

THE BLOOD SUGAR SOLUTION

10-DAY

DETOX

DIET

Activate Your Body's Natural Ability
to Burn Fat and Lose Weight Fast



Mark
Hyman, MD

Author of the #1 *New York Times* bestseller
The Blood Sugar Solution

"Dr. Hyman offers a 10-day energy-boosting weight-loss program that will transform your health and vitality." —MEHMET OZ, MD

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On February 25, 2014, Little, Brown and Company will release THE BLOOD SUGAR SOLUTION 10-DAY DETOX DIET: *Activate Your Body's Natural Ability to Burn Fat and Lose Weight Fast*, a revolutionary weight-loss program based on the #1 bestseller *The Blood Sugar Solution* by renowned physician, health advocate, and author Dr. Mark Hyman. Responding to the demand for simple but comprehensive and effective advice on how to lose weight and prevent disease, THE BLOOD SUGAR SOLUTION 10-DAY DETOX DIET is aimed at helping readers activate their body's natural ability to burn fat and lose weight fast.

The key to losing weight and keeping it off is maintaining low insulin levels and ending food addiction. THE BLOOD SUGAR SOLUTION 10-DAY DETOX DIET presents scientifically proven strategies for reducing insulin levels, ending food addiction, and producing fast and sustained weight loss. This fast-track plan not only enables readers to shed upwards of 10 pounds but it will radically reboot their entire system *in just 10 days*. With the right combination of powerful foods and practices, Dr. Hyman's supercharged plan stops our fat-storage hormone in its tracks, cools off the inflammation that contributes to weight gain, and upgrades our detox pathways. THE BLOOD SUGAR SOLUTION 10-DAY DETOX DIET guarantees readers will lose weight with astonishing speed and ease—and keep it off—using the essential tools Dr. Hyman provides for maximum success.

THE BLOOD SUGAR SOLUTION 10-DAY DETOX DIET includes everything needed to achieve a total body revolution, including:

- A guide toward understanding the nature of food addiction and how our biology has been held hostage by the food industry
- How the 10-Day Detox program works both scientifically and practically, including what foods to eat, where to access the resources to get support, and how to track progress
- How to prepare home and body for the program, such as detoxing the kitchen, what supplies to stock, what substances—alcohol, coffee, and sugar—to taper off, and methods for aligning mind and intentions

- A step-by-step, goof-proof plan for each of the 10 days, including meal plans and recipes
- Detailed information on how to safely transition into a long-term plan personalized specifically to each individual's needs
- How to be part of the larger solution to the health and obesity crisis affecting our world

**THE BLOOD SUGAR SOLUTION
10-DAY DETOX DIET
is the fastest way to lose
weight, prevent disease, and
feel your best.**

ABOUT THE AUTHOR

Mark Hyman, MD, believes that we all deserve a life of vitality—and that we have the potential to create it for ourselves. That’s why he is dedicated to tackling the root causes of chronic disease by harnessing the power of Functional Medicine to transform health care. Dr. Hyman and his team work every day to empower people, organizations, and communities to heal their bodies and minds, and improve our social and economic resilience.

Dr. Hyman is a practicing family physician, a seven-time #1 *New York Times* bestselling author, and an internationally recognized leader, speaker, educator, and advocate in his field. He is also the founder and medical director of The UltraWellness Center, chairman of the board of the Institute for Functional Medicine, a medical editor of *The Huffington Post*, and a regular medical contributor on Katie Couric’s TV show, *Katie*.

Dr. Hyman works with individuals and organizations, as well as policy makers and influencers. He has testified before both the White House Commission on Complementary and Alternative Medicine and the Senate Working Group on Health Care Reform on Functional Medicine. He has consulted with the Surgeon General on diabetes prevention and participated in the 2009 White House Forum on Prevention and Wellness. Senator Tom Harkin of Iowa nominated Dr. Hyman for the President’s Advisory Group on Prevention, Health Promotion, and Integrative and Public Health. In addition, Dr. Hyman has worked with President Clinton, presenting at the Clinton Foundation’s Health Matters, Achieving Wellness in Every Generation conference and the Clinton Global Initiative, as well as with the World Economic Forum on global health issues.

Dr. Hyman also works with fellow leaders in his field to help people and communities thrive. With Rick Warren, Dr. Mehmet Oz, and Dr. Daniel Amen, he created *The Daniel Plan*, a faith-based initiative that helped The Saddleback Church collectively lose 250,000 pounds. He has appeared as an advisor on *The Dr. Oz Show* and is on the board of Dr. Oz’s HealthCorps, which tackles the obesity epidemic by educating American students about nutrition. With Dr. Dean Ornish and Dr. Michael Roizen, Dr. Hyman crafted and helped introduce the Take Back Your Health Act of 2009 to the United States Senate to provide for reimbursement of lifestyle treatment of chronic disease.

Join Dr. Hyman on his path to revolutionize the way we think about and take care of our health and our societies at DrHyman.com, on Twitter and Instagram @MarkHymanmd, and on Facebook at facebook.com/DrMarkHyman.

PRAISE FOR *THE BLOOD SUGAR SOLUTION*

“A must-read for anyone anywhere on the spectrum between mild insulin resistance and full-blown Type-2 diabetes—a groundbreaking, science-based, easy-to-follow prescription.” —Mehmet Oz, MD

“Dr. Mark Hyman makes managing your health simpler than you ever thought possible. There’s no time like the present to get started. Don’t wait till tomorrow! Start today!”

—Rick Warren, author of *The Purpose Driven Life*

“The fastest-acting diet ever!” —*Woman’s World*

“In *The Blood Sugar Solution*, Mark Hyman maps a road to health that will benefit anyone. Read it for yourself, your family, your friends. Give this book to the people you love.”

—Daniel Goleman, author of *Emotional Intelligence*



LITTLE, BROWN AND COMPANY
Hachette Book Group

In conversation with
Mark Hyman, MD, author of
**THE BLOOD SUGAR SOLUTION
10-DAY DETOX DIET**

1. In your book *The Blood Sugar Solution*, you shared your proven six-week plan for preventing, treating, and even reversing diabetes and pre-diabetes. Now, with THE BLOOD SUGAR SOLUTION 10-DAY DETOX DIET, you have created a fast-track plan that will enable readers to shed pounds and radically reboot their entire system in just 10 short days. What is the value of the fast-track plan?

Most people don't connect the dots between what they're eating and how they feel. Most of us don't realize how bad we feel until we start feeling good. The best way to do that is with a quick-start reboot. Completely change your diet for 10 days and notice how you feel. What you'll notice is that, not only will your cravings get better, not only will your energy improve, and not only will you lose weight—which is actually a side effect of getting healthy—but a whole list of health problems may improve or disappear entirely. The power of the 10-Day Detox Diet is that, in a very short time, you can use a scientifically designed program to regain your health and discover how great you can feel when you take away all the junk and eat real food. Most people have never ever done that, and most people are simply a few days away from feeling well.

2. Why is it so important that we “detox”? Why can't we just change our eating habits?

Food addiction is a real, scientifically proven phenomenon. Brain-imaging studies show that Oreo cookies cause the brain to light up the addiction center more than cocaine. In fact, sugar is eight times as addictive as cocaine. You can't do just one line of cocaine, or cut down. Addicts require a scientifically designed detoxification program. It is necessary to minimize withdrawal and rebalance the hormones and neurotransmitters that drive addiction. Our physiology needs a reboot, and a comprehensive detoxification program is necessary.

The 146 pounds of flour (with addictive gluteomorphins) and 152 pounds of sugar that trigger the nucleus-accumbens reward center of the brain are driving this epidemic of obesity, and not just because they spike insulin levels, the fat-storage hormone, but because they are biologically addictive. The food industry has hijacked our kitchens, our taste buds, our

brain chemistry, and our metabolism, and the 10-Day Detox Diet is a simple plan to take them back. Once we have our biochemistry back, our cravings disappear and we lose weight automatically by eating real food.

The trick to getting healthy is not going on a diet, because a diet is something you go off. The 10-Day Detox Diet is really a misnomer. It's a 10-day restart for the rest of your life. It teaches you the principles of healthy eating and self-care that are at the foundation of a lifetime of wellness. If you want to go on a fad diet, you may lose weight quickly, but most people who go on fad diets will often regain the weight they lost and more. Even gastric-bypass surgery isn't foolproof. Only 50 percent of those who have the surgery keep the weight off. It's not just about losing the weight. It's about radically changing your life while you can, regaining health, and understanding how to work with your body rather than against it.

3. You call yourself a “wholistic” doctor because you take care of patients with a “whole list” of symptoms. How would you describe functional medicine or systems medicine?

In conventional medicine, we try to suppress symptoms. In functional medicine we don't treat symptoms. We treat the patient. It is medicine by cause, not by symptom; medicine by organism, not by organs; medicine by mechanism, not by geography (or where the symptom is in your body). We remove the impediments to health (toxins, microbes, allergens, stress, and poor diet) and help patients restore balance by providing the ingredients for a healthy human (real food, nutrients, water, air, sleep, movement, rhythm, love, meaning and purpose).

Then, the symptoms go away as a side effect of getting healthy. I take care of people with a whole list of problems. That is why I call myself a wholistic doctor. Rather than send a patient with diabetes, a rash, joint pain, reflux and headaches to five different doctors, I connect the dots. It doesn't matter what disease you have. If you create health through the principles of functional medicine, most chronic symptoms and conditions will just go away. You don't have to treat them directly. That's the power of functional medicine. It is the single biggest game-changing paradigm shift in medicine in our lifetime.

4. You have said that our whole idea of “disease” itself is wrong; that in fact health is a state of balance, and disease is a state of imbalance. Does THE BLOOD SUGAR SOLUTION 10-DAY DETOX DIET help us achieve a state of balance, or jump start the process?

THE BLOOD SUGAR SOLUTION 10-DAY DETOX DIET is the first step toward getting people connected to what is possible, to the abundant good health and well-being that is only a few days away. Most people have never experienced balance. It is not something we are taught, and our society and our food system fosters just the opposite. In 10 short days, by profoundly shifting what you eat—eliminating nonfood substances, processed food, addictive mounds of sugar and flour and inflammatory foods, and adding real, whole, fresh low-glycemic food—combined with simple lifestyle practices designed to reset brain chemistry and balance hormones, most people experience not only effortless weight loss and cessation of cravings, but a profound sense of well-being and health. And most chronic symptoms improve or disappear. In our online community, those who did the program had a 62% reduction in all symptoms from all diseases in just 10 days. There is no drug on the planet that can do that. And all the side effects are good ones.

5. What do you mean by “what makes you fat also makes you sick”?

Most of us think you can be overweight and healthy, but very few people are overweight and healthy. In fact, the thing that makes us fat really is a sickness. What makes us sick makes us fat. And what makes us fat makes us sick. It's a vicious cycle. The biology of obesity is the biology of disease. It is the biology of aging, inflammation, fatty liver, high levels of insulin, dangerous small-cholesterol particles, and brain shrinkage.

About 25 percent of normal weight people have skinny fat syndrome—they are skinny on the outside but fat on the inside, with all the same metabolic abnormalities as an obese person. Even though the junk and sugar don't make them fat, they make them sick. We need to focus on health, not weight, because there are a lot of quick ways to lose weight that are very unhealthy. When you focus on health and not weight, weight loss happens as an automatic side effect, and you feel fantastic.

6. You write that THE BLOOD SUGAR SOLUTION 10-DAY DETOX DIET is not a magic cure or a gimmicky weight-loss scheme. It is a comprehensive, science-based approach to ending food addiction and creating rapid, safe weight loss and long-term optimal health. What is the biology of food addiction?

Food addiction is very real. It's not a metaphor. It's not a psychological problem or a moral failing, or lack of willpower. It's a biological fact. If I were to say to you, hold your breath underwater for 15 minutes,

I'll give you a million dollars, would you be able to do it? Probably not! We are wired to crave oxygen, and we're wired to crave sugar. When you eat sugar or flour products, they spike the activity of an area of our brain called the nucleus accumbens, which is ground zero for addiction. When that happens, we have very little control over our behavior.

It's a primitive response that is very difficult to control, which is why we see people bingeing on sugar and bingeing on flour products, because they are driven by unconscious behavior. Even though they know it's hurting them, they still do it. That's the power of addiction. The way to fight it is to restart, to detox, which is why I created the 10-Day Detox Diet.

7. THE BLOOD SUGAR SOLUTION 10-DAY DETOX DIET is informed by cutting-edge, new scientific research. What is the most striking information you have gathered since the publication of *The Blood Sugar Solution*, and how have you applied it to the new book?

Over the last few years, abundant research on the nature of food addiction has emerged. A new textbook was published, *Food and Addiction*, documenting in great detail the biology of food addiction. And the deep investigative journalism of Michael Moss in his book *Salt Sugar Fat* profoundly exposed the intention of the food industry that used “craving experts” to find the “bliss point” of food to create “heavy users” and gain more “stomach share.” All terms used by food industry insiders.

This book refutes the propaganda of the food industry and our government that tells us that beating this obesity epidemic is simply a matter of energy balance, of calories in/calories out. That there are no good or bad foods and moderation is the key and that if people just ate less and exercised more, we would beat this problem. This blames the fat person and implies they are lazy gluttons. The reason we have failed to make progress in battling obesity and diabetes is the simple fact that these messages are myths. Try asking a crack addict to have just one pipe, or a cocaine addict to have just one line of cocaine.

Facing the reality of food addiction head-on is the only path out of our mess. Would we allow vending machines for cocaine, heroin, or even nicotine in schools? Would we give our kids heroin lollypops or morphine muffins when they come home from school? Would we tolerate industry and sports figures promoting the consumption of addictive substances on television or the Internet? If not, then why do we allow this to happen with sugar and flour, proven to be even more addictive than cocaine? This is a hard conversation we must have as a society.

8. You describe an emergence of a whole new breed of mad “food scientists.” Their job is to invent addictive, hyperpalatable processed and junk foods to ensure that their employers (the \$1 trillion food industry or “Big Food”) get the biggest market share, or what industry insiders call “stomach share.” With a nation struggling profoundly with obesity, they are making people sick. So, can we litigate like we did the tobacco industry?

The science of food addiction is very real and the implications for it are enormous. If it’s true—which it is—that sugar, flour, and processed foods affect our brains in ways that drive addiction just like cocaine or heroin or tobacco, then we must face the moral question inherent in feeding our kids—and our adults, for that matter—substances that kill more people than smoking, alcohol, cocaine, and heroin combined. Big Food and Big Tobacco are very similar in their behavior, and in fact they often are the *same* companies, such as Philip Morris/Kraft, now called Altria.

Once we recognize that this is true, we have a moral obligation to create initiatives that change things. We have to change our food policies. We tax alcohol and cigarettes to account for their true cost. We prohibit their advertising on television and at sports venues. We create clear labeling to warn potential consumers of their health risks. Why should addictive, deadly foods be any different?

We have to litigate if policy changes don’t work because we cannot be advertising these foods to children, who see 30,000 ads each year for junk food. We cannot allow these harmful foods in schools. We cannot allow inadequate labeling on foods purposefully designed to confuse and confound rather than inform. Our only choice in the face of the science of food addiction is to regulate, legislate, and, if that is not sufficient, litigate.

9. How does the 10-Day Detox Diet work? What foods are eliminated? What foods do we stock up on? How are results tracked? And where does one get support?

The 10-Day Detox Diet eliminates foods that contribute to inflammation and blood-sugar and insulin spikes. It is a very low-glycemic diet using good-quality protein—fish, chicken, grass-fed animal protein, nuts, seeds, even things like non-GMO whole soy foods such as tofu or tempeh—lots of fruits and vegetables, no grains, no beans, no dairy, and no gluten.

I eliminated those foods to allow the body to reset completely. We also eliminate caffeine and alcohol, as well as artificial sweeteners, chemicals, additives,

and nonfood substances. By doing that and adding in good foods, lots of fruits and vegetables, good-quality protein, nuts, and seeds—powerful anti-inflammatory healing foods—we reset the body and allow the whole system to restart.

It’s also important, if you want to change your behavior, to notice it. Those people who track their results by writing down their weight, what they eat, how much they exercise, how much they sleep, and how they feel lose twice as much weight as those who don’t track it, even while doing the same program. So, we have tools to help people track results on our website. It’s actually a very simple, powerful tool that can be used to track all your results over time and get support.

You’ll also learn that it’s easier to get healthy together. So, we’ve created an online community where you can join with others doing the 10-Day Detox Diet and support each other. You can also get support from my nutritionists, who will coach you through the whole program. We get better together.

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Little, Brown and Company

On-sale date: February 25, 2014

ISBN: 978-0-316-23002-5 | 352 pages | \$28.00

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