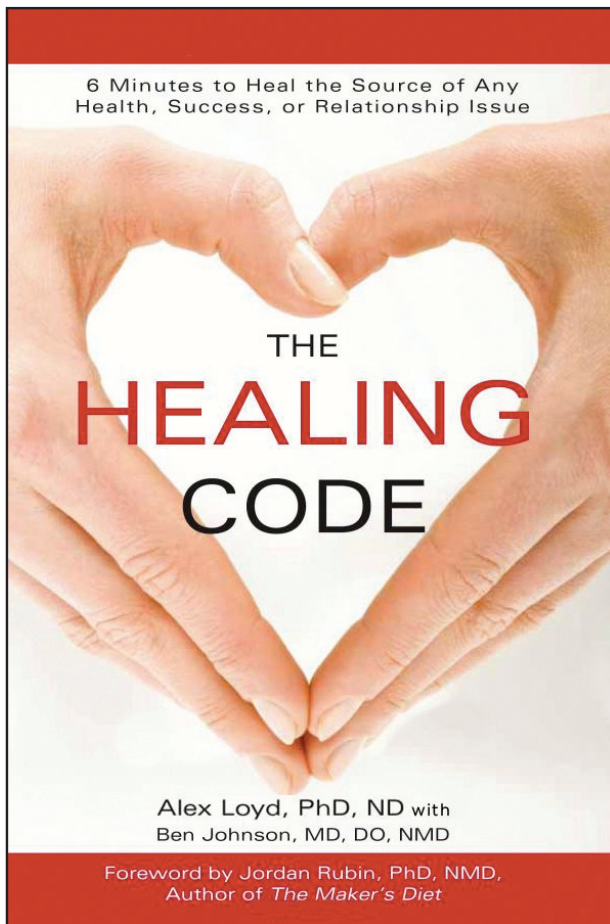


# THE HEALING CODE—the key to healing all illnesses in six minutes—is here!



(Final cover to come)

**THE HEALING CODE**  
by Alex Loyd, PhD, ND, and Ben Johnson, MD, DO, NMD

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**THE HEALING CODE** promises to restore physical, emotional, and relational balance by activating the body's neuro-immune system. Using the Heart Rate Variability test (HRV), the gold standard for measuring stress in the autonomic nervous system, **THE HEALING CODE** turbo-charges the body's natural defense system to improve function and maintain greater, lasting health.

- **THE HEALING CODE** was self-published in 3/10 and has sold nearly 15,000 copies to date. With limited promotion, mainly online, word-of-mouth and sales began to grow, resulting in increased trade distribution.
- Dr. Alex Loyd, a former psychologist and counselor who discovered this healing method during a 12-year stretch to cure his wife's clinical depression, has trained over 65 coaches to guide clients through this simple and natural self-treatment. He speaks approximately 150 times a year and has been featured on television (including a PBS special) and radio programs.
- Dr. Ben Johnson was clinical director of the Immune Recovery Clinic in Atlanta, Georgia, for several years. Suffering from ALS (Lou Gehrig's disease), he used the methods in **THE HEALING CODE** for two months and has been symptom-free for more than seven years. He is the only medical doctor featured in the film *The Secret*.

### MARKETING CAMPAIGN:

- National print and online media campaign
- Web marketing



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