

## Podcast and Radio Promotion Sheet

### Wholistic Health Expert says

### We All Need to get Truly Cultured...and She doesn't Mean Going to the Opera!

**Who:** Wholistic Health Expert, Nancy Lee Bentley

**What:** Radio Talk Show/Podcast Guest Expert on Food, Nutrition, Health and Wellness

### This Pro Knows about:

Food, Nutrition, Health, Politics of Food, Pharmaceuticals and Healthcare, New Paradigm Palate, Whole Foods, Live, Cultured Foods, Wholistic Health, Wellness, Sustainability, Organic Agriculture, Community, Food Circles, Ecology, Survival in Style

### Why Book Nancy Lee Bentley as an Expert Guest on your show?:

- \* savvy, knowledgeable, professional expert on food, nutrition, health, wellness,
- \* knowledgeable and can answer questions on the spot on a wide range of related topics
- \* confident, upbeat, passionate, friendly, approachable, funny
- \* has lots of hooks, "AHA" and eye popping facts and stats
- \* simplifies, translates confusing scientific/technical info into everyday language
- \* loves to use humor, stories and examples to illustrate points
- \* inspiring, empowering, empathetic, call-it-like-it-is frank style, not preachy or scholarly
- \* helps listeners make "connections" and "get it" for themselves

### How can Nancy Lee Bentley help listeners:

- \*Improve their quality of life
- \*Get the real skinny on what's happening in food, agriculture, health
- \*Wade through the hype and get to the bottomline of health
- \*Help them understand real healthy food/eating and how to find it for themselves
- \*How to throw out diets and KNOW what's the best way to eat for US
- \*How to take control of their food, health and life
- \*Now, Let's Get "A Round to It"

### More about Nancy Lee Bentley

A dynamic wholistic health expert, chef, nutritional and natural foods marketing consultant, coach, writer and speaker, this Cornell-educated food, nutrition, and communications professional, whose career spans over 30 years in the commercial and whole foods industry, foodservice, healthcare and media, has been called a pioneer in the fields of organic and natural foods, sustainable food systems and wholistic health. Co-author of *Dr. Mercola's TOTAL HEALTH Program* and her just published *Truly Cultured*, her work has appeared in national and regional publications, with recognition from Earl Nightingale, the USDA, 2000 Notable American Women and the top-rated website. Self-Growth.com's directory of notable health, wellness and self-improvement experts.

### About her new book, Truly Cultured

*Truly Cultured* is a full spectrum feast, the first book to capture the essence and mystery, as well as the how-to's and health benefits of our most ancient, vital, and treasured foods -- traditionally fermented, cultured foods. This rich, savory treasury of myth-busting facts, folklore, classic and favorite recipes gives the full scoop on how and why our germ mentality "war on bugs" just isn't working. Showing why the bacteria are not only winning, they're laughing at us, it goes on to illustrate how and why live cultured, fermented foods are the secret, missing key to our physical and environmental health, even to reenergizing our communities.

**Current Ad:**

**Headline: Biggest Mistakes Smart People Make Trying to Stay Healthy**

It's easy to get steered onto the wrong health path. From too cozy doctor and drug sales rep relationships to commercials touting "natural," low fat, antacids and soyfoods, we're bombarded with confusing health messages. It's no wonder ordinarily sensible people get roped into doing things that are actually harmful to their bodies.

Nutrition and Wholistic Health Expert, Nancy Lee Bentley, says the key to good health is to take a step back and consider what our bodies really need to stay healthy. We have to give up on the quick fixes and realize that we are products of the natural environment. When we listen, our bodies crave simple foods and traditional remedies that have been around for ages.

Bentley will give you the information you need to avoid falling into the health traps set by big food and pharmaceutical companies whose clear purpose is to profit from your gullibility.

Nancy will reveal:

- \* How antacids and other common remedies actually perpetuate the problems they're supposed to "cure".
- \* The processing methods food manufacturers use that "hook" our bodies on lifeless foods.
- \* How our fear of "germs" ends up undermining our health and environment and prevents us from harnessing the "nutritional goldmine" these ancient organisms create.
- \* The health benefits of everyone's favorite, cultured and fermented foods and how to easily and economically make them yourself.

**CREDENTIALS:** Nancy Lee Bentley is a wholistic health expert, chef, teacher, writer, and speaker. Her latest book is titled **TRULY CULTURED: Rejuvenating Taste, Health and Community with Naturally Fermented Foods.**

**AVAILABILITY:** Michigan and nationwide by arrangement via telephone

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# Biggest Mistakes Smart People Make Trying To Be Healthy

## Looking for “Fix Me Quick” Magic Bullet

The modern day mantra. Unfortunately today, most of our health problems are chronic conditions, like obesity, diabetes, heart disease, that just aren't simple, quick fixables. These developed from a combination of factors, mostly bad lifestyle choices. We put so much faith in science and in so-called outside professional experts, but unfortunately, there are simply no magic bullet solutions, regardless of what the drug companies say. In fact, drugs usually unbalance the system and kill off the good stuff. 80% of our immunity is based in our digestion. So a combination of healthy lifestyle choices, including food promoting good bacteria, not pharmaceuticals, is the best ultimate solution for staying healthy.

## Listening to the Wrong Expert

What's the first thing the doctor says when you go into his office? What's wrong with you? Good point. The bottomline is that YOU are the expert when it comes to your own body. The reality is you know more about your own body than any practitioner. Your body's constantly talking to you all the time. You might not be listening. For example, we each consume 178 pounds of sugars a year now mostly as high fructose corn syrup in soda pop. Our addiction to this cheap, chemically engineered sugar that fools our bodies into wanting more. This shows how much things are out of balance – and why soft drink manufacturers are making so much money.

## Focusing on symptoms instead of causes

In our fast paced, indulgent culture, we're used to fast solutions, getting it NOW. Most doctors are busy, focused on the germ theory and relieving symptoms instead of preventing problems, kept up to date by drug company sales reps. But the fact is, if you look only at symptoms, you're looking in the wrong direction. Take acid indigestion, for example, antacids are the largest selling over the counter medications. But, ironically, the problem is not too much acid, but not enough. Hydrochloric acid stops production of gastric juice. So vinegar, not carbonate could stop the burn. But you can't make much money off of that...

## Being phobic about bugs and bacteria

We blame so many of our problems today on microbes -- ecoli, superbugs, viruses, pests in the field, and there are some 80,000 chemicals in the foodsystem designed to control them. But not we're finding drugs and antibacterial soaps in our water supply. The fact is, the bugs and bacteria are not the enemy, they're the maintenance and cleanup crew. They respond quickly – faster than us – changing and adapting to their environment, always trying to save the cell. That's why we say they're smarter than us and they're laughing at us, and why we have such problems with yeast infections – candida. Yeast only take over when the good bacteria in the intestines are disrupted from sugars, chemicals, microwaves etc. Trying to kill the yeast is the wrong approach – We need to make friends with them and get more nutrients and good lactobacteria from live, cultured foods like yogurt and kefir to rebalance the system.

## Diets Don't Work

All diets, regardless of their specific approach, will help you lose weight. The real problem, however, is that all diets fail to maintain the weight loss. Nearly all people who diet eventually gain back their weight, and then some. Diets don't work--but learning how to eat healthy and sensibly does -- and this requires modifying your lifestyle, including healthier exercise, reexamining beliefs and attitudes, getting rid of stress, etc.

## Believing All those Marketing and Advertising Claims.

Assuming that just because the label says “natural”, “healthy,” lowfat, or ultrapasteurized means its safe, healthy, or that everything in those health food stores is beneficial is a myth, and can actually be dangerous. Fat –including saturated fat -- is a key nutrient, the government and food companies have convinced us is a dirty word, All cultures have eaten those animal fats, we need them!. Not only for the calories, but for the vital fat soluble vitamins for hormones, reproduction and to absorb minerals. Fats don't make us fat, carbs do! And those plastic fats, we now know, are toxic. Trans fats are a master food

industry marketing hoax and we now have epidemics of obesity, diabetes, Vitamin D deficiency and sterility.

### **What Can We do?**

Elevate the quality of your food -- Modern day diets are composed of commercially produced, processed foods which are plentiful, cheap, and devoid of important nutrients. High quality, organic foods are not only nutrient dense, they satisfy with smaller portions leading to better weight management. You can pay now (organic foods cost more) or you can pay later (degenerative diseases and their medical management).

### OTHER POINTS

#### **Relying on “One Pill” Solutions**

#### **“One Size fits All” Diets**

Note: This is another important one but in the interest of brevity for time-limited sound bite oriented radio, I think it should be relegated to a lesser position.

#### **Assuming the Government will protect you or Health insurance will save you.**

**Also important, but again, less important.**

**Everything in moderation.** It's okay, as long as you don't overdo it.

**Free Lunch** Assuming you can get better for free or that you can buy your way out of it. Pay Now or Pay Later, You won't Get off Cheap