

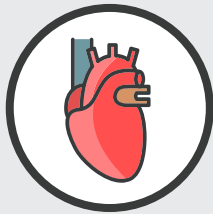
LET FOOD BE THY MEDICINE

\$2.5 TRILLION

HEALTHCARE COSTS EXCEED 2.5 TRILLION AND CONTINUE TO RISE.

WHAT IF I TOLD YOU THAT

There is a simple solution to treating and reversing...



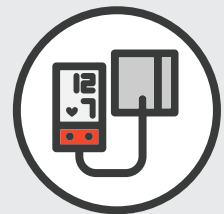
HEART
DISEASE



TYPE 2
DIABETES



OBESITY



HIGH BLOOD
PRESSURE



>85%

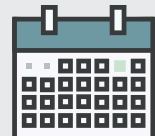
OF INDIVIDUALS WHO FOLLOW
THIS METHOD **REDUCE** OR
ELIMINATE MEDICATION USE.



IT IS AVAILABLE AT
**LOW
COST**
TO EVERYONE.



IT IS NOT A
**PILL OR
MEDICAL**
PROCEDURE.



YOU CAN BEGIN
TODAY
AND SEE **QUICK
IMPROVEMENTS**
IN YOUR **PERSONAL HEALTH**.

HERE'S THE SCOOP

Following a...

WHOLE FOODS PLANT-BASED DIET
HAS BEEN PROVEN TO ACHIEVE ALL OF THESE BENEFITS!





**SURPRISED?
WE ARE TOO!**

BUT, THE PROOF IS BECOMING WIDELY ACCEPTED AND MANY PHYSICIANS ARE BEGINNING TO PRESCRIBE PLANT-BASED DIETS TO HELP RESOLVE CHRONIC DISEASE!¹



EVEN THE NATION'S LARGEST MANAGED CARE ORGANIZATION, **KAISER PERMANENTE** ADVISED ITS **17,000 PHYSICIANS** TO RECOMMEND THE POWERFUL TREATMENT AS A **FIRST-LINE METHOD OF CARE.**²

SO WHAT IS THE PLANT-BASED DIET?

Made from plants with minimal amount of processing, think fruits, vegetables whole grains, nuts, seeds, legumes, etc.



NO
CALORIE COUNTING



NO
PORTION CONTROL

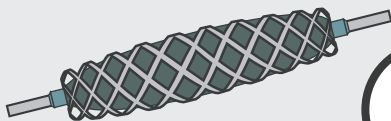


NO
FAD DIETING



IT'S A PERMANENT
LIFESTYLE CHANGE!

THINK THAT SOUNDS EXTREME? COMPARE THAT TO...



1.2 MILLION
CORONARY STENTS

Plus



500,000
BYPASSES

and
over



\$25 BILLION
SPENT ON STATIN DRUGS ANNUALLY³

WHICH TREATMENT DO YOU PREFER?

Interested in learning more about plant-based diets?

Sign up to stay informed about upcoming resources available through the WELCOA.

<https://www.welcoa.org/contact/join-list/>



SOURCES

1. **Ken Beckman, ASA, ACAS, MAAA, CFA, "A Solution to Significantly Reduce Health Care Costs." July, 2016,**
<http://www.cuthealthcarecosts.org/ChallengetotheInsuranceIndustry.pdf>
2. **Phillip J Tuso, MD; Mohamed H Ismail, MD; Benjamin P Ha, MD; Carole Bartolotto, MA, RD,"Nutritional Update for Physicians: Plant-Based Diets" Perm J 2013 Spring; 17(2):61-66**
<https://doi.org/10.7812/TPP/12-085>
3. **Mark Huberman, "Best. Interview. Ever. An Interview with Caldwell Esselstyn, Jr. M.D.," Healthy Girl's Kitchen, accessed July 2, 2016,**
<http://www.healthygirllskitchen.com/2012/03/best-interview-ever-interview-with.html>



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