

FOR IMMEDIATE RELEASE

PIONEER AND NATIONALLY RECOGNIZED EXPERT IN PREVENTIVE AND INTEGRATIVE MEDICINE DR. BARNET MELTZER, M.D. ANNOUNCES THE RELEASE OF *THE BEST KEPT SECRET TO PERMANENT WEIGHT LOSS*

SAN DIEGO, CA – May 12, 2009 - The Meltzer Wellness Institute (MWI) announces the release of Dr. Barnet Meltzer's latest book *The Best Kept Secret to Permanent Weight Loss*. This innovative, self-empowering weight-loss guide takes you on a wellness journey that puts an end to the frustrating cycle of weight loss followed by recurrent weight gain. Dr. Meltzer demystifies the weight loss process and explains that losing weight and keeping it off doesn't have to be a struggle—you just need to know the secret. In this highly anticipated book, Dr. Meltzer expands well beyond the conventional path of quick fix diets and temporary weight-loss solutions, and brings a fresh and invigorating perspective on what it takes to lose weight permanently. Dr. Meltzer has successfully helped thousands of people lose weight, keep it off, and never look back—and for the first time he's revealing the secret behind his life-changing program. Jordan Meltzer, President of the Institute, states "We're excited to further the cause of wellness with our new book and offer a simple to follow, long-term solution to one of the most pressing and topical health issues of our time: weight gain and obesity."

Dr. Meltzer owns the distinction of being the first medical doctor to enter the field of Preventive Medicine in Southern California. With over 30 years of medical experience as a practicing primary care physician, Dr. Meltzer boasts outstanding credentials that include a background steeped in Eastern healing principles and Western medicine. His signature wellness programs draw on the best dimensions of health, wellness, and healing practices from around the world—including Europe, South America, India, China, and the United States. By integrating the healing arts of the North, South, and East with scientific principles of modern Western medicine, Dr. Meltzer offers a dynamic blend that gives him an unparalleled edge in nutrition and health. This, coupled with extensive clinical experience—overseeing more than 60,000 patients in his career—has put Dr.

Meltzer at the forefront of Preventive and Integrative Medicine. His impressive credentials include graduating Phi Beta Kappa from an Ivy League medical school, internship and surgical residency at a world renowned institute, and worldwide travels in the Andes Mountains studying holistic techniques and secrets to preventing disease. Not surprisingly, Dr. Meltzer provides an integrated body-mind-spirit approach that unlocks the keys to ultimate health and well-being.

In *The Best Kept Secret to Permanent Weight Loss*, Dr. Meltzer empowers the reader with tools and strategies to lose weight permanently, safely, and effectively. In addition to explaining in great detail the main causes of weight gain and failed weight-loss attempts, Dr. Meltzer invites the reader into a whole new world of reliable weight-loss strategies designed to outsmart the most common obstacles that stand in people's way. Rooted strongly by the three pillars of permanent weight loss, the book is also filled with tantalizing recipes, self assessment quizzes, anti-aging tips, and powerful insights that reveal ways for people to reach their weight-loss goals and transform their lives.

In this definitive guide to achieving long-term weight-loss results, *The Best Kept Secret to Permanent Weight Loss* will reveal: how to naturally and permanently fire up your metabolism; how to outfox cravings, temptations, and impulsiveness; how to master your eating habits; how to identify Smart Foods; how to *Feed Your Mind, Feed Your Heart* and *Feed Your Soul*, as an alternative to filling yourself with food; and The Golden Rules of Smart Eating. In addition to releasing the book, MWI furthers its commitment to a multi-media enterprise by offering its "Best Kept Secret to Permanent Weight Loss" program as an online video class and CD series, with personalized weight-loss coaching services available for additional motivation, guidance, and support.

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