

*Vibrant Cuisine®*

# **Chew On This:**

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## **America Is Eating Itself To Death**

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and  
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## What Are You Eating?

**The Standard American Diet (SAD) is not healthy.** As a culture, our eating patterns and food choices are now completely out of control. We are causing our own poor health, chronic diseases and premature death largely because of the daily food choices we make. We have strayed so far from our origins that we have to be taught something that we should know intuitively.

*"In the good old days—before cities lured us off the farm—we had local roots, strong muscles, and simple diets. Our foods were rich with nutrients, our cattle grazed on the range, and natural fertilizers were used in the fields. Today we are a society of packaged foods and drive-through windows. Our food is mass produced, processed, chemically preserved, and highly refined. As a result, less than 20 percent of calories (compared to 40 percent in 1900) in the Standard American Diet (SAD) come from fresh vegetables, and whole grains."*

<sup>1</sup>

If you don't have your health, you don't have anything, yet America is eating itself to death!

The Standard American Diet is a bizarre paradox because we are now the most over fed and malnourished population in our nation's history. For proof of this, just look at our obesity epidemic and the increase of degenerative and inflammatory diseases, especially in our young people!

Our Standard American Diet is too high in calories, but it also contains too many of certain nutrients like fat, salt, animal protein and not enough of others like complex carbohydrates, fiber, vitamins, minerals, omega-3 fats, and phyto-chemicals. The answer is not another calorie restrictive fad diet, more supplements or antioxidant infused processed foods.

*"...we are now  
the most over fed  
and malnourished  
population in our  
nation's history."*

Currently, there are 80 million Americans who are over 50 years of age. By 2015 this number will grow to 108 million. Those people aged 50+ who consume the Standard American Diet are at great risk of degenerative and inflammatory diseases like diabetes, high cholesterol, obesity, cardiovascular disease, autoimmune disease, arthritis and more.

Many people in their 40's are already experiencing these serious health symptoms and everyone who is, needs to address the cause of these conditions now before serious irreversible damage is done.

Sadly, the youth of today are consuming more calories, fat, and salt than ever before and it is destroying their health and their quality of life. In response to this, kids are being prescribed more drugs than at any time in history, leaving a trail of side effects and a certain future filled with more drugs, more medical procedures, and astronomical health care expenses.

**This is serious business!** Life is short, so you should enjoy every day with vibrant health. Also, given our current health care environment and with 46 million people without any health insurance in this country, it is simply too expensive to be sick.

But, it seems like every day we can read about diseases at epidemic levels in America. Many people choose to believe that it's just genes. However, recent science reveals that your genetic make-up is only a tiny percentage of the cause. About 5 percent of the world's population is born with faulty genes. That

*You cannot continue to  
eat and nourish your  
body like you always  
have and expect  
different results!*

*If your body hurts, or  
you're tired, or you  
worry that something  
just isn't right, then you  
must embrace change  
and properly nourish  
your body.*

*Without healthy  
changes, you are  
seriously jeopardizing  
your future health and  
well being.*

leaves 95 percent of the population with good genes. If that is the case, something else is dreadfully wrong.

## Improve Your Thinking

Most of us have been taught all kinds of faulty, misguided and down-right wrong health and nutritional “truths” and “eating guidelines” based on America’s scientific research. This research however used fractionated thinking which focuses on studying individual elements or factors that have been removed from their functioning context as part of the whole. The result is that we lose perspective on how things work in the real world.

The good news is that there are now a number of solid scientific studies showing the clear connection between poor nutrition and disease. Today, we have no excuse not to see and address the obvious problems our eating patterns are causing.

The solution is found in changing our daily food choices by making educated decisions about what we need to properly feed and fuel our bodies for optimal health and longevity.

If you want to lose weight, reverse disease, or achieve peak physical performance, your enemy is your current level of thinking about eating and nutrition. You need more understanding about what a balanced diet is and how you can order or prepare great tasting meals that meet your daily requirements for optimal health and nutrition.

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eating and  
nutrition.*

*"You cannot solve your problems or improve your current situation with the same level of thinking that brought you to your current state. You must think at a higher or different level."*

**- Albert Einstein**

Poor nutrition causes a number of physical, mental and emotional problems. Without a good nutritional foundation our bodies and brains will not have the functioning power needed to resolve the increasingly difficult challenges we face.

### **Just Say No To Processed Foods:**

Good nutrition begins by feeding our bodies with the types of foods that they were designed for, and that is whole, unprocessed foods. Nature has packaged nutrients in the most bio-available form for all living creatures and by trying to improve on nature, man has created "Frankenfoods" that do not contain enough nutrients to maintain good health. Many manufactures refine and strip food of its nutrients and later try to fortify them with isolated nutrients such as vitamins, minerals, and now antioxidants.

Yes, our bodies are able to absorb some of those added nutrients but not nearly as efficiently as if we consumed the whole, unprocessed foods to begin with. America's fractionated way of thinking that encourages or accepts the addition of some isolated nutrients to stripped-down processed foods seriously disables the synergistic, whole food functioning power of nutrients. There are numerous components in food that scientists aren't even aware of and they don't know how they interact with each other to make the nutrients more bio-available and even neutralize natural toxins. We cannot improve upon nature's design!

If processing foods were not enough of an insult to our food supply, manufactures add toxic chemicals to give packaged foods a longer shelf life, and other chemicals to enhance the flavors. When foods are refined and stripped of some of their components it becomes lifeless and bland

tasting. No one would eat this food if the manufacturers didn't add some chemical flavor enhancers. But, these flavor enhancing potions desensitize our taste buds so that natural whole foods seem tasteless.

What is far worse than desensitizing our taste buds are the harmful health consequences these chemicals can cause. For instance, consider that Attention Deficit Hyperactive Disorder (ADHD) in children has skyrocketed in recent years. And, for years many physicians have been telling parents of ADHD children to remove all chemical preservatives and dyes from their children's foods. Adding chemical insult to injury, these children with ADHD are being treated with amphetamines and other stimulants such as Ritalin. Joel Fuhrman, MD cites studies in his book *Disease-Proof Your Child* that 9 percent of school-age children show symptoms of ADHD.

Children are more susceptible than adults to damage caused from a toxic diet because their cells are growing and replicating, exposing more DNA surface. Infants and toddlers also have a greater cancer risk when exposed to toxic chemicals.

Recently, a free watchdog website newsletter at the Organic Consumer Association website, [www.organicconsumers.org](http://www.organicconsumers.org) had two interesting articles about the consequences of "Frankenfoods". The first one was about the results of a school menu change in Appleton, Wisconsin from the typical processed food school menu to a whole food menu. The results should motivate us to action for the sake of our own lives and those of our children and grandchildren. This school was described as out-of-control. There were weapons violations, student disruptions, suicides, expulsions, dropouts, drug use, and a policeman on full-time duty. After the students had been eating the healthier diet they became calm, focused, and orderly. These results have continued for seven years. This school has served as a model and motivated other schools to follow suit.

Genetically modified foods (GMO's) are giving rise to consumer concern. In the United States the government does not require suppliers or manufacturers to state that their food products are genetically modified. Europe does not allow GMO's to be grown or sold. Because this is a new process there has not been enough time to study the effects of these "Frankenfoods", but some people have chosen to conduct their own studies. The following is the other story from the newsletter of an experiment conducted in Holland.

A student fed one group of mice GMO soy and corn and another group an unaltered variety. The GMO fed mice became anti-social and withdrew while the other mice scampered around normally. There were other unrelated student experiments with GMO's and rats and mice in the article that yielded the same response. While these are not clinical experiments they do point to some disturbing possibilities.

The good news is that there is a simple way to avoid these potential problems and that is to address the situation holistically.

### **Inflammatory Diseases**

Recent science seems to indicate that our biggest cause of inflammatory diseases are factory farmed animal products, including farm raised fish, grain fed beef and pork, and caged chicken and eggs.

**Meat  
contains  
very few  
antioxidants**

The reason for this is that animals fit for human consumption are designed to eat green grass and plants and fish are designed to eat algae, water plants and other fish. They are not designed to eat grains. When these factory farmed creatures are fed grain, the grain causes them to produce too much insulin, which in turn causes an inflammatory response and their tissues become inflamed.



In addition, grain fed diets create an excessive production of Arachidonic Acid, also called Omega-6 fatty acid, and this also causes an inflammatory response. In contrast, animals that eat a grass diet produce Omega-3 fatty acid which buffers the Omega-6 inflammatory response. We all need to have a proper inflammatory response, which causes pain, in order to let us know when something is wrong. What we don't want is an out of control or excessive inflammatory response because it has been proven to cause inflammatory disorders including, Asthma, Allergies, Arthritis, Gout, Lupus, Colitis, Crohn's Disease, Celiac Disease and Psoriasis and it is strongly suspected in Diabetes. Scientific studies are indicating that we should have a 1:1 ratio of Omega 6 to Omega 3 fatty acids. However, the Standard America Diet is at a ratio of 20:1.

So, you can see that a primary culprit for a lot of our inflammatory diseases is our excessive consumption of Omega 6 fatty acids, which is coming from our diets that are too heavily weighted in grain-fed, factory farmed animal products.

Another problem with eating too many animal products is that it upsets the delicate pH balance of the body by making it more acidic. To compensate for this increased acidic environment, our bodies are forced to leach alkaline calcium from our bones in order to maintain a 7.4pH balance necessary to sustain life. However, countries with diets that are predominantly plant based, have lower recorded incidences of hip fractures because plant based diets are more alkaline, they are not acidic like animal products.

### **Salt, Sugar & Sickness**

The Standard American Diet also serves up whopping amounts of salt. Many American's are consuming up to 8,000 mg of sodium per day while unbiased scientific studies have concluded that you need at least 500 mg of sodium per day and that consuming more than 1,500 mg per day can be dangerous. Know how much salt you are consuming. By avoiding processed foods and eating more whole natural foods you can control

your salt intake much better. Eating a single McDonald's Big Mac has 1,040 mg of sodium which could be your entire daily requirement, even before eating all of those salty fries! Salt is a powerful flavor enhancer, but consuming excessive amounts of salt also desensitizes our taste buds to natural whole foods.

We've all heard about the dangers of refined sugar. Refined sugar is a processed chemical not found in nature. It is refined from cane or beet juice by stripping away its synergistic symphony of fiber, minerals, protein, water, and other compounds. Refined sugar suppresses the immune system by causing the pancreas to secrete abnormally large amounts of insulin in order to break down the sugar, resulting in the release of growth hormones. Growth hormones regulate the immune system. By eating refined sugar on a daily basis you are suppressing your immune system. Your system responds to this sugar as a foreign toxic agent because of its unnatural chemical structure. Consequently, it triggers an unnecessary immune system inflammatory response. Pure sugar without any fiber to slow down its absorption in the blood system wrecks havoc on the body. By the way, diabetes is an inflammatory disorder.

***By eating refined sugar on a daily basis you are suppressing your immune system.***

We have managed to pollute every system on this planet. Therefore, we have to make a real effort to protect our bodies as best we can. Take water, for example. A headline from the Associated Press on Friday, September 12, 2008 read: "New testing shows 46,000,000 affected by drugs in tap water." This pollution in our drinking water is a result of disposing prescription drugs down the drain and through normal human excretion. We wouldn't have this problem if we didn't have so many degenerative diseases that are caused by poor nutrition and lifestyle. Do you see the vicious cycle we have created?

Pages and pages could be written about the disastrous effects of the SAD on the human body with reams of scientific studies for validation. But,

having counseled hundreds of people on diet, nutrition, and healthy lifestyle, over the years, we know that most people don't want a PhD in nutrition, they just want to know how to protect themselves and their children from disease or improve their quality of life. This is why we wrote The Super Antioxidant Diet and Nutrition Guide and what the Vibrant Cuisine programs are designed to do: give you highly effective solutions that are simple to follow and taste great! Following them will help you enjoy a long, healthy and productive life.

So what does your body require to be healthy, really healthy?

### **Healthy Cells Are The Key To Optimal Health**

In order to obtain vibrant health, your cells must maintain their ideal chemical balance. The SAD and a stress-charged, sedentary lifestyle do not provide this ideal environment. Robin Jeep, a wellness author and international chef along with Richard Couey, PhD a cell physiologist have drawn from proven scientific principles to show how to create and maintain the cell's ideal chemical balance.

#### **The Five Factors to Maintain the Cell's Ideal Chemical Balance:**

- **Optimal nutrition**
- **Adequate hydration**
- **Efficient waste removal**
- **Sufficient oxygen**
- **Optimistic attitude**

## **1) Optimal Nutrition:**

Human beings are made up of 27 chemical elements. The key to nutritional health is to obtain those twenty-seven chemical elements, an abundance of antioxidants, and 45 nutrients (found in vitamins, minerals, fat, protein, carbohydrates) in their proper amounts. This is a delicate balance, acquiring too many or not getting enough results in sickness.

From numerous studies in cell physiology, biochemistry, and observing the results of this science's practical application by nutritionally oriented physicians we have determined what is needed to nourish cells. The following are the ingredients for the ideal diet listed in order of importance and volume:

- 1) Leafy greens**
- 2) Colored vegetables**
- 3) Fruits**
- 4) Legumes**
- 5) Starchy vegetables**
- 6) Whole Grains**
- 7) Nuts/seeds**
- 8) Lean, wild or grass-fed animal products (optional)**

## **2) Adequate Hydration:**

It is also imperative that the cell's environment maintains an optimal 7.4-pH balance. It is helpful to maintain that healthy pH by drinking water that has a pH of 7.2 to 7.8. People who consume an over abundance of animal products (meat, poultry, fish and dairy) need to drink water with a higher alkaline range of 7.2 to 8.5 to increase the alkalinity of their cell environment. This is because animal products contain sulfuric and

phosphoric acid and an excess of these acids result in an overly acidic cell environment, which is damaging to the cell. Consuming more of an alkaline plant-based diet rich in green leafy vegetables, colored vegetables, fruits, legumes, and nuts/seeds is the best way to maintain a healthy pH. Additionally, when you eat a diet loaded with salads, fruits and vegetables you get the purest, ideal pH balanced water right from the plant foods.

### 3) Sufficient Oxygenation:

The key is to consume as much oxygen as possible. When we breathe more oxygen into our lungs more alveoli sacks are opened, which increases our ability to consume more oxygen. Oxygen increases red blood cells and the hemoglobin levels in our blood. The hemoglobin causes oxygen to attach to the blood cells so it can be carried through the blood vessels to energize our body.

*Adenosine triphosphate (ATP)* is a scientific term for the main energy currency for cells. ATP energy promotes enzyme activity and muscular contraction. In other words it causes our body to move. Oxygen is the main producer of ATP energy. If you don't have enough ATP energy you will experience chronic fatigue. Lack of energy is a common complaint today. The more ATP energy you have the more you can do and the more you can enjoy life!

Proper exercise is the key to consuming more oxygen. The more physically fit you are, the more oxygen you consume, and the more energy you produce. Deep belly breathing also helps you consume more oxygen and produce relaxation.

**Fitness = increased oxygen consumption = increased ATP energy**

#### 4) Efficient Waste Removal:

Our cells divide about fifty times in our lifetime before they die, causing us to die. To slow the aging process and increase our life span up to fifteen years or more we need to efficiently remove waste from our cells. Waste in the cell is called *lipofuscin* or aging pigment. *Lipo* means fat.

Consuming too much fat, more than twenty to thirty percent depending on activity level, of our daily calorie intake will deposit more waste in our cells. We need to consume the correct fats from whole plant sources, polyunsaturated and monounsaturated, and we especially need to consume the essential fatty acids containing Omega-3's.

How much fat you need depends on your lifestyle. Athletes can efficiently remove up to thirty percent of their fat waste, while a physically inactive person can remove no more than twenty percent of their fat waste. Not being able to expel waste from the cell interferes with enzymatic functions. Enzymes are our cell's master chemists. In order for us to survive the enzymes in our cells must conduct 100,000 functions per second. The quickest way to destroy our chemistry is to interfere with our enzymatic reactions within our cells. The reason we are seeing sickness at epidemic proportions is that our Standard American diet, sedentary lifestyle, and negative mental environment is causing disruptions in our enzymatic functions.

#### 5) Optimistic Attitude:

In order for your cells to maximize the assimilation of nutrients, hydrate, oxygenate, and efficiently expel waste, an optimistic attitude is necessary. Stunning new scientific studies about the biochemical effects of the brain's functioning reveals the impact of an optimistic attitude on our overall health.

A positive mental attitude creates positive electromagnetic waves. This increases the diameter of the cell membrane proteins, which increases the

flow rate of exterior cell environment, allowing more nutrients into the cell and more waste to be released from the cell. These membrane proteins are the channels into the cell. They open and close like a door, allowing oxygen and nutrients from around the cell into the cell. A positive mental attitude signals the channel to open wide, allowing more nutrients and oxygen into the cell and waste out of the cell. Positive self-talk actually creates greater numbers of positive electromagnetic waves. Laughter causes the “door” to swing wide open, allowing the nourishment to gush in and the waste gush out. Have you ever wondered why optimistic people seem to be healthier and get more accomplished in life?

Chronic stress causes a chronic reduction in the flow rate of nourishment to the cells. It also reduces the ability of the cells to remove waste. This will always result in disease.

**Thankfully, the solution to America’s disease epidemic is simple:**

- **Eat healthfully**
- **Exercise**
- **Breath correctly**
- **Drink water with a pH between 7.2 and 7.8**
- **Laugh**
- **Enjoy meaningful relationships**

## **The Ideal Diet For The Human Species**

Every species has one diet that is designed specifically for that species. There is one primary diet for a wolf, one primary diet for a horse, one primary diet for a lion, etc. These diets ensure these creatures will thrive and survive. The difference with human beings is that we have been dispersed into areas in the world that do not offer our primary diet. Therefore we have had to adapt. Our systems have the amazing ability to adapt and make the most out of the nutrients available. When we adapt to a diet that is not our ideal diet, we can survive for a time but eventually our cells degenerate causing degenerative diseases, premature aging and untimely death.

### **The Super Antioxidant Diet is the ideal diet for the human species.**

There is a plethora of solid, peer reviewed scientific evidence to validate this. Sometimes people's systems are so out of whack they cannot immediately adopt their ideal diet. Because of a lifetime of poor nutrition they have developed degenerative diseases that prevent them from wholeheartedly jumping into The Super Antioxidant Diet. With that in mind, we have designed dietary plans that are ailment specific, IBS and other colon issues, coronary, high blood sugar, and others. In many cases, the disease itself will begin to

***Reclaim Your Health – Today!***

***Enroll in our upcoming 7-week “Reclaim Your Health Course” teleconference.***

***Check our website for scheduling at:***  
*www.vibrantcuisine.com*

***Nutritional coaching for chronic ailments is also available for Diabetes, High Blood Pressure, Coronary Health, and more. Please contact Robin Jeep directly at:***

*robin@vibrantcuisin.com*



reverse and they are able to work back to health and ultimately adopt the ideal diet.

Vibrant Cuisine encompasses more than nutrition because there is more than nutrition involved in living a long, healthy, and productive life. We address nutrition first because we believe it is important to improve the efficient functioning of the body and the brain in order to fully understand the issues and properly act on them. Our holistic programs address cellular health on all levels:

- **Nutrition**
- **Fitness**
- **Mental**
- **Social**
- **Rejuvenation**

Vibrant Cuisine offers educational programs, weekend retreats and an online support system to teach you how to apply these proven healthy lifestyle principles into your daily life. This level of support and encouragement is vitally important for your success. It will help you make a healthy transition and overcome the challenging obstacles you may face in living a more healthy, long and productive life.

### **Our Clients Get Dramatic Results, You Can Too!**

People are generally motivated by one of two things. It is either the desire for gain, or the fear of pain. So, what's your motivation? Are you an athlete or very busy and need to increase your performance and stamina? Or, are you trying to cope with chronic diseases and pain and you are sick and tired of being sick and tired? Whatever your motivation is, our Vibrant Cuisine programs and The Super Antioxidant Diet will definitely help you achieve your health and wellness goals.

Perhaps you can relate to some of these success stories of others who have followed our programs:

**Gene, a retired medical doctor came to us struggling with Type II Diabetes (Insulin-dependent), High Cholesterol, and he was Overweight.**

*Thank you for helping me to improve my health these past 3 months. The first few weeks were difficult, but I liked the idea of eating as much as I wanted. I have since lost 14 pounds, and I have cut my insulin requirements from one 95-unit long acting insulin shot and three 25-unit shots to one 24-unit long acting insulin shot. My blood sugars have remained stable and my Hemoglobin A1C has dropped to normal. My cholesterol has also dropped from 160 to 85 with the LDL (bad cholesterol) going from 120 to 30.*

*Thank you so much. I recommend your diet plan and recipes to all my friends. | Gene, M.D*

**Elisabeth was Overweight and she was sick and tired of dieting programs.**

*I have tried many other programs--Weight Watchers, Mayo Clinic Heart Diet, etc. They were depressing! They were all about meagerness and phony substitutes. I enjoy eating, I enjoy great tasting food, and I like to eat plenty of it. I've enjoyed losing 32 pounds and have never been hungry. | Elisabeth*

**Michelle Wanted Peak Performance.**

*I have always been athletic. I am even a personal trainer... but the missing ingredient has been nutrition! I never ate fried food or a lot of fat, but learned through the Super Antioxidant Diet...how bad processed foods are for my body! I am excited about helping others learn the importance of exercise and nutrition. | Michelle*

### **Medical Doctor Amazed At Low Cholesterol Results.**

*My husband's cholesterol went from 331 to 202 in fourteen weeks. And the LDL ( bad cholesterol) went from 237 to 128. Our doctor said that it couldn't be done with diet alone. His response: "I stand corrected."*

*Thanks again for your good work. It is literally life changing. We are so grateful for the knowledge and opportunity to give our bodies what they need to be strong and healthy. | Carolyn*

### **Overweight, Fatigue, Poor Nutrition**

*I spent twenty-five years eating the typical diet that fit into my energy robbing stressful American lifestyle. Each year, I would start whatever popular weight loss diet would help me loose a few pounds. At the age of fifty, my metabolism was shot and weight loss became impossible. Robin's nutritional wisdom and guidance helped me recover from adrenal fatigue and begin to heal. I now understand the importance of healthy nutrition, and I also enjoy eating well. | Renee*

### **Type II Diabetes (Insulin-dependent), Overweight**

*Since starting your diet I feel better than I have in 30 years! I had my doubts about your diet...but I have been on the diet now for 15 weeks and have lost 40 lbs. I have also cut my insulin units to 10 per day after taking 70 units of long lasting insulin a day for 14 years. The group meetings and supper club have also helped tremendously. | Barry*

### **Improved Quality of Life**

*Chef Robin Jeep's super antioxidant eating plan is a powerful testament to the importance of finding balance both in our mind and body to achieve nutritional success. Robin's heartfelt account of her triumphs over a series of debilitating medical conditions through "nutritional truth" and spiritual healing*

*should be an inspiration to us all. The information in this book is a way of thinking that anyone can incorporate into his or her life with ease.*

*Robin's knowledge of nutrition and creativeness in the kitchen is filled with food that taste good, fun to eat and will help anyone who is serious about their health achieve their goals.*

*My mind and body are finally in harmony. | Fran*

### **Retired Athlete Now Overweight And Experiencing Fatigue**

*After moving through a career as a tennis professional, I found myself gaining weight and becoming tired. I started out at 216 lbs. and loss 23 lbs down to 193 lbs., but I do not feel like I am on a diet, nor do I feel like I can't eat much. In fact, I eat more and more often. I have been able to educate my family on what to eat and spend more time with my wife in the kitchen. | Mike*

### **About the Authors:**

#### **Robin Jeep, Chef, Nutrition Expert and Author**

Robin is an internationally trained chef, author of The Super Antioxidant Diet and Nutrition Guide, founder of Vibrant Cuisine® and a former marketing director for Whole Foods. In her youth, Robin was an Austrian Princess, European Model and a horse trainer and rider. Robin has been the personal chef of billionaires and has prepared healthy gourmet cuisine for celebrities including Paul McCartney, Peter Max, Mikhail Baryshnikov and Seal.

#### **Richard Couey, PhD, Cell Physiologist and Author**

Dr. Richard Couey is a world-renowned researcher of nutrition, sports medicine and exercise and physiology as well as a retired professor of Health and Human Performance at Baylor University. He has authored more than 26 books, pitched for the Chicago Cubs, served as former member of the President's Commission on Physical Fitness and Sports and a consultant for the U.S. Olympic team.

## References

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1. The Super Antioxidant Diet and Nutrition Guide, 2008, p. xvii
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