

TITLE INFORMATION SHEET

Title: **Change Your Genes, Change Your Life**
Sub-title: **Creating Optimal Health with the New Science of Epigenetics**
Author: **Dr. Kenneth R. Pelletier, PhD, MD**
Forward: **Dr. Andrew Weil, MD**

Key Selling Points:

- For over four decades, this author has been one of the world's leading researchers and practitioners of integrative medicine, and one of its most articulate advocates. His international bestselling book, *Mind as Healer, Mind as Slayer* (1977), is considered the first important trade book in the field of mind-body medicine. Since then he has authored a dozen other pioneering titles on health and medicine, all from major publishers (see list below). With his newest book, he delivers once again.
- Only two previous big-selling trade books cover epigenetics for the lay reader: Dr Bruce Litpon's *Biology of Belief* (2015) and *Super Genes* (2015) by Dr Deepak Chopra and Rudolph E. Tanzi. Pelletier's book is much more brief and more practical than either of these titles, yet still maintains a solid focus on the latest scientific research. It succinctly explains what is meant by the epigenetic revolution, and then shows readers how to change their life now to take advantage it—whereas these other two titles are more ponderous and theoretical.
- *Change Your Genes, Change Your Life* holds a focus on creating optimal health, while these two competing books do not. Lipton's book brilliantly shows how our DNA adapts and responds to energy signals from our thoughts, but Pelletier goes much further into the science of lifestyle medicine, explaining why and how—through diet, meditation, environment, and lifestyle—we can actually switch genes on or off to compensate for our genetic vulnerabilities. Chopra's *Super Genes* emphasizes how to avoid specific diseases, but Dr. Pelletier truly focuses on health optimization through epigenetics.
- The real upshot of the epigenetic revolution is that it opens the door to what has been called the Era of Personalized Medicine. For the first time in a trade book, Pelletier explains the genetic biomarkers that will become the standard reference for measuring which specific lifestyle changes are required to optimize a given individual's health and longevity, based on their genetic profile.
- In this book the author exclusively unveils a new protocol in which he participated in conjunction with the Mayo Clinic that—in a few short years—will provide specific individual recommendations on how to turn on positive genetic markers and turn off negative ones.

Book Description (100 words):

Biology is no longer destiny. Our DNA doesn't determine our health and disease prospects, as geneticists once believed. According to the new science of epigenetics, the vast majority of our genes are fluid and dynamic—and their expression is shaped by what we think and what we do. Our genetic profile may signal an inherited vulnerability to a disease, but our choices and behaviors determine whether these genes will be switched on or off. This brief but profound book by a renowned pioneer in integrative medicine reveals that each of us can change our genes to create optimal health and longevity.