

# C.S. Lewis & Co. Publicists

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Editor,

Twenty-five years ago, a cardiologist in Miami became discouraged. Hundreds of heart patients who'd had catheterization and angioplasty were coming back with repeated heart-related problems—needing more intervention, more surgery, more hospitalization, and more drugs.

There had to be a better way.

That's when **MICHAEL OZNER, MD**, became a pioneer in preventive cardiology—an approach that helps patients avoid future heart attacks through a program of nutrition, exercise, and stress management, with medication as needed.

In his new book, *The Miami Mediterranean Diet: Lose Weight and Lower Your Risk of Heart Disease* (BenBella Books, 2008), Dr. Ozner presents the program he adapted for his patients based on the cuisine and lifestyle of Mediterranean cultures—one of the healthiest populations on the planet. The Mediterranean diet is the only diet in existence today that has undergone multiple long-term clinical studies that prove, again and again, that it can prevent a host of diet-related diseases and lead to a longer and healthier life.

Dr. Ozner's diet is a simple 14-day meal plan, with more than 300 recipes, and includes easy-to-follow tips for adding low-impact exercise and relaxation into your daily routine.

Although heart disease prevention is the goal, weight loss is an added side benefit. People who follow the Miami Mediterranean Diet can permanently shed 4 to 8 pounds every month without trying.

A well-known figure who speaks to audiences nationwide about heart disease prevention, Dr. Ozner has experience in all media venues. He can expand on topics as varied as heart disease, obesity, and other diet-related conditions; school nutrition; fitness; stress management; surgical and pharmaceutical advances in cardiology; and much more. Additionally, he can put you in contact with patients who are willing to share inspiring stories of how the Miami Mediterranean Diet gave them a new lease on life.

Please let me know if you'd like to set up an interview with Dr. Ozner.

Warm regards,

Cathy Lewis

# Centuries-old Mediterranean Diet Leads to Long, Healthy Life

Cardiologist introduces Americans to the healthiest, most enjoyable weight-loss diet ever created.

Imagine washing down chilled, crunchy Caesar salad and mouth-watering lemony, garlicky chicken with a glass of red wine, followed by sweet Italian rice pudding. Does this sound like a diet?

It's not a diet, says world-renowned cardiologist **MICHAEL OZNER, MD**. It's part of the healthy lifestyle enjoyed by Mediterranean cultures—one that emphasizes fresh whole foods enjoyed with friends and family, leisurely walks, naps, wine, and laughter.

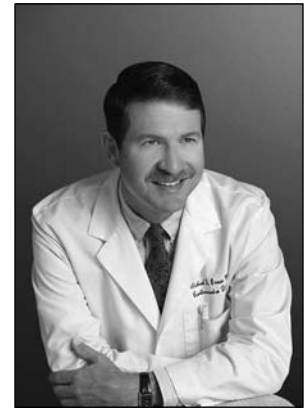
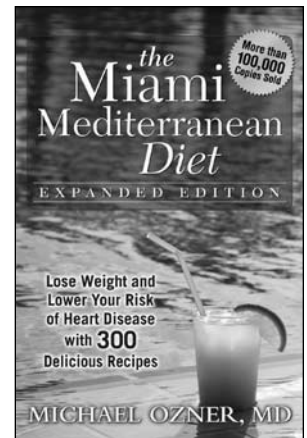
In his newly expanded and updated bestseller, *The Miami Mediterranean Diet: Lose Weight and Lower Your Risk of Heart Disease* (BenBella Books, 2008), Dr. Ozner presents menu plans, over 300 recipes, stress-management tips, and maintenance strategies he has been using for 25 years to successfully treat patients who have suffered heart attacks or have significant risk factors for cardiovascular disease.

The Mediterranean diet is the only diet with long-term clinical studies proving its health benefits. Besides preventing a host of lifestyle-related illnesses, Dr. Ozner's Miami Mediterranean Diet results in slow-but-steady, permanent weight loss—up to 8 pounds a month, or 96 pounds a year.

Readers learn:

- What causes heart disease and how to prevent it
- How to manage stress in order to lose weight and improve overall health
- Why the Miami Mediterranean Diet is superior to low-carb and low-fat diets
- Why Mediterranean people can drink wine and enjoy olive oil and still stay trim
- How to change your health with easy-to-prepare, delicious recipes, and menu plans
- How to incorporate relaxation and exercise into your daily routine

Prevention, says Dr. Ozner, is our best weapon against heart disease—not intervention. *The Miami Mediterranean Diet* is so enjoyable and simple to follow that it could prevent thousands of deaths a year and change the way we think about dieting forever.



The Mediterranean diet has been shown to reduce the risk of:

- Allergies
- Alzheimer's disease
- Arthritis
- Asthma
- Cancer
- Chronic obstructive lung disease
- Depression
- Diabetes
- High blood pressure
- High cholesterol
- Inflammatory bowel disease
- Metabolic syndrome

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# About the Author

MICHAEL OZNER, MD, FACC, FAHA, is a nationally renowned pioneer and advocate of preventive cardiology, and author of *The Miami Mediterranean Diet: Lose Weight and Lower Your Risk of Heart Disease* (BenBella Books, 2008).

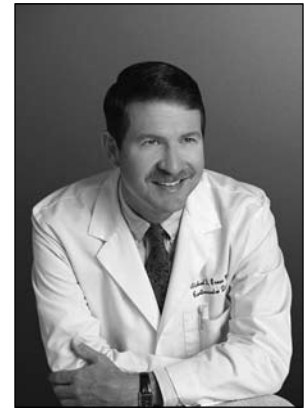
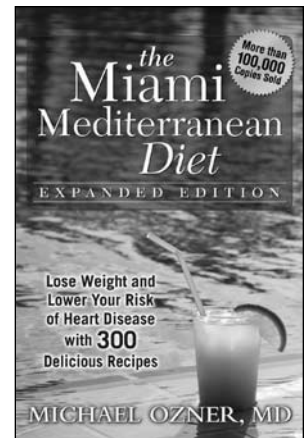
Dr. Ozner earned his medical degree from the University of Miami School of Medicine and pursued a Cardiology Fellowship from Stanford University/Santa Clara Valley Medical Center in California.

A board-certified cardiologist, Dr. Ozner is a Fellow of the American College of Cardiology and of the American Heart Association. He is medical director at the Center for Prevention and Wellness, Baptist Health South Florida, and medical director for the Cardiovascular Prevention Institute of South Florida.

A well-known national speaker and symposium director, Dr. Ozner has appeared widely on radio, television, and in the print media speaking out against fad diets and the American way of eating. He is passionate about educating Americans on the benefits of adopting the well-studied and well-documented Mediterranean diet and lifestyle as a way to live longer, healthier lives free of heart disease and other diet-related conditions.

Dr. Ozner is the author of the forthcoming BenBella title *The Great American Heart Hoax*.

He is the recipient of the 2008 American Heart Association Humanitarian Award.



Heart disease kills more people than all of the wars we have previously fought. Every 30 seconds it claims another victim.

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# Segment Ideas/Interview Topics

## How the Miami Mediterranean Diet Helps You Lose Weight *Unlike other diets, this one is clinically proven to work.*

Want to know why French women are skinny? Or why Greeks live to such a ripe old age? Dr. Ozner, along with scores of scientists who began studying it back in the 1950s, says it's the healthful way these Mediterranean people live and eat. Learn:

- Why food with a high fiber content prevents overeating
- How the fat found in nuts and olive oil helps you lose weight
- Why simple carbs, refined sugars, trans fats, and processed foods lead to obesity, and should be avoided
- How water works to curb the appetite
- How to gain control over portion sizes

## Mediterranean-style Eating for the Whole Family *How to give children the gift of lifelong healthy habits.*

On Dr. Ozner's Miami Mediterranean Diet, the recipes are so delicious that you can serve them to family and friends. No one will know this is diet food, because it isn't. Dr. Ozner explains:

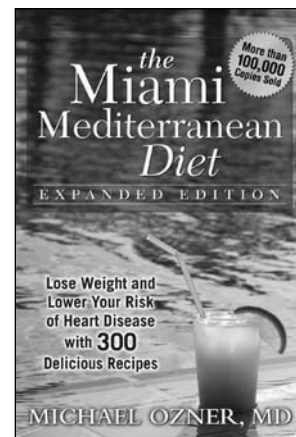
- Why low-fat, low-carb, and extreme diets are bad for your family's health
- How to get kids eating well starting at any age, no matter what bad habits they've developed
- Why heart-disease prevention should start at an early age
- Studies showing that life-long adherence to the Mediterranean diet prevents diseases and improves longevity

## When In Kansas, Do as the Romans Do *How to maintain a Mediterranean diet and lifestyle on the road.*

Traveling is a challenge when you're trying to avoid weight gain. Heart patients have no choice but to stick to their healthy diet. Dr. Ozner says the rest of us can do it too, with a few easy strategies. Learn:

- How to fit a simple activity—walking—into daily travel plans
- Healthful on-the-go snacks that help you lose weight
- How to beat travel-related stress, a culprit in vacation weight gain
- 13 restaurant survival strategies

— MORE —



### 10 Tips for Stress Reduction

1. Exercise daily.
2. Meditate.
3. Pray.
4. Enjoy a close relationship with family and friends.
5. Set realistic life goals.
6. Live within your means.
7. Try yoga.
8. Enjoy hobbies and interests outside of work.
9. Have a positive outlook and a sense of humor.
10. Laugh, smile, and enjoy your life.

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## Are You a “Hot Reactor”?

*Find out how your personality may be killing you.*

Do you have a short fuse? Are you often impatient and angry? If so, you’re what doctors call a “hot reactor.” Dr. Ozner says you’re harboring a dangerous risk factor for heart attack. Learn:

- How chronic stress can lead to dangerously high blood pressure
- Cardiologist-recommended treatments for hot reactors
- How the Mediterranean diet and lifestyle helps reduce stress levels
- Practical activities to help hot reactors blow off steam

## Cardiac Care: Too Much Intervention, not Enough Prevention

*Cardiologist says heart patients are not being well served.*

According to Dr. Ozner, there are too many interventional cardiovascular procedures performed in this country on stable patients with coronary artery diseases. The majority of patients would benefit far more if their cardiologists prescribed a healthy lifestyle with proper diet, exercise, and stress reduction along with medications, if necessary. Learn:

- Why many high-risk, expensive, invasive procedures are avoidable for patients with heart disease risk factors
- How to know if you need heart medications and surgical or cardiac catheterization procedures
- What Dr. Ozner’s “aggressive prevention” plan for heart disease consists of, and what it can accomplish

## Beyond Heart Disease Prevention

*Learn the many health benefits of a Mediterranean lifestyle and diet*

The Miami Mediterranean diet isn’t just about heart disease prevention or weight loss. Dr. Ozner says it will also lower the risk of a multitude of chronic diseases. Find out:

- How the components of Mediterranean foods have a synergistic effect on health
- Why Mediterranean-style eating can benefit people with inflammatory diseases—such as arthritis, asthma, and IBS
- How toxins in the American diet are contributing to the growing incidence of diet-related diseases such as Alzheimer’s and diabetes

## 5 Easy Exercise Tips:

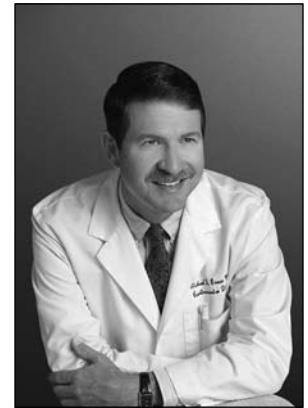
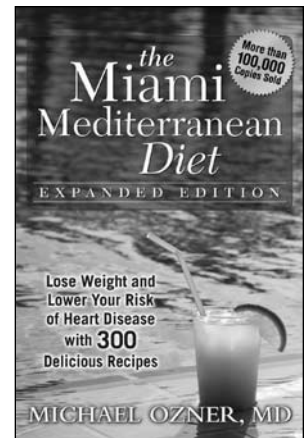
1. Walk in place for 30 minutes while watching your favorite TV show.
2. Park farther away from your destination (office, store, etc.) and enjoy a short walk.
3. Climb stairs instead of using the elevator.
4. Use a pedometer—strive for 10,000 steps per day.
5. Walk for the initial part of your lunch break—then eat lunch.

## Did you know...?

- Grape juice, like its grown-up cousin wine, also lowers the risk of heart attack. Since most heart attacks occur in the morning, many patients with cardiovascular risk factors have a small glass of purple grape juice with breakfast.
- Patients who took daily fish oil capsules had a 45% reduction in their risk of sudden cardiac death.

# Suggested Interview Questions

1. What led you to develop the Miami Mediterranean Diet?
2. Why do you consider the Mediterranean diet superior to other popular weight-loss diets?
3. How does the Miami Mediterranean Diet differ from low-carb diets, such as the South Beach Diet?
4. How much weight might one expect to lose on your diet?
5. In addition to weight loss, what other health benefits have been attributed to the Mediterranean diet in clinical studies?
6. What's on the Miami Mediterranean Diet? Name some typical meals and dishes.
7. Why do you believe there is too much intervention in cardiac care, and not enough prevention?
8. What types of patients benefit most from the Miami Mediterranean Diet? Can someone who's already had a heart attack benefit?
9. What is the main difference between a Mediterranean-style diet and the typical American diet?
10. Why are obesity, diabetes, and heart disease so prevalent in our country?
11. We've heard of the French Paradox. What role does red wine play in the Miami Mediterranean Diet?
12. Share some examples of patients who came in to your office seeking help for a heart condition, and what happened to them after they followed your program.
13. Mediterranean cultures enjoy long lunch breaks and even midday naps. How does this type of lifestyle fit into Americans' forty-hour-a-week work ethic?
14. If a diet such as the Miami Mediterranean Diet can prevent heart disease and other diet-related diseases, why don't more people eat this way?



Simply walking for 30 minutes a day, 5 days a week, has been shown to decrease the risk of heart attack and cardiovascular death.

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# Mediterranean Diet Studies At-A-Glance

**The Mediterranean Diet is the ONLY diet with many long-term studies proving its health benefits.**

***The Seven Countries Study:*** A 20-year study by Dr. Ancel Keys, beginning in the late 1950s, demonstrated that a diet low in saturated animal fat and processed food was associated with a low incidence of mortality from coronary heart disease. The study followed almost 13,000 men from seven countries. Men living in the Mediterranean countries had the lowest incidence of heart disease and the longest life expectancy in the world.

## THE RESULTS:

- Greek men had a 90% lower likelihood of premature death from heart attack compared to American men.

***The Lyon Diet Heart Study:*** Heart attack survivors placed on a Mediterranean diet were compared with those on a control diet resembling the American Heart Association Step 1 diet. The Mediterranean diet afforded significantly better protection against heart attacks and death.

## THE RESULTS:

- The Mediterranean diet was associated with a 70% decreased risk of death and a 73% decreased risk of recurrent cardiac events, including heart attack and sudden cardiac death.

***The Singh Indo-Mediterranean Diet Heart Study:*** In this study, 499 participants with cardiovascular risk factors were asked to follow an Indo-Mediterranean diet consisting of fruits, vegetables, nuts, whole grains, legumes, and mustard seed or soy bean oil.

## THE RESULTS:

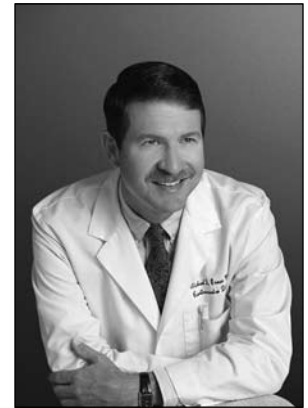
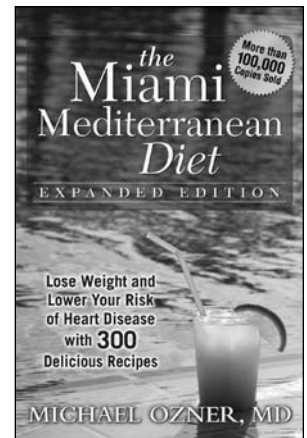
- Those who followed the Indo-Mediterranean diet had lower serum cholesterol concentrations, and lower risks for heart attack and sudden cardiac death.

***The DART Study:*** The Diet and Reinfarction Trial (DART) was the first randomized controlled trial to test the hypothesis that fatty fish confers protection against coronary heart disease, in men who had survived a myocardial infarction.

## THE RESULTS:

- Subjects showed a 32% reduction in coronary heart disease death and a 29% reduction in overall death by consuming fatty fish (such as salmon and tuna) at least twice a week.

— MORE —



A Boston study found that a Mediterranean diet that included olive oil and nuts resulted in sustained weight loss over 18 months compared to a low-fat diet. Compliance was also better, as the group on the Mediterranean diet did not feel like they were on a diet.

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**The Attica Study:** In this two-year study of 2,282 men and women, half were put on a Mediterranean diet to evaluate the effect of the Mediterranean-type of diet on the major inflammatory markers associated with cardiovascular risk, such as homocysteine, fibrinogen, and C-reactive protein.

**THE RESULTS:**

- Those on the Mediterranean diet saw a significant reduction of fibrinogen, homocysteine, and C-reactive protein. These participants had a 14%, 10%, and 17% lower risk, respectively, of falling into the highest quartile for these three inflammatory markers.

**Mediterranean Diet Study:** A 44-month study in more than 22,000 adults in Greece was conducted to determine the relationship between greater adherence to the traditional Mediterranean diet and health benefits.

**THE RESULTS:**

- Test subjects who increased their adherence to the diet on a 10-point scale—where 10 is total adherence and 1 is the least adherence—reduced total mortality by 25% with a slightly greater advantage in reduction in deaths for heart disease.

**Besides cholesterol and triglycerides, other risk factors for heart disease include:**

- Homocysteine, a blood protein linked to vascular damage and atherosclerosis
- Fibrinogen, a blood protein that can lead to clotting
- Infectious agents, such as viruses and bacteria
- Lipoprotein(a), a “bad” cholesterol particle that increases heart attack and stroke risk
- High sensitivity C reactive protein, linked to increased risk of cardiovascular disease
- Pattern B trait, associated with small dense bad (LDL) cholesterol particles, which increase the likelihood of atherosclerotic plaque buildup



# Sample One-Day Menu

## From *The Miami Mediterranean Diet*

### Breakfast (*About 230 calories*)

4 oz. vegetable or fruit juice  
1/2 cup egg whites with diced onions, tomato, and green peppers  
1 slice whole wheat toast with extra-virgin olive oil or 1 tsp.  
vegetable spread (trans-fat-free canola/olive oil spread)  
1 tsp. jam  
1 medium fresh peach or large plum  
8 oz. water  
Coffee or tea (soymilk, nonfat milk, or trans-fat-free coffee creamer,  
and non-caloric sweetener if desired)

### Optional Midmorning Snack

10–20 almonds or walnuts  
8 oz. water or non-caloric beverage

### Lunch (*About 302 calories*)

Light Caesar Salad (page 85)  
1 slice Pizza Margherita (page 123)  
10–20 seedless grapes  
8 oz. water or non-caloric beverage

### Optional Midafternoon Snack

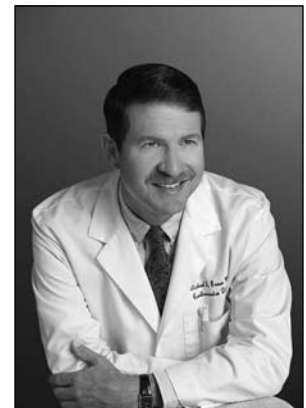
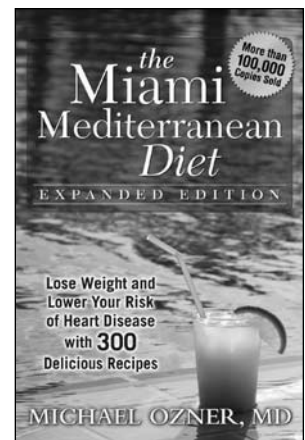
1 apple  
8 oz. water or non-caloric beverage

### Dinner (*About 761 calories*)

1 jumbo clove Roasted Garlic (page 335)  
1/2 (6-inch) whole wheat pita, split open, sprayed with olive oil and  
sprinkled with herb seasonings, and toasted in the oven until crispy  
Goat Cheese Stuffed Tomato (page 74)  
Linguine and Mixed Seafood (page 178)  
Fresh vegetable of choice (flavor with olive oil or vegetable spread as desired)  
Drunken Apricots (page 307)  
8 oz. water  
1 or 2 (4-oz.) glasses of red wine or purple grape juice  
Coffee or tea (soymilk, nonfat milk, or nonfat, trans-fat-free coffee creamer  
and non-caloric sweetener if desired)

### Optional Evening Snack

2 Meringue Cookies (page 316)  
Green tea or 8 oz. water



The Miami Mediterranean Diet is not a quick weight-loss diet plan, but rather a healthy nutritional plan that will help you reach and maintain your optimal weight. Remember to exercise daily and adjust your portion size to achieve ideal body weight. Enjoy!

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