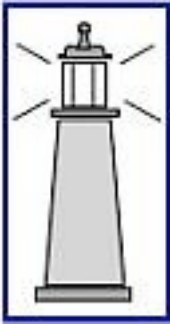


# Press Release



Lighthouse Public Relations  
Los Angeles, California  
Tel: 818.789.1077

## ***HUNGRY FOR CHANGE?***

***Ditch the Diets, Conquer the Cravings, and Eat Your Way to  
Lifelong Health***

**A Revolutionizing Book and Film**

**by Laurentine ten Bosch and James Colquhoun**

**New Book, HUNGRY FOR CHANGE, Exposes Shocking Secrets  
of the Weightloss and Food Industry and Uncovers The Truth  
Behind the Real Causes of Illness, Disease and Obesity.**

\*\*\*\*\*

\*\*\*\*\*

**Press Contact: Dawna Shuman, Lighthouse PR**

**[dsighthousepr@aol.com](mailto:dsighthousepr@aol.com)**

**Tel: 818.789.1077**

**From the creators of the best-selling documentary FOOD  
MATTERS, this dynamic duo blows the lid off the food and diet  
industry.**

**HUNGRY FOR CHANGE offers long lasting changes that will  
boost energy and break us free from the diet trap and  
processed food addictions once and for all!**



**James Colquhoun and Laurentine Ten Bosch**

**\*Laurentine and James are available for interviews/cooking and juicing demonstrations:**

**Salad in a Glass/Turbo Charge Express Smoothies/Breakfast on the Run**

*"Hungry For Change breaks through the confusion with a very simple idea. Our bodies are designed to run on real food. Our natural default state is health. I hope 'Hungry For Change' is the start of a true food revolution"*

**Mark Hyman, M.D. Author of The Blood Sugar Solution**

**Trending Topics:**

- **Why Sugar and White Flour are the "Cocaine" of the Food Industry**
- **Juicing - the New Fast Food Diet**
- **The shocking secrets the diet, weightloss and food industry don't want you to know about.**
- **The direct link between diet and disease.**
- **Why to avoid DIET and FAT FREE products.**
- **How to overcome food addictions and cravings**
- **What fat and cellulite is and how to get rid of it.**
- **How to use the power of the mind to create your ideal body**
- **Chemical food additives - the true nature of "drug like" foods and drinks**
- **Why Diets Do More Harm Than Good**
- **How to eat for optimal beauty**
- **How to lose those unwanted pounds and sculpt your body naturally**
- **Top 10 Nutrition Tips**



# HUNGRY — FOR — CHANGE

Ditch the Diets, Conquer the Cravings,  
and Eat Your Way to Lifelong Health

FOREWORD BY MARK HYMAN, M.D.

**JAMES COLQUHOUN AND LAURENTINE TEN BOSCH**

Producers of *FOOD MATTERS* and *HUNGRY FOR CHANGE*

**HUNGRY FOR CHANGE** exposes deceptive strategies practiced in the diet world. Find out what's keeping you from having the body and health you deserve and how to escape the diet trap forever.

Featuring interviews with best selling health authors and leading medical experts such as Dr. Alejandro Junger, Kris Karr, Dr. Joe Mercola, Christiane Northrup, MD, David Wolfe, Harvey Diamond, Chef Jamie Oliver and more. Real life stories of people who have transformed sickness and disease by following the core nutritional advice are revealed in the book....from those who know what it's like to be sick and overweight. This book Inspires others on their journey to healthy lifestyles.

*"We believe that your body is worthy of good care and that no one is more suitably qualified to care for it than yourself."*

James and Laurentine

\*\*\*\*\*

### **ABOUT THE AUTHORS:**

Before they became internationally renowned filmmakers, James Colquhoun and Laurentine ten Bosch were nutritional consultants recognized as pioneers in the health and wellness world. They were motivated to produce their first film, **FOOD MATTERS**, looking for answers in response to a debilitating chronic fatigue syndrome diagnosis for James' father, Roy. James and Laurentine began researching the disease, for causes and treatments in search of an effective path for his recovery.



**With the belief that the visual nature of a film was the tool that would have an impact on Roy, they released FOOD MATTERS. Since then, millions have seen the film and countless others have**

transformed their lives with the understanding that 'you are what you eat'.

Not long after FOOD MATTERS first appeared, the couple began receiving notes from viewers of FOOD MATTERS about struggles with weight and other common symptoms of a poor diet such as bloating, acid reflux, skin irritations food cravings, and addictions to processed foods and sugar, and decided to embark on their latest film, HUNGRY FOR CHANGE, which is available on DVD and as a digital download, simultaneous with the book. The book and documentary are available wherever books and films are sold.

For more info: [www.hungryforchange.tv](http://www.hungryforchange.tv).

To view TV clips from Australia, Canada and US:

<http://foodmatters.tv/content/in-the-media>

*We all want to be healthy but we get caught up in patterns and behaviors that keep us stuck. Hungry for Change will not just inspire you - it will offer proven strategies that deliver long-term results. The book proves that anyone can achieve lasting health and vitality.*

- Anthony Robbins, World Renowned Peak Performance Expert.

\*\*\*\*\*

**HUNGRY FOR CHANGE** also includes a 3-day guided detox, grocery lists and meal planners and over 120 recipes from quick snacks and juices to elaborate dinners.

A how-to guide for breaking free from the diet trap, HUNGRY FOR CHANGE exposes the truth about the diet industry and the dangers of food addictions, and enables readers take charge of their health .

For interviews, book excerpts or articles please contact:

Dawna Shuman, Lighthouse PR, Tel: 818.789.1077;

[dsighthousepr@aol.com](mailto:dsighthousepr@aol.com)

**Interview Points Include:**

**1. How To Navigate Your Supermarket**

- \* What to avoid: many of us are addicted to foods (fast food, processed junk food, soda, sugar) that are unhealthy, make us gain weight and feel poorly, and that our bodies are not biologically adapted to.
- \* What to buy: stick to simple, primarily plant-based foods that are healthy for our

bodies, makes us feel great, don't make us gain weight, and our bodies are biologically adapted to fruits, vegetables, nuts, seeds and animal protein of high quality.

## **2. The truth behind "diet" "sugar-free" and "fat-free" products**

- \* The typical American household spends nearly 90% of its food budget on processed

  - foods including diet and sugar-free, which are unhealthy.

- \* "Diet soda" for example, chemical sweeteners that can lead to neurological problems

  - and studies show that they also increase carbohydrate cravings and contribute to

    - weight gain.

- \* "Fat-free" products are loaded with sugar, and make you feel constantly hungry.

## **3. How to overcome food addictions and cravings**

- \* Sugar is a drug, and today, on average, we consume 10 times as much sugar as we

  - did a century ago: approximately 22 teaspoons a day!

- \* The more sugar we consume, the more we crave. Sugar makes us fat, and contributes to chronic diseases.

- \* Becoming aware of our sugar intake, reducing how much we consume, limiting

  - processed foods will curb sugar addictions.

## **4. Why fad diets don't work**

- \* Our bodies naturally know how to be healthy.

- \* When we attempt to "trick" our bodies with one diet-scheme or another, our bodies

  - work hard to outsmart the diet as a means to maintain our health.

- \* As many as two-thirds of those who diet regain more weight than when they started.

## **5. How to eat for beauty (clear eyes, glowing skin and healthy hair)**

- \* Harmful cosmetic ingredients

- \* Eating for beauty means focusing your diet on natural foods high in anti-inflammatory

  - properties and high-levels of antioxidants. These foods include dark green, leafy



vegetables and red berries, as well as plenty of aloe vera, arugula,  
macadamia nuts,

olives, cucumbers and radishes, as well as flax and chia seeds,  
various algae, and

plenty of fruits rich in vitamin C.

# # # #