

HEALTHY LIVING

DECEMBER 2023

EATING FOR LONGEVITY

The top antiaging foods to eat if you want to live to a hundred

FITNESS THAT COMBATS STRESS

Pilates, Yoga, Aerobics and Tai Chi

NO MORE SLEEPLESS NIGHTS

Strategies to combat tossing and turning



DR. DAVID FRIEDMAN

Food and Laughter is the Best Medicine

DECLUTTER YOUR MIND

The best ways to give your brain a detox

7 STEPS TO A HEALTHY GUT

Healthy immune system begins in the gut

DR. DAVID FRIEDMAN

FOOD AND
LAUGHTER
IS THE BEST
MEDICINE



True to Hippocrates' timeless wisdom, "Let food be thy medicine," Dr. David Friedman stands as a fervent advocate for transforming lives "one plate at a time." His resounding success is epitomized by the international acclaim garnered by his #1 bestselling book, *Food Sanity* which triumphed with seven first-place prestigious literary awards, including the International Book Awards, beating out 2,000 entries. His groundbreaking book not only ascended to a #1 USA Today, Barnes and Nobles, and Amazon bestseller, but it also claimed recognition as Books-A-Million's 'top pick' in the health category.

Dr. Friedman is often hailed as the "doctor to the stars," because his impressive clientele includes A-list celebrities such as John Travolta, Jenny McCarthy, Jamie Lee Curtis, Anthony Hopkins, Val Kilmer, and Paul Newman. Their unwavering trust in him has led many to travel across the country seeking his expertise, reinforcing his status as a leading health authority. As Lifetime Television's health expert for their syndicated morning show and host of *To Your Good Health Radio*, Dr. Friedman has shared cutting-edge solutions to health and wellness issues with millions of people.

He's made over a hundred appearances on syndicated radio and television and his bestselling audiobook, *America's Unbalanced Diet* has sold over 1.6 million copies helping to raise awareness of the detrimental effects of unhealthy food consumption.

Dr. Friedman's multifaceted expertise also includes being a former teacher of neurology, nutritional supplement formulator, author coach, and keynote speaker. When asked about his extraordinary accomplishments, he attributes his success to a philosophy that prioritizes constant forward motion. "Stagnancy is the greatest impediment to success," he asserts. "To experience life to its fullest, one must continually move forward. A ship moving at sea will never develop barnacles but a stagnant ship at dock will." Friedman encourages people to shake off their barnacles by embracing constant momentum.

After devoting six years to researching and writing *Food Sanity*, Dr. Friedman decided to pivot and explore the therapeutic powers of laughter. His latest book, *Funny Bones*, a #1 award-winning compilation of hilarious true tales from his three decades in practice, underscores the healing properties of laughter. He shares, "Research shows laughing can have a positive impact on weight loss, stress reduction, immune system enhancement, and the release of mood-stabilizing hormones." Friedman says, "If you're having a bad day, fake it! The brain doesn't know the difference between a fake smile and a real one."

Funny Bones has garnered praise from several A-list comedians and authors alike. Tom Arnold sums it up best by saying, "With so many stuffy, stern, and glum doctors, kudos to Dr. Friedman for creating some needed smiles in his clinic and around the world."

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Food and laughter is the best medicine. Just don't do them both at the same time or you'll choke, which isn't healthy.





Dr. Friedman exposed rampant food fraud on NBC's acclaimed syndicated TV show, *Inside Edition*. In this in-depth investigative segment, Friedman assumed the role of 'food detective,' uncovering a prevalent deception in the seafood industry. According to him, "More than 50% of the fish offered in major supermarket chains are inaccurately labeled, with scallops being a prime offender. Numerous consumers who believe they're purchasing genuine scallops are, in fact, receiving lower-cost alternatives like stingray, skate, or shark meat meticulously shaped with a cookie cutter to mimic the appearance of scallops. In some instances, a concoction known as 'fish goo' or surimi is used; made from inexpensive Pacific whiting fish combined with starch, sugar, artificial flavors, MSG, and preservatives. In this investigative exposé, Friedman empowered consumers with valuable insights on distinguishing authentic scallops from counterfeits.

Whether your diet includes seafood, chicken, veggies, fruits, or grains, in *Food Sanity*, Dr. Friedman shares how you can be proactive and avoid common label lies, hidden chemicals, and fraud taking place behind the scenes of our food industry. Friedman says, "Knowledge is power. By taking simple proactive steps when food shopping, you can highly improve your health and those that you care for."

PERSISTENCE

Dr. Friedman faced numerous roadblocks in his journey to becoming a successful author. Initially rejected by 50 publishers who deemed his book, *Food Sanity*, unworthy of publication, he refused to be discouraged. Instead of succumbing to the setbacks, he turned this REJECTION into REDIRECTION. His perseverance paid off, as *Food Sanity* ultimately secured seven first-place literary awards, including the prestigious International Book Awards. It ascended to #1 bestseller status with USA Today, Barnes & Noble, Amazon, and Books-A-Million.

Dr. Friedman's resilience didn't go unnoticed. Following his victory at the Author Academy Awards for best health book, he delivered a memorable acceptance speech. In a humorous nod to his past rejections, he playfully declared, "BIG MISTAKE!" while holding his first-place award aloft, echoing Julia Roberts' iconic line from *Pretty Woman*. The resulting standing ovation and viral video transformed his journey into an inspirational testament to resilience, encouraging many viewers to never abandon their dreams.

He now mentors aspiring authors on never giving up and shows them how they too can achieve the coveted status of a #1 bestselling author.





HOLISTIC HEALTH INFLUENCER



Amidst the array of doctorate degrees and certifications, Dr. Friedman offers a unique perspective on his profession. When queried about what he does for a living, he responds with, "I'm a full-time student—constantly absorbing, evolving, and striving to make a positive impact on others. Much of the knowledge I gained in college has become obsolete. Consider the textbook all doctors traditionally study from, Gray's Anatomy, now in its 42nd edition. Those educated on the initial 41 versions were imparted with information outdated by today's standards."

Friedman continues, "Hosting a syndicated radio show provides me with the opportunity to engage with esteemed figures in the medical and scientific communities. I vividly recall an interview with Dr. Earl Mindell, renowned author of *The Vitamin Bible*, a nutrition classic for 35 years. When I inquired about the relevance of his original book, his response was surprising. Dr. Mindell revealed that every morsel of information from his initial publication is now deemed outdated. Even the recommended daily allowance for vitamins undergoes revision every five years, rendering advice given by nutritionists in 2018 outdated today.

There are so many know-it-all 'health influencers' out there taking the "It's my way or the highway" approach. The road to optimal health sometimes requires staying open to taking some detours. Thus, I proudly embrace the role of a perpetual student, ensuring that my journey aligns with the dynamic shifts along the way. It's important to stay open-minded to opposing research and opinions because what you believe to be true today can be antiquated tomorrow."

What truly distinguishes Dr. Friedman from other accomplished doctors, authors, and influencers is his unwavering accessibility. Whether in his clinic or on social media, he consistently makes time for people. Unlike many healthcare influencers who delegate social media engagement to hired individuals, Dr. Friedman vehemently opposes this approach. He asserts, "I personally manage EVERY facet of my social media presence. This allows people to connect with the authentic me, rather than a hired less caring stand-in pretending to be me."

Reflecting on a past experience, Dr. Friedman recounts inviting a doctor to his show after a year of correspondence on Instagram, only to discover during the interview that he had been communicating with the doctor's virtual assistant. The disconnect was palpable, and the doctor admitted to not having any prior communication with Dr. Friedman. Emphasizing the importance of authenticity, Dr. Friedman states, "Followers of an influencer want to get to know *them*. Carving out some time to personally interact with your fanbase can make a profound difference."

Acknowledging the time commitment of maintaining a social media presence, Dr. Friedman underscores that there are 168 hours a week and it only takes dedicating 1-3 of these to connecting and remaining 'touchable.' He believes that rather than relinquishing your brand to imposters who impersonate you, it's much more beneficial to personally interact with and support your fan base.

As the health expert for Lifetime Television's morning show, Dr. Friedman has engaged with celebrities and renowned authors, delving into various insightful topics on health and diet. When asked about his favorite segment, his response was, "It would undoubtedly be the cutting-edge feature I did back in 2007 on the hazards of artificial sweeteners." At the time, awareness was scant regarding the chemicals in these sweeteners that could induce diseases and contribute to weight gain. Dr. Friedman boldly became the first person to unveil this less-than-sweet truth on national television, resulting in a comprehensive two-part expose on the health risks associated with artificial sweeteners.

In the \$25 billion diet soft drink industry, where people consume these beverages to prevent weight gain, Dr. Friedman shared how despite their purported weight-management benefits, diet drinks often contain chemical sweeteners that not only stimulate appetite but also contribute to obesity. Citing a study from the University of Texas Health Science Center at San Antonio, he shares how participants who consumed diet soft drinks with artificial sweeteners increased their obesity risk by 41 percent for each soft drink.

The gravity of the issue became even more apparent when Dr. Friedman sought to include Michael J. Fox's Parkinson's disease being linked to diet soft drink consumption, in his feature. However, faced with reservations from Lifetime Television's legal team due to potential legal repercussions, this part of the segment was initially excluded.



Unyielding in his commitment, Dr. Friedman presented a compelling array of evidence, including research by James Bowen, M.D., and Arthur M. Evangelista, a former FDA investigator, indicating aspartame as a potent neurotoxin. Additionally, he submitted "Evidence File #6: Aspartame & Parkinson's Disease" from Mark D. Gold at the Aspartame Toxicity Information Center. After a thorough review of the evidence presented by Dr. Friedman, the legal team at Lifetime granted approval, and the segment aired to rave reviews.

Dr. Friedman's impactful feature resulted in thousands of letters from grateful viewers who chose to discontinue artificial sweeteners after watching. Many reported feeling better, experiencing improved cognitive function, better sleep, and successful weight loss. Today, the health detriments of artificial sweeteners have finally hit mainstream media.

Another eye-opener was his feature on the Fox News show "Health Talk" where he shared hidden chemicals that may be sabotaging weight loss. Friedman exposed several potentially weight-loss-sabotaging chemicals that are hiding inside and around your food, and even in the cookware you prepare your food on. These "obesogens," as he calls them, may cause hormonal imbalances, increase your appetite, and expand the number of fat cells in your body. Friedman shares, "The hormonal system is easily disrupted by a minuscule amount of these chemicals. Even very low-dose exposure can cause negative effects."

In the realm of having a successful practice, Friedman underscores the unparalleled efficacy of word-of-mouth advertising. Remarkably, despite abstaining from conventional advertisements for over three decades, he consistently fills his schedule each day. A wry smile shows up on his lips as he observes fellow professionals resorting to pricey TV commercials and towering billboard campaigns in a bid to attract patients.



"While initial promotion is crucial for new businesses, creating awareness and introducing oneself to the community, after a few years in the field, if your practice isn't thriving on referrals from satisfied clients, a reassessment of your strategy might be in order," Friedman suggests. He adds, "True passion for your craft, whether you're a doctor, landscaper, painter, or any business owner, coupled with unwavering dedication to client well-being, generates a self-sustaining momentum. A genuinely excellent establishment doesn't need constant advertising because word of mouth will keep them thriving."

Friedman's success transcends diverse fields, from medicine to acclaimed authorship, nutrition product formulation, top-tier radio hosting, and sought-after keynote speaking engagements. Reflecting on his journey, he emphasizes, "My success, unequivocally, stems from prioritizing PEOPLE over profits. Focus on what you can contribute to others, rather than what they can provide for you. A selfless approach yields returns beyond measure." Friedman's achievements speak volumes about the efficacy of such a philosophy!

When prompted further about the secrets behind Dr. Friedman's extensive list of accomplishments, he eloquently imparted a profound insight: "In the vast expanse of a year, there are 364 tomorrows, something most people squander and take advantage of. Yet, the true essence lies in redirecting one's focus toward seizing the opportunities of *today* and unlocking the myriad of doors it can open. Living each day to its fullest not only facilitates the creation of lasting memories but also maximizes the potential within the finite span of our time on earth."

With sagacious advice, he cautioned against succumbing to the perilous allure of procrastination encapsulated in the seemingly innocuous phrase, 'I'll do it tomorrow.' Dr. Friedman urged, "Recognize that today is, in fact, the tomorrow you put off yesterday. Excuses lay the foundation of a life steeped in failure and regrets. Embrace the present moment, for within it lies the transformative ability to make a difference than just merely existing."