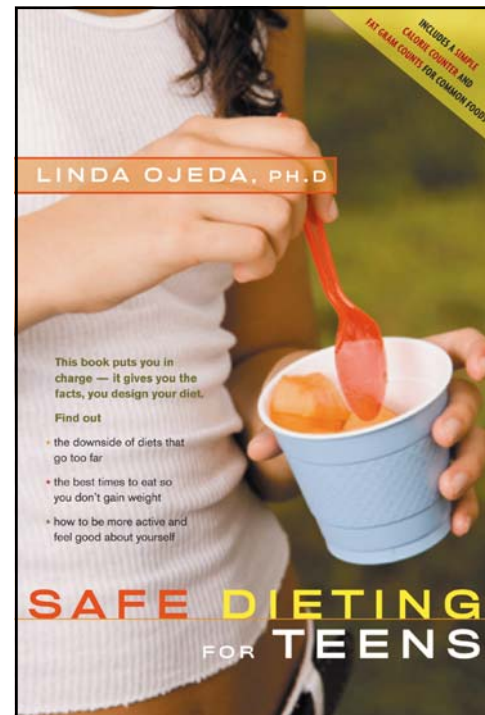


Health and Happiness

Teens today are bombarded with images of stick-thin models and actors, and are becoming increasingly self-conscious about their weight. The diet industry is making a fortune in fad diets that do not work long-term. Teens need to be equipped with information about the real causes of weight gain and weight loss to prevent falling into dangerous weight loss-gain cycles and eating disorders.

Safe Dieting for Teens stresses the importance of having a positive self-image and high self-esteem, and helps the reader choose a course of action that is healthy for him or her, regardless of whether or not it involves losing weight. As someone who tried many diets herself, Dr. Linda Ojeda, a certified nutritionist, is sympathetic to the weight-loss struggle and combines her personal insights and professional knowledge to expose the numerous traps set by the diet industry. For those who need to shed pounds to get healthy, she offers effective tools and techniques with which to lose weight safely and maintain the ideal weight.

The first edition of this informative, positive book has sold over 10,000 copies. This second edition contains 25% new material, plus 25% updated and revised material, helping teens, pre-teens and post-teens get healthy and grow strong.



Safe Dieting for Teens Linda Ojeda, Ph.D.

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1. To Diet or Not to Diet?
2. Girls' Special Diet Dilemma
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4. When Dieting Takes a Dangerous Turn
5. What's More Important than Losing Weight?
6. Physical Activity and Exercise are Key to Success
7. Designing Your Own Unique Diet
8. Help! What to Eat?

LINDA OJEDA, PH.D., IS A RESPECTED AUTHORITY ON WEIGHT LOSS AND WOMEN'S HEALTH ISSUES AND HAS BEEN BOTH AN AUTHOR AND SPEAKER ON NON-MEDICAL APPROACHES TO HEALTH ISSUES FOR OVER THIRTY YEARS. SHE HAS WORKED WITH DOCTORS TO CREATE PERSONAL DIETING PROGRAMS AND HAS ALSO WORKED FOR LEADING WEIGHT-LOSS COMPANIES. SHE LIVES IN SAUSALITO, CA.

PUBLICITY & PROMOTION

- ◆ Review and excerpt pitches to magazines and journals regarding health, parenting and dieting, both printed and online
- ◆ Target websites that provide news for diet solutions and parenting
- ◆ Review and excerpt pitches to major radio and TV programs on health and dieting
- ◆ Review and excerpt pitches to healthcare professionals, doctors and diet specialists

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