

Despite living in one of the richest countries in the world, most Americans are **sick, overfed, and undernourished**. Why?

EAT NAKED

Shift from...

...processed and refined foods with little nutritional value and unhealthy fats, sweeteners, flavorings, and chemicals...

To...

...foods that are fresh and unprocessed, or in other words: whole. Or, if they have been processed, the processing has been minimal and done in such a way as to preserve the nutritional value of the food.

Shift from...

Food that has been prepared using low-quality ingredients and preparation methods that reduce the nutritional value...

To...

...food that is prepared minimally, using high-quality ingredients and preparation methods that preserve and sometimes even enhance a food's nutritional value.

Shift from...

...foods that are grown using pesticides, herbicides, and other chemicals to ensure high yield and quick crop turnover...

To...

...foods that are grown naturally, organically, without pesticides, herbicides, and other chemicals, and instead using traditional growing methods.

The answer is that most of us are eating tons of processed foods that add calories but have no nutritional value. They are what nutritionist Margaret Floyd calls "food products".

In her book **EAT NAKED** Floyd explains how the processed foods we eat are contributing to national obesity and malnutrition, and shows how easy a naked food lifestyle can be.

WHY ARE PROCESSED FOODS SO BAD?

Processed foods suffer nutrient loss from the refining process, which often wipes out much of the vitamin, mineral, phytonutrient and fiber content, usually by stripping away nutritious parts, excessive heating, or exposure to air.

In addition, there are over 4000 artificial additives put in processed foods today, ranging from artificial sweeteners and colors, to preservatives and chemically altered fake fats.

FOOD SATISFIES, BUT 'NON-FOOD' DOESN'T

Consider this: If you eat an apple, do you find yourself wanting to eat another, and another, and another? Do you have an unstoppable urge to keep eating that same food to the point of completely overstuffing yourself? Most likely you don't. Your body takes what it needs from the apple, and then you're satisfied and don't need or crave another apple. In comparison, if you open a bag of potato chips, you'll find that just like the ad says it's impossible to eat just one. The reason is that potato chips are nutritionally void and aren't giving your body what it needs, which means it needs to ask for more and more. In addition, studies have suggested that some junk foods have addictive properties.

BOTTOM LINE: NAKED IS THE NEW BLACK

It's time to enjoy "naked" foods—whole foods that are fresh and organically grown, prepared in ways that allow each food's naturally delicious flavors to shine through. Margaret Floyd shows you how to choose the nutrient-dense foods that will make you look and feel so gorgeous, you'll want to take it all off.



PHOTO BY JASMINE LORD

FOR AN INTERVIEW REQUEST OR
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EAT NAKED

Unprocessed, Unpolluted, and Undressed Eating for a Healthier, Sexier You
by Margaret Floyd

June 2011 / 978-1-60882-0139 / \$16.95 / 6 x 9 / 192 pages



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About the Author

Margaret Floyd is a nutritional therapy practitioner, certified holistic health counselor, certified healing foods specialist, and certified member of the American Association of Drugless Practitioners.

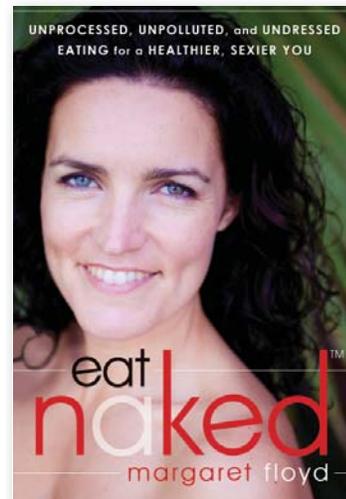
Floyd has been on the pursuit of the ideal, nutritious, and delicious way of eating for the better part of her adult life. She began her career in business with senior roles such as President of Spark Strategies and Vice President of Canadian Business for Social Responsibility, but her passion for food took over and she now works as a health and nutrition coach.

Margaret Floyd lives in Los Angeles, CA, where she has a thriving practice, serving clients around the world.

Visit the author online at www.eatnakednow.com

Interview Questions

1. What does the phrase “eat naked” mean?
2. Have you always eaten naked? If not, what inspired this?
3. What are some of the health benefits from eating naked?
4. In *Eat Naked* you discuss some specific food ingredients in most American diets that contribute to obesity. What are they, and how are they harmful?
5. What do you mean when you say that many of our foods are “overdressed”?
6. In your book you explain the importance of picking foods that are locally-grown and organic. What are the benefits of doing this?
7. The idea of transitioning to a ‘naked’ diet may seem daunting to some. Do you have any suggestions for those who are interested in making changes but are wary of doing it all at once?
8. Economic necessity leads many people to shop at the nearest, least expensive store they can. What would you say to someone who feels that they can’t afford to ‘eat naked’?
9. Would you say that eating naked is environmentally friendly? How so?
10. Surprisingly, you say in your book that you don’t eat naked all the time. Please explain your “80:20 Rule”. Does this rule take some of the pressure off the real food lifestyle?
11. What is the most important thing that you want readers to take away from *Eat Naked*?
12. What is one of the easiest tips you could give to listeners who want to start eating a healthier, unprocessed diet today?
13. Can you suggest an easy, delicious recipe right now? OR: If you could advise people to make only one change to their diet for better health, what would it be?



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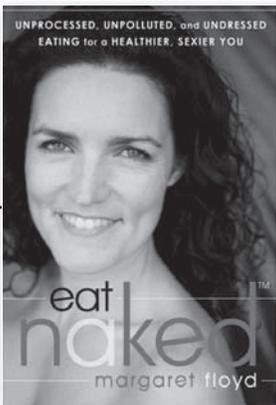
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Welcome from Margaret Floyd

I am absolutely thrilled to welcome you to *Eat Naked*, a whole-foods way of eating and living. This book has been a true labor of love. You hold in your hands the genesis of years of learning, reading, seeking, and teaching about nutrition, cooking, and health. This book is for you if you:

- Love to eat
- Want to lose some weight but don't want to diet to do so
- Want to eat healthfully without feeling deprived
- Are unwell and want to build a platform for health by giving your body what it needs to heal
- Are already quite healthy and want to maintain or even increase your health and truly thrive
- Want to learn how to prepare nutritious food in a healthful way that is simple, fast, and delicious
- Want simple guidelines on how to choose the most nutritious foods

No matter your dietary preference—vegetarian or omnivore, raw or cooked, macrobiotic, traditional, or modern—eating naked will only enhance the health benefits, simplify the process, and help you look great, even without your clothes on!

Raves

"*Eat Naked* is full of convincing arguments and practical tips for cutting the junk out of your diet and replacing it with real food—which is exactly what needs to happen."

—**Mark Bittman**, columnist for the *New York Times* and author of *How to Cook Everything* and *The Food Matters Cookbook*

"Eating naked is not The Next Diet. It is The Last Diet. Purge your pantry and strip the junk from your shopping list, but beware: you will doubtless have to face the facts about your rotten little food habits. Mine was surimi."

—**Nina Planck**, author of *Real Food: What to Eat and Why*

"Empowering, and simplified to a doable matrix, *Eat Naked* gets rid of the fluff and complexity surrounding locally sourced, home-prepared eating and puts it within reach of anyone. What a wonderful contribution to this movement."

—**Joel Salatin**, co-owner of Polyface Farm

"*Eat Naked* is a food revolution book that sets you free and also sets you on fire—free to live a long, fertile, healthy life of personal responsibility without disease, and on fire, because real access to whole foods is the newest civil rights movement that affects us all. Eat Naked and thrive!"

—**Mark McAfee**, founder of Organic Pastures Dairy

"In *Eat Naked*, Margaret Floyd has created an easy-to-follow guide to optimizing your health. Drawing on basic principles, Floyd teaches her readers how to cook and eat for health, healing, weight loss, and for the pure love of food. Everyone should Eat Naked."

—**Joshua Rosenthal**, founder and director of Integrative Nutrition

"Margaret Floyd's *Eat Naked* is a clear and passionate call to nourish ourselves in a more simple, natural, and beautiful way."

—**Marc David**, author of *The Slow Down Diet* and founder of the Institute for the Psychology of Eating

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