

The Carb Lover's DIET

H *Health* magazine, one of the leading experts in delivering cutting-edge health information, introduces *The Carb Lover's Diet*. Inspired by surprising new weight-loss research, this book introduces a clinically proven diet plan that delivers breakthrough weight loss in record time, all while readers are still eating what they love. *The Carb Lover's Diet* not only offers recipes readers can make at home, but also on-the-go and restaurant options that will help them stick to the plan. Readers will be encouraged by the real-life success stories inside, as well as insights on shortcuts to make *The Carb Lover's Diet* even easier.

The Carb Lover's Diet features:

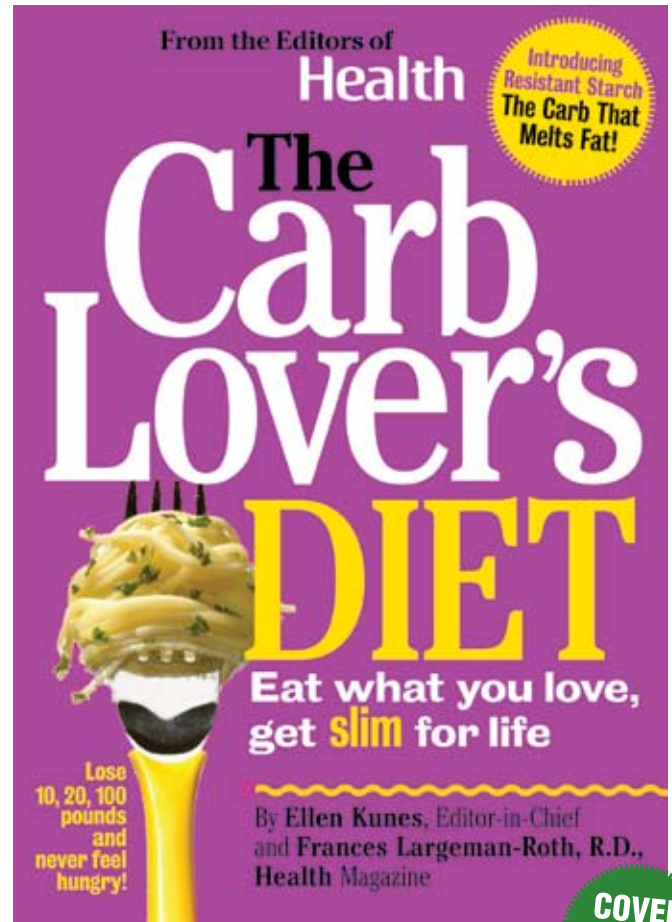
- The introduction to a secret and effective ingredient in weight loss, resistant starch
- The opportunity to continue to eat all the foods readers crave
- No calorie counting

Author **Ellen Kunes** has been the Editor-in-Chief for *Health Magazine* since 2007, was the founding editor of *O, The Oprah Magazine*, and was the former editor-in-chief of *Redbook*. Her editorial career also includes working with prestigious women's magazines including *Mademoiselle* and *Cosmopolitan*.

Co-author Frances Largeman-Roth, RD, is the Senior Food & Nutrition Editor at *Health* magazine and the author of *Feed the Belly: The Pregnant Mom's Healthy Eating Guide*. She was the former managing editor at FoodFit.com and part of the editorial team at the Discovery Health Channel.

MARKETING PLANS

- Major National Media Outreach
- Advertising in *Health Magazine* and other Time Inc. Publications
- Social Media Campaign
- Online advertising
- Special terms available



RELEASE DATE: 7/7/10
PUB DATE: 8/3/10



CATEGORY: Health & Fitness/Diets
PUB DATE: 8/3/2010
PRICE: \$24.95 US/ \$29.95 CAN
FORMAT: Hardcover
PAGES: 288 • PHOTOS: 100
SIZE: 6 1/2" x 9 1/8"
ISBN 10: 0-8487-3370-3
ISBN 13: 978-0-8487-3370-4



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