

ESTTA Tracking number: **ESTTA633987**

Filing date: **10/20/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91212477
Party	Defendant GFA Brands, Inc.
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Submission	Defendant's Notice of Reliance
Filer's Name	Johanna M. Wilbert
Filer's e-mail	johanna.wilbert@quarles.com, deena.rafinski@quarles.com
Signature	/s/ Johanna M. Wilbert
Date	10/20/2014
Attachments	GFA's 4th Notice of Reliance.pdf(13697 bytes) Ex D-1 - balance-and-harmony_.pdf(330197 bytes) Ex D-2 - balance-your-body-balance-your-_.pdf(653449 bytes) Ex D-3 - balance-your-diet_.pdf(336188 bytes) Ex D-4 - balance-your-life-balance-the-s_.pdf(524815 bytes) Ex D-5 - core-balance-diet-marcelle-pick_.pdf(734939 bytes) Ex D-6 - health-in-balance_.pdf(425988 bytes) Ex D-7 - health-in-balance-autumn-cuisin_.pdf(280260 bytes) Ex D-8 - Life-Balance-Delicious-Plant-based-Recipes_.pdf(440478 bytes) Ex D-9 - nourished-a-cookbook-for-health_.pdf(1332616 bytes) Ex D-10 - the-balance_.pdf(484939 bytes) Ex D-11 - the-energy-balance-diet_.pdf(367998 bytes) Ex D-12 - the-perfect-balance_.pdf(413813 bytes)

**UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. 85/751,520: EARTH BALANCE
Published for Opposition March 19, 2013

BALANCE BAR COMPANY,

Opposer,

Opposition No. 91212477

v.

GFA BRANDS, INC.,

Applicant.

APPLICANT'S FOURTH NOTICE OF RELIANCE

Pursuant to Rule 2.122(e) of the Trademark Rules of Practice and Section 704.08(b) of the Trademark Trial and Appeal Board Manual of Procedure, Applicant, GFA Brands, Inc., hereby submits, makes of record in connection with this opposition proceeding, and notifies Opposer, Balance Bar Company, of Applicant's reliance upon the attached printouts of websites showing evidence of third-party use of cookbooks containing the term BALANCE in the title. The following cookbooks listed for sale on the internet show that the word "balance" on the book jacket is used to describe healthy food and is relevant to the perception of consumers regarding the use of the term "balance" in ordinary parlance and the lack of a likelihood of consumer confusion. True and correct printouts of the following websites are attached hereto as Exhibits D-1 to D-12: Each printout identifies on its face the date on which the document was accessed and printed, as well as the applicable URL identifying the online source of the document.

Exhibit No.:	Description
D-1	Neil Perry, <i>Balance and Harmony: Asian Food</i> , 2008, http://www.amazon.com/Balance-Harmony-Neil-Perry/dp/1740459083/ref=sr_1_7?s=boo (accessed and printed on October 9, 2014)
D-2	Edward A. Tabu, M.D., <i>Balance Your Body, Balance Your Life</i> , 2000, http://www.barnesandnoble.com/w/balance-your-body-balance-your-life-edward-a-taub/1004150257?ean=9780743412599 (accessed and printed on October 9, 2014)
D-3	Amber Walker, <i>Balance Your Diet: Eat Well, Eat Healthy</i> , 2012, http://www.barnesandnoble.com/w/balance-your-diet-amber-walker/1112936809?ean=978 (accessed and printed on October 9, 2014)
D-4	Jennifer Tuma-Young, <i>Balance Your Life, Balance the Scale: Ditch Dieting, Amp Up Your Energy, Feel Amazing, and Release the Weight</i> , 2012, http://www.barnesandnoble.com/w/balance-your-life-balance-the-scale-jennifer-tuma-young/1112037995?ean=9780062117007 (accessed and printed on October 9, 2014)
D-5	Marcelle Pick, <i>The Core Balance Diet</i> , 2011, http://www.barnesandnoble.com/w/core-balance-diet-marcelle-pick/1100318587?ean=978 (accessed and printed on October 10, 2014)
D-6	Carol Maglio and Dr. Ken Grey, <i>HEALTH in Balance Summer Cuisine</i> , 2012, http://www.amazon.com/HEALTH-Balance-Summer-Cuisine-ebook/dp/B00876CM0K/ref (accessed and printed on October 10, 2014)
D-7	Carol Maglio and Dr. Ken Grey, <i>HEALTH in Balance Autumn Cuisine</i> , 2012, http://www.barnesandnoble.com/w/health-in-balance-autumn-cuisine-carol-maglio/1112713510?ean=2940015056518 (accessed and printed on October 10, 2014)
D-8	Meg Wolff, <i>A Life in Balance: Delicious Plant-based Recipes for Optimal Health</i> , 2010, http://www.amazon.com/Life-Balance-Delicious-Plant-based-Recipes/dp/0892729066/ref= (accessed and printed on October 10, 2014)
D-9	Judy Barnes Baker, <i>Nourished; A Cookbook for Health, Weight Loss, and Metabolic Balance</i> , 2012, http://www.barnesandnoble.com/w/nourished-a-cookbook-for-health-weight-loss-and-metabolic-balance-judy-barnes-baker/1110271351?ean=2940014528054 (accessed and printed on October 10, 2014)
D-10	Oz Garcia, <i>The Balance</i> , 2000, http://www.barnesandnoble.com/w/the-balance-oz-garcia/1111674937?ean=97800619144 (accessed and printed on October 10, 2014)
D-11	Tom Monte and Joshua Rosenthal, <i>The Energy Balance Diet: Lose Weight, Control Your Cravings and Even Out Your Energy</i> , 2005, http://www.amazon.com/Energy-Balance-Diet-Control-Cravings/dp/0028643585/ref=sr_1 (accessed and printed on October 10, 2014)
D-12	Lorraine Allard and Judy Hamza, <i>The Perfect Balance</i> , 2000, http://www.amazon.com/Perfect-Balance-Lorraine-Allard/dp/0968721907/ref=sr_1_39?s= (accessed and printed on October 10, 2014)

Dated this 20th day of October, 2014.

/s/ Johanna M. Wilbert

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Attorneys for Applicant GFA Brands, Inc.

CERTIFICATE OF SERVICE

I hereby certify that on October 20, 2014, I served upon counsel of record the foregoing
by causing the same to be delivered by U.S. mail and email to:

R. Glenn Schroeder
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Dated this 20th day of October, 2014.

/s/ Johanna M. Wilbert

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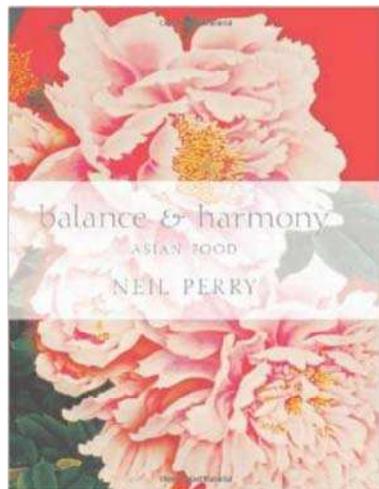
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Balance and Harmony: Asian Food

Hardcover – October 1, 2008

by Neil Perry (Author)

★★★★★ 5 customer ratings | 4 customer reviews

Hardcover from \$40.55

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"In Balance & Harmony, Neil Perry revels in his love for Asian cooking: the great flavours, the contrasts in tastes and textures, and the way that just about anything can be cooked with a wok and a bamboo steamer. Balance & Harmony is set out in the style of a cooking school by the Rockpool masterchef,

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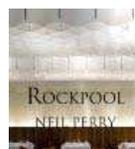
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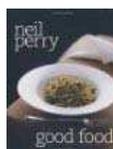
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Neil Perry
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Good Food
Neil Perry
★★★★★ 1
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Product Details

Hardcover: 400 pages
Publisher: Murdoch Books (October 1, 2008)
Language: English
ISBN-10: 1740459083
ISBN-13: 978-1740459082
Product Dimensions: 8.4 x 10.5 inches
Shipping Weight: 4.2 pounds
Average Customer Review: ★★★★★ (4 customer reviews)
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Editorial Reviews

About the Author

Neil Perry is one of Australia's pre-eminent chefs and restaurateurs. His Sydney restaurant Rockpool is rated one of the top restaurants in the world. Neil has been creating menus for Qantas for seven years, redefining in-flight menus and service, and has his own Fresh Food label. He regularly travels the world as a guest chef, promoting Australian produce. Balance and Harmony is Neil Perry's fifth book.

Customer Reviews

★★★★★ (4)

5.0 out of 5 stars



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★★★★★ **Wonderful Asian Cuisine**

By [Mitchell C. Green](#) on January 10, 2010

Format: Hardcover

I am a fan of Neil Perry's writing style and of his cooking and yes again I own all the books Neil has published and I am quite happy to say I have cooked from them all with great success.

This book is a tribute to Neil's continuing and unabashed love of Asian cuisine and came out around the time he launched one of his new restaurants in Sydney called Spice Temple and if you get a chance go!!

There are recipes in this book which are truly simple in nature and execution such as the chilli salt squid which is quite spicy but great with a cold beer on a hot day. There are also quite involved and challenging recipes which have multiple processes and steps.

The book is organized into sections titled "finding balance and harmony in the kitchen", "basic techniques and recipes" and "advanced recipes and banquet menus"

Neil does a very good job of explaining the various ingredients used in the book and explains the techniques used, giving various recipes under each technique chapter.

Often I have found that people do not enjoy Asian food as much as I do and I think one of the reasons for this is that they either cook or choose an unbalanced menu, say choosing all stir-fry dishes or everything deep-fried. Reading Neil's book will help as he provides achievable menu suggestions in his banquet menu section. Asian food is designed to be shared and to have a balance of tastes, textures and ingredients.

Overall, a beautiful cookbook with wonderful photographs by Earl Carter and achievable recipes for all levels of skill and best of all it takes you through a fine journey of Asian cuisine.

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2 of 2 people found the following review helpful

★★★★★ **Asian Cooking**

By [Dawne Miller](#) on June 3, 2011

Format: Hardcover | **Verified Purchase**

This is a beautiful book. If you are going to have only one cookbook on Asian cooking, this is the one to have, whether you're a beginner or an experienced cook.

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2 of 2 people found the following review helpful

★★★★★ **Wonderful Book**

By [sl](#) on August 10, 2010

Format: Hardcover

I enjoy a bit of cooking (and eating) and wanted to get some good recipes for Chinese food.

My experience for cooking Chinese was to throw some meat and veg in a wok with some sauce and going from there - this was always very underwhelming so I turned to Neil Perry's book.

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After a few months of using the book, I have to say that it is the best cookbook that I've ever bought. It has so many recipes which cover a wide variety of flavours, textures and techniques and the dishes really have a great authentic taste to them.

The book is broken down into basic techniques such as steaming, stir-fry's, braising and deep frying and then later on by poultry, beef, fish etc. Neil attempts to educate the reader by encouraging you to taste and to understand the balance in the dishes, usually between salt, sweet, spice and sometimes sour.

I've built up a little Asian pantry with some of the key condiments and a lot of the stir-frys are great as they taste great and are pretty quick to do during the week after work.

There is a Master Stock Chicken recipe in their which I've recently done and it is fantastic. The most succulent, delicate chicken you could ever eat and a real authentic taste - we ate half the chicken one night and then the next night ate the other half deep-fried to make the best crispy skin chicken. Really, a great great book.

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★★★★★ **One of my favourite cookbooks of all time**

By [sophie](#) on June 24, 2012

Format: Hardcover

This is a wonderful cookbook. I have tried so many of the recipes and all have worked out totally delicious. I am loving reading and exploring all the new ingredients and flavours and can highly recommend the book.

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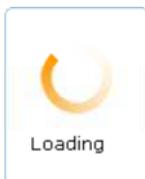
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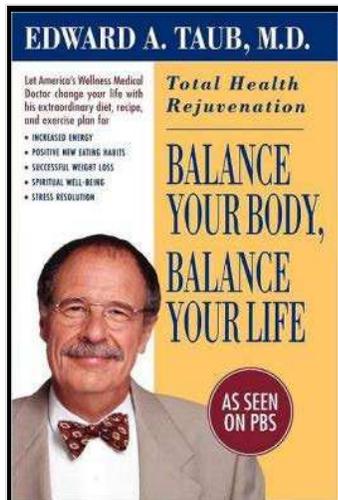
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Balance Your Body, Balance Your Life

by Edward A. Taub

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Overview - In this powerful and life-giving book, Edward A. Taub, M.D., makes total health rejuvenation — a revolutionary approach to nutrition, exercise, and well-being — a very reachable and rewarding goal for anyone, at any stage of life. Shattering the food myths that perpetuate poor health and obesity, Dr. Taub introduces the world of wholesome, natural foods — foods that literally revitalize our lives — and reaches ... [See more details below](#)

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Overview

In this powerful and life-giving book, Edward A. Taub, M.D., makes total health rejuvenation — a revolutionary approach to nutrition, exercise, and well-being — a very reachable and rewarding goal for anyone, at any stage of life. Shattering the food myths that perpetuate poor

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health and obesity, Dr. Taub introduces the world of wholesome, natural foods — foods that literally revitalize our lives — and reaches us how to

- Understand the human "Cycle of Life" — the key to lifelong wellness
- end food cravings and break bad eating habits by discovering their origins
- resolve stress now
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- prepare a wealth of delicious, savory foods from the cookbook within the book
- follow and accessible fitness regime of "Wellness Yoqa Stretching," strength training, and

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Editorial Reviews

From Barnes & Noble

Wellness doctor Edward Taub teaches readers how to look at food as energy, rather than as the enemy, in this comprehensive and encouraging guide to healthy weight loss. *Balance Your Body, Balance Your Life* includes low-fat recipes and eating plans, but it offers much more, including advice on how to improve body image and break bad eating habits, how to integrate restorative exercise like yoga stretches and walking into a weight-loss plan, and how to reduce stress and achieve optimal health.

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What People Are Saying

Jack Canfield

The most honest, well-researched, informative book about total health I have ever read.

— (Jack Canfield, coauthor of *Chicken Soup for the Soul*)

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Product Details

ISBN-13: 9780743412599

Publisher: Gallery Books

Publication date: 12/1/2000

Pages: 480

Sales rank: 981,828

Product dimensions: 1.07 (w) x 6.00 (h) x 9.00 (d)

Related Subjects

[Health](#) [Diet & Nutrition](#)

Table of Contents

	Foreword	xv
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Part 1	Fat is Not Just A Physical Problem	1
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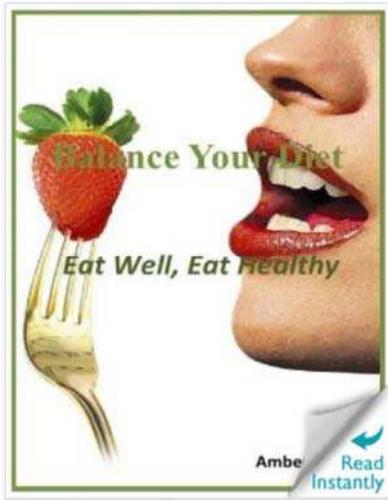
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Balance Your Diet: Eat Well, Eat Healthy [NOOK Book]

by Amber Walker

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Overview - Nutrition makes up a large portion of your health and appearance. Many professionals will testify that as much as 80% of your weight loss and fitness results are based on your diet. This means that you could exercise all throughout the day, but if you're eating unhealthy food, your body will surely show it. A healthy nutritional diet requires being well rounded with the suitable amount of nutrients, vitamins as well as minerals. The first ...[See more details below](#)

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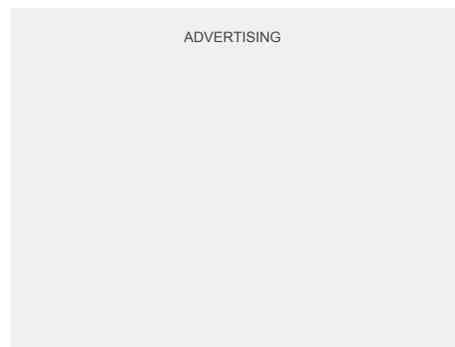
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Overview

Nutrition makes up a large portion of your health and appearance. Many professionals will testify that as much as 80% of your weight loss and fitness results are based on your diet. This means that you could exercise all throughout the day, but if you're eating unhealthy food, your body will surely show it.

A healthy nutritional diet requires being well rounded with the suitable amount of nutrients, vitamins as well as minerals. The first thing that you should know about nutrition is this information: Consuming little meals every few hours will boost your metabolism and reduce fat storage. This is a proven fact that muscle-builders, models, athletes and thin people generally follow - you should give it a try as well.



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Product Details

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Publisher: Lulu.com
Publication date: 8/27/2012
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File size: 293 KB



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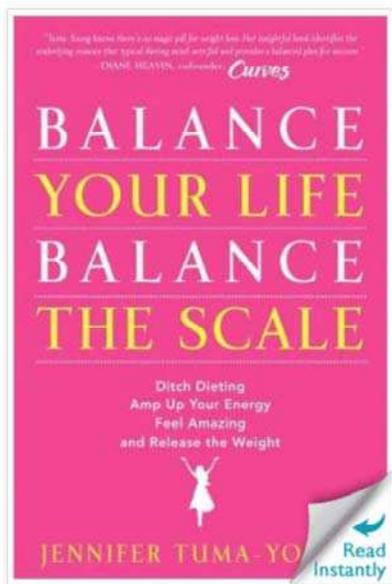
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Balance Your Life, Balance the Scale: Ditch Dieting, Amp Up Your Energy, Feel Amazing, and Release the Weight

by Jennifer Tuma-Young

★★★★★ (5)

Overview - Is juggling your busy life weighing you down? The majority of women are busy—our lives are a delicate balancing act. We're mothers. We're wives. We're bosses and colleagues. Most of us don't have fancy trainers, chefs, personal assistants, or any staff. There's little time to pay attention to our own needs, let alone our weight. Many of us feel overburdened and underappreciated. What we really need is a real-world plan that frees up time, lifts...[See more details below](#)

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Is juggling your busy life weighing you down?

The majority of women are busy—our lives are a delicate balancing act. We're mothers. We're wives. We're bosses and colleagues. Most of us don't have fancy trainers, chefs, personal assistants, or any staff. There's little time to pay attention to our own needs, let alone our weight. Many of us feel overburdened and underappreciated. What we really need is a real-world plan that frees up time, lifts us up, and makes life easier.

As an inspired weight-loss expert and recovered yo-yo dieter, Jennifer Tuma-Young has used her B.A.L.A.N.C.E. program to help thousands of women create balance, release weight, witness true results, and find joy. Now, in **Balance Your Life, Balance the Scale**, Jennifer gives you concrete tools to change the life imbalances that are often the real culprits of weight

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Editorial Reviews

Publishers Weekly

As a guide to healthy weight loss and maintenance, Curves fitness center representative and wellness coach Tuma-Young has persuasive credentials: she says she has worn every size from 4 to 44, lost and kept off more than 100 pounds, and reversed a borderline diabetes diagnosis. But her first book is not really about food; there are no calorie counts and few menus or recipes other than suggestions for simple, "thirty-second" meals, shopping lists, and alternatives to unhealthy choices. Instead, she offers an intensive course in personal development where—using worksheets, charts, quizzes, journaling, visualizations, etc.—

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Product Details

ISBN-13: 9780062117007

Publisher: HarperCollins Publishers

Publication date: 9/25/2012

Pages: 277

Sales rank: 963,695

Product dimensions: 6.38 (w) x 9.14 (h) x 1.00 (d)

Related Subjects

[Diet & Nutrition](#)

Meet the Author

Jennifer Tuma-Young Having worked with thousands of women over the past decade, Jennifer knows how magnificent women really are and understands that we rarely give ourselves credit for our strengths. She helps women overcome the everyday obstacles that can trip us up and throw us off track, teaches us how to adjust our focus, and has spent the past decade researching and developing effective strategies that explore the relations between food and life, stress and weight, self-love and happiness—all of which resulted in her B.A.L.A.N.C.E. program. Dubbed one of "America's Ultimate Experts" by **Woman's World** magazine, Jennifer Tuma-Young is a certified life coach. She has been a featured guest on the Rachel Ray Show and

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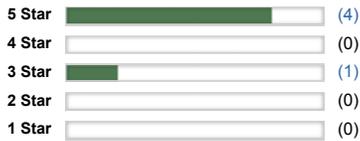
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Anonymous

Posted October 26, 2012

★★★★★ Jennifer truly wants to help you balance your life so that you c

Jennifer truly wants to help you balance your life so that you can feel amazing and free from the extra "weight", whether from an emotional or physical origin. She has laid out a plan that takes you step-by-step through the process of discovering your core values, which will help keep you on track to making better choices for your overall mental and physical well-being. She has given you all of the tools to create a joyous, meaningful life, free from self-deprecation and self-criticism. She encourages you to open yourself up to thoughts and ideas which you may not have been previously able to acknowledge, breaking out of your "safe" routine. Jen explains how all of this can help you establish your core values and focus on activities that honor them. She explains in an orderly, well-organized plan that by NOT focusing solely on a number on the scale, you can ultimately have physical weight-loss that is continual and lasting. Jennifer has taken a new and different approach to balancing your life that is uplifting and positive in spiritual, emotional, and physical ways you as the reader may never have thought possible!

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Anonymous

Posted October 22, 2012

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I found more information and life tips out of this book than any other. I am on my way to a healthier, happier me.

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Chris305

Posted September 27, 2012

★★★★★ Highly Recommended

I am reading the book now. Loving it...it's a great and easy read. It has many helpful hints and tools and am in the process of identifying my "TRIGGERS"! Thank you Jennifer Tuma-Young for inspiring me to change my ways of thinking about food, life and myself...

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Anonymous

Posted September 27, 2012

★★★★★

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★★★★☆

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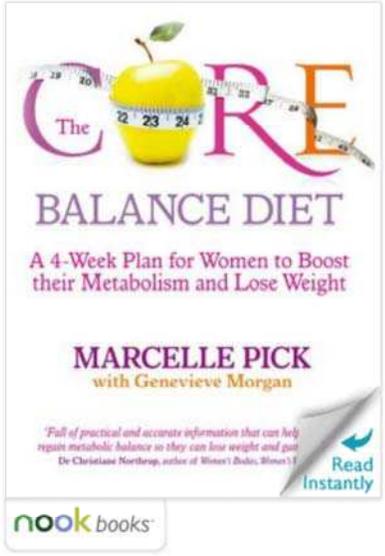
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The Core Balance Diet [NOOK Book]

by Marcelle Pick

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Overview - Have you struggled to lose weight despite counting every calorie and exercising to exhaustion? The Core Balance Diet is a breakthrough plan, developed from thousands of treatments by women, for women. Designed to restore your body's equilibrium and return you to a healthy, sustainable weight this book will help you: Learn simple lifestyle changes and smart nutrition choices that will show you how to tune in to your body Adopt a ...[See more details below](#)

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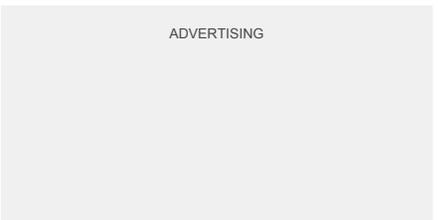
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Overview

Have you struggled to lose weight despite counting every calorie and exercising to exhaustion? The Core Balance Diet is a breakthrough plan, developed from thousands of treatments by women, for women. Designed to restore your body's equilibrium and return you to a healthy, sustainable weight this book will help you:



- Learn simple lifestyle changes and smart nutrition choices that will show you how to tune in to your body

- Adopt a customised two-week programme geared at restoring your Core Balance and

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Product Details

ISBN-13: 9781848504677
 Publisher: Hay House, Inc.
 Publication date: 1/3/2011
 Sold by: Barnes & Noble
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 Sales rank: 384,202
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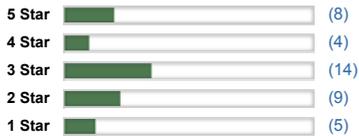
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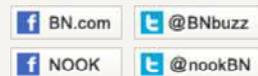
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Chapter 6: The Core Balance Essential Action Plan

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Chapter 7: The Core Balance Quiz

Chapter 8: The Digestive Imbalance Custom Plan

[Chapter 9: The Hormonal Imbalance Custom Plan](#)

[Chapter 10: The Adrenal Imbalance Custom Plan](#)

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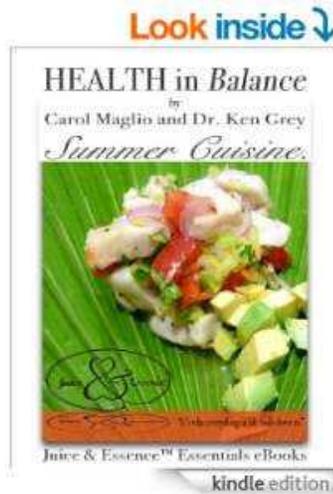
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Book Description

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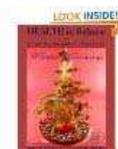
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- Sold by:** Amazon Digital Services, Inc.
- Language:** English
- ASIN:** B00876CM0K

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By [linda malley](#)

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★★★★☆ **Interesting** July 21, 2012

By [Ann](#)

Format: Kindle Edition | **Verified Purchase**

Dr. Ken is a friend and my acupuncturist so that is why I purchased the book. I know his passion for eating healthy and was interested in seeing some of his ideas in print.

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★★★★☆ **A Different culinary adventure** July 19, 2012

By [Garry Turpin](#)

Format: Kindle Edition | **Verified Purchase**

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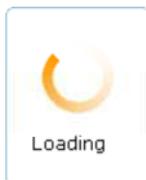
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Royal Peking Duck Dumplings

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Brussel Sprout Leaves with Scallion & Pumpkin Seeds

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Grilled Pineapple with Tropical Sauce

Juice & Essence Strawberry Shortcake

Berrylicious Tantalizing Tart

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Jalapeño Infused Walnut Oil

Mango~Kiwi~Parsnip Spread

Red Plum~Tomato Sauce

Tomatillo Drizzle

Tropical Sauce

Vanilla Bean - Almond Sauce

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Terminology

Ayurveda Taste and Elements Key - Vital energies that make up our constitution:

Spleen / Pancreas For Dummies:

5 Tastes:

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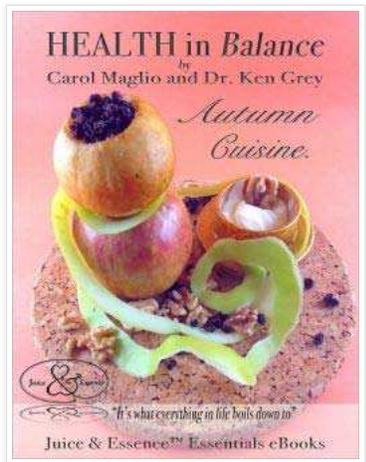
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by Carol Maglio, Dr. Ken Grey, Doug Burke (Compiler), Ryan McCoy (Editor)

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Product Details

BN ID: 2940015056518
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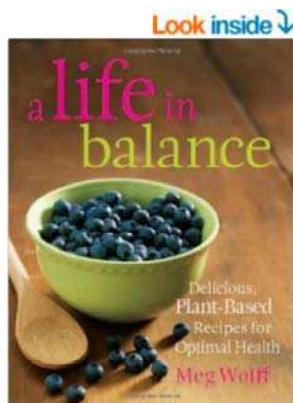
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December 16, 2010

by Meg Wolff (Author)

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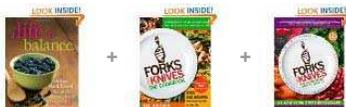
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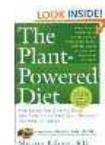
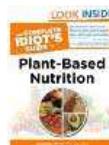
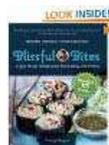
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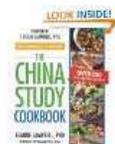
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Product Details

Paperback: 160 pages
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Language: English
ISBN-10: 0892729066
ISBN-13: 978-0892729067
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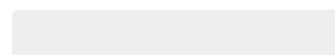
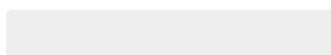
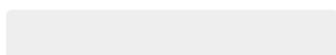
A Life in Balance .Meg, after enduring the loss of her leg to bone cancer, and her breasts to a radical mastectomy when the cancer returned, decided to take it upon herself to search for answers that were far away from the traditional treatments of chemotherapy and radiation, both of which did not leave her with a particularly hopeful outlook for future years of disease-free happiness. Twelve years later, Meg has more than survived the illness which doctors predicted would take her life in a matter of months. Meg is thriving now, because she had nothing whatsoever to lose by adopting a plan for a plant-based diet, eschewing animal proteins and fats; sugars and other dubious sweeteners; and conveniently processed foods which taste great when you are stressed and in a hurry to be fed, but do not properly nourish. From this simple, yet radical dietary and lifestyle change, Meg has written A Life in Balance - Delicious Plant-Based Recipes for Optimal Health. With an emphasis on Asian ingredients which have proven to benefit the longevity of women on the Pacific Rim, Meg presents recipes which embrace whole grains; vegetables, herbs, and fruits; legumes; seaweeds; natural sweeteners; and soy products. Many of the recipes are not particularly difficult to prepare. Squashed Adzuki, a mash of four easy-enough-to-find ingredients, will be making its debut on my table very soon. Meg also presents dishes from such notable authors as Rip Esselstyn, creator of the popular 28-Day Engine 2 Diet; and Rory Freedman of the Skinny Bitch series of cookbooks. With so many varied dishes, there is no reason to be bored. The cookbook even presents some very unique and satisfying recipes for the sweet tooth in you. Yes, you can have your treat and eat it, too. . -Susan Wolfe, www.thewellseasonedcook.blogspot.com, 12/8/10

.Wolff's recipes range from black bean and cornbread casserole to pasta dishes, but plants are at the heart of this Maine resident's guidelines for eating toward health and healing. She feels strongly that a diet based on whole plant foods - that means eating primarily whole grains, beans & vegetables, no processed foods & sugar - is the path to healthy living, and credits her largely macrobiotic lifestyle to better health following two grave cancer diagnoses. Part of her message is that diet can dramatically increase your quality of life, especially for those with a life-threatening disease, and plants, rich as they are in healing compounds that fight cancer, are the conduit. They also make for delicious, colorful dishes that are hard even for confirmed carnivores to resist. Of course, we love Wolff's passion for wild blueberries; blues grace the cover of her new book, and she is an advocate of using them in delicious ways, including in fruit salads, cakes, and vinaigrettes. . - Editor, Wild Blueberry Association of North America Blog, <http://www.wildblueberryhealthblog.com/2011/01/veggie-love-m-01/19/2011>

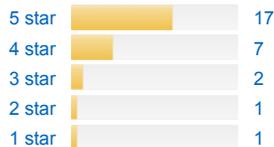
.A Life In Balance is Meg Wolff's third book, this time a cookbook with a collection of easy, approachable plant-based recipes. For anyone who is new to a plant-based diet, or just trying to increase plant-based foods in their daily meals, Meg's cookbook is a terrific introduction. . .This compact cookbook, published by Down East, offers over 120 easy to follow recipes, including 31 recipes from guest contributors, including Rory Freedman, bestselling author of Skinny Bitch, Rip Esselstyn, author of The Engine 2 Diet, and John Salley, three-time NBA champion. . -Jeannette, Jeannette's Healthy Living Blog, <http://jeannetteshealthyliving.blogspot.com/2010/11/meg-wolff-11/30/2010>

Customer Reviews

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4.4 out of 5 stars



Transformed my diet, and I feel really good about what I eat.

summer

A Life In Balance is Meg Wolff's third book, this time a cookbook with a collection of easy, approachable plant-based recipes.

Jeanette L Chen

I would have given the the 5 stars, but there were no pictures of the final products.

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★★★★★ **A Great Way To Start A Plant-Based Diet**

By [Jeanette L Chen](#) on December 1, 2010

Format: Paperback

For a complete review with photos of recipes I tried from A Life In Balance, please visit: [...]

I first came across Meg Wolff at the Huffington Post where she writes regularly, featuring stories about the positive impact of a plant-based diet on health, as well as anticancer recipes.

A Life In Balance is Meg Wolff's third book, this time a cookbook with a collection of easy, approachable plant-based recipes. For anyone who is new to a plant-based diet, or just trying to increase plant-based foods in their daily meals, Meg's cookbook is a terrific introduction.

Meg Wolff, a two-time cancer survivor (first bone cancer, then breast cancer), switched to a plant-based diet 12 years ago, after doctors gave her virtually no hope (she endured a mastectomy, chemotherapy and radiation).

This compact cookbook, published by Down East, offers over 120 easy to follow recipes, including 31 recipes from guest contributors, including Rory Freedman, bestselling author of Skinny Bitch, Rip Esselstyn, author of The Engine 2 Diet, and John Salley, three-time NBA champion.

The foreword is written by Dr. Colin Campbell, author of "The China Study," a study which provides scientific information on the overwhelming health benefits of eating a plant-based diet. Dr. Campbell writes, "Meg's book tells a real-life example of the power of a plant-based diet, not only to prevent but also to reverse chronic disease. We are reaching a tipping point, and a critical mass of success stories like Meg's is accumulating."

As Meg notes in her introduction, it only takes small steps to add up to better health over time. [Read more >](#)

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★★★★★ **The How of The China Study**

By [Veggie Vixen](#) on December 7, 2010

Format: Paperback | **Verified Purchase**

Dr. Campbell's world-rocking book The China Study tells you WHY you should switch entirely to a plant-based diet, and Wolff's book tells you HOW. This is not only a collection of SAFE recipes, but it's a collection of DELICIOUS recipes as well! I'm not going to lie: eating this way can be a challenge at first when we are used to comparably fast, processed foods, but after a few months of applying yourself, you get to the point where the old way of eating is no longer satisfying or even as tasty as the new way. Gone is the meat and dairy, gone is the sugar, and gone are the diseases of affluence that are associated with them. To say the trade off is well worth it is a grand understatement. I started eating this way when I was diagnosed, at 38, with pancreatic cancer. I have a young child and a child with special needs. I had no risk factors whatsoever. That was a year and a half ago. I'm a Christian, and I truly believe that for whatever reason, God led me to macrobiotics (a plant-based diet). Folks, I am alive, kicking, and feeling great! Plus, I'm gorgeous: my skin is tight, has a glow, and no one can believe I'm almost 40. People say I look like I'm in my 20's or early 30's. That wasn't my goal, but OKAY! :-)) And I have become more grateful, which is something we could all stand to become. Sugar is sweet, but life is sweeter, and a life in balance is a beautiful privilege indeed. Don't miss the gift of life, and don't miss Wolff's books!

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★★★★★ **Simply balanced**

By [Jennifer Desrosiers](#) on June 5, 2011

Format: Paperback

I love this cookbook. I have tried many of the recipes and love them all so far. My fourteen year old daughter has declared the Vegan Pad Thai her "favorite food ever" and Tom's Irish Fried Rice has become a lunch staple in our house. I had been searching for an egg-free, delicious fried rice recipe for a long time, but I'm done looking now that I have this book! The Summery Quinoa Salad is super

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★★★★★ **Five Stars**

Great book with simple recipes.

Published 22 days ago by Pauline Jordan

★★★★★ **Good 'Sides' If You Are Not Vegan**

As the author says in her intro to the book, even adding more veggies to your diet is a plus for your health. [Read more](#)

Published 4 months ago by Mary E. Adair

★★★★★ **Simple recipes**

Easy to make recipes. Some very good soup recipes. Includes recipes for sea vegetables.

Gave copies to both of my twenty-something children. [Read more](#)

Published 4 months ago by Amazon buyer

★★★★★ **I can do this!**

Delicious recipes make it easy to make incremental changes toward cooking healthier food for my family and I love Meg's encouraging notes. [Read more](#)

Published 5 months ago by Nancy M. Carroll

★★★★★ **a non-cook can make delicious food with this cookbook**

I bought this book to prepare healthier foods for my husband who is sick with cancer. The author, Meg Wolff, writes in a clear and friendly style, and the next thing you know, I am... [Read more](#)

Published 5 months ago by C. Patterson

★★★★★ **Wonderful Book**

New to vegetarian cooking and eating but I am really loving this book. Wonderful recipes with not too much complexity.

Published 7 months ago by Joseph C. Klope Jr.

★★★★★ **Good Book**

If you are someone wanting to change the way you eat - healthy versus - simply said not healthy as most people do - this will help you.

Published 12 months ago by Keith A. Moore

★★★★★ **Life in Balance Cookbook**

Simple, easy to follow inspiring recipes.

I never tried Basil pesto before. Now it's one of my staple "Can Do" meals. [Read more](#)

Published 13 months ago by Heidi

★★★★★ **Simply Great**

Trying to realize that we are as responsible for our health as anyone and we are killing ourselves eating Food Corporations processed and chemically and genetically altered foods. [Read more](#)

Published 15 months ago by snclassic

★★★★★ **Great!**

There are some great recipes and I love the bits of info that accompany each recipe. I would recommend

yummy and a great way to get in lots of veggies without complicated cooking. I disagree with the reviewer who said the recipes are too basic. For me, who had to turn to veganism for health reasons, opening the book to the recipe for simple brown rice was a relief that allowed me to confidently say "You can do this!" And I have! A couple of ingredients I was unfamiliar with at first (shoyu, kombu) but after finding them and using them successfully, they are regulars in my cooking now. Throughout the book Meg has inserted tips about how to introduce more beans into your diet and how to deal with sugar cravings (the blueberry cake in this book will win over anyone!). I'm finding myself turning to this book over and over as I get more and more comfortable with a plant-based diet. Of all my new cookbooks that I have acquired in the last year since giving up meat and dairy, this one could very well be my favorite. Weird, indeed, but the author's genuineness is so present in the pages I almost feel as if a true friend is right there in my kitchen with me, encouraging me to stay on track. Love this book.

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20 of 25 people found the following review helpful

★★★★☆ **A Great Starter Book, but...**

By [Amazon Customer](#) on February 6, 2011

Format: Paperback | **Verified Purchase**

There are many books out there spouting the benefits of eating whole foods, but A Life in Balance would be a great starter book. It has basic recipes, offers proper techniques in preparation, snacking strategies, and suggestions for cravings. I would have given the the 5 stars, but there were no pictures of the final products. I would have like to have seen a steaming plate of something. A bowl of soup...anything! Otherwise, I would not have purchased. I like pictures of the process and final products in my recipe books.

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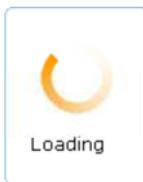
this book to anyone looking to add some healthy new dishes into their diet.

Published 15 months ago by [Kerry Ann Lapp](#)

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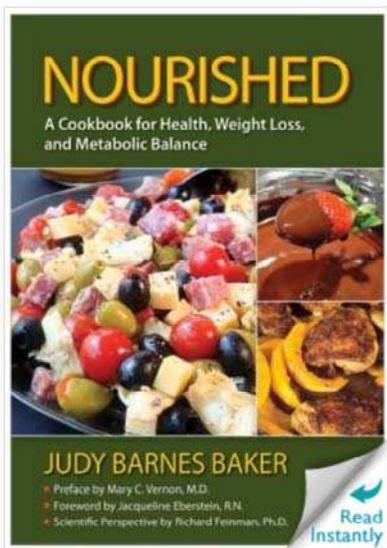
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by Judy Barnes Baker

★★★★★ (2)

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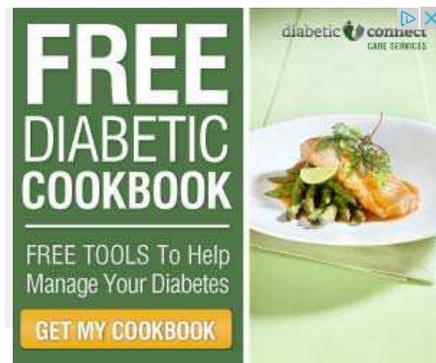
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The science is clear—controlling insulin is the key to health and metabolic balance, and controlled-carbohydrate diets are the natural way to control insulin. The menus in Nourished will

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promote effortless weight loss without hunger or deprivation. They can be combined to provide a full day of delicious food that totals between 20 and 50 grams of digestible carbohydrates. Substantial scientific evidence indicates that this range keeps insulin levels low enough to provide a metabolic advantage for weight loss, to prevent and reverse the complications of diabetes and many other disorders, and to reduce or eliminate the need for medications.

The 236 recipes in 52 menus contained in Nourished demonstrate just how sumptuous, indulgent, and satisfying this way of eating can be. They range from basic to gourmet; there is a pie with just 3 ingredients, but there is also an authentic gumbo that lives up to the highest standards of New Orleans cuisine. Other recipes include: Vanilla Spice Broiled Chicken. [Home Read More](#) ▾



Product Details

BN ID: 2940014528054

Publisher: Duck In A Boat LLC

Publication date: 1/1/2012

Sold by: Barnes & Noble

Format: eBook

Pages: 416

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File size: 19 MB

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Related Subjects

[Diet & Nutrition](#) [Cooking for Special Diets](#)

Meet the Author

Judy Barnes Baker is an artist, writer, and an enthusiastic home cook who lives in Snohomish, WA, with her husband Dean. She is the author of Carb Wars; Sugar is the New Fat.

Customer Reviews

Average Rating 5

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Books_And_Chocolate

Posted March 14, 2013

★★★★★ The more I read this book, the more excited I got as I at last h

The more I read this book, the more excited I got as I at last had answers to my own battle with insulin resistance. Although marketed as a cookbook, the opening chapters serve as an education on defining metabolic disorders, revealing how the modern standard American diet has led to an increase in diabetes and why we are more obese than ever, and shows the evolution of the diet industry that has made us "fat phobic"; when the real culprit is over consumption of sugar, refined carbohydrates, bad fats and unhealthy non-food ingredients in our foods.

The recipes that follow this helpful information are a bonus. I was happy to discover that they use regular ingredients that I can easily find in local grocery and health food stores, and can make substitutions as needed. For example, I tend to avoid pork and shellfish, so I can easily substitute other fish or poultry and beef with good results.

I also like that the cookbook is organized by daily menus. The recipe index helps the reader find specific types of recipes as desired, but sticking with the suggested daily menus not only makes planning and shopping easy but it is helpful for keeping the carbohydrate grams within the goal target each day without having to do all the math.

Photos are included for many of the recipes, something I always appreciate in a cookbook. I have so many recipes tagged to try in the coming days but three that I made so far with great results were the Tacos with low-carb tortillas, Stuffed Celery, and Antipasto Salad. The Stuffed Celery with a cream cheese and Greek yogurt filling makes a great snack and the Antipasto Salad had some of my favorite ingredients such as olives, artichokes, grape tomatoes, and roasted peppers. I did substitute turkey ham for the salami since that's what I had on hand and it still tasted great. The low-carb tortilla for the tacos (I used the South Beach Diet brand found in my local grocery store) didn't taste any different than a regular tortilla so I'll be using them from now on.

Readers need to be aware that sugar substitutes such as Splenda are used in recipes that require sweetness (desserts, etc.). The debate about whether such sweeteners are healthy or not goes on, but for those of us with metabolic syndrome or diabetes, this is a compromise we often need to make if we want something sweet, knowing that sugar itself can be even more harmful. I guess moderation is the key with this as it is with so many other food choices. That said, the author does include a chapter on all the different natural and artificial sweeteners so that the reader can make an informed choice.

This will become a well-used cookbook in my home and is one I confidently recommend to anyone who deals with diabetes or blood sugar issues, or has a family member who does.

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Anonymous

Posted September 5, 2012



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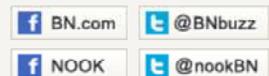
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Scientific Perspective by Richard D. Feinman, Ph.D.

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Metabolism 101

What is a Low Carb Diet?

Who Can Benefit from a Low Carb Diet?

How Long Can You Safely Stay on a Low-Carb Diet?

The Birth of Fat Phobia

How to Use This Book

Ingredients

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Butter

Coconut Oil

Tallow

TRANS FATS

MONOUNSATURATED FATS

Canola Oil

Lard

Olive Oil

Poultry Fat

Rice Bran Oil

POLYUNSATURATED OILS

Omega -6 Oil

Omega -3 Oils

SWEETENERS

HIGH INTENSITY SWEETENERS

Acesulfame K

Aspartame

Lo Han Guo

Neotame

Saccharin

Stevia

Tagatos

Sucralose

SUGAR ALCOHOLS

Diabetisweet

Erythritol

Maltitol

Sorbitol

Xylitol

SWEET FIBERS

Oligofructose And Inulin

Polydextrose

Yacon

SUGARS

Molasses

Whey Low

GRAINS, STARCHES, FLOURS, AND THICKENERS

AGAR AGAR

BARLEY

COCONUT FLOUR

KONJAC FLOUR

OAT FLOUR

PECTIN

POTATO FLOUR

VITAL WHEAT GLUTEN FLOUR

WHEY PROTEIN POWDER

WHITE WHOLE-WHEAT FLOUR

XANTHAN

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Before You Start

MISE EN PLACE:

PREPARATION TIMES:

EGGS:

OPTIONAL INGREDIENTS:

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RECIPE VARIATIONS:

Menus and Recipes

Part 1: Everyday Food

Breakfasts

Lunches

Dinners

[Part 2: Special Occasions and Entertaining](#)

[Part 3: Seasonal and Holiday Menus](#)

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[Lists for Customizing Menus](#)

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COCONUT

CONDIMENTS, PICKLES, AND SAUCES

KETCHUP AND BARBECUE SAUCE

MAYONNAISE

PICKLES AND PICKLED PEPPERS

SALSA

CRANBERRIES

EGGS AND EGG PRODUCTS

EXTRACTS AND FLAVORINGS

SUGAR-FREE VANILLA EXTRACT, VANILLA BEANS, AND

FATS AND OILS

BUTTER

LARD

RICE BRAN OIL

COCONUT OIL OR COCONUT BUTTER

SHORTENING

CEREALS, GRAINS, FLOURS, THICKENERS, AND FLOURS

CEREAL

FLOURS, BLENDS, AND FLOUR SUBSTITUTES

Low-Carb Baking Mix

Low Carb Flours and Cornstarch

GARLIC AND HERBS

MEXICAN STYLE HOMINY

ICE CREAM AND FROZEN TREATS

JAMS, MARMALADE, AND PRESERVES

MEATS AND POULTRY

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Pork Rinds

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Liquid Sucralose

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Diabetisweet

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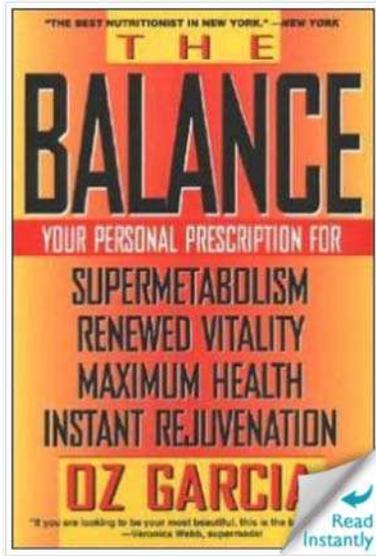
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The Balance: Your Personal Prescription for Supermetabolism, Renewed Vitality, Maximum Health, Instant Rejuvenation

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Overview

Welcome to the wonderful wizardry of Oz

What is the balance?

The Balance is a personalized plan to correct metabolic imbalances and boost your body's efficiency by combining nutritional planning and exercise with cutting-edge supplementation and stress management.

Based on your answers to a 45-question health and lifestyle quiz, you will gain:

- Enhanced energy and endurance
- Improved concentration
- Better ability to cope with stress

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Product Details

ISBN-13: 9780060987374

Publisher: HarperCollins Publishers

Publication date: 1/28/2000

Edition description: 1ST REGAN

Pages: 256

Product dimensions: 5.31 (w) x 8.00 (h) x 0.57 (d)

Related Subjects

[Diet & Nutrition](#)

Meet the Author

Oz Garcia, PhD, one of the world's leading authorities in progressive nutrition and antiaging, is author of **The Balance and Look and Feel Fabulous Forever**. Twice voted best nutritionist by **New York** magazine, Oz lectures nationally on progressive nutrition, slowing down the aging process, and bringing people to their highest level of well-being. Dubbed "Nutritionist to the Stars," his international clientele includes Fortune 500 CEOs as well as film, television, and fashion's elite. Oz has been featured in countless print, broadcast, and online media worldwide. He is nutritional advisor at Equinox Fitness Clubs and consultant to the East Coast Alliance of Triathlon and to the world renowned Life Extension Foundation.

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Anonymous
Posted February 20, 2000

★★★★★ **Well Written and inspiring**
Anyone who follows this book will enjoy a healthier existence!

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Anonymous
Posted January 12, 2000

★★★★☆ **Just the same as any other diet book**
Theres a place in the book to take a test to find out if you have a fast or slow metaboism mine scored fast but I know it is SLOW. Also it jumped around a lot ad I would have to be taking pills all day long if I listed every potential problem.It is just like every other diet book you have to have the will power

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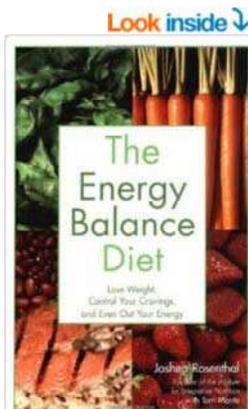
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The Energy Balance Diet: Lose Weight, Control Your Cravings and Even Out Your Energy

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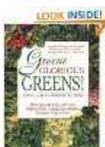
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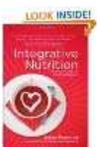
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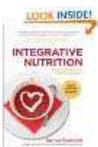
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The Self Healing Cookbook : A Macrobiotic Primer for Healing...
Kristina Turner
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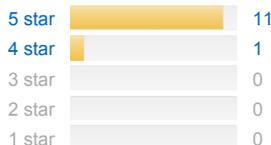
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This is an intelligent plan that is well presented and easy to understand and follow.

Patricia K. Goodrich

The book helped me get clearer on which steps I should take toward achieving a more balanced life and optimal health.

Sigi Weiss

Thank you, Mr. Rosenthal, for sharing your life's work in such an appealing and refreshing way!

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29 of 30 people found the following review helpful

★★★★★ **A Holistic View of Food, Nutrition, and Energy**

By [Christi Lehner](#) on October 17, 2003

Format: Hardcover

This book gave me answers to nutrition questions that had plagued me for years. WHY did I crave sweets at night? WHY did I crash at 3:00 pm every day and head for the vending machine? WHY wasn't I losing weight even though I was cutting calories and trying so many different diets? Joshua's book is very different than other "nutrition" books in that he assumes the readers are intelligent and can figure things out for themselves... with a bit of gentle guidance along the way. The book doesn't present one diet as THE DIET that must be followed... or else! Instead, it explains the way food affects us - our mood, our energy, our cravings, our weight. Then it helps readers figure out what will work best for them, personally. It's a refreshing change from the dogmatic slant of most nutrition books.

I particularly love the chapter which talks about the Energy Balance solution itself, a simple formula for health. It's so beautiful in its simplicity! It doesn't require fancy herbal formulas or expensive supplements to be taken. It requires simple, whole foods and lots of love and self-care.

The part that was most unique to me was the concept of primary foods. Joshua explains how primary foods - fitness, career, spirituality, and relationships - affect our health just as much as food does. It's a connection that I intuitively knew, deep down in my heart, but didn't actually recognize until I read this book.

As a holistic health counselor, I use the simple - yet powerful - food and "primary food" concepts in this book as the basis of my healing programs. This is the first book I give to my clients, because we then have a common language around nutrition, energy and healing.

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17 of 17 people found the following review helpful

★★★★★ **Not Just a Diet, But a Way of LIFE ! ...**

By [Sigi Weiss](#) on September 29, 2003

Format: Hardcover

The revolutionary approach of The Energy Balance Diet, and Joshua Rosenthal's unique concept of achieving wellbeing and balance within one's life through integration of mind, body and spirit, have been my way of life for many months.

This practical, gradual and safe dietary plan has helped me and my family incorporate healthy food choices and subtle lifestyle changes into our way of life, without feelings of deprivation and frustration, as many other diets have done in the past. We have achieved greater health, higher energy levels, love of life and deeper, more fulfilling relationships.

Unlike so many diet books which I have read, the Energy Balance Diet book is the only one which sheds light on the importance of integrating "Primary Foods" into our daily menus. Foods which often times are more fulfilling than real food. 'Foods' like love, satisfying careers, creativity, physical activity, spirituality, self-expression, friendships, fun, sex!

Realizing how lack of primary foods could create a void in our lives and compromise our mental and physical health was revolutionary to me. The book helped me get clearer on which steps I should take toward achieving a more balanced life and optimal health.

I think the time has come for more people to try a book that offers not only a diet but a whole way of life !

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★★★★★ **Outstanding Book in the Field of Health and Diet**

By [starrgirl](#) on June 6, 2004

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★★★★★ **This is a guide for finding the healthful path**

Well written, thoughtful guide to nourishing ourselves to create balance, decrease cravings, and restore our natural energy for life. [Read more](#)

Published 1 month ago by Patricia K. Goodrich

★★★★★ **Five Stars**

very good book

Published 2 months ago by Linda D

★★★★★ **More Energy & More Balanced**

Stress is my middle name, or it used to be. I am a type A personality, that's currently running a business while completing a bachelors in microbiology. [Read more](#)

Published 5 months ago by K H

★★★★★ **a powerful and effective plan for wellness**

This book combines solid research, practical advice and true insight. It is easy to read, yet very intuitive and powerful in its observations on what we need to be our best. [Read more](#)

Published on November 5, 2002 by "sundarah"

★★★★★ **Young Inspired Reader**

After living with an eating disorder for several years, working with the principles of this book provided me with a unique perspective as to investigating how my body and mind work... [Read more](#)

Published on October 18, 2002

I just finished reading this book and I literally could not put it down. Having read health books for over 30 years, I expected the usual rearrangement of things I already know. However, from the first page, this book drew me in and made sense of health and diet like nothing I have ever read. So now I am writing my very first book review and I am going to the store today to get what I need to eat for balance, energy and weight control. I have no doubt that it is the program that will work for me. Moreover, it seems so simple and do-able that I am excited to get started.

The other thing I am going to do today is order a gift copy for each of my adult children so that their families can benefit from this valuable information. I want them to know how easily they can enhance their lives with healthy food as presented by Joshua Rosenthal and Tom Monte. Thank you, Mr. Rosenthal, for sharing your life's work in such an appealing and refreshing way!

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12 of 14 people found the following review helpful

★★★★★ **Exceptional book**

By A Customer on January 19, 2003

Format: Hardcover

This is an exceptional book.

It's rare to find an author in the nutrition field that looks at all sides of the debate and offers an easily followable, non dogmatic diet.

The book, and the school run by the author - Institute for Integrative Nutrition - are ground-breaking. Joshua is truly ahead of his time, and I highly recommend this book. The principles and recipes in it have really helped me balance out my blood sugar and have more consistent energy throughout the day.

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12 of 14 people found the following review helpful

★★★★★ **This book will benefit anyone who reads it.**

By Amazon Customer on October 22, 2002

Format: Hardcover

The advice in this book makes so much sense! It is holistic and intuitive. The writer clearly understands that health and well-being is more than just food. The book is an outstanding collection of information. And I like the recipes. Most of them are quick and easy. I recommend it!

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6 of 6 people found the following review helpful

★★★★★ **Sugar Junkies Unite**

By Sunday Morning on January 23, 2007

Format: Hardcover

This book gives you a great understanding of the way our food cravings work. And if, like me, you thought they were just your body asking for what it needs, you are in for a rude awakening!

I was able to cut sugar out of my diet after reading this and attained my ideal weight with almost no effort. Its been a great experience, and one I recommend highly to everyone who is interested in what they eat.

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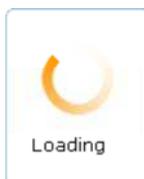
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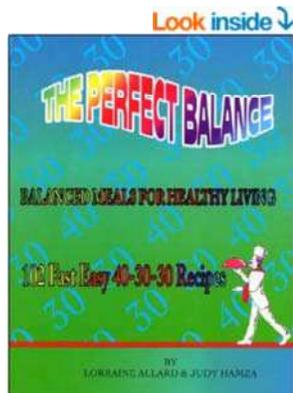
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The Perfect Balance

 Spiral-bound– July 15, 2000

 by [Lorraine Allard](#) (Author), [Judy Hamza](#) (Author)

★★☆☆☆ (1 customer review)

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My family loves the variety and I love not serving fast high fat food. -- *Customer*

About the Author

Lorraine Allard and Judy Hamza are co-workers at a steel company in Ontario. Lorraine is a Quality Engineer with a an educational background in chemistry. Judy is the Human Resource Coordinator at the company and is also a former nurse. Both ladies decided to get in shape and followed the "Zone" program of 40-30-30 dietary balance. They noted however that the available recipes were often time consuming or called for ingredients not readily available in the store. They decided to develop a cookbook for busy career people with families based on the 40-30-30 dietary principles. The result is the colourful, fast easy recipes of "The Perfect Balance". Lorraine and Judy also published the cookbook themselves and promoted it, including designing their own website. The authors are enjoying brisk local sales and are preparing a second edition to satisfy the needs of their readers.

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3.0 out of 5 stars



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By A Customer on April 27, 2002

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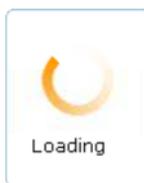
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