture and offers groundbreaking solutions for achieving change. Authors Douglas Lisle, Ph.D., and Alan Goldhamer, D.C., two of the nation's most see page 2

Psychotherapy – It's Not What You Think

If your back hurts, chances are that the best solution is to rest it and hope the pain goes away. Most of the time it will. But if the discomfort persists, it can be useful to seek help. A skilled professional such as a chiropractor, osteopath, or massage therapist can provide therapy that may assist the healing process. Such assistance may not always be 100% effective, but will often result in a welcome degree of improvement. Similarly, if you are stressed, depressed, or feeling a bit overwhelmed with current life challenges, chances are that the best solution is to make sure you get some exercise and a few good nights' sleep. Most of the time, you will see page 9

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courageous and outspoken experts, provide a fascinating new perspective on how modern life can turn so many smart, savvy people into the unwitting saboteurs of their own well-being.

Inspired by original research, comprehensive clinical studies, and their successes with thousands of patients, the authors construct a new paradigm for the psychology of health, offering fresh hope for anyone stuck in a self-destructive rut. Integrating principles of evolutionary biology with trailblazing, pro-active strategies for wellness, they argue that people who are chronically overweight, miserable, or junk food junkies aren't that way because they're lazy, undisciplined, or stuck with bad genes. They reveal that they are victims of a primal dilemma that harkens back to our pre-historic past called The Pleasure Trap.

Dr. Douglas Lisle, who has spent the last two decades researching and studying this evolutionary syndrome, explains that all of us inherit innate incentives from our ancient ancestors that he terms The Motivational Triad: the pursuit of pleasure; the avoidance of pain; and the conservation of energy. Unfortunately, in present day America's convenience-centric, excess-oriented culture where fast food, recreational drugs, and sedentary shopping have become the norm, these basic instincts that once successfully insured the survival and reproduction of man many millennia ago, no longer serve us well. In fact, it's our unknowing enslavement to this internal, biological force embedded in the collective memory of our species that is undermining our health and happiness today.

The authors point out that all of us, because of The Motivational Triad, are wired for self-sabotage until we get a firm handle on how these primitive drives specifically betray us in our daily lives, and then learn how to transcend their grip. For example, instead of eating whole natural foods that admittedly require more effort to buy and prepare, most of us, explain Doctors Lisle and Goldhamer "conserve our energy" by "pursuing the pleasures" of the easily accessible "insta-fare" that promises loads of sugar, fat, and refined carbohydrates. Contrary to popular belief, over-eating has nothing to do with a lack of will power or low self-esteem, insist the authors. The typical American diet, so replete with processed foods, actually fools the senses, leaving people vulnerable to over-consumption.

Doctors Lisle and Goldhamer also examine many other unhealthy habits such as drug and alcohol abuse, sex addiction, and gambling, explaining that these too are the result of being caught in The Pleasure Trap, and that when people stop blaming themselves and others for their frustrating circumstances, and instead focus on reclaiming their power, that's when their lives will change.

In THE PLEASURE TRAP, Doctors Douglas Lisle and Alan Goldhamer provide detailed advice on how to recognize the patterns of this trap in your own life and overcome its negative influence. They explain:

- The unexpected twist in the relationship between happiness and pleasure and why so many lives are ruined because of it;
- Why we're poorly equipped psychologically to understand that it's the excesses in our diets, not the deficiencies that are killing us, and how to overcome this mental blind spot;
- Why taking supplements and vitamins can be counterproductive to good health;
- How the secret to maintaining optimum weight doesn't lie in how much you eat, but in *what* you eat;
- The sumptuous, health-promoting diet that nature intended and modern society has forgotten, and how to bring its life-enriching benefits into your own home;
- How to maintain your strength and integrity in the face of social pressure opposing healthy living;
- Why animal products are such tempting Pleasure Trap foods, and how to overcome those over-whelming cravings.

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In addition, the authors address with candor and acumen some of the most frequently debated issues in health. Some of those topics include:

- How our awe of modern medicine's legitimate advances can lure us into a false sense of security about our health and make us lose sight of the fact that our personal health is predominantly determined by our own dietary and lifestyle choices;
- How modern medicine can be a Pleasure Trap because it lessens our pain but fails to help the body heal itself, leaving us less healthy as a result;
- The benefits of medically supervised water-only fasting, featuring results of the author's original research which shows the largest effects published to date in the treatment of high blood pressure;
- Current environmental concerns and how eating a health-promoting, whole natural foods diet is one of the best gifts we can give our planet.

THE PLEASURE TRAP also features The Point System, a comprehensive personal quiz developed by the authors that gives readers a barometer for measuring their own diet and lifestyle choices. "THE PLEASURE TRAP focuses on telling people what they actually need to know instead of what they want to hear," states Dr. Lisle. "Our objective is to create an awareness of the real price of modern living that no one ever talks about and empower readers with the tools they need to redirect their health, and in turn, rediscover the happiness and well-being that is their birthright."

Orders for *The Pleasure Trap* may be placed online at www.healthpromoting.com , [The TrueNorth Health Store.](#)

Give the Gift of Health

If you would like to simplify your holiday gift giving and provide your loved ones with the gift of health, why not give them a copy of ***The Pleasure Trap, Mastering the Hidden Force that Undermines Health and Happiness*** by Lisle and Goldhamer.

As a holiday incentive we will provide UPS ground shipping FREE!

Just provide us a list of the names and addresses and a credit card number for the 24.95 per person fee and we will do the rest.

If you prefer to deliver the gifts yourself, we will send you 5 Pleasure Traps postage paid for \$100.00.

Holiday Tips:

Avoid the Annual “Contest” by Being Prepared!

With the holidays approaching, many health conscious folks know they are going to soon be tested. They will be tempted by holiday goodies, and by their friends’ and families’ urging – to indulge. To join “The Contest.”

What is “The Contest?”

In America, “The Contest” is the annual ritual that takes place between Thanksgiving and New Year’s Day – to see just how fat and sick we can get! And it is easy enough to be a winner, as all it takes is to blindly follow our instincts. Those instincts will consistently lead us astray – right into high-fat, high-sugar unhealthy foods. Into what we have termed “*the pleasure trap*.”

It can be useful to be mentally prepared to avoid The Contest by having a few simple strategies in place.

Helpful Hint #1: Eat something healthy before you go!

If you plan to visit friends and family, and you know that healthy foods will be scarce, it is perfectly fine to have a substantial healthy snack before you go. That way, even if you are boxed into a temptation-laden situation, you are less likely to jump “whole hog” (so to speak) into The Contest.

Helpful Hint #2: Eat in Order!

Sometimes when we are presented with an array of delicious treats, it is tempting to start with the richest, tastiest treat in front of us. This is totally natural, as we are designed by nature to seek out the most calorically rich foods available. If those foods happen to be artificially concentrated concoctions of sugar and fat, so much “the better.” Our natural tendencies can be easily pulled off a healthy course.

One way to reduce the damage (and the temptation) is to *eat in order!* Make sure you have some raw vegetables (such as salad or fresh vegetables) first. Although these are the least calorically dense foods and therefore tend to be the least enjoyable, if we *start* here, such healthy foods have appeal. Then move to the next most calorically dense foods, which are cooked vegetables. Next, you can now eat to satisfaction with healthy starches, such as potatoes, yams, beans, or rice or other grains. Then finally, once you have eaten your healthy fill, *then* it might be time to consider a bit of holiday indulgence. After a nice full meal of healthy foods, you can only enjoy so much of any tasty treat. But beware, if we begin with tasty treats, healthy foods will subsequently have much less appeal. Eating in order is a useful strategy to help keep yourself from racking up a big score.

Helpful Hint #3: More Means Less – So Eat More!

One of the most common misconceptions around holiday time is the idea that “if I am going to eat some treats, then I need to eat less to make up for it.” This is a big mistake. The truth is that if you try to eat less in order to make up for high-calorie treats, you will just make yourself hungry, and indulge all the more.

A key strategy to not being a Contest winner is to *eat as much healthy food as you like!* The more healthy foods you eat, the less total “illegal” treats you will be likely to consume. As a result, you wade through the Contest and achieve an excellent, minimal score.

These three tips can help you to sail through the holidays and set yourself up for an excellent beginning to the New Year. Give yourself the gift of health this year and read *The Pleasure Trap, Mastering the Hidden Force That Undermines Health and Happiness*. It will bend your mind.

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For more information on The Pleasure Trap, go to www.healthpromoting.com

Science Update

The doctors at the TrueNorth Health Center, along with our colleagues at Cornell University have had 3 papers published in the peer-reviewed, scientific literature. These studies involve the use of medically supervised water-only fasting in the treatment of high blood pressure and diabetes.

The first study appeared in JMPT in June, 2001. [\(click here to download the entire study\)](#)

In this study of 174 consecutive patients with high blood pressure, all 174 were able to reduce their blood pressure enough to eliminate the need for medication and the group with the highest levels of elevated blood pressure reduced their systolic blood pressure by an average of over 60 points. This represents the largest effect ever published in the scientific literature.

The 2nd study appeared in JACM in 2002 [\(click here to download the entire study\)](#)

In this study we evaluated the effect of fasting on more moderate levels of high blood pressure and found equally dramatic results.

Our 3rd paper also appeared in JACM in 2002 [\(click here to download the entire study\)](#)

This paper reported the initial results of a study involving 30 consecutive patients with diabetes or high blood pressure participating in the Center's residential health education program. The International Union of Operating Engineers has accepted our fasting program as a fully covered medical benefit for the treatment of High Blood Pressure and Diabetes. In this study we evaluated the clinical and cost of medical care and determined that substantial medical cost savings were realized by the Union as a direct result of their members participating in our fasting program. These 3 studies present compelling evidence that fasting can be a safe and effective means of normalizing blood pressure and blood sugar levels and may assist patients in making lasting diet and lifestyle modifications.

Currently we are planning a new study that will incorporate random assignment to condition and long term follow-up. We hope to secure participation from the National Institutes of Health to further our investigations in how the use of fasting and a health promoting diet may help resolve the leading contributing causes of death and disability in this country.

Fasting

Fasting has been used since the beginning of recorded history. Moses, David, Elijah and Jesus were said to have fasted for as long as 40 days.

Today, fasting can be used to help compensate for the consequences of dietary excess and the resulting “diseases of Kings”.

For more information on this ancient practice, [click here to read our article, Fasting: Back to the Future](#)

In the News:

The latest incarnation of the high protein, high fat diet craze is the dead Dr. Atkins' (may his fillet of soul rest in peace) recommendations to eat meat and vegetables and avoid carbohydrates.

This is another example of a program made popular by telling people what they want to hear, and not what they need to know to get healthy.

Individuals following this program may lose some weight in the short-term as they reduce their total caloric intake. However, the long-term effect of a high animal food diet is an increased risk of heart disease, stroke, osteoporosis, kidney disease, diabetes and cancer. It is also hard on the animals and our planet.

A rational approach to weight loss involves the elimination of refined carbohydrates (sugar and flour products) as well as oil and highly processed foods including alcohol and dairy products.

One does not need to resort to eating large quantities of health compromising animal products to successfully lose unwanted fat. There is a better way that is both safe and effective.

[\(click here to read: Do you want to be Fat for Life on our web page.\)](#)