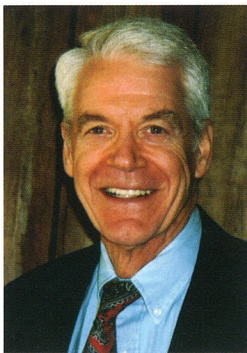


# Prevent and Reverse Heart Disease

The Esselstyn Program



*“Heart disease need never exist and if it does exist, it need never progress.”*

– Caldwell B. Esselstyn Jr., MD

Smart heart health begins one meal at a time. Internationally known author and surgeon Caldwell B. Esselstyn Jr., MD, has created an evidence-based strategy to prevent and reverse heart disease. Let Dr. Esselstyn show you how his simple and delicious diet-based heart wellness program, *Prevent and Reverse Heart Disease*, will keep your heart and arteries healthy for years to come.

Heart disease is the leading cause of death in the United States for men and women, but in other cultures it is virtually absent. Why is this so? Dr. Esselstyn will explain this as his program helps you eliminate this common killing disease from your life.

## The Key to a Healthy Lifestyle

When you enroll in *Prevent and Reverse Heart Disease* you will receive a four-hour consultation with Dr. Esselstyn. During this visit, he will discuss his program in easy-to-understand terms, thoroughly answer all questions about how you can prevent and reverse heart disease, and teach you the principles of a nutritious, plant-based, oil-free diet.

In addition, Dr. Esselstyn and his team will share recipes from their diet plan, which is based on 25 years of research in nutrition and heart disease prevention. You'll learn how to make this delicious, easy-to-prepare cuisine and will sample it in a meal.

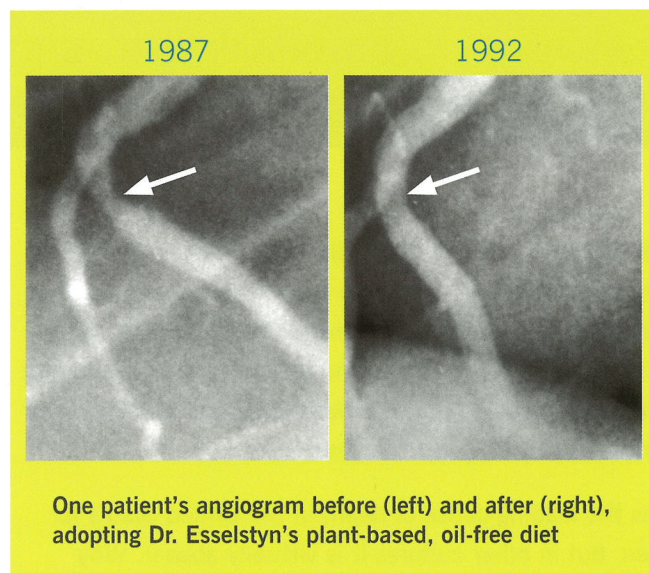
You'll monitor your progress through follow-up appointments with Dr. Esselstyn (either in-person or over the phone, whichever is most convenient). As the months go by, you'll discover within yourself the motivation to safeguard your health. As an added bonus, you will find that this diet will prevent you from developing or experiencing diabetes, high blood pressure and obesity. Plus, it will help you avoid cancers of the breast, prostate and colon, which are often linked to poor eating habits.



# Prevent and Reverse Heart Disease continued

## The Proof is in the Results

Twenty years ago, five of 24 patients in Dr. Esselstyn's initial study were told by their cardiologists that they had less than a year to live. Within months on his program, their cholesterol levels, angina symptoms and blood flow improved dramatically. More than two decades later, they remain free of symptoms.



Here are Dr. Esselstyn's documented results with this group of patients:

- **Drop in cholesterol levels:** Patients' average total cholesterol levels dropped from 246 mg/dL to 137 mg/dL.
- **Cardiac events:** These patients had 49 cardiac events (coronary bypass surgery, angioplasties, etc.) before the study. After beginning the eating plan, no adherent patient experienced a cardiac event within 12 years of follow-up.
- **Excellent angiograms:** Patient angiograms showed a widening of the coronary arteries – a reversal of heart disease.
- **Plant-based diet:** Within eight to 12 weeks of starting the program, symptoms diminished and often disappeared.

## About Dr. Esselstyn

Caldwell B. Esselstyn Jr., MD, has been a surgeon and researcher at Cleveland Clinic for more than 35 years. He organized the National Conference on the Elimination of Heart Disease in its first and second years, and was the first recipient of the Benjamin Spock Award for Compassion in Medicine in 2005. He recently summarized his 20 year study halting coronary heart disease in his book *Prevent and Reverse Heart Disease*.

## Examples of Patient Success

- Following two heart attacks, failed angioplasty and bypass surgery, Evelyn was told she would not survive a year. Twenty-three years later, still on the Esselstyn plant-based nutrition program, she remains free of symptoms, with more energy than even her younger contemporaries.
- A sixty-nine year old male developed chest pain. Within two weeks, he saw his family physician, who referred him to a cardiologist. He failed his stress test. An angiogram confirmed multiple severe blockages of his coronary arteries, and bypass surgery was recommended. Instead, he chose a trial of Esselstyn plant-based nutrition. His angina disappeared within two weeks, and he remains free of chest pain and other symptoms one year later.
- "I will never find the right words to express how the program has changed our lives! Our plant-based diet is evolving into our everyday lives, and as time goes by, we find ourselves becoming 'normal' again. I could go on and on: less medication, more energy, better sleep, weight loss, more focus – I'm just happy with myself."  
— Mark Wagner

For more information on the program or to schedule your consultation with Dr. Esselstyn, please call 888.231.3829.