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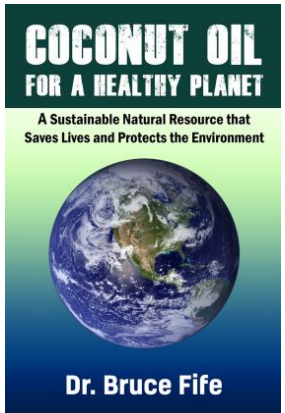
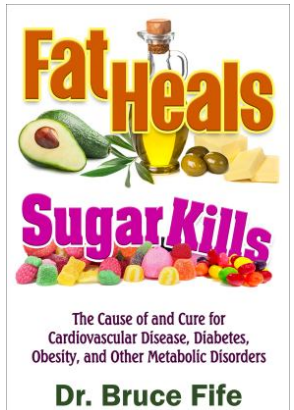
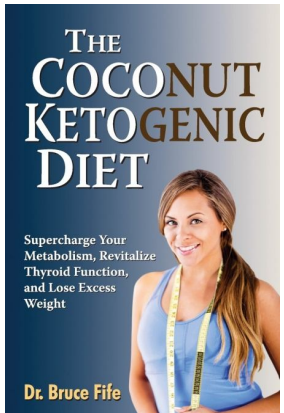
Dr. Bruce Fife

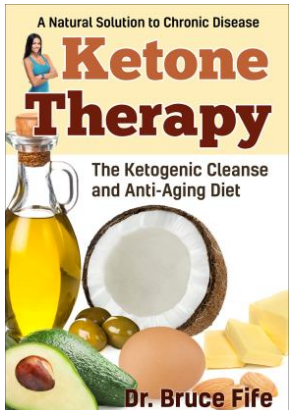
Rights Guide
Frankfurt Book Fair 2019

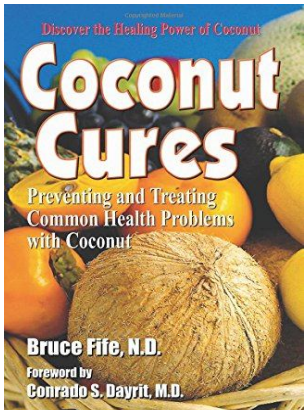
24 bestsellers - 18 languages worldwide

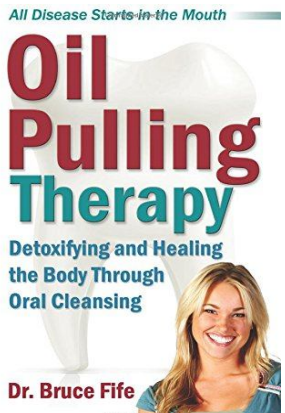


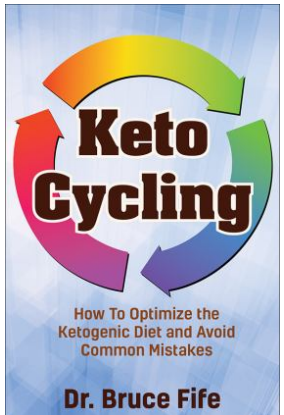












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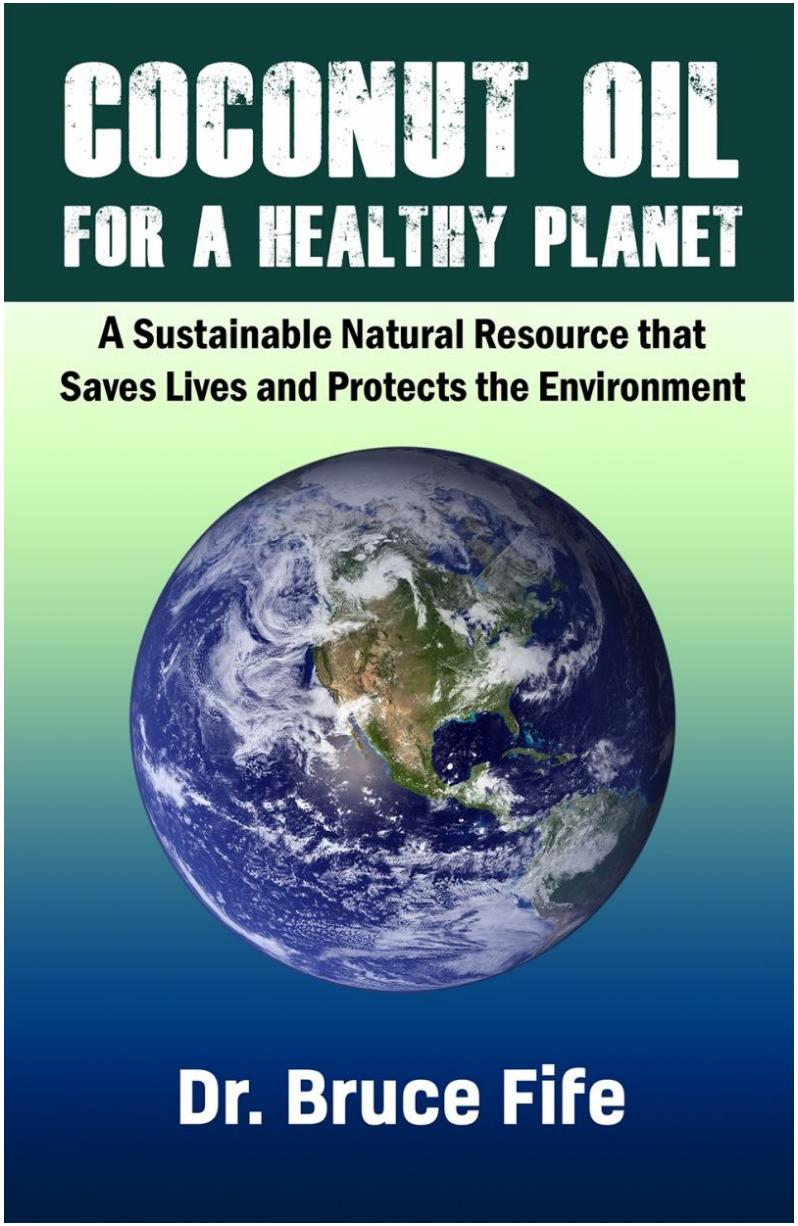


Rights sold:
Studio Astropsychologii (Poland)

Publication Date: September 2019
Pages: 138

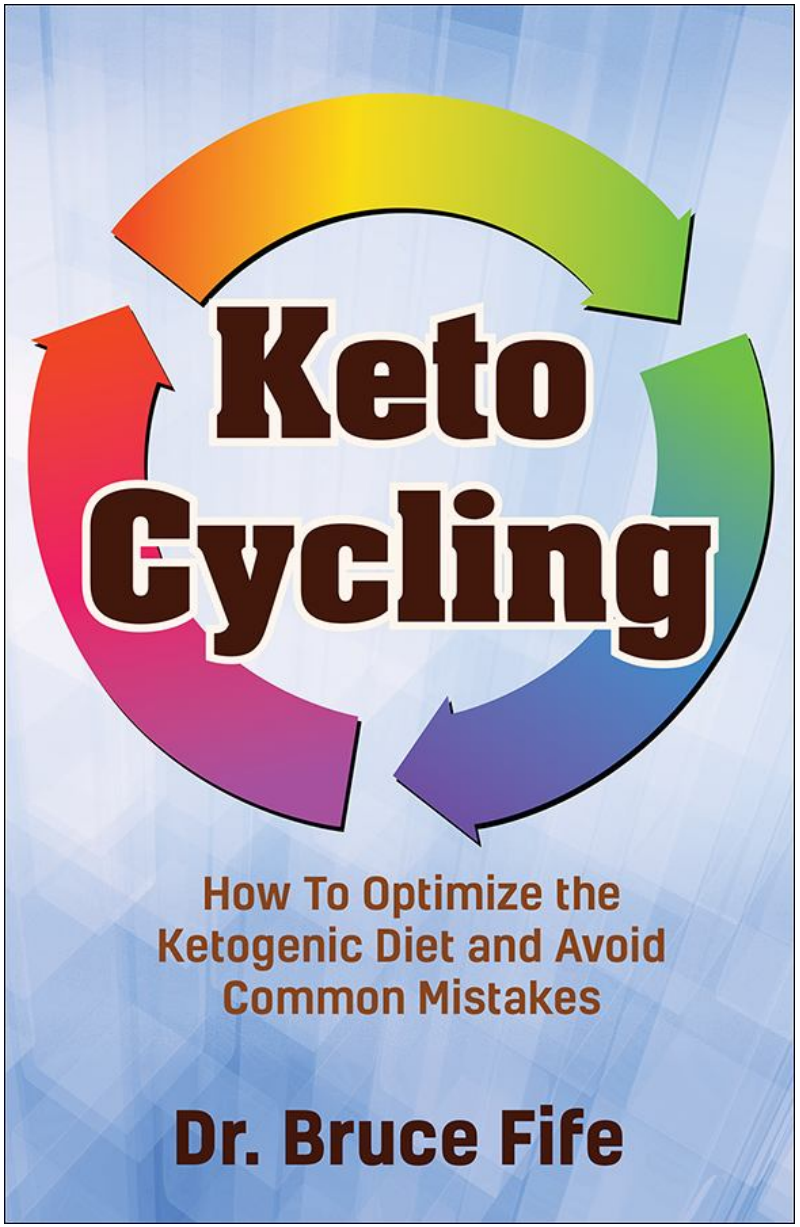
A Sustainable Natural Resorce that Saves Lives and Protects the Environment

The coconut palm is said to have a thousand uses. It provides island populations virtually everything they need to sustain life from food and medicine to building materials and clothing. Of all the products produced from the coconut palm, the oil is perhaps the most versatile and the most valuable.

The oil is used for food, medicine, and numerous industrial purposes. It makes an excellent cooking oil with medicinal properties equivalent to that of dozens of medications, without any adverse side effects. Coconut oil is a renewal natural resource that is far healthier and environmentally friendly than other vegetable oils. Coconut oil is suitable for many industrial uses and can be used to make environmentally safe soaps, lubricants, and fuel. It is the only vegetable oil that can power diesel engines without any modification and produces as much as 99 percent less pollution than petroleum-based fuels. In addition, coconut oil provides an alternative to products that are contaminating the environment, destroying coral reefs and tropical rain forests, and contributing to the loss of endangered wildlife. Because of its numerous uses, it is providing a reliable source of income to many populations that are economically disadvantaged.

This book describes many of the advantages coconut oil has over other editable oils and industrial products and how its use can promote better health for us and for the planet.

New



Publication Date: June 2019
Pages: 176

How to Optimize the Ketogenic Diet and Avoid Common Mistakes

Keto cycling is the most powerful, most effective, and most efficient tool for overcoming chronic disease and restoring health. Keto cycling is a method of going in and out of ketosis—a metabolic state in which the body runs on fat. It is absolutely the easiest and most efficient method for losing excess body fat and achieving your optimal weight. Low-fat, calorie-restricted diets are gruelingly difficult because you feel continually hungry and deprived; the keto approach is comparatively easy. The food is delicious and your hunger is depressed, so you can eat to your satisfaction and still lose the weight without the pain.

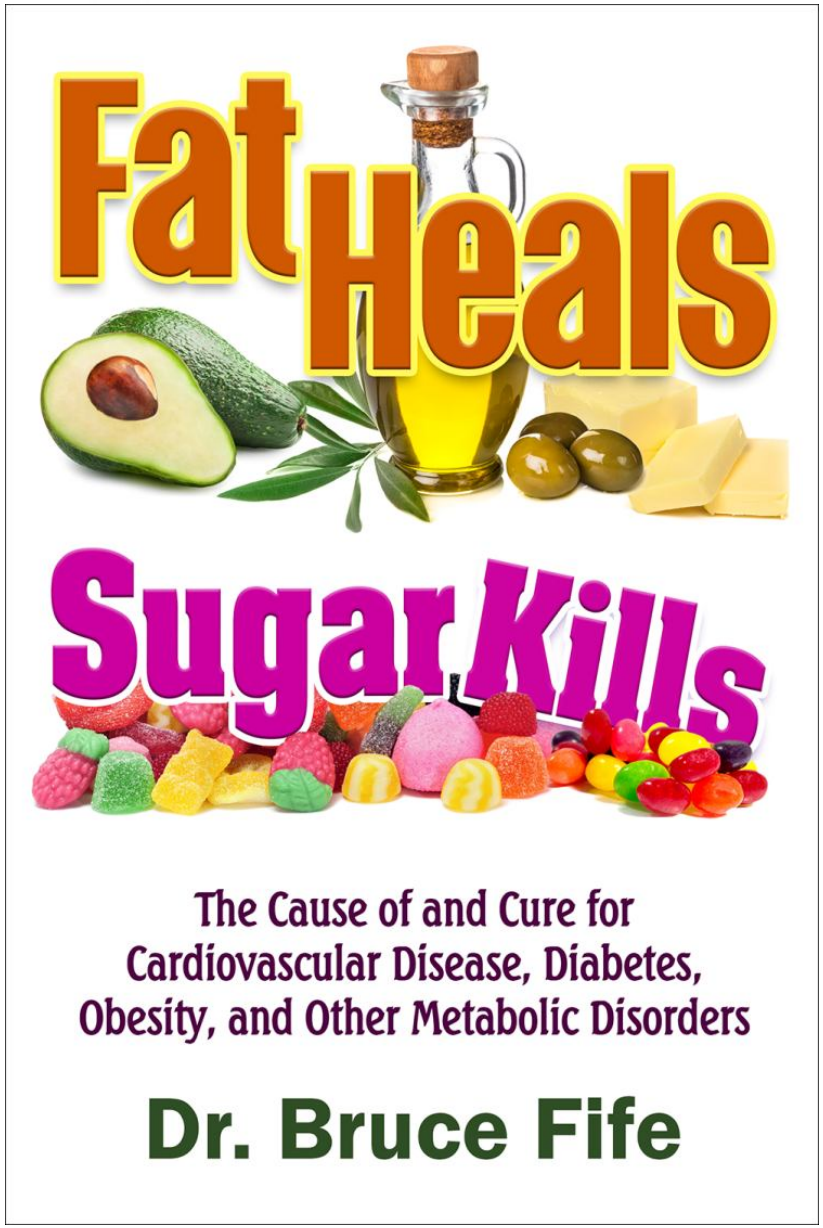
All of the common health markers that doctors measure when evaluating a patient's health, such as blood pressure, blood sugar, triglycerides, HDL, and systemic inflammation, are improved when a person goes keto. It is like hitting the reset button on your computer—all of the garbage is deleted and you are returned to the original properly working starting position before the errors began to creep in. Health problems are wiped away and you get a fresh start. Hormones are rebalanced, proper digestion is restored, energy levels improve, and blood chemistry improves; you sleep better, think better, and function better. It is literally an anti-aging diet. All of these results have been documented in published medical and nutritional studies.

Unfortunately, information about how to do the ketogenic diet is awash in myths, misinformation, and misconceptions that are perpetuated on the internet, in books, and in the news media. Many people are confused, and consequently do not follow the diet properly, leading to unsatisfactory results.

This book exposes common errors that can sabotage the ketogenic diet and reveals how you can greatly enhance the health-promoting effects of the diet through keto cycling.

Rights sold:
Studio Astropsychologii (Poland), Kopp Verlag (Germany)

New



Rights sold:
Succesboeken (The Netherlands), Studio Astropsychologii (Poland), Editorial Sirio (Spain), Kopp Verlag (Germany)

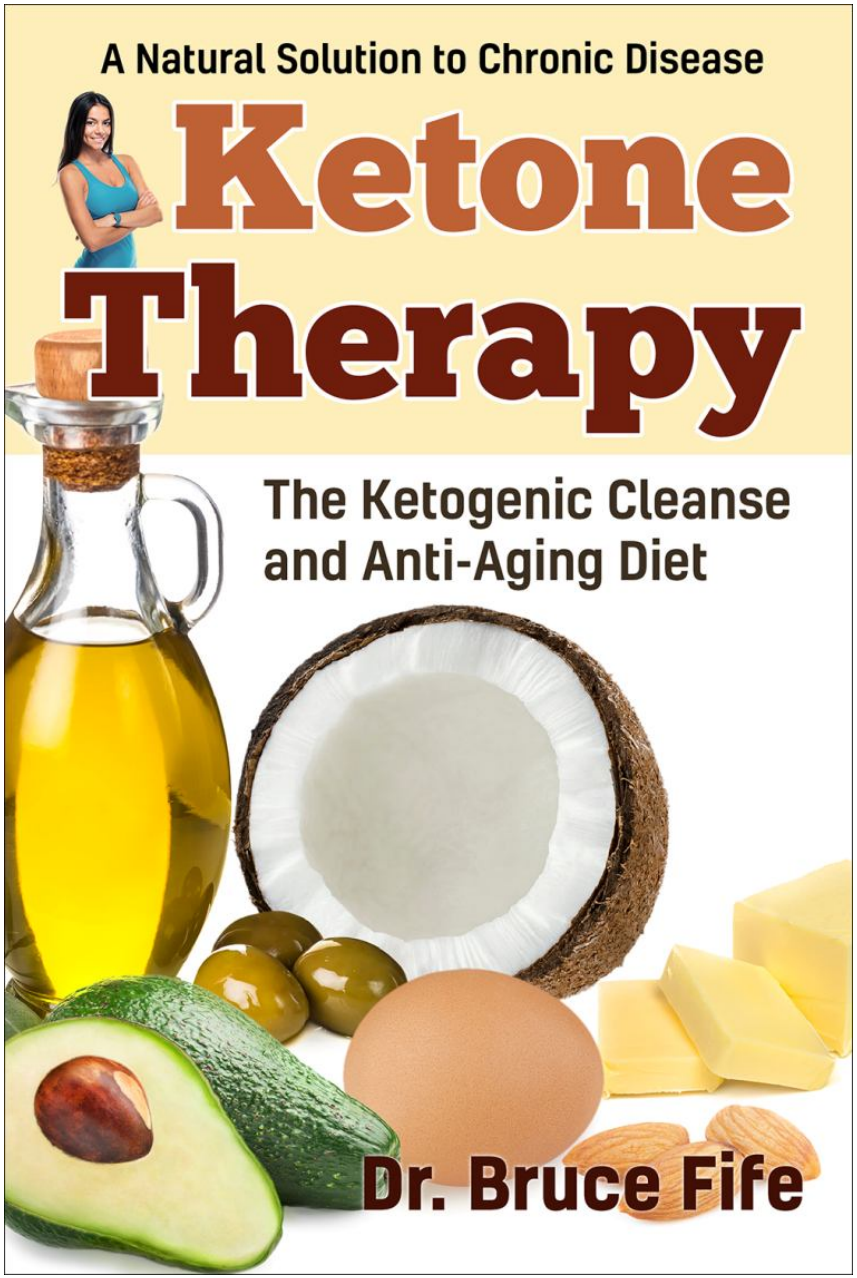
Publication Date: March 2019
Pages: 224

The Cause and Cure to Cardiovascular Disease, Diabetes, Obesity, and Other Metabolic Disorders

For decades we've been avoiding fat like the plague, eating low-fat this, non-fat that, choosing egg whites over the yokes, and trimming off every morsel of fat from meat in order to comply with the *Dietary Guidelines* recommendation to reduce our fat intake.
As a whole, we have succeeded in reducing our total fat intake and replacing it with more so-called "healthy" carbohydrates—most notably refined grains and sugar. What has been the consequence? Obesity is at an all-time high, diabetes and metabolic disorders have increased to epidemic proportions. Heart disease is still our number one killer. We have dutifully followed the advice of the "experts" and as a result, are sicker now more than ever before.
What went wrong? You can give thanks to the sugar industry. Through clever marketing, misdirection, flawed science, and powerful lobbying, the sugar industry succeeded in diverting attention away from themselves and putting the blame on fat, particularly saturated fat. We fell for it hook, line, and sinker.
Replacing fat with refined carbohydrates was the worse dietary blunder of the 20th century and has led to the skyrocketing levels of chronic disease we are experiencing today. Fortunately, there is a solution—cut out the refined carbohydrates and add good fats back into the diet.

New research is showing that fats are essential nutrients with important functions and can be used to help prevent and even reverse heart disease, diabetes, cancer, Alzheimer's, and many other chronic degenerative diseases that are caused by or made worse by the overconsumption of refined carbohydrates.

This book explains how sugar and refined carbohydrates are destroying our health. It also reveals new evidence and cutting-edge science behind the incredible healing potential of dietary fats and explains how and why certain fats are now considered not only healthy, but some of our most powerful superfoods.



Rights sold:
Kopp Verlag (Germany), Editorial Sirio (Spain), MyLife (Italy), Studio Astropsychologii (Poland)

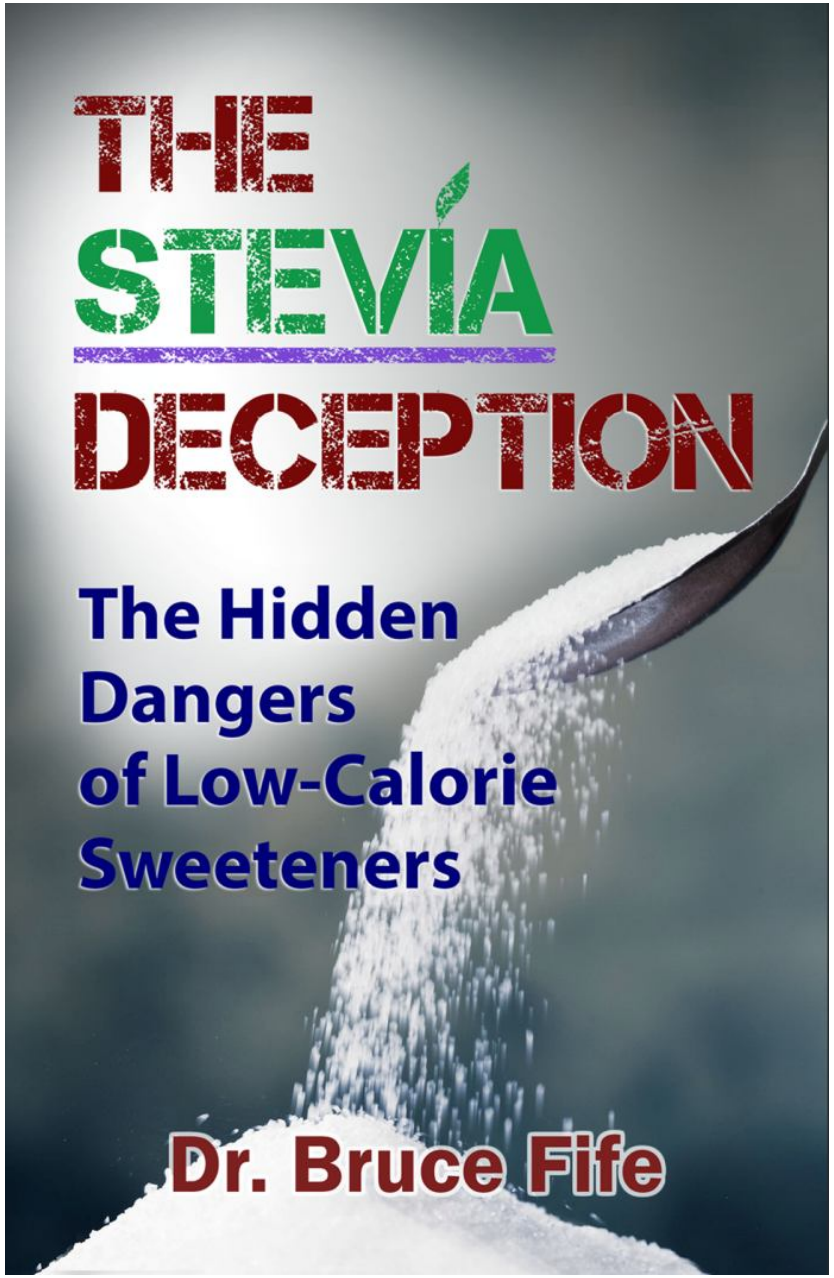
Publication Date: August 2017
Pages: 296

The Ketogenic Cleanse and Anti-Aging Diet

The ketogenic diet is one that is very low in carbohydrate, high in fat, with moderate protein. This diet shifts the body into a natural, healthy metabolic state known as nutritional ketosis.
In ketosis the body uses fat as its primary source of energy instead of glucose. Some of this fat is converted into an alternative form of fuel called ketones. Ketones are high-potency fuel that boost energy and cellular efficiency and activates special enzymes that regulate cell survival, repair, and growth. When a person is in nutritional ketosis, blood levels of ketones are elevated to therapeutic levels. In response, high blood pressure drops, cholesterol levels improve, inflammation is reduced, blood sugar levels normalize, and overall health improves.

Low-fat diets have been heavily promoted for the past several decades as the answer to obesity and chronic disease. However, we are fatter and sicker now more than ever before. Obviously, the low-fat approach has not worked. Our bodies actually need fat for optimal health and function more efficiently using fat for fuel.

In this book you will discover how people are successfully using the ketogenic diet to prevent and treat chronic and degenerative disease. Ketone therapy is backed by decades of medical and clinical research, which has proven the method to be both safe and effective for the treatment of variety of health issues, including Alzheimer's disease, Parkinson's disease, Multiple sclerosis, heart disease, cancer, diabetes, obesity, metabolic syndrome, Crohn's disease, ulcerative colitis, irritable bowel syndrome, glaucoma, macular degeneration, migraine headaches
or sleep disorders.



Rights sold:
Editorial Sirio (Spain), Studio Astropsychologii (Poland)

Publication Date: January 2017
Pages: 176

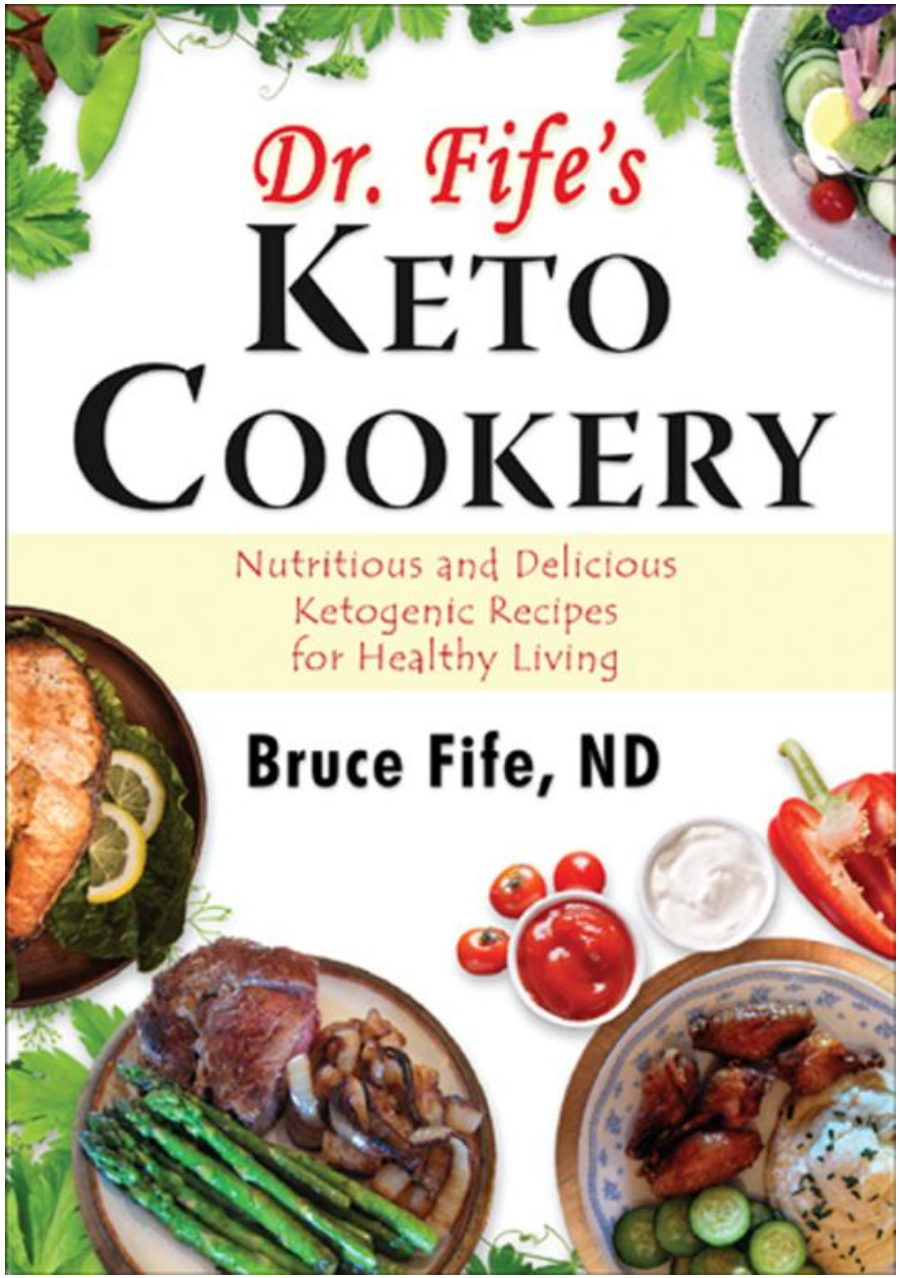
The Hidden Dangers of Low-Calorie Sweeteners

Through the power of persuasive advertising and clever marketing, we've been sold on the idea that stevia is a natural herbal sweetener that is not only harmless but even health-promoting. As such, it is promoted as a better choice over sugar or other low-calorie sweeteners. Stevia has rapidly become a multimillion-dollar industry heavily promoted by Coca-Cola, Danone, PepsiCo and other multinational corporations who are taking full advantage of its healthy image to sell their products.

Despite all of the marketing hype, stevia is not the innocent little herb it is made out to be – and it is not harmless. The stevia sweetener you purchase at the store is a highly refined, purified chemical that is little different from any other artificial sweetener, with many of the same drawbacks and dangers. To say that stevia is harmless because it is derived from a herb is like saying sugar and cocaine are harmless because they too are derived from herbs.

The author's observation of troubling adverse reactions associated with stevia led him on an investigation that uncovered disturbing facts hidden from the public, including studies that contradict the sweetener's safety and assumed benefits.

In this book, you will learn why you should never use stevia if you want to lose excess weight or control diabetes. You will also learn why all low-calorie sweeteners are potentially dangerous, and what options you have available. The information in this book comes directly from published studies, historical facts, and the author's personal experiences.



Rights sold:
VAK Verlag (Germany), Studio Astropsychologii (Poland)

Publication Date: May 2016
Pages: 336, colour photographs

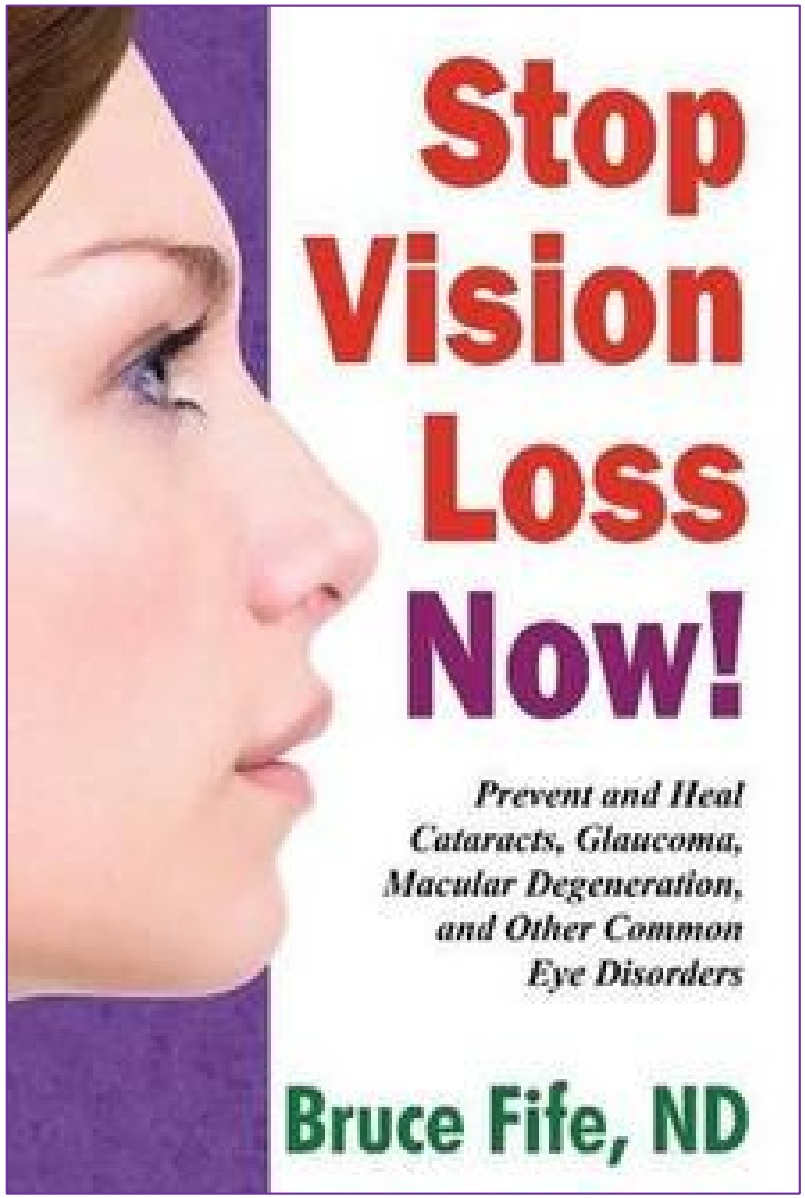
Nutritious and Delicious Ketogenic Recipes for Healthy Living

A ketogenic diet is one that is very low in carbohydrate and high in fat, with moderate protein. Such a diet shifts the body into an ultra-efficient metabolic state in which fat is utilized as the primary source of fuel in place of glucose (sugar).
This metabolic state, known as nutritional ketosis, has a pronounced therapeutic effect on the body. The diet has proven safe and effective in helping people lose excess weight, improve mental function, balance blood sugar and pressure, improve cholesterol levels, and much more.

Described as the ultimate ketogenic cookbook, Dr. Bruce Fife has compiled into one volume his favorite ketogenic recipes, nearly 450 in all! It includes 70 vegetable recipes, 47 salads and 22 dressings, 60 egg recipes, 50 delicious high-fat sauces for meats and vegetables, as well as a variety of mouthwatering wraps, soups, and casseroles, with a creative array of meat, fish, and poultry dishes. With this resource, you will always have plenty of options to choose from for your daily needs.

No exotic or hard-to-find ingredients here. This is a practical cookbook that can be used every day for life. All of the recipes are simple, with ingredients that are readily available at your local grocery store. None of the recipes include any artificial sweeteners, sugars, flavor enhancers, gluten, grains, or other questionable ingredients. Recipes use only fresh, wholesome, natural foods to guarantee optimal health.

Some of the recipes in this book include: chicken pot pie, corned beef and cabbage, barbecue beef short ribs, sirloin tip roast with roasted vegetables, roasted rolled pork belly with mushroom stuffing, rosemary lemon pork chops, lamb patties with mushroom gravy, shepherd's pie, low-carb turkey dressing, crispy chicken wings, Parmesan chicken strips, pecan-breaded fish fillets, breakfast pizza, coco fries, avocado bacon wraps, and beef stroganoff.



Publication Date: October 2015

Pages: 256, black and white photographs

Prevent and Heal Cataracts, Glaucoma, Macular Degeneration, and Other Common Eye Disorders

Losing your eyesight is a frightening thought. Most chronic, progressive eye disorders are considered incurable, but this situation may not be as hopeless as it seems.

There is a successful treatment, and the solution is a proper diet. They key to this diet is coconut, specifically coconut oil. The author used this method to cure his own glaucoma, something standard medical therapy is unable to do.

The coconut-based dietary program described in this book has the potential to help prevent and treat many common visual problems, including cataracts, glaucoma, macular degeneration, diabetic retinopathy, irritated eyes, conjunctivitis, and others.

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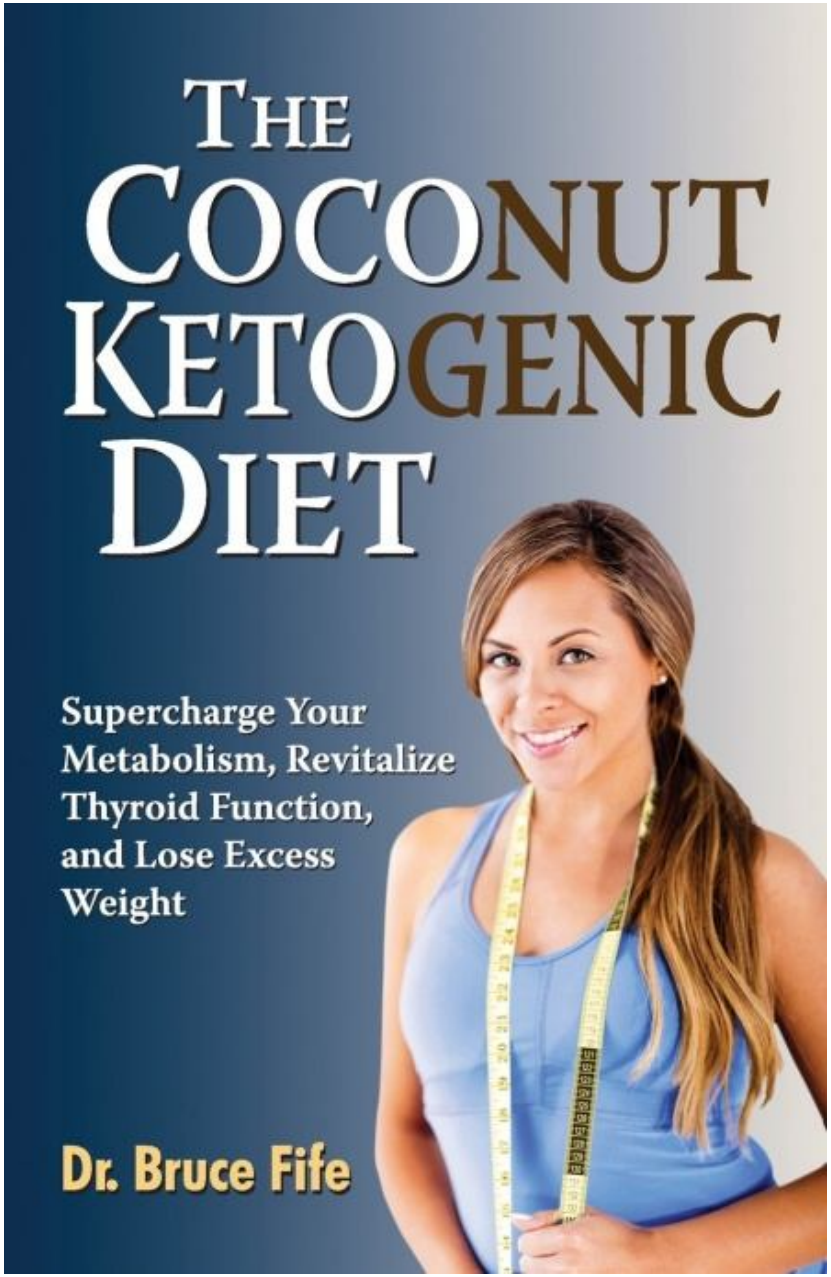
Editorial Sirio (Spain), Studio Astropsychologii (Poland), Kopp Verlag (Germany). Big Forest (complex Chinese)



Publication Date: May 2014

Pages: 320, black and white photographs

Supercharge Your Metabolism, Revitalize Thyroid Function, and Lose Excess Weight

You can enjoy eating rich, full-fat foods and lose weight without counting calories or suffering from hunger. The secret is a high-fat, ketogenic diet. Our bodies need fat. It's necessary for optimal health. It's also necessary in order to lose weight safely and naturally.

This revolutionary weight loss program is designed to keep you both slim and healthy using wholesome, natural foods, and the most health-promoting fats. It has proven successful in helping those suffering from obesity, diabetes, heart and circulatory problems, low thyroid function, chronic fatigue, high blood pressure, high cholesterol, and many other conditions.

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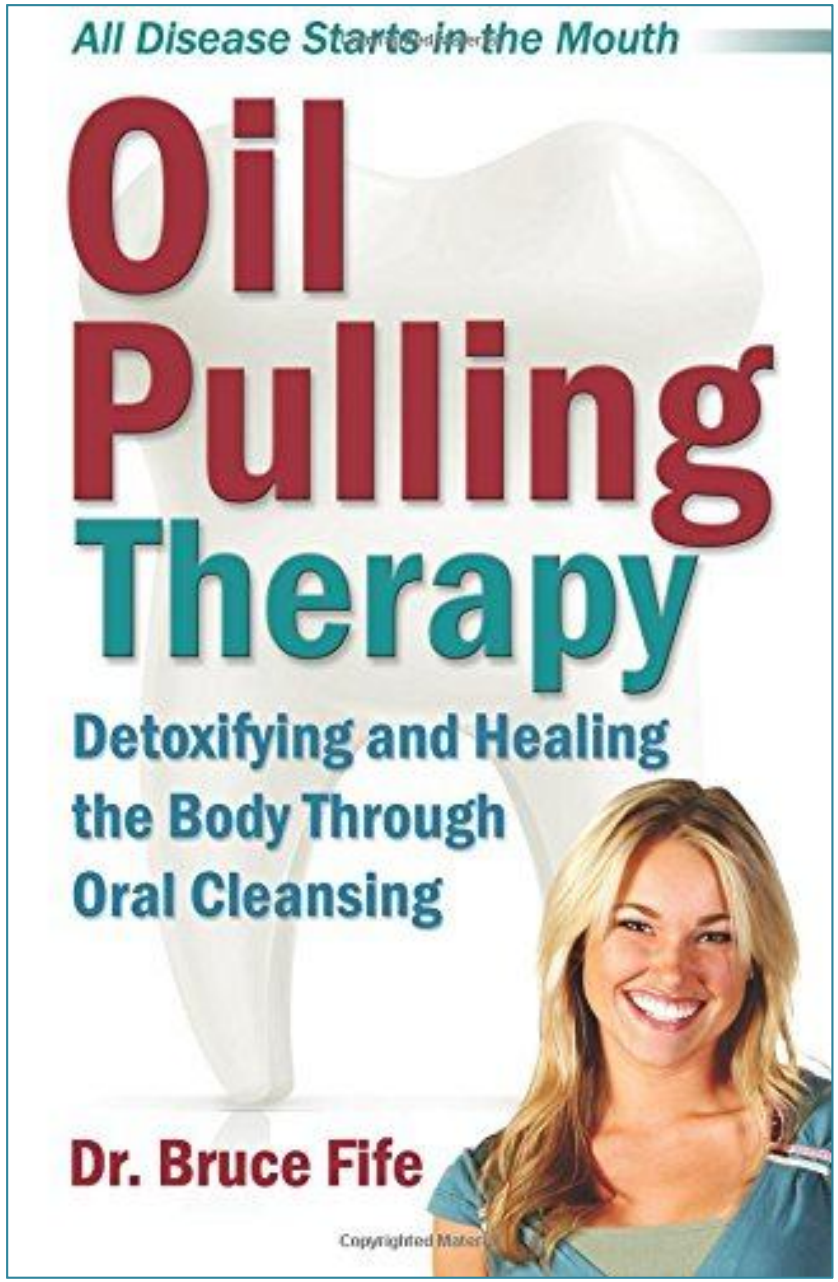

Publication Date: September 2008
Pages: 192, illustrated b/w

Detoxifying and Healing the Body through Oral Cleansing

If you have bad breath, bleeding gums, cavities, or tooth pain you need this book! If you suffer from asthma, diabetes, arthritis, migraine headaches, or any chronic illness and have not found relief, this book could have the solution you need.

All disease starts in the mouth! As incredible as it may sound, most of the chronic and infectious illnesses that trouble our society today are influenced by the health of our mouths.

Recent research has demonstrated a direct link between oral health and chronic illness. Simply improving the health of your teeth and gums can cure many chronic problems. More brushing, flossing, and mouthwash isn't the solution. What will work is Oil Pulling Therapy. Oil pulling is an age old method of oral cleansing originating from Ayurvedic medicine. It is one of the most powerful, most effective methods of detoxification and healing known in natural medicine.

Dr. Fife's Oil Pulling Therapy is a revolutionary new treatment combining the wisdom of Ayurvedic medicine with modern science.

Translated into 9 languages!

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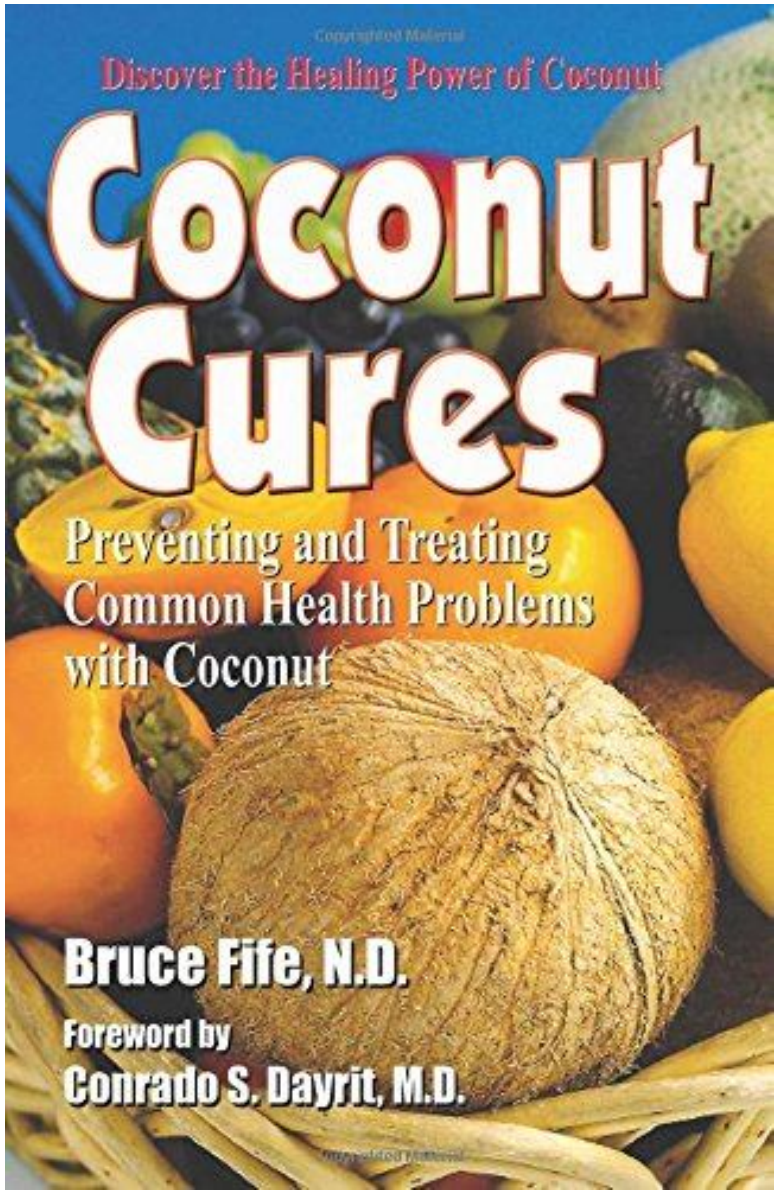

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Publication Date: March 2005
Pages: 256, illustrated

Foreword by Conrado S. Dayrit, M.D.

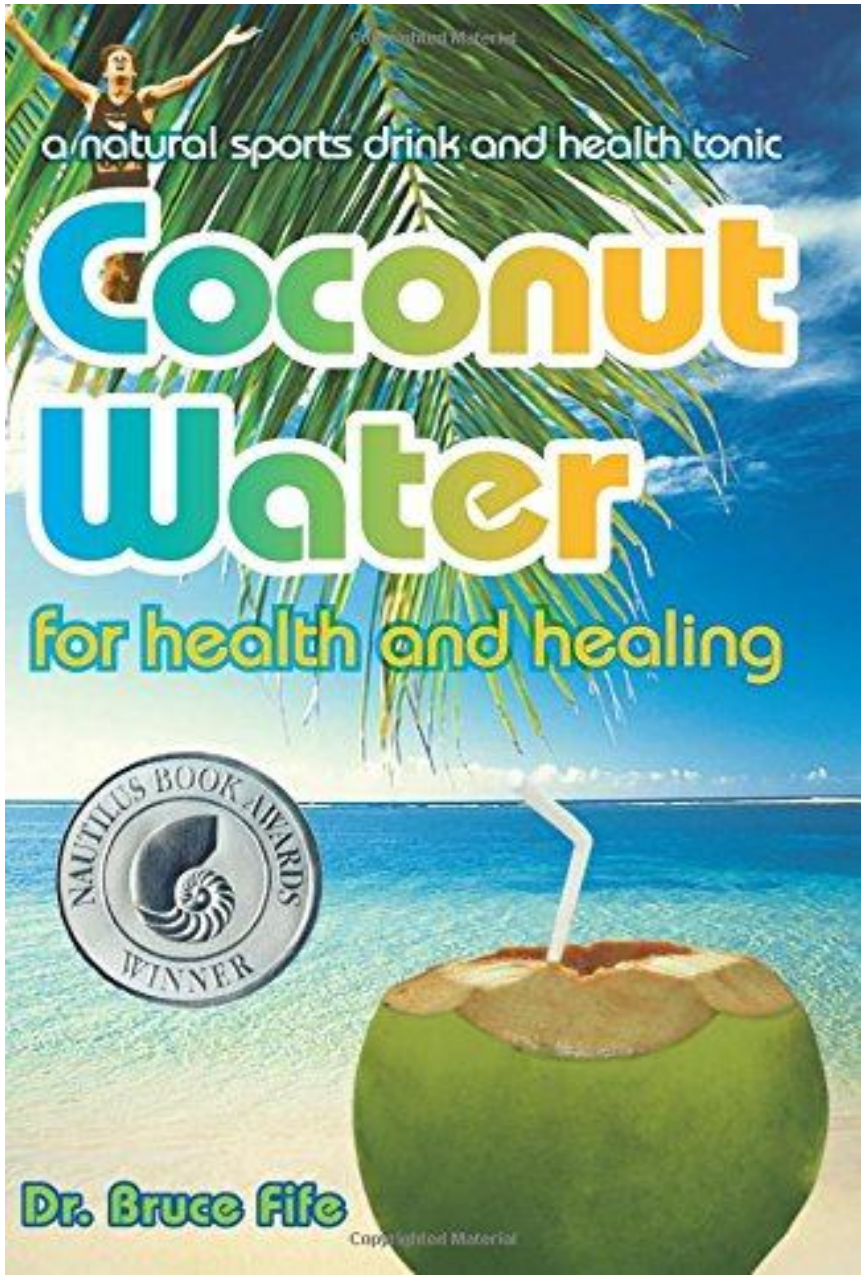
Preventing and Treating Common Health Problems with Coconut

Discover the amazing health benefits of coconut oil, meat, milk, and water. In this book you will learn why coconut oil is considered the healthiest oil on earth and how it can protect you against heart disease, diabetes, and infectious illnesses such as influenza, herpes, Candida, and even HIV.

There is more to the healing power of coconut than just the oil. You will also learn about the amazing health benefits of coconut meat, milk, and water. You will learn why coconut water is used as an IV solution and how coconut meat can protect you from colon cancer, regulate blood sugar, and expel intestinal parasites. Contains dozens of fascinating case studies and remarkable success stories. You will read about one woman's incredible battle with breast and brain cancer and how she cured herself with coconut.

This book includes an extensive A to Z reference with complete details on how to use coconut to prevent and treat dozens of common health problems.

Translated into 15 languages!



Nautilus Book Award
Silver Medal Winner!

Publication Date: January 2008
Pages: 223, illustrated b/w

Coconut water is a refreshing beverage that comes from coconuts.

It's a powerhouse of nutrition containing a complex blend of vitamins, minerals, amino acids, carbohydrates, antioxidants, enzymes, health enhancing growth hormones, and other phytonutrients.

Because its electrolyte (ionic mineral) content is similar to human plasma, it has gained international acclaim as a natural sports drink for oral rehydration. As such, it has proven superior to commercial sports drinks. Unlike other beverages, it is completely compatible with the human body, in so much that it can be infused directly into the bloodstream. In fact, doctors have used coconut water successfully as an intravenous fluid for over 60 years.

Coconut water's unique nutritional profile gives it the power to balance body chemistry, ward off disease, fight cancer, and retard aging. History and folklore credit coconut water with remarkable healing powers, which medical science is now confirming.

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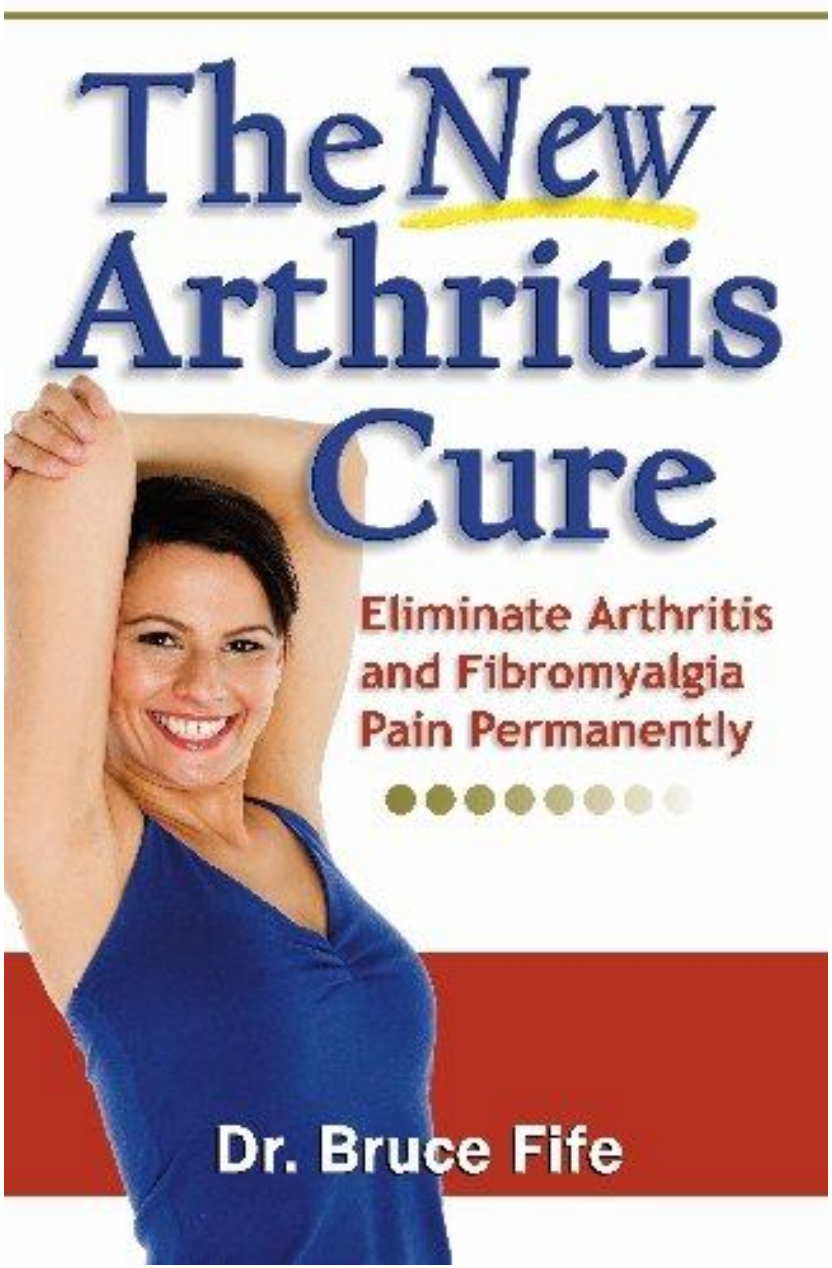

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Publication Date: October 2009
Pages: 191, illustrated b/w

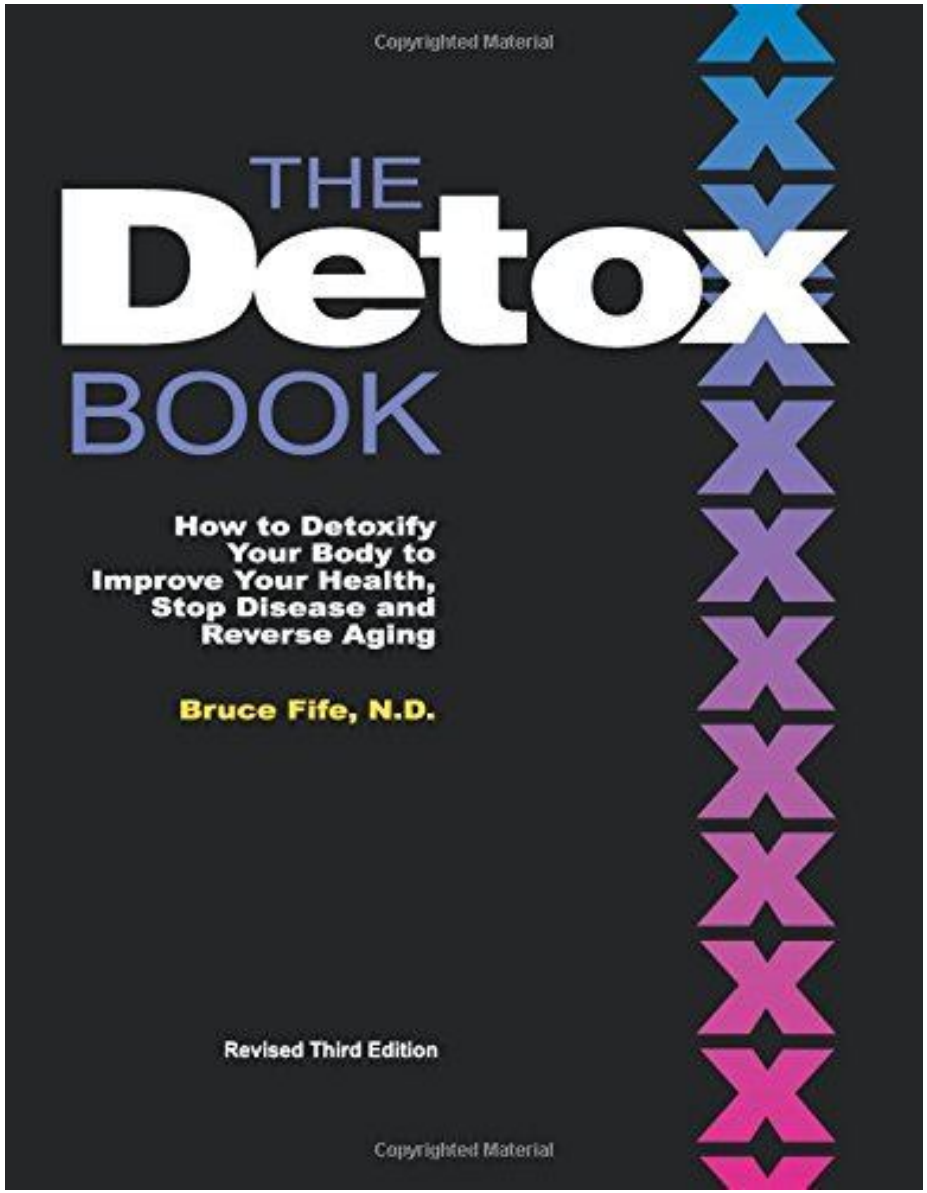
Eliminate Arthritis and Fibromyalgia Pain Permanently

The title of this book makes a bold statement. It promises a cure. Is this really possible? Yes, there is a cure to arthritis. You can eliminate arthritis and fibromyalgia pain permanently.

This book reveals the true cause of arthritis and fibromyalgia. Up till now these conditions have been considered incurable. The reason for this is that doctors have not recognized the cause, and without knowing the cause it is virtually impossible to develop a cure. Recent medical research, however, has established a clear cause and effect connection. The underlying cause for all the major forms of arthritis and for fibromyalgia is now known.

Drugs aren't the answer. However, there are natural health-promoting therapies that do work and can stop the progression of the disease and encourage regeneration and recovery.

In this book you will read about new groundbreaking medical research, fascinating case studies, and inspiring personal success stories. You will learn about a totally unique approach to overcoming arthritis and fibromyalgia called the Anti-Arthritis Battle Plan. More importantly, you will learn what steps you must take in order to stop the disease process and regain your health.



Publication Date: September 2011
Pages: 208, illustrated b/w

How to Detoxify Your Body to Improve Your Health, Stop Disease and Reverse Aging

We live in a toxic world. Environmental pollution and disease-causing germs assault us continually day after day. Our food is nutrient deficient and our water supply dangerously contaminated. People today are exposed to chemicals in far greater concentrations than were previous generations. Thousands of tons of man-made chemicals and industrial pollutants are poured into our environment and our food supply daily.

Nature, however, has provided us with the solution. Our bodies are amazingly resilient. If the disease-causing toxins are removed, the body will heal itself. This book outlines the steps you need to take to thoroughly detoxify and cleanse your body from these disease-causing agents. You will also learn how to reduce your toxic exposure and how to strengthen your immune system.

Through detoxification you will free yourself from the chains of pain, reverse degenerative conditions, gain more energy, feel and look younger, improve your memory, and be happier. Virtually all the diseases of modern society, including many infectious illnesses, can be avoided or even cured by sensible systematic detoxification.

Although we live in a toxic world we can take control of our health. This book will show you how.

"The Detox Book is highly recommended for health reference collections."

--The Midwest Book Review

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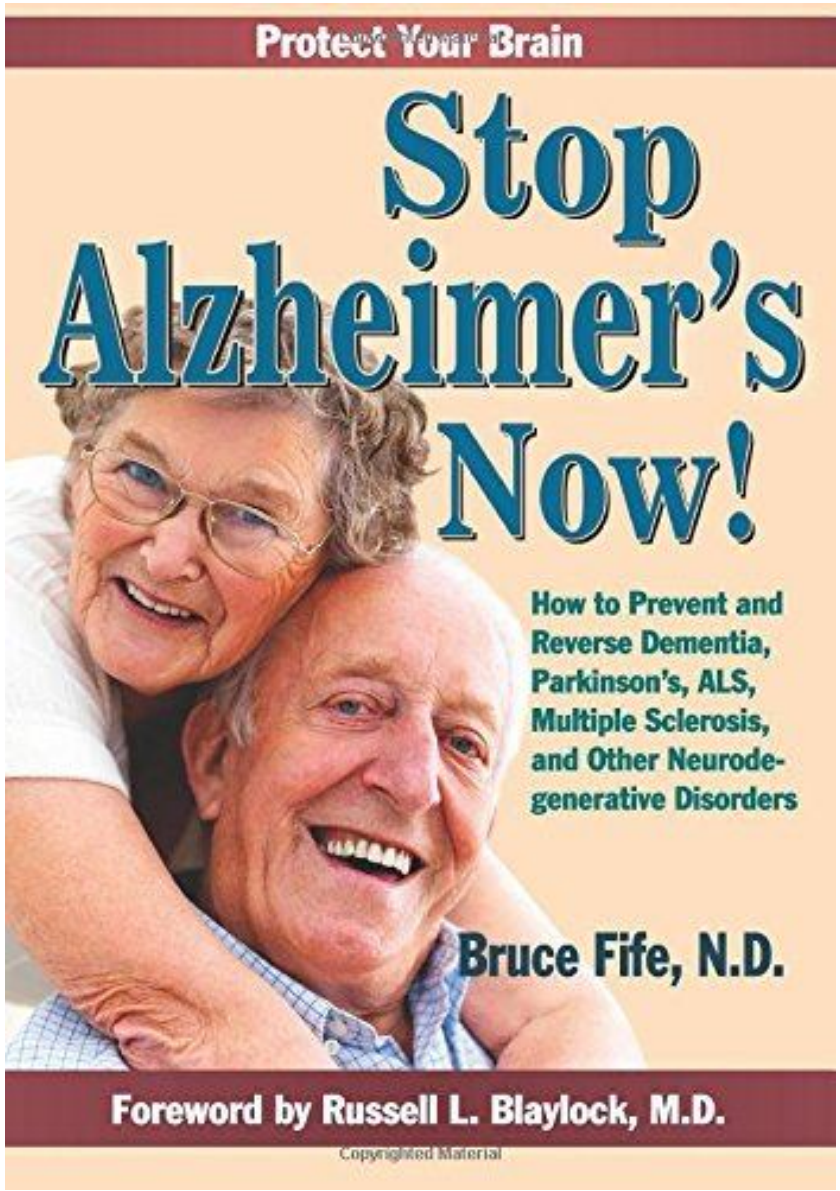
Studio Astropsychologii (Poland), Shanghai Scientific (simplified and complex Chinese), Kopp Verlag (Germany)



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2012 Nautilus Book Award
Silver Medal Winner!

Publication Date: February 2011
Pages: 352, illustrated b/w

Foreword by Dr. Russell L. Blaylock, MD

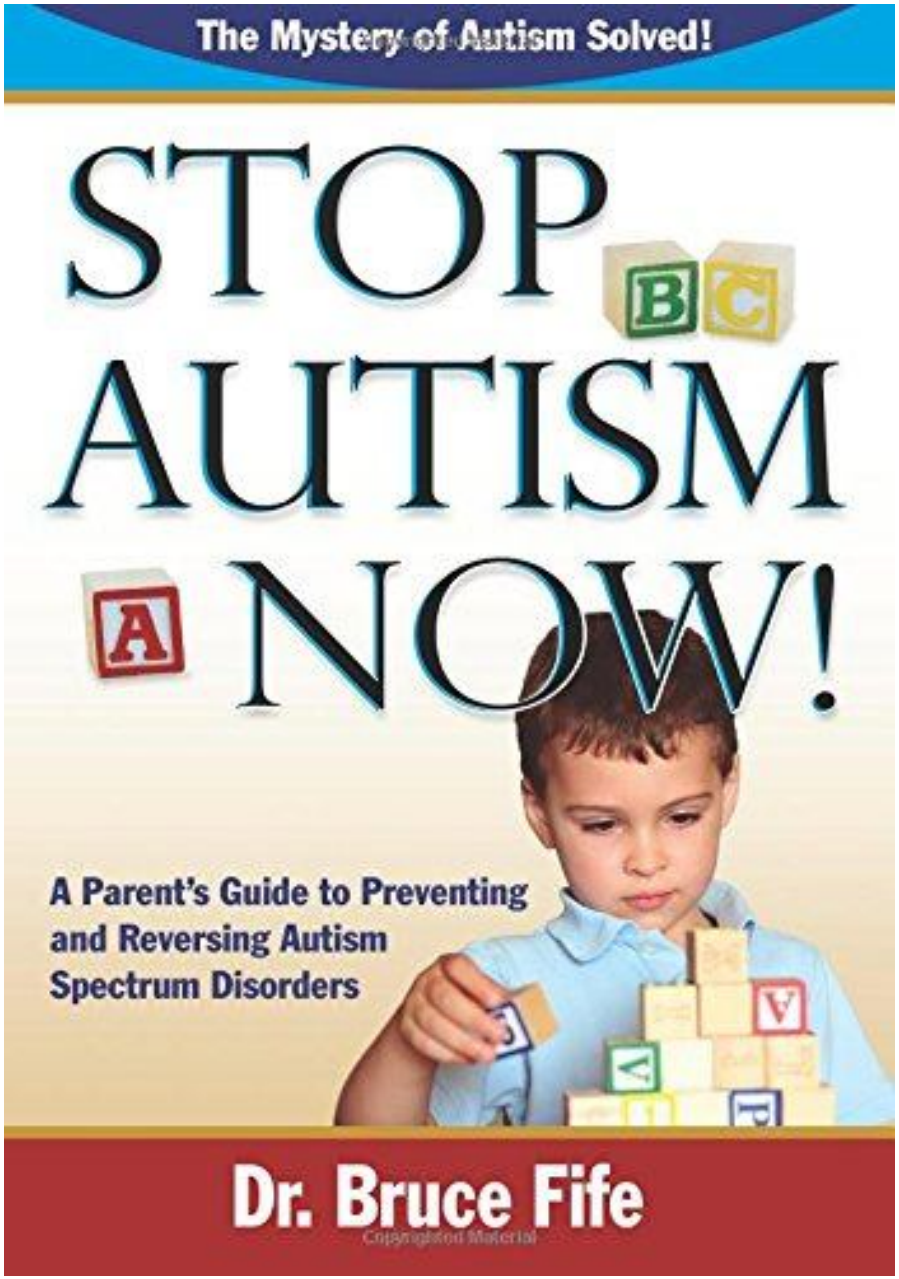
How to Prevent and Reverse Dementia, Parkinson's, ALS, Multiple Sclerosis, and Other Neurodegenerative Disorders

More than 35 million people have dementia today. Each year 4.6 million new cases occur worldwide—one new case every 7 seconds. Alzheimer's disease is the most common form of dementia. Parkinson's disease, another progressive brain disorder, affects about 4 million people worldwide. Millions more suffer with other neurodegenerative disorders. The number of people affected by these destructive diseases continues to increase every year.

Dementia and other forms of neurodegeneration are not a part of the normal aging process. The brain is fully capable of functioning normally for a lifetime, regardless of how long a person lives. While aging is a risk factor for neurodegeneration, it is not the cause! Dementia and other neurodegenerative disorders are disease processes that can be prevented and successfully treated.

This book outlines a program using ketone therapy and diet that is backed by decades of medical and clinical research and has proven successful in restoring mental function and improving both brain and overall health.

Translated into 8 languages!



Rights sold:
Editorial Sirio (Spain)

Publication Date: April 2012
Pages: 300

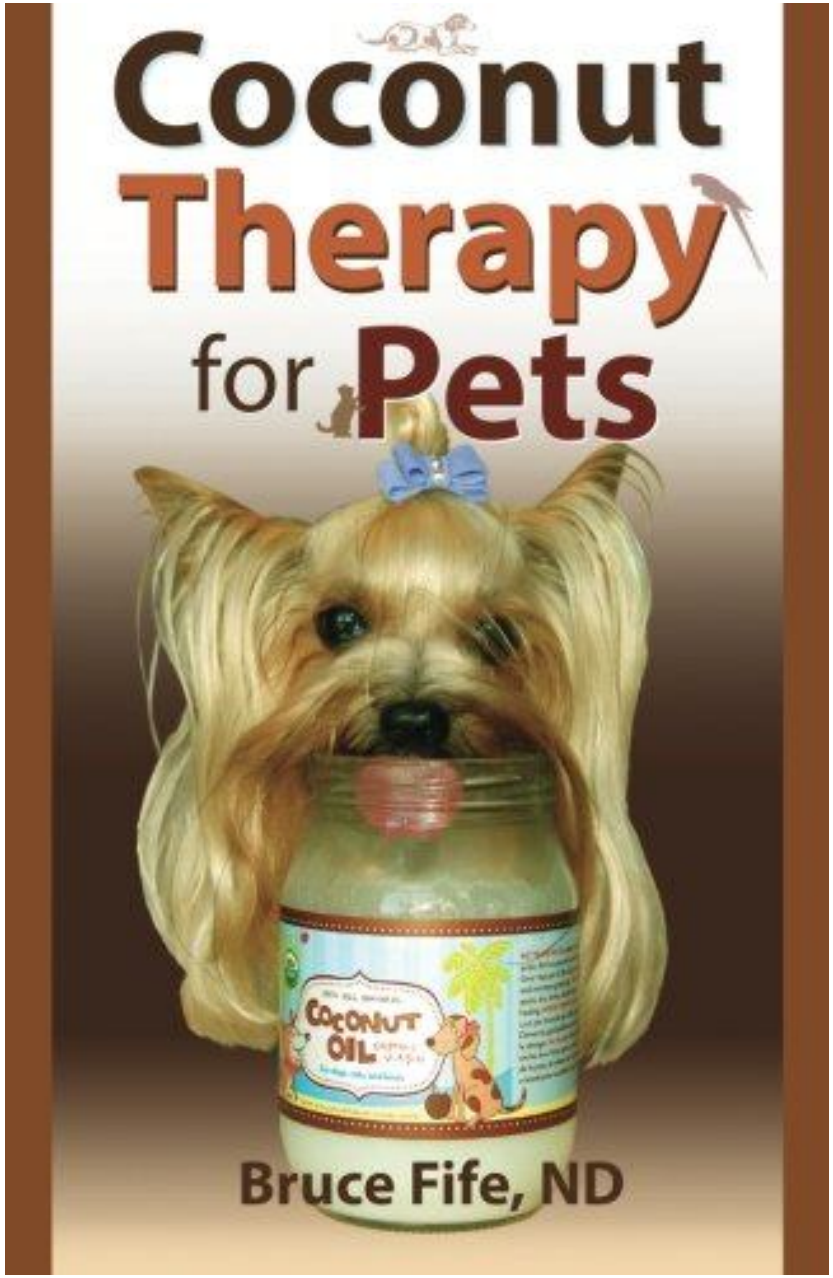
A Parent's Guide to Preventing and Reversing Autism Spectrum Disorders

Over 1 million people have autism. This number is rapidly growing. Over the past several years autism has increased to epidemic proportions. Thirty years ago it affected only 1 in 2,500; today 1 out of every 88 children in the United States and 1 out of 64 in the UK are affected. Autism has quickly become a worldwide problem.

Over the past 12 years there has been a 17 percent increase in childhood developmental disabilities of all types including autism, attention deficit hyperactivity disorder (ADHD), epilepsy, mental retardation, and others. Currently in the United States, 4 million children have attention deficit hyperactivity disorder, the most common learning disability, and an incredible one in six children are classified as learning disabled.

Why the sudden astronomical rise in developmental disabilities? Most doctors have no clue what causes autism, nor any idea how to prevent or even treat it. The only medically recognized form of treatment is an attempt to teach affected children how to manage the disorder and live with it. Antidepressants, antipsychotics, and stimulants are often prescribed to help them cope with their symptoms. No possibility of a cure is offered, as the condition is considered permanent—in other words, hopeless.

Autism, however, is not a hopeless condition. It can be prevented and successfully treated without the use of drugs. This book describes an innovative new dietary and lifestyle approach involving coconut ketone therapy that has proven very successful in reversing even some of the most severe developmental disorders, allowing once disabled children to enter regular school and lead normal, happy, productive lives. There is a solution. You can stop autism now!



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Big Forest (complex Chinese)

Publication Date: January 2014
Pages: 176, b/w photographs

What can you do if your cat has worms? Use coconut oil. What can you do about smelly doggy breath? Try coconut oil. What if your cat has an ear infection? Again, coconut oil.

Believe it or not, coconut oil is a highly effective treatment for a wide variety of common health problems. For this reason, coconut oil has gained a reputation as a superfood—a food that provides health benefits far beyond its nutritional content.

Coconuts and coconut oil have a long history of safe and effective use as food and as medicine for both humans and animals. Most animals love the taste of coconut. Whether you own cats, dogs, ferrets, parrots, canaries, chickens, horses, goats, hamsters, gerbils, guinea pigs, rabbits, or other animals, they can all benefit from the nutritional and medicinal properties of coconut oil.

Dr. Bruce Fife

Dr. Bruce Fife, CN, ND is an author, speaker, certified nutritionist, and naturopathic physician—a physician that uses diet, nutrition, exercise, physical therapy, and other non- drug and non-invasive therapies to treat patients. He has written more than 25 books on diet, nutrition, and healthy fats.

He is the publisher and editor of the *Healthy Ways Newsletter* and serves as the president of the Coconut Research Center (http://www. coconutresearchcenter.org/), a non-profit organization whose purpose is to educate the public and medical community about the health and nutritional aspects of coconut.

Dr. Fife is recognized internationally as the foremost authority on the health and nutritional aspects of coconut and related topics. Dr. Fife was the first to gather together the medical research on the health benefits of coconut oil and present it in an understandable and readable format for the general public. As such, he travels throughout the world educating medical professionals and laypeople alike on the wonders of coconut. For this reason, he is often referred to as the “Coconut Guru” and many respectfully can him “Dr. Coconut.”

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