

Ben Greenfield

Boundless

Upgrade Your Brain, Optimize Your Body & Defy Aging

What if the ability to look, feel, and perform at peak capacity wasn't the stuff of lore but instead was within easy reach? Sure, some of us find ways to hit peak performance in one area or another—there are professional poker players, computer programmers, and race car drivers hunched over card games, keyboards, and steering wheels with optimized minds; UFC and NFL gladiators fighting for glory on television with optimized bodies; and monks and meditators roaming the planet with optimized spirits. But in a perfect world, you would be able to have it all: complete optimization of mind, body, and spirit.

In *Boundless*, the *New York Times* bestselling author of *Beyond Training* and health and fitness leader Ben Greenfield encores with offers a first-of-its-kind blueprint for *total* human optimization.

To catapult you down the path of maximizing cognition, mental clarity, and IQ, you will discover:

-How to rewire your skull's supercomputer (& nine ways to fix your neurotransmitters)

-The twelve best ways to heal a leaky brain

-Eight proven methods to banish stress and kiss high cortisol goodbye

-Ten foods that break your brain, and how to eat yourself smart

-How to safely utilize nootropics and smart drugs, along with eight of the best brain-boosting supplement stacks and psychedelics

-The top nutrient for brain health that you probably aren't getting enough of

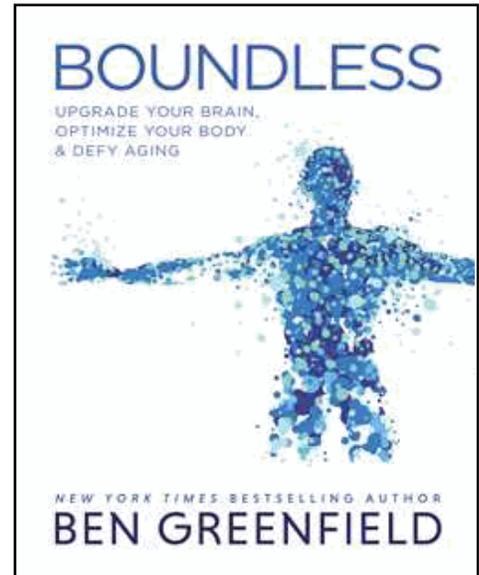
-Six ways to upgrade your brain using biohacking gear, games, and tools

-How to exercise the cells of your nervous system using technology and modern science

-Easy ways to train your brain for power, speed, and longevity

-The ultimate guide to optimizing your sleep, maximizing mental recovery, and stopping jet lag

To ensure that you look good naked and live a long time, you



HARDCOVER

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Health & Fitness

First Print: 15,000

8.5 x 10.875, 512 pages

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\$64.95 (US) / \$80 (CAN)

will learn:

- Six ways to get quick, powerful muscles (& why bigger muscles aren't better)
- How to burn fat fast without destroying your body
- The fitness secrets of six of the fittest old people on the planet
- The best training program for maximizing muscle gain and fat loss at the same time
- One simple tactic for staying lean year-round with minimal effort
- A step-by-step system for figuring out exactly which foods to eat
- Fourteen ways to build an unstoppable immune system
- Little-known tactics, tips, and tricks for recovering from workouts with lightning speed
- The best tools for biohacking your body at home and on the road
- The eleven best blood tests for maximizing health and longevity
- How to eat, train, and live for optimal symmetry and beauty (& how to raise kids with superhuman bodies and brains)

And to help you live a fulfilling and happy life, you will learn:

- Twelve techniques to heal your body using your own internal pharmacy
- What the single most powerful emotion is and how to tap into it every day
- Four of the best ways to heal your body and spirit using sounds and vibrations
- Six ways to enhance your life and longevity with love, friendships, and lasting relationships
- How to biohack the bedroom for better sex and longer orgasms, and the top libido-enhancing herbs, supplements, and strategies
- The perfect morning, afternoon, and evening routines for enhancing sleep, productivity, and overall happiness
- Twenty-eight ways to combine ancestral wisdom and modern

science to enhance longevity, including the best foods, herbs, supplements, injections, medical treatments, biohacks, fasting strategies, and much more

-The four hidden variables that can make or break your mind, body, and spirit

-How to use the power of light to optimize your body and brain

-The exercise that will change your life forever (& how to reverse-engineer your perfect day)

Boundless guides you every step of the way to becoming an expert in what makes your brain tick, your body work, and your spirit happy. You can flip open the book to any chapter and discover research-proven, trench-tested techniques to build muscle, burn fat, live longer, have mind-blowing sex, raise robust children, and much, much more!

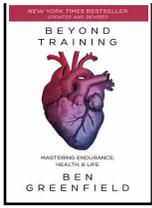
Ben Greenfield is a former bodybuilder, Ironman triathlete, pro obstacle course racer, human performance consultant, speaker and author of 13 books, including the New York Times Bestseller “Beyond Training”. Ben has been voted by the NSCA as America’s top Personal Trainer and by Greatist as one of the top 100 Most Influential People In Health And Fitness. He works with individuals from all over the globe for both body and brain performance, and specializes in anti-aging, biohacking, and achieving an ideal combination of performance, health and longevity.

A frequent contributor to health and wellness publications and a highly sought after speaker, Ben’s understanding of functional exercise, nutrition, and the delicate balance between performance and health has helped thousands of people around the world achieve their goals and improve their quality of life – from high-level CEO’s to executives to exercise enthusiasts, professional athletes and beyond.

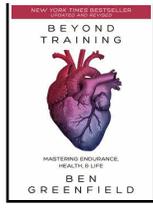
He is the founder and owner of KION, a nutrition supplements company that combines time-honored superfoods with modern science to allow human beings to achieve peak performance, look amazing, defy aging, and live an adventurous, fulfilling, joyful and limitless life.

Ben coaches and trains individuals all over the world for general health, anti-aging, weight loss, lean muscle gain, holistic wellness, and both body and brain performance, both at conferences and getaways and also via online training and consulting.

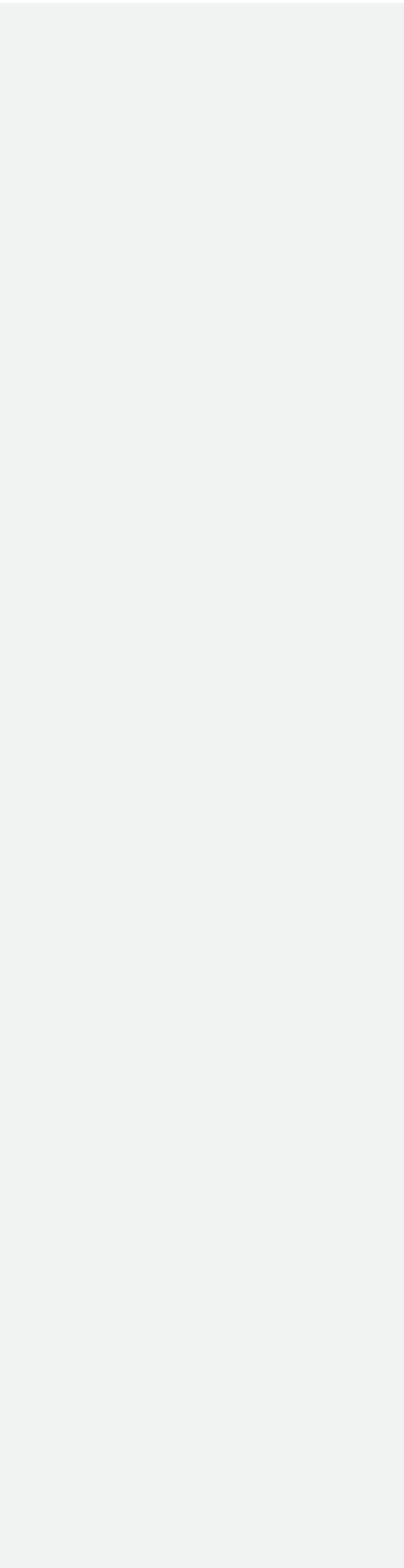
In college, Ben competed in tennis, water polo, and volleyball, then moved on to over a decade of competition in endurance sports, including as a top ranked triathlete, 13-time Ironman triathlete, multiple Ironman Hawaii finisher and member of the pro Spartan team. Ben resides in Spokane, Washington with his wife, Jessa, and twin boys, River and Terran, where he enjoys fiction, guitar, ukulele, spearfishing, bowhunting, plant foraging and cooking.



Beyond Training
9781628603767
\$26.95/\$35.95 Can.



Beyond Training
9781628600124
\$29.95/\$34.99 Can.



Jason Fung

The LCHF Cookbook

How to Use a LCHF Diet and Intermittent Fasting for Weight Loss

Megan Ramos and Dr. Jason Fung have joined forces to deliver a comprehensive guide to understanding and combating insulin resistance in their new book, *The LCHF Cookbook*.

Toxic levels of insulin, better known as insulin resistance, are caused by a lifetime of poor dietary habits and are the number-one contributing factor to the development of obesity and metabolic syndrome. Through years of research and clinical practice, Ramos and Dr. Fung have created a revolutionary program to combat insulin resistance and control diabetes and other obesity-related health conditions. Their Intensive Dietary Management Program promotes strategies that have been proven to lower insulin levels and aid in weight loss. The approach is twofold, combining intermittent fasting with a nutritional program focused on eating only whole and unrefined foods, lowering intake of refined grains and added sugars, and increasing intake of natural fats. This synergy will put you on a path to lifelong health and the remediation of many health conditions.

The LCHF Cookbook will show you how to find the right fasting regimen that is customized to your needs and how to break through weight-loss plateaus while following a whole-foods-based diet. This book features more than 110 delicious recipes designed to help you achieve success and maintain it over the long term. All of Ramos's recipes are made from whole foods and adhere to the guidelines of the program.

Sample recipes include:

- Steak Fajitas
 - Turkey-Stuffed Bell Peppers
 - Lemon Dill Salmon with Asparagus
 - Avocado-Stuffed Deviled Eggs
 - Tabbouleh
 - Ginger Chicken Lettuce Cups
 - and many more!
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PAPERBACK

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Megan Ramos is the co-founder and director of Intensive Dietary Management, a therapeutic fasting dietary program that also focuses on low-carbohydrate eating. She has worked alongside Dr. Fung for more than eighteen years as a clinical researcher focusing on preventative medicine. Ramos has extensive experience working closely with patients who struggle with obesity, diabetes, and other health conditions to make the right dietary choices for optimal health. She has overcome her own health issues, including diabetes, obesity, PCOS, early presence of cancer cells, and metabolic syndrome, by following the Intensive Dietary Management Program—not only achieving health but also maintaining it for over six years. Ramos is also the co-host of the popular podcast *The Obesity Code Podcast: Stories from Intensive Dietary Management*.

Ramos is also the co-host of the popular podcast "The Obesity Code Podcast: Stories from Intensive Dietary Management"

Dr. Jason Fung earned his medical degree at the University of Toronto, where he also completed his internal medicine residency before heading to UCLA for a fellowship in nephrology (a branch of medicine concerned with the kidneys). He currently practices as a kidney specialist in Toronto.

During the course of treating thousands of patients, it became clear to Dr. Fung that the epidemic of type 2 diabetes and obesity was getting worse. The prevailing dietary recommendations for reducing dietary fat and calories were clearly ineffective. In response, he founded Intensive Dietary Management (intensivedietarymanagement.com) to provide a unique treatment focus for type 2 diabetes and obesity that promotes simple yet effective dietary changes rather than focusing on medications.

Ken Berry
Common Sense Keto

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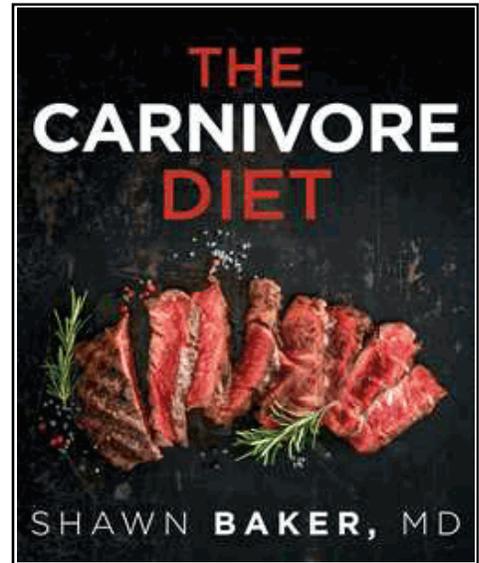
Shawn Baker

The Carnivore Diet

Shawn Baker's Carnivore Diet is a revolutionary, paradigm-breaking nutritional strategy that takes contemporary dietary theory and dumps it on its head. It breaks just about all the "rules" and delivers outstanding results. At its heart is a focus on simplicity rather than complexity, subtraction rather than addition, making this an incredibly effective diet that is also easy to follow.

The Carnivore Diet reviews some of the supporting evolutionary, historical, and nutritional science that gives us clues as to why so many people are having great success with this meat-focused way of eating. It highlights dramatic real-world transformations experienced by people of all types. Common disease conditions that are often thought to be lifelong and progressive are often reversed on this diet, and in this book, Baker discusses some of the theory behind that phenomenon as well. It outlines a comprehensive strategy for incorporating the Carnivore Diet as a tool or a lifelong eating style, and Baker offers a thorough discussion of the most common misconceptions about this diet and the problems people have when transitioning to it.

Shawn Baker is a lifelong multisport elite-level athlete and a medical doctor who served as a combat trauma surgeon and chief of orthopedics while deployed to Afghanistan with the United States Air Force. His focus in recent years has been on using nutrition as a tool for health, performance, and overall well-being. Through his Carnivore Training System and private consulting work, he has inspired countless thousands of others to challenge a highly flawed nutritional paradigm and to opt for a carnivorous lifestyle instead.



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Carolyn Ketchum

The Ultimate Guide to Keto Baking

Grab an apron and your favorite mixing bowl and get ready to dive in as Carolyn Ketchum brings her passion for low-carb baking to life in *The Big Book of Ketogenic Baking*. The creator of the popular blog *All Day I Dream About Food* and the author of several beloved cookbooks, Carolyn is famous for her delectable recipes for low-carb baked goods (among other keto dishes). With this comprehensive cookbook dedicated to ketogenic baking, you too can create mouthwatering baked goods that will satisfy every craving while keeping your body healthy and keto-adapted. Your family and friends may not even realize that these recipes are keto!

Whatever kind of baking you're looking to do, *The Big Book of Ketogenic Baking* features over 120 recipes and has you covered with a wide variety of sweet and savory recipes for everything from breads and muffins to pizza crust to cookies, cakes, and pastries, all gluten-free and keto-friendly. Carolyn walks you through each technique step by step while letting you in on her most prized secrets and tips for success. With this book's full-color photos, detailed how-tos, and helpful insights on keto baking ingredients and methods, along with Carolyn's unmatched expertise, you too can create exquisite baked goods with a taste that will rival any neighborhood bakeries.

Sample recipes include:

- Chocolate Zucchini Sheet Cake
- Sugar Cookie Flag Pizza

Whether you are a seasoned baker or you are new to low-carb baking, Carolyn Ketchum's foolproof guide will have you baking with confidence in no time. And you will love the results—both how they taste and how they make you feel!

Carolyn Ketchum is the writer, photographer, and evil mastermind behind *All Day I Dream About Food*, a low-carb and gluten-free food blog. Since its inception in 2010, *ADIDAF* has become one of the most popular low-carb sites on the web. With over one million page views per month, it has a devoted following among dieters, diabetics, celiacs, and those simply trying to live a healthier lifestyle. Ketchum recipes and photos have been featured in *Women's Health*, *The Huffington Post*, *Diabetic Living*, *Redbook*, and *Shape* and on *Glamour.com*, among other publications. Her mission is to prove to the world that special diets need not be boring or restrictive and that low-carb and gluten-free dishes can be just as good as or better than their conventional counterparts. It's astonishing what can be done with a bag of almond flour, a stick of butter, and a willingness to experiment!

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PAPERBACK

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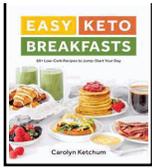
Cooking

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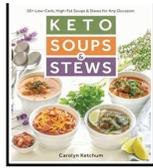
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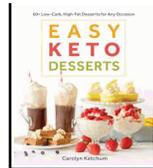
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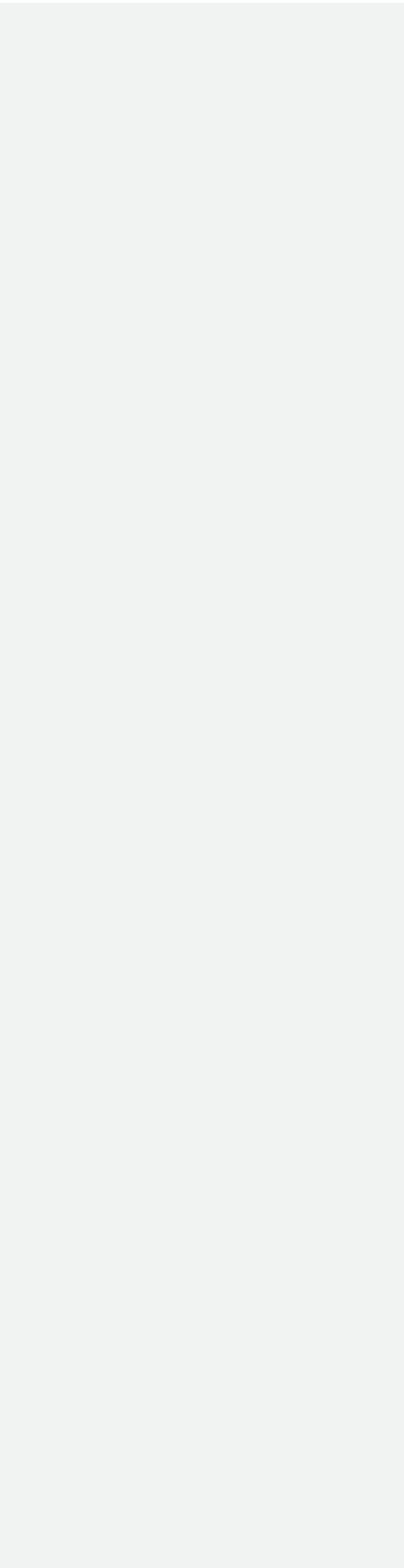
Easy Keto Breakfasts
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Keto Soups & Stews
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Easy Keto Desserts
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\$19.95/\$26.95 Can.



Suzanne Ryan

Beyond Simply Keto

Shifting Your Mindset and Realizing Your Worth, with a Step-by-Step Guide to Keto and 100+ Easy Recipes

Have you ever been so focused on losing weight or self-conscious about your body that you developed the belief that you could only fully love yourself or be happy AFTER you lose weight? If so, Suzanne Ryan can totally relate, but she's here to share with you some unexpected twists, turns, and discoveries she made after losing 120 pounds with a ketogenic diet.

Following up on her best-selling book, *Simply Keto*, Suzanne walks you through the next chapter of her journey in her new book, *Beyond Simply Keto*. With compassion and vulnerability, she shares the three main steps that have made the biggest impact on her mental health and ketogenic lifestyle. She relates personal stories of dealing with anxiety, emotional eating, and depression, while overcoming her biggest critic of all: herself.

Beyond Simply Keto shows you how to go beyond food and dieting and empowers you to take a step further to heal and transform your mind and body from the inside out.

In this book, you'll find:

- An easy beginner's guide to the ketogenic diet
 - Three important steps that can change your life
 - Helpful tips and advice for living a ketogenic lifestyle
 - Over 100 simple and delicious new recipes
 - A 30-day meal plan with weekly shopping lists
 - Printable worksheets for accountability, self-care, meal planning, and more
 - Encouragement to be the best version of yourself!
- You'll also find recipes that your whole family will enjoy, including:

Blueberry Lemon Scones
Three Cheese Souffles
Coffee Cake
Broccoli Cheddar Soup
Spinach Artichoke Dip
Shepherd's Pie
Simply Keto Lasagna
Cheddar Chive Biscuits
Cookie Dough Bites
Strawberry Shortcake Parfaits



PAPERBACK

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Cooking

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Suzanne Ryan discovered the ketogenic diet in January 2015, and it completely changed her life. When she started keto, Suzanne weighed 289 pounds, and her energy level and self-esteem were at an all-time low. She felt tired, sick, and frustrated by her inability to stick to a healthy diet. After just one year, she had lost 100 pounds and developed a new mind-set surrounding food. Suzanne is currently down 120 pounds, and she's passionate about helping others find the same success.

Suzanne began talking about her weight-loss journey, offering encouragement, and sharing tips and recipes on her YouTube channel, Keto Karma. She also has a popular blog, Keto Karma, where she posts helpful information, recipes, grocery hauls, and other keto-related tools and advice. Suzanne deeply believes that people should look within themselves and realize that they already have everything they need to change their lives for the better.

Suzanne has appeared on: The Today Show, Live with Kelly & Ryan and The Dr. Oz Show. Her work has also been featured in: *First for Women*, *Women's Health*, *Closer Weekly*, *Health Theory*, *Woman's World*, *Insider*, *Reader's Digest*, *Shape*, *Harper's Bazaar*, Popculture.com and more.

Suzanne lives in the San Francisco Bay Area with her husband, Mick, and her daughter, Olivia.



Simply Keto
9781628602630
\$34.95/\$46.95 Can.

Brenda Bennett

Naturally Keto

The Ketogenic diet is on the rise and for good reason. It's one of the fastest ways to not only lose weight and keep it off, but reduce brain fog, increase mental clarity, balance hormones and blood sugar levels, increase energy levels, reduce inflammation and eliminate sugar and carb cravings.

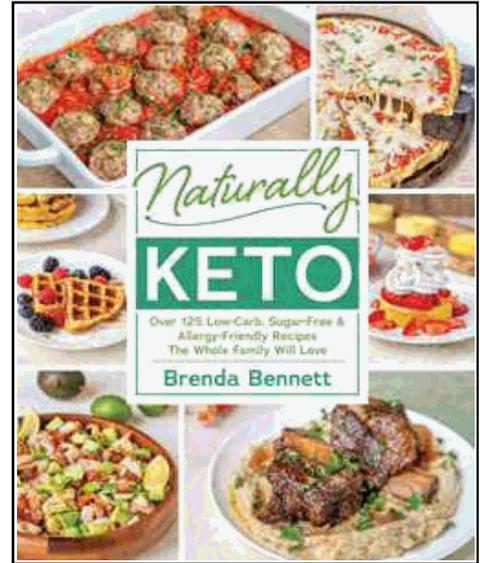
Whether you're just trying to remove sugar from your life, or just learning to eat low carb or even if you've been doing keto for a long time, *Naturally Keto* will bring you recipes that satisfy and inspire you, that even the novice cook can make with nothing too complicated or fancy or hard to find ingredients. This book provides you keto friendly family meals that everyone will love, even the picky ones.

Brenda Bennett, popular food blogger Sugar Free Mom, knows what it's like to struggle with sugar and carb addiction and what it's like to be doing keto alone without her husband following the diet. She's found freedom in the keto lifestyle and the ability to make recipes the whole family will eat. No need to cook differently for your kids and make separate meals for yourself.

Naturally Keto includes a wide variety of over 125 recipes from breakfast to desserts, many dairy free and nut free, as well as a 4-week meal plan, a beginner's guide to starting keto, tips on dealing with a reluctant spouse, kitchen essentials, dining out and fool proof fabulous recipes for entertaining a non- low carb crowd.

Naturally Keto features something for everyone, no matter what your taste or dietary need and includes:

- 50 plus Dairy Free Recipes and many with Dairy Free-Options
 - 75 Egg-Free Recipes
 - Over 115 that are nut free!
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PAPERBACK

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Cooking

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\$34.95 (US) / \$46.95 (CAN)

Brenda Bennett is the recipe creator, writer and photographer behind the popular food blog, SugarFreeMom.com, a low carb, gluten free, allergy friendly food blog, which focuses on fresh, whole food recipes, free of grains, gluten, sugar as well as many tree nut and peanut free recipes catering to her son's allergies. SugarFreeMom.com launched in 2011 as a place for her family and friends to easily find all her creative sugar free recipes and quickly became a leading source for trusted, tried and true low carb recipes. Though the blog began in 2011, Brenda's sugar free journey began over 15 years ago to tame her sugar addiction by creating low carb recipes of her high carb favorites.

With a Master's Degree in Special Education, her desire has always been to help others in need. Her own weight struggles began as a teenager turning to bulimia, eventually overcoming that horrific battle but discovering her sugar addiction needed to be tamed. In 2004 she gave up the white stuff for good and has never looked back. Her mission has always been and continues to be to help others see this way of life as not only sustainable, but enjoyable. That giving up sugar and carbs doesn't have to be a death sentence and never enjoying desserts again. You can still enjoy cake on your birthday, keto cake that is!

Brenda lives in Rhode Island with her husband of 22 years and their 3 children. She is a lover of coffee, chocolate and dipping almost anything in avocado oil mayonnaise. She is a multitasker at best. You can often find her homeschooling her kids while cooking in the kitchen or being the Uber driver for her kids while listening to keto podcasts.

Find more of her recipes, meal plans and resources at www.sugarfreemom.com.

David Jockers

Keto Metabolic Breakthrough

In his new book, *The Ketogenic Metabolic Makeover*, Dr. David Jockers delivers a revolutionary new approach to transforming your health by using the principles of the ketogenic diet to reset your metabolism. Chronic illness, degenerative disease and obesity often appears as a direct result of metabolic dysfunction. Using the principles of the low-carb, high-fat ketogenic diet, Jockers will show you how remedy these health problems on finite level by changing your metabolic state.

Throughout his book, Dr. Jockers brings you a wealth of expertise, and walks you through step-by-step how to begin and sustain a ketogenic diet. He also highlights and debunks the most common myths circulating about the keto diet and offers the real science behind this nutritional plan that - with the right approach - can forever change your life!

This book is also designed to help people trouble shoot common challenges they may experience as they go through the process of keto adaptation so they know what to expect and what to do if they are struggling through this phase. Jockers also incorporates best practices for how to transition from the standard American diet and into the keto diet and lifestyle in a way that is gentle on the body and provides exceptional resources for how to shop, set up refrigerator and pantry and meal plan to ensure success!

Dr. David Jockers is a doctor of natural medicine, a functional nutritionist and corrective care chiropractor. He currently owns and operates Exodus Health Center Kennesaw, Georgia and runs one of the hottest natural health websites in DrJockers.com with over 1 million monthly visitors and his work has been seen on popular media such as the Dr Oz show.

Dr Jockers is a world-renowned expert in the area of ketosis, fasting and the ketogenic diet. He is the developer of the the bestselling “Navigating the Ketogenic Diet” E-course and the host of the **Popular Keto Edge Summit**.



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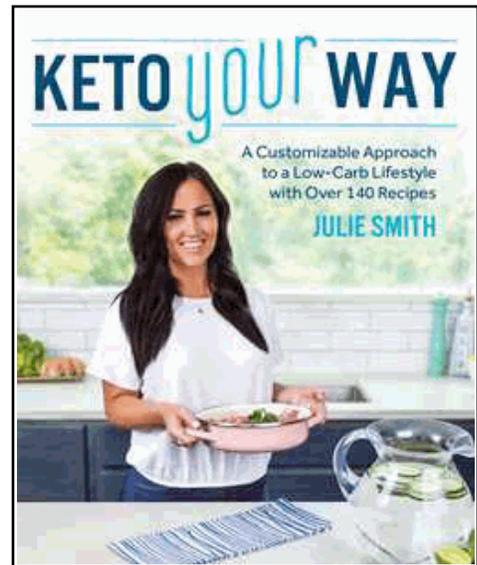
Julie Smith

Keto Your Way

In her new book, *Keto Your Way*, Julie Smith shows you how to create a customized plan for adopting a ketogenic lifestyle tailored to your specific needs, taste buds, and budget. With so many ways to approach keto, this book provides you with the information and tools you need to find the approach that matches your lifestyle and to make informed food choices that satisfy your unique nutritional needs. Julie also teaches you how to eat intuitively and to listen to your body in a way that takes the “diet” out of keto and makes it about living a life that is sustainable for you. With a keto template and Julie’s guidance, you can lose weight and become your healthiest you!

As a busy mother of four, Julie knows the value of time and the realities of needing to stick to a budget. In *Keto Your Way*, she presents more than 140 simple and easy family-friendly recipes made with budget-friendly ingredients that can be found in just about any grocery store. She also offers tips and tricks for overcoming hurdles to achieve lasting success. Leave behind the one-size-fits-all approach and embrace keto—your way.

Julie Smith is the creator of the popular, fast growing instagram blog, @ketomadesimple. She lives in Utah with her husband Cameron (@ketomadman) and their 4 insane children. She has a passion for helping people feel beautiful. Julie struggled with her weight for years and had no explanation of why. She was working out five days a week and eating super clean, only to find that she still continued to gain weight. After many doctor visits and tests, in early 2017, Julie was diagnosed with PCOS (Polycystic Ovary Syndrome), which is basically a hormonal disaster that affects millions of women. She was so happy to find a reason why - but was eager to find a solution. After doing extensive research on ways to combat this disorder, all things pointed to keto. She immediately jumped right in. Julie began living a ketogenic lifestyle in February 2017, and she’s never looked back. She has lost over 60 pounds and has gained her life back in ways she never imagined. She continues to inspire others through her social media influence and believes that living a ketogenic lifestyle can be a way of healing yourself from the inside out.



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Jenny Castaneda

Easy Keto Meal Prep

4 Weeks of Healthy Ketogenic Meal Plans with 100+ Simple Recipes for Any Day of the Week

Easy Keto Meal Prep is a comprehensive four-week meal preparation guide that takes the guesswork out of ketogenic eating by providing an easy-to-follow template for weekly meal planning. Each menu features delicious low-carb, keto-friendly meals that will get you off and running to success on today's most popular diet! Author Jenny Castaneda is the creator of the popular blog and healthy living site *Cook and Savor*.

Jenny's plan is designed to accommodate the demands of real life. She teaches you how to minimize your time in the kitchen by preparing your meals on one or two days so you have five days' worth of food for breakfasts, lunches, and dinners! The other meals of the week are "free meals" for eating out, attending work lunches, and using leftovers.

The done-for-you meal plans in *Easy Keto Meal Prep* mean you don't have to think about what to eat or what to shop for, or how to plan your prep and cook days. After you've given them all a try, you'll be ready to mix and match the recipes (and add your own) to come up with do-it-yourself plans!

Sample Recipes Include:

Blender Pancakes

Goat Cheese and Salmon Spread

Wonton Noodle Soup

Italian Casserole

Sheet Pan Beef Kabobs

Crispy Carnitas

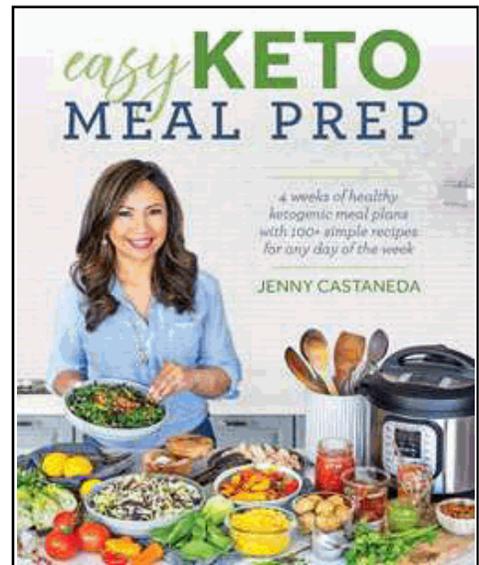
Five-Spice Meatballs

Mediterranean Couscous

Turmeric Garlic Cauliflower Rice

No-Bake Blueberry Cheesecake Cups

Whether you are new to the keto diet or you are a keto veteran, *Easy Keto Meal Prep* is a fantastic resource for staying healthy, happy, and on point living a keto life!



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Jenny Castaneda is the founder of Cook and Savor, a 100% gluten-free blog with quick and easy recipes, healthy living and meal prep tips. She helps empower her community with the right knowledge and tools needed to sustain a healthy eating lifestyle. She's a firm believer that stocking the fridge with easy, nutrient-dense meals will help you save time, money and reduce your overall stress level. This makes for a healthier, happier YOU!

Danny Vega

Ketogenic Athlete

No one knows better than diet and fitness experts Brian Williamson and Danny Vega that a ketogenic diet and athletic performance go hand in hand. More and more athletes are turning to a low-carb, high-fat diet to enhance performance, increase longevity and build strength. With that in mind, Williamson and Vega present, *The Ketogenic Athlete*, an ultimate guide for adopting a keto diet for athletic optimization!

The Ketogenic Athlete will help you improve athletic performance and features targeted methods specific to: lifting more, exercising longer, and get in the best shape of your life using a keto template coupled with their exercise program.

The Ketogenic Athlete will help you understand the right way to think and eat using the right ratio of fats, proteins and carbohydrates. Athletes have unique nutritional needs and *The Ketogenic Athlete* caters specifically to those needs to increase energy levels, build and maintain muscle mass, increase metabolism and energy levels to achieve and stay at peak performance levels.

The Ketogenic Athlete also features keto meal-prep advice specifically for athletes as well as 30 easy-to-follow keto recipes with full-color photos.

final cover
to come

PAPERBACK

On Sale: 03/03/20

Victory Belt

9781628603743

Health & Fitness

First Print: 15,000

8.5 x 10.875, 384 pages

Carton quantity: 10

\$39.95 (US) / \$53.95 (CAN)

Brian Williamson

My name is Brian Williamson. I'm a 40-something husband and father of three. I've been active my whole life (running, martial arts, lifting, etc.), but I can't say I've always been healthy. I have topped the scales at 270 pounds (I'm 6'2"). My journey toward a ketogenic lifestyle began with some research into methods to alleviate the effects of epilepsy (one of my children has epilepsy). Ketogenic diets have been used for close to 100 years for helping people with epilepsy. That research led me to discover the science behind the ketogenic way of life, and allowed me the tools needed to accomplish the health and fitness goals I wanted achieve. I have helped convert several of my friends to the ketogenic lifestyle and they are reaping the benefits, too.

By adopting the ketogenic way of life, I have lost 60 pounds, improved my mental and physical health, and started enjoying life.

Danny Vega

Danny Vega is a 220-pound raw powerlifter with meet bests of 640 squat in wraps (610 raw), 400 bench, and 700 deadlift.

A native of Miami, Florida, Danny received his bachelor's degree in political science from Columbia University in 2004, where he was a member of the football team and a three-time Dean's List recipient. Danny earned his Master's of Science in Human Performance from the University of Florida, where he worked with the national championship men's basketball team along with women's basketball, tennis, and golf programs.

He then went on to become the Strength & Conditioning coordinator for VCU basketball, helping the Rams to the 2007 conference champions and making it to the second round of the NCAA tournament.

Maria Emmerich

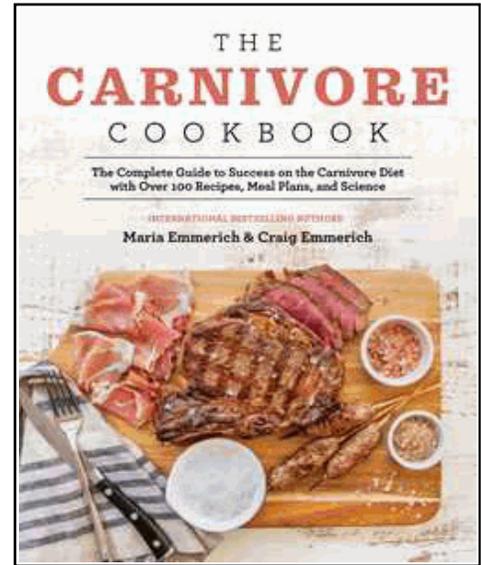
The Carnivore Cookbook

Keto meets carnivore in this revolutionary new book by revered cookbook author and low-carb pioneer Maria Emmerich.

Did you know that our ancestors were apex predators who were even more carnivorous than hyenas and big cats? That was only about 30,000 years ago. But since then, our diets have drastically changed due to the invention of agriculture about 7,000 years ago and, within the last 100 years or so, the introduction of millions of food additives, the development of a year-round produce supply, and the hybridization of fruits and vegetables, making them higher in sugar and lower in nutrients. *Carnivore Cookbook* explores what our bodies were really designed to digest and gives compelling evidence that we were designed to be primarily meat-eaters.

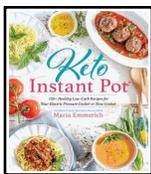
In this book, you will learn why all plants come with a downside. Antinutrients are chemicals and compounds that act as natural pesticides or defenses for the plants against being eaten. Maria explains how antinutrients can rob your body of minerals and other nutrients and lead to autoimmune issues and leaky gut. There is even a protocol for healing autoimmune issues called the Carnivore Autoimmune Protocol: a detailed system for stepping you through the various levels of carnivorous eating to find the point where your body responds best and is symptom free. You will also learn which foods are the highest in nutrient density to help your body heal.

Carnivore Cookbook includes more than 100 tasty meat-focused recipes featuring innovative ways to add flavor and variety. There are even carnivore meal plans with grocery lists to make the diet easy to follow.



PAPERBACK

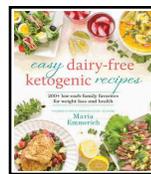
On Sale: 01/07/20
Victory Belt
9781628603941
 Cooking
 First Print: 15,000
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Keto Instant Pot
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Keto
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Easy Dairy-Free Ketogenic Recipes
 9781628602661
 \$34.95/\$46.95 Can.

Natasha Newton

Southern Keto & Beyond

Natasha “Tasha” Newton, bestselling author of *Southern Keto*, once again lends her distinctive Southern flair to the ketogenic lifestyle *Southern Keto & Beyond*. Tasha brings to your dinner table the sought-after Southern-style recipes she is known for—but wait, there’s more! She goes above and beyond to includes recipes that feature the time-honored all-American and international flavors everyone has come to love—all low-carb and high-fat.

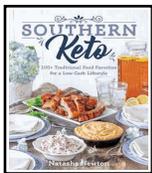
With more than 125 easy-to-follow recipes, *Southern Keto & Beyond* features delectable family-friendly cuisine that will satisfy every taste bud. Tasha includes everything from Southern comfort foods to slow cooker chicken tacos to zucchini Parmesan and, of course, a wide range of delectable desserts. With this amazing array of flavor combinations, your low-carb, ketogenic lifestyle will never taste better.

Southern Keto & Beyond also features meal plans, shopping lists, sample menus, cooking tips, and much more!

Natasha "Tasha" Newton is the voice behind ketoislife.com. Through her Instagram blog, social media channels and website Tasha brings an approachable model to the ketogenic lifestyle. She offers not only mouth-watering recipes but inspirational narratives and a strong passion for helping others discover a path to better health.

Tasha began her ketogenic journey in 2014 to lose weight and battle her food and sugar addictions. Aside from losing and maintaining weight loss, Tasha then discovered a pleasant side effect of the ketogenic lifestyle - a new lease on life! Having suffered with chronic inflammation from Crohn's disease, she found a substantial decrease in inflammation, marked increase in her energy levels and a harmony with true health. Being a native to the south, Tasha offers a distinct flair to her keto recipes and delivers those sought-after flavors of down-home southern cooking.

Tasha is the bestselling author of *Southern Keto*, released in 2018.



Southern Keto
9781628603132
\$34.95/\$46.95 Can.

final cover
to come

PAPERBACK

On Sale: 03/17/20

Victory Belt

9781628603958

Cooking

First Print: 15,000

8 x 10, 304 pages

Carton quantity: 12

\$34.95 (US) / \$46.95 (CAN)

Kristie Sullivan

Growing Up Keto

Bestselling author Kristie Sullivan teamed up with her teenaged daughter Grace to deliver the ultimate keto family cookbook, *Growing Up Keto*. This inspiring new book stems from Kristie's personal struggles with growing up obese and then finally finding the right nutritional path for herself and, eventually, her family. The keto lifestyle proved to be the right fit for Kristie, who experienced dramatic weight loss and optimized health. Above and beyond being a success story, Kristie is a busy working mom who is devoted to the health of her two children. When she saw her own daughter begin to struggle with weight just as she had as a child, Kristie committed to supporting her by providing delicious low-carb options, focusing on health instead of weight, and setting an example. With her mother's guidance, Grace made the choice to adopt a keto lifestyle herself, and after six years of success, this mother-and-daughter duo bring to you a first-of-its-kind cookbook dedicated to young adults, teens, kids, and—you guessed it—their moms and dads!

Growing Up Keto combines the Sullivans' heartwarming family narrative with a practical, safe, and kid-friendly approach to adopting a low-carb, ketogenic lifestyle. The recipes featured in the book were created with the health needs and tastes of kids and teens in mind. Some are so simple that youngsters can take over in the kitchen with little or no help from mom or dad. There are also recipes for celebrations with extended family and friends and meals that parents and kids can cook together, making even simple weeknight dinners more fun.

Kristie also includes useful tools and information for parents of kids who eat keto, such as tips and tricks for surviving sleepovers, camp, and other social activities that involve food as well as a guide to helping kids make independent and informed choices for a lifetime of healthy eating.

Growing Up Keto is complete with breakfasts, including quick morning meals; lunches, including handy tips on packing for school and overnight trips; main dishes, including celebratory meals; and, of course, classic desserts that kids love. With plenty of options for a wide range of palates, Kristie and Grace leave nothing out. Kids and adults alike will feel satisfied, happy, and healthy!

Sample Recipes Include:

Savory Crepes

Peanut Butter Waffles

Grace's Granola

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PAPERBACK

On Sale: 03/10/20

Victory Belt

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Cooking

First Print: 15,000

8 x 10, 368 pages

Carton quantity: 12

\$34.95 (US) / \$46.95 (CAN)

Trail Mix

Cocoa-Roasted Almonds

Pizza Soup

Baked Ziti

Sloppy Joes

Chicken Fillet Biscuits

Corn Dogs

Fish Sticks

Lasagna

Rice-Free Sushi

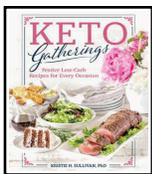
Chocolate Cookies with Peanut Butter Cream

Peanut Butter Brownies

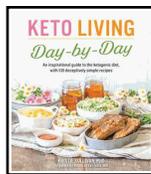
Dirt Cake

Limeade

Kristie Sullivan is the author of *Keto Living Day by Day* and *Keto Gatherings*. She is also the Head of Community for the wildly popular health site: dietdoctor.com. She has juggled a full-time job, two children, two four-legged fur babies, and a husband while writing four books. She knows what it's like to multitask—she can cook dinner, hold a conference call, and correct the kids with a stern look without burning the bacon! She survives only by using the tips and tricks she shares in *Crazy Busy Keto*.



Keto Gatherings
9781628603491
\$34.95/\$46.95 Can.



Keto Living Day by Day
9781628602722
\$34.95/\$46.95 Can.

Eric Balcavage

Thyroid Debacle

According to the American Thyroid Association, an estimated 20 million Americans have some form of thyroid disease, which causes symptoms such as extreme fatigue, depression, forgetfulness, weight gain, and hair loss. If thyroid conditions go undiagnosed, those patients—the vast majority of them women—may be at risk for cardiovascular disease, osteoporosis, and infertility. Unfortunately, conventional Western medicine views thyroid conditions as solely a glandular problem, and doctors are taught to employ a simplistic model of testing TSH and T4 to evaluate patients' thyroid health. By the time a true glandular disorder presents itself, many prior opportunities to address the condition have been missed.

In *The Thyroid Debacle*, Eric Balcavage, DC, and Kelly Halderman, MD, explore thyroid disorders from a functional medicine perspective, looking to create a paradigm shift in how doctors and patients understand and approach thyroid physiology. They argue that hypothyroidism is more commonly a systemic cellular event and not a localized glandular problem, as is often presumed, and that the key is to look at root causes rather than attempt to mask symptoms with pills.

Evaluating the activators of cellular hypothyroidism requires an exploration into the various factors that contribute to the cell danger response—an evolutionary mechanism by which cells and organisms attempt to protect themselves from harm triggered by chemical, physical, or biological threats—as well as tools to reverse it. In this book, you will learn:

- what really causes hypothyroid symptoms and thyroid gland dysfunction
- why your doctors are failing you with an outdated model of treating thyroid dysfunction
- what common factors contribute to cellular hypothyroidism, including physical, chemical, emotional, and microbial stressors
- how to overcome chronic hypothyroid symptoms

This revolutionary new approach will help those affected by thyroid disorders make informed decisions with their doctor and take back control of their health.

final cover
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PAPERBACK

On Sale: 02/04/20

Victory Belt

9781628603989

Medical

First Print: 12,000

7.5 x 9.125, 304 pages

Carton quantity: 14

\$29.95 (US) / \$39.95 (CAN)

Eric Balcavage DC, CNS, CFMP, BCIM

Dr Eric Balcavage is the owner and founder of Rejuvagen, a functional and regenerative medicine clinic in Glen Mills, PA. He is nationally recognized speaker and educator on various health related topics including thyroid physiology, bile physiology, detoxification, oxidative stress, methylation and chronic illness. He has been in private practice in Glen Mills, PA since 1996.

Dr. Balcavage is a Certified Nutrition Specialist (C.N.S.), a Certified Functional Medicine Practitioner, Board Certified in Integrative Medicine, along with being a licensed Chiropractor in Pennsylvania.

Dr. Balcavage is the co-host of Thyroid Answers Podcast. The podcast focuses on answering the pressing questions those suffering with chronic hypothyroid symptoms can't get answered elsewhere. You can find his educational Thyroid Thursday videos on Vimeo and Youtube.

Dr Balcavage has made it his mission to change the way medicine looks at hypothyroidism. He is currently working on a book that will address the problems with current allopathic and functional medicine approaches to hypothyroidism as well as the solutions to restoring thyroid physiology.

Dr. Kelly Halderman

Dr. Kelly Halderman graduated from medical school in 2007 and completed a Family Practice Medicine internship with the University of Minnesota. She has a Naturopathic Medical Degree from Kingdom College of Natural Health where she is the current Academic Dean of Students. She holds certification in MethylGenetic Nutrition by the Nutrigenetic Research Institute and certification from The American Functional Neurology Institute in Functional Neurology and Neurofeedback. She is an active member of the American Academy of Anti-Aging Medicine as well as The American Medical Association and president of The American Association of Nutraceutical Formulators.

She coined "Phase 2.5 Detoxification" which involves properly restoring bile physiology, our body's built-in toxin transport system and has successfully developed novel nutraceutical products and clinical strategies to support this new, important phase of detoxification.

Dr. Halderman also has board certification in Clinical Nutrition and has certification in Plant Based Nutrition from Cornell University and health coaching certification from the Institute for Integrative Nutrition.

She works alongside her husband, who is also a doctor at Halderman Wellness LLC in the Twin Cities. Her practice interests include proper detoxification, thyroid care and Chronic Lyme, of which she has personally experienced and beat.

Ron, MD Rosedale

The Rosedale Plan

Redefining Ketogenic: A Revolutionary Approach to Reducing the Risk of Cancer and Diabetes, Slowing Aging, and Maximizing Health

Dr. Ron Rosedale is an internationally known expert in nutritional and metabolic medicine and founded the first metabolic medicine center in the U.S. in 1996 in Asheville, N.C. . His interest in metabolic medicine began as a student at Northwestern University Medical School, where he worked with one of the world's experts in the epidemiology of diet, cholesterol, and heart disease. Dr. Rosedale has been a pioneer in applying concepts based on the biology of aging to reversing diabetes and heart disease using a nutritional approach that he has developed to improve the cellular response to insulin, leptin, and mTOR. He has published a highly acclaimed book, The Rosedale Diet, and his success has been featured in many magazine and newspaper articles and in dozens of radio and television interviews. For the last two decades he has lectured worldwide including keynote presentations in Russia, Belgium, Brazil, Germany, and India. One lecture in particular, "Insulin and Its Metabolic Effects" given 2 decades ago has achieved worldwide acclaim. He has consistently been, as Dr. Joe Mercola has said, "10 years ahead of the curve".

**final cover
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PAPERBACK

On Sale: 11/19/19

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Health & Fitness

First Print: 12,000

7.5 x 9.125, 320 pages

Carton quantity: 18

\$29.95 (US) / \$39.95 (CAN)

Maria Emmerich

Keto Air Fryer

100+ Delicious Low-Carb Recipes to Heal Your Body & Help You Lose Weight

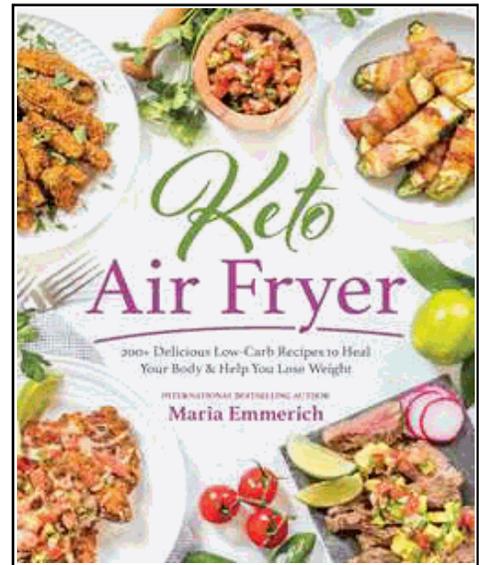
Life gets busy, especially when you have children, meetings, and other obligations. Too often healthy eating falls low on the priority list, and people default to processed convenience foods laden with sugar and carbs. Maria Emmerich is here, once again, to curb mealtime stress by combining her beloved low-carb, keto-friendly recipes with America's latest kitchen trend: the air fryer.

Air fryers have become extremely popular in the last few years due to their ease of use, their speed, and the healthier foods they produce. Tired of waiting for your oven to heat up (not to mention your house, especially in summer)? What about soggy leftovers after reheating in the microwave? The air fryer has you covered! Almost any deep-fried or oven-baked dish can be made in an air fryer. Preparing your favorite keto dishes in record time with little cleanup has never been easier. Maria shows you how to do it all seamlessly, step by step. She gives you her best tips and tricks for success on the keto diet and offers up a wide variety of delicious dishes, from air fryer classics like onion rings and chicken wings to unexpected additions like cookies and even omelets. *Keto Air Fryer* will help you make quick and delicious meals, save time in the kitchen, and enjoy the family!

Sample Recipes Include:

- Double-Dipped Mini Cinnamon Biscuits
- Breakfast Pizza
- Bacon-Wrapped Pickle Poppers
- Crispy Calamari Rings
- Caramelized Broccoli
- Crunchy Top Personal Mac 'n' Cheese
- Mushroom and Swiss Burgers
- BBQ Riblets
- Buffalo Chicken Legs
- Coconut Shrimp with Spicy Mayo
- No-Corn Dogs
- Pumpkin Cheesecake Hand Pies

And many more!



PAPERBACK

On Sale: 11/12/19

Victory Belt

9781628603910

Cooking

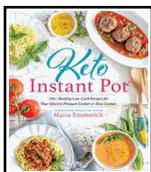
First Print: 12,000

8 x 10, 384 pages

Carton quantity: 10

\$34.95 (US) / \$46.95 (CAN)

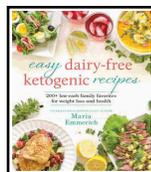
Maria Emmerich is a wellness expert in nutrition and exercise physiology and the founder of keto-adapted.com. Maria's success stems from her passion for helping others reach and sustain optimal health through programs and education that works on a personalized level. After struggling with her weight throughout her childhood, she decided to study health and wellness so she could help others who are discouraged by their appearance and do not feel their best mentally. Maria understands the connection between food and how it makes us all feel on the inside and out. Her specialty is brain chemical neurotransmitters and how they are affected by the foods we eat. She is the author of several cookbooks and three nutritional guidebooks, including: Global Bestseller The Ketogenic Cookbook. Other books include: Secrets to a Healthy Metabolism, with foreword by Dr. William Davis, New York Times bestselling author of Wheat Belly, Keto-Adapted which includes a foreword by Dr. Davis and excerpts from Dr. David Perlmutter, author of the New York Times bestseller Grain Brain. Maria's blog, mariamindbodyhealth.com, includes a unique combination of innovative recipes using alternative ingredients to less-healthy options and easy-to-understand explanations of why these options are better for our health.



Keto Instant Pot
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Keto
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*Easy Dairy-Free
Ketogenic Recipes*
9781628602661
\$34.95/\$46.95 Can.

Kristie Sullivan

Crazy Busy Keto

Crazy Busy Keto makes sticking to a low-carb, ketogenic diet easier than ever by making it simple. Whether you're juggling work, school, children, pets, travel, or all of the above, you can follow keto with the simple tips and shortcuts outlined in this book.

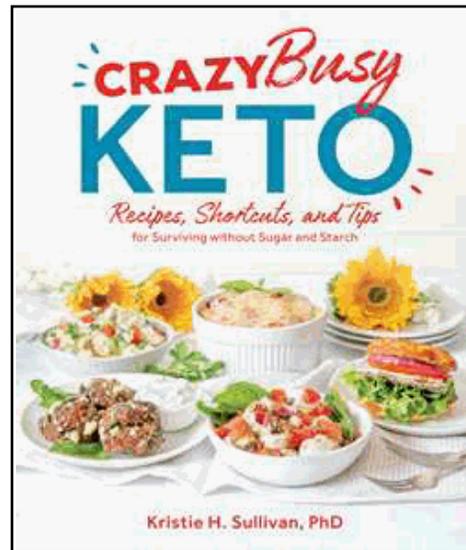
"Crazy busy" is a phrase we use when the week seems to spin out of control—like when the school project has to be done tomorrow but necessitates a trip to the craft store, which you will do after the dental appointment and the PTA meeting on your way to pick up the dog from the vet. How are you going to fit in a meal that leaves you feeling satisfied without kicking you out of ketosis? Kristie Sullivan has done the work for you by finding great low-carb options wherever you are, in as much or as little time as you have to eat. From grab-and-go convenience store and grocery store selections to hotel breakfasts to restaurant lunches and dinners, her quick and easy tips will streamline your keto life. There are breakfast options that are faster than a drive-thru, lunch ideas that don't require refrigeration, and shopping tips that will save you time and money. Kristie has also included special tips for traveling, storing foods on the go, and slashing minutes off the clock each day, along with easy ways to avoid food waste.

Each chapter features recipes that can be made without access to a full kitchen and that use common ingredients—no special-ordering anything online. Many of the recipes are traditional favorites that can easily be cooked in a microwave, such as lasagna, spinach artichoke dip, and even cheesecake, which can be made with as few as five ingredients and tastes amazing! In addition, Kristie gives ideas of lightning-fast assembled meals that will hit the spot in a pinch. The book also includes shopping lists for stocking your pantry, fridge, and freezer so that you have what you need, when you need it.

Recipes include:

- Good Morning Granola
- Salad Bar Crustless Quiche (grab pre-prepped ingredients from your fridge or shop the grocery store salad bar!)
- Cold Pizza Bowl
- Deconstructed Chicken Cordon Bleu
- Speedy Creamed Spinach
- Loaded Baked Yellow Squash
- Cheese Cracker Snacks
- Peanut Butter Fudge

Life isn't perfect, but your macros can be when you learn how to survive and thrive with *Crazy Busy Keto*.



PAPERBACK

On Sale: 11/26/19

Victory Belt

9781628603927

Cooking

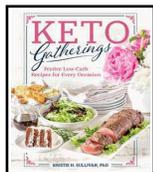
First Print: 12,000

7.5 x 9.125, 160 pages

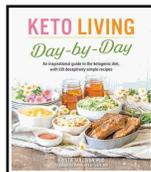
Carton quantity: 20

\$19.95 (US) / \$26.95 (CAN)

Kristie Sullivan is the author of *Keto Living Day by Day* and *Keto Gatherings*. She is also the Head of Community for the wildly popular health site: dietdoctor.com. She has juggled a full-time job, two children, two four-legged fur babies, and a husband while writing four books. She knows what it's like to multitask—she can cook dinner, hold a conference call, and correct the kids with a stern look without burning the bacon! She survives only by using the tips and tricks she shares in *Crazy Busy Keto*.



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