

TRUST YOUR GUT

New CORE Program Resolves Chronic Gut Distress

Do you have an upset stomach that just won't quit? Do you often feel bloated or have troubling intestinal pains? Do you ask yourself "what can I eat and not suffer?" Do you have to know where the nearest bathroom is? Have you exhausted every means of healing with traditional medicine, yet the problem persists — with no hope in sight?

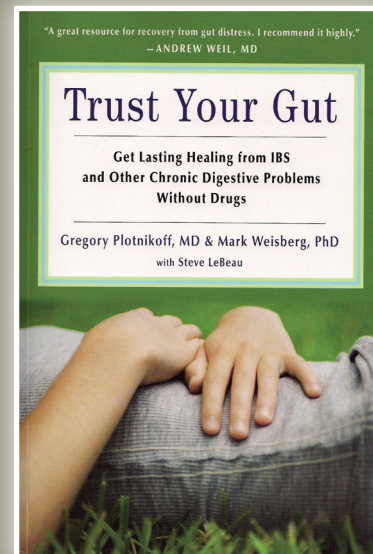
More than 50 million Americans suffer from myriad forms of chronic intestinal upset. Many have given up because they are embarrassed and exhausted. They feel they cannot even trust their own body.

Two leaders in integrative medicine, a physician and a psychologist, have developed *Trust Your Gut's* revolutionary CORE program. They offer a comprehensive, effective and accessible mind-body approach to healing — without the need for doctors or drugs.

They are the doctors *other doctors* send their toughest patients to. Their CORE program evolved from decades of clinical experience resolving the toughest cases. Their solution is scientifically grounded and natural.

By empowering their patients to awaken their "inner doctor" many find lasting, sustainable relief — rebalancing their lives through changes in diet, sleep, stress reduction and new techniques. The key to that success is to Trust Your Gut!

**"A great resource for gut distress, I recommend it highly."
— Andrew Weil, MD**

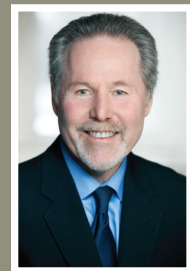


AUTHORS OF TRUST YOUR GUT



**Gregory A. Plotnikoff
MD, MTS, FACP**

is a board-certified internist and pediatrician who has received national and international honors for his cutting edge work in cross-cultural and integrative medicine.



**Mark B. Weisberg
PhD, ABPP**

is a clinical health psychologist. An adjunct professor at the Center for Spirituality and Healing at the University of Minnesota, he is also a Fellow of the American Psychological Association.

Story Ideas

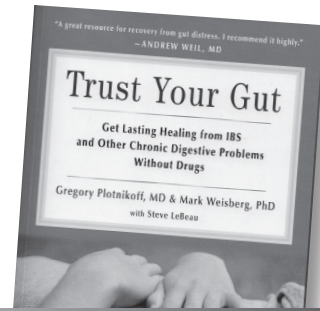
- The 5 myths of gut distress: What you need to know now.
- Skills, not pills. Awaken your inner doctor and heal your gut.
- Trust Your Gut: Listen to what your abdomen is trying to tell you.
- Gluten free and still suffering?
- Two powerful NEW tools for healing gut distress —
Retrain Your Brain and Balance your Ecology.
- Self-Assess: Are the Five Forms of Stress affecting your gut health?
- Key dietary "instigators" and "supporters" (visual demo for TV)

www.trustyourgut.com

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TRUST YOUR GUT

Learn to master your mind-gut connection.



Media Resumes



Gregory A. Plotnikoff, MD, MTS, FACP
www.gregoryplotnikoff.com

TELEVISION

Significant local television news for many years plus Ivanhoe Broadcast in 2013.

RADIO

Multiple appearances including these NPR programs: Science Friday, Speaking of Faith, All Things Considered

NEWSPAPERS

Multiple front page Sunday articles in Chicago Tribune, Minneapolis Star Tribune.

Quoted in New York Times, LA Times, Chicago Tribune and many more via McClatchy syndication.

MAGAZINES

Experience Life, Men's Fitness, National Geographic, Prevention, Readers Digest, Self, Vitality many more

BLOGS

ABCnews.com, DrWeil.com, Self.com, doitgreen.org, WebMD.com



Mark B. Weisberg, PhD, ABPP
Clinical Health Psychologist
www.drmarkweisberg.com

TELEVISION

Multiple appearances over past number of years, including appearances on local PBS affiliate of Minnesota Public Television (TPT 2)

RADIO

Multiple appearances, including:

- Doctors On Call (WCCO Radio – CBS affiliate in Minneapolis)
- Patty Peterson Show (WCCO Radio)
- Doctor Radio (Sirius Satellite Radio)
- Jason Lewis Show (nationally syndicated)

INTERNET

Multiple appearances including:

- “Five To Thrive” nationally syndicated web radio program
- Numerous online courses and online invited interviews for the National Institute for the Clinical Application for Behavioral Medicine (NICABM)
- Dr Peter Lambrou Show (“Looking Good – Feeling Great”)
- Invited internet webinars for American Society of Clinical Hypnosis

CONTACT:

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