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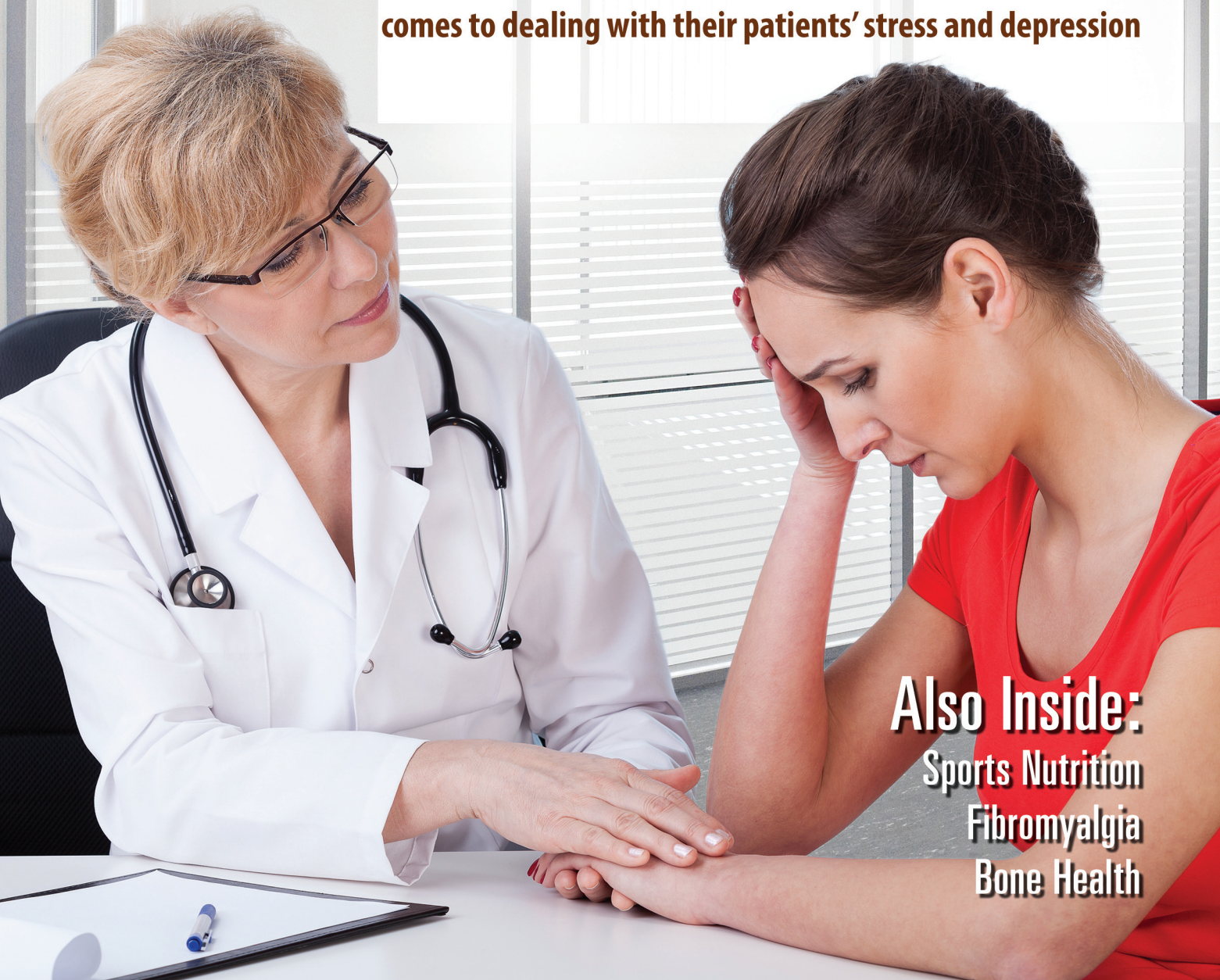
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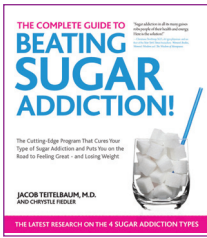
The Business Magazine for Alternative, Complementary & Integrative Healthcare Professionals
A VRM Media Publication

Addressing Stress and Depression

Natural practitioners are taking a personalized approach when it comes to dealing with their patients' stress and depression



Also Inside:
Sports Nutrition
Fibromyalgia
Bone Health



The Complete Guide to Beating Sugar Addiction

Author: Jacob Teitelbaum, MD • **Pages:** 304 • **Price:** \$19.99 • **Publisher:** Fair Winds Press • **Contact:** (800) 458-0454

Dr. Jacob Teitelbaum's new book offers readers a guarantee to beat sugar addiction. *The Complete Guide to Beating Sugar Addiction* is only one of his books in his *Beat Sugar Addiction NOW!* series. It educates readers on new research, new ways of treatment and offers 50 sugar-free recipes that support health and an optimum energizing lifestyle. Dr. Teitelbaum breaks down four types of sugar addictions to help readers better understand the complexities. It also includes quizzes to help readers find their type of sugar addiction, as well as a step-by-step plan to fix the causes, not the symptoms.

"By beating sugar addiction, you can get multiple monkeys off your back," Dr. Teitelbaum said, adding that sugar addition can lead to diabetes, cardiovascular disease, anxiety and a plethora of other medical problems in everyday life. Dr. Teitelbaum noted that common complaints include: fatigue, irritability when hungry, chronic sinusitis, digestive problems, weight gain with inability to lose weight even on a diet, as well as poor concentration and memory.

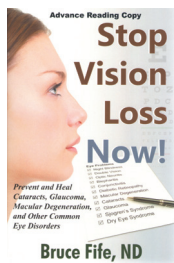
New Beginnings: The Triumphs of 120 Cancer Survivors

Author: Bill Aron • **Pages:** 224 • **Price:** \$24.99 • **Publisher:** Skyhorse Publishing, Inc. • **Contact:** (212) 643-6818

Author Bill Aron, who was diagnosed with cancer 20-years ago, tells his story about surviving cancer. The tables have turned for those diagnosed, and Aron's most recent book *New Beginnings: The Triumphs of 120 Cancer Survivors* not only tells his story, but also tells the stories of others, encouraging all to think of cancer as a fresh start to life. The book features a collection of narratives and pictures of men, women, children and families of all ages and ethnicities to inspire readers.

New Beginnings can help those diagnosed with cancer, and their family, friends and loved ones. It is "the gift of hope" for those affected. It motivates the 120 cancer survivors, and shares what they all have in common, which every cancer patient should know, Aron noted. These 120 lives that have overcome cancer have positively changed their outlook on life, going from feeling helpless to feeling alive.

Out of 120 individuals mentioned in *New Beginnings*, a few include: Sally Craigen, who lived life to fullest, even after her second diagnosis 30 years later; Rabbi William Cutter, a survivor of three heart attacks while battling prostate cancer; Sophia Coly, a girl who was diagnosed at the age of only 15-months and has been through more in her 10 years of living than many people do in their entire lives; and Coby Karl, a professional basketball player who brushed off his diagnosis of thyroid cancer so he could continue his dream.



Stop Vision Loss Now! Prevent and Heal Cataracts, Glaucoma, Macular Degeneration and Other Common Eye Disorders

Author: Dr. Bruce Fife • **Pages:** 256 • **Price:** \$16.95 • **Publisher:** Piccadilly Books, Ltd. • **Contact:** (719) 550-9887

Chronic and progressive eye disorders have been thought to be untreatable, however, Dr. Bruce Fife, author of *Stop Vision Loss Now! Prevent and Heal Cataracts, Glaucoma, Macular Degeneration and Other Common Eye Disorders* and director of the Coconut Research Center, has found a solution that is pain free and drug free—a sight-restoring diet. Dr. Fife's book points out that the key to this diet is coconut oil and select dietary supplements, which he found on his own while searching for a cure to his own glaucoma. This one-of-a-kind solution has the potential to help prevent and treat cataracts, glaucoma, macular degeneration, diabetic retinopathy, dry eye syndrome, Sjogren's syndrome, optic neuritis, irritated eyes, conjunctivitis (pink eye) and eye disorders associated with neurodegenerative diseases.

In addition, the book contains success stories from both the author and others who have overcome eye disorders by using Dr. Fife's strategy. Readers will also find studies backing up his dietary program, will learn the basic causes for the most common eye diseases, and the best ways to prevent, stop and reverse them.

Kumu Wellness Coaching iTunes App

Kumu is a program dedicated to providing an alternative approach to nutrition calculators and rigid exercise plans with its personal Kumu Wellness Coaches who give the user 100 percent more personal attention.

The Kumu Wellness Coaching app offers a portal for consumers by adding a human connection to make health data insightful and actionable. Kumu's partnership with Apple Health gives clients the ability to sync their activity with Kumu and allow their coach access to that data. Through the app, a Kumu Coach is able to look at a client's activity daily and work with them to create actionable goals based on the individual's activity, as well as offer advice on how to interpret the information. In addition, the Kumu app's Activity Feed also highlights clients' active time for that day so that users are always aware of their progress and even if they don't have a fitness tracker.

The app showcases instantaneous messaging, live video chat, goal cards, coach console, access to 150 coaches, activity tracking, team feed and IAP, for a \$19.99 per month subscription. Before downloading Kumu's app, you must sign up for Kumu, answer a few questions, get matched with a coach, chat with your coach virally, work with him/her to create daily goals, connect your favorite tracker or Apple Health to allow coaches to access your activity, monitor your active time and progress and receive extra motivation and support in the Kumu Team Stream. Kumu is available for iPhone 4S and newer devices.

For more information, visit www.getkumu.com.

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