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**NEW BOOK SHARES THE SIMPLE SOLUTION TO LOSING  
WEIGHT AND MAINTAINING A HEALTHY LIFESTYLE**

**THE FULL PLATE DIET:  
Slim Down, Look Great, Be Healthy!**

**By Stuart A. Seale, M.D., Teresa Sherard, M.D., and  
Diana Fleming, Ph.D., LDN**

In a world of overindulgence and extreme excess, the phrase “I’m going on a diet” has become a popular refrain to remedy our poor lifestyle choices. Fast food has replaced home cooked meals, french fries have replaced fresh fruit, and we are paying the price. With obesity, type 2 diabetes, and cancer on the rise it’s time to take a different approach to the food we put on our plates.

If you haven’t tried some sort of diet yourself, you know someone who has – whether to shed extra holiday pounds or to alleviate serious health concerns. Diets usually involve long lists of restricted foods, meetings to attend, expensive elixirs to drink or special foods to buy. But how often does a diet suggest you eat the same amount of food you’re used to, or even more? **THE FULL PLATE DIET: Slim Down, Look Great, Be Healthy!** (Bard Press; January 4, 2010; hardcover) rests on a single fulcrum – dietary

fiber. Fiber is now being rediscovered because of its enormous health benefits. It turns out your grandmother was right when she said, “You need more fiber.” Found in fruits, vegetables, whole grains, beans and nuts, dietary fiber has few calories and it allows you to fill your plate, and your stomach, while still dropping weight.

**THE FULL PLATE DIET** plan works because it’s simple – **eat 40 grams of fiber per day**. That’s it – no complicated calorie counting, special foods to purchase or prepare, forbidden foods, or meetings to attend. The book’s accompanying website, [www.fullplatediet.org](http://www.fullplatediet.org), offers an interactive fiber calculator to determine how much fiber you’re eating, author blogs and a forum where fellow dieters can share their advice and success stories.

And unlike other diets, getting started on **THE FULL PLATE DIET** isn’t complicated. Once you know how much fiber you are currently consuming, it’s easy to “power up” your meals to hit the target goal of consuming 40 grams of fiber per day. Just putting a cup of blackberries on your morning cereal adds 8 grams of fiber to your breakfast. Topping a baked potato with chili beans and salsa adds 13 grams to your dinner. The book’s colorful fiber wheels take you step by step through building fiber rich recipes, from waffles to salads, and pizza to stir fry.

For those who want to become a label-reading “Nutrition Detective,” **THE FULL PLATE DIET** includes a color-coded food rating system (green = go ahead, yellow = eat in moderation, red = stop and rethink). The book ranks hundreds of popular grocery and restaurant foods and outlines which foods are high in fiber to further help the readers make wise food choices.

**THE FULL PLATE DIET** isn’t just another diet book. It’s a roadmap on the journey to better health and a better life.

**THE FULL PLATE DIET:  
Slim Down, Look Great, Be Healthy!**  
**Authors: Stuart A. Seale, M.D., Teresa Sherard, M.D.,  
and Diana Fleming, Ph.D., LDN**  
**Bard Press**

**Publication Date: January 2010**  
**ISBN: 978-1-885167-71-2**  
**Hardcover, \$19.95**  
<http://www.fullplatediet.org>

### **Weight-Loss Tips from THE FULL PLATE DIET**

1. Start every meal with fiber food and a glass of water.
2. Be aware of hunger. Quit eating when it's gone.
3. Seek Vegetables. They love you unconditionally.
4. Put the silverware down between bites. Eat slower.
5. Leave food on your plate. It's okay.
6. If you're going to snack, pick a high-fiber food.
7. Fruits are your friends. Don't ignore them.
8. Start a Full Plate Diet Club. Get skinny together.
9. Create high-fiber meals from restaurant menus.
10. Calories love Saturday. Be careful or they'll sneak up on you.

**Adapted from THE FULL PLATE DIET: Slim Down, Look Great, Be Healthy! by Stuart A. Seale, M.D., Teresa Sherard M.D., and Diana Fleming Ph.D., LDN, Bard Press, hardcover, January 2010, <http://www.fullplatediet.org>**

**An interview with Stuart A. Seale M.D., Teresa Sherard, M.D.  
and Diana Fleming, Ph.D., LDN**

**Coauthors of  
THE FULL PLATE DIET: Slim Down, Look Great, Be Healthy!**

**Q: What makes THE FULL PLATE DIET different from other diet books?**

A: It's a diet that's not a diet! There are no pills, powders or prepared foods to buy, no calorie counting, no recipes to follow when you start and *no deprivation*. It's as easy as 1-2-3. Let's face it, you have to decrease the calories you take in to lose weight. The usual way this is done is by decreasing portions and eliminating foods. **THE FULL PLATE DIET** is not about decreasing portion sizes and taking away foods, it's about adding fiber-rich foods to what you already eat. It lets you fill your plate and still lose weight. These are foods you can safely super size.

**Q: The idea of using fiber to help lose weight has been suggested in other eating plans. Why does it take center stage in yours?**

A: Fiber is probably the most misunderstood and underrated nutrient in the foods we eat. The beautiful thing is, when you focus on eating more high-fiber foods, you don't need to count calories, and you still lose weight. Many fiber-rich foods contain a lot of water. Both the fiber and the water help fill you "up" not "out," leaving you feeling full longer.

Fiber is also a good indicator of how healthy a food is in general. Fiber-rich foods are loaded with the all the other things we need to be healthy: vitamins, minerals, antioxidants, phytochemicals, good fat and lean protein. Not to mention, there is no trans fat to worry about. It's ingenious: eat fiber-rich foods and simultaneously get all of the other nutrients you need to maintain a healthy diet.

**Q: We are beginning to see more and more packaged foods labeled "High Fiber" on grocery store shelves. Is there a difference between added fiber and the natural fiber found in fruits and vegetables?**

A: Studies have shown that foods with added fiber can be used for successful weight loss, but there is a very critical distinction between foods with added fiber and foods where it's naturally occurring. In other words, junk food with added fiber is still junk food. Research also shows that fiber taken from food and added to other foods does not always have the same beneficial effects as when the fiber is eaten in the form it originally occurs.

**Q: We hear over and again that people have trouble sticking with a diet beyond the initial honeymoon stage. Does THE FULL PLATE DIET offer a plan that someone can adopt for long periods of time?**

A: **THE FULL PLATE DIET** isn't meant to be a short-term solution to a long-standing problem. Rather, it is meant to represent an eating plan that can, and should, be followed for a lifetime. One of the great things about **THE FULL PLATE DIET** is that it is designed to meet the reader wherever they are initially, but it is also adaptable so the reader can continue to use the diet as they change their eating patterns. The key is to make changes gradually, not to change all of your eating habits at once.

**Q: As you researched foods for the “flag rating” section of the book, did you uncover anything that surprised you? If so, what?**

A: Most of us know that it is more difficult to eat healthfully when eating out or on the run. But what was surprising, even to us, was how incredibly unhealthy so many of these foods really are, even when looking at just a few simple nutritional criteria such as sodium content, fat calories, and presence of trans fat. It's important to become a “Nutrition Detective,” reading labels or other nutritional information provided, and of course, to make smart choices.

**Q: Is this method of eating beneficial for people of all ages? Is it ever “too early” or “too late” to begin?**

A: **THE FULL PLATE DIET** is definitely designed for people of all ages. (It's even a great diet for people who *don't* need to lose weight!) Everyone can benefit from this diet, because the principles and recommendations we make are based on sound scientific research, which shows **THE FULL PLATE DIET** works to restore and preserve health and is the healthiest way to eat, period. The only modification for children is that the total fiber recommendation would be adjusted downward from 40 grams, reflective of the fact that children do not need to eat as much food as adults. But the types of foods, as well as the benefits derived, would stay the same.

**Q: People today are busier than ever. Whether they are running a household or a business, the challenge for many is eating on the go. How does **THE FULL PLATE DIET** address these concerns?**

A: We recognize that eating on the run is a hurdle nearly everyone needs to overcome at one time or another, and for some it is a daily challenge. An entire section of **THE FULL PLATE DIET** is devoted to helpful suggestions for eating on the go and at the workplace.

**Q: Do readers have to give up any of their favorite foods?**

A: **THE FULL PLATE DIET** asks only that the reader do three simple things in order to start losing weight. First, eat more fiber containing foods; second, drink six to eight glasses of water per day; third, stop eating when you feel full. If the reader adheres to these recommendations, they can still eat their favorite foods. Our bet is that they won't

need to eat as much and will still be satisfied. Another hint is to eat the fiber-rich foods first, if possible. This leaves less room for the high calorie foods. Fiber-rich foods have the added benefit of being self-limiting. Because of the fiber and water fiber-rich foods contain, they actually keep you from stuffing yourself.

**Q: You were very successful in orchestrating a 20,000+ copy giveaway of an advanced version of the book. Can you share some success stories that have come out of that?**

A: There is Ken, who at the age of 80 has lost 85 pounds while following **THE FULL PLATE DIET**. He is now weighs what he did at 18 years old, and he no longer has a need for numerous medications he was previously taking. Or Phil, who has lost 50 pounds, and as a result was able to avert having to take medication for type 2 diabetes. In essence, Phil stopped and reversed his diabetes because of **THE FULL PLATE DIET**. Then there is Joe, who started following **THE FULL PLATE DIET** before the advance version of the book was released. In just one year, he lost 95 pounds, without feeling deprived and without overtly giving up any of the foods he loved. All of these individuals continue to eat **THE FULL PLATE DIET** way, because they not only love the foods they eat, but also how they feel as a result of eating them.

## **Health Benefits of THE FULL PLATE DIET**

**Heart Attack and Stroke? Fiber Lowers Your Risk** - Consuming plant-based foods (fruits, vegetables, nuts, beans and whole grains) is associated with a significantly lower risk of heart attack and stroke – nearly to 40 percent lower. What’s in these foods that protect you? Dietary fiber, antioxidants, phytochemicals, omega-3 fatty acids, potassium, and low sodium – all of which you will find in **THE FULL PLATE DIET**.

**Cancer? THE FULL PLATE DIET Fights It** - Fruit and vegetable consumption has a preventive effect for cancers of the stomach, esophagus, lung, oral cavity and pharynx, endometrium, pancreas, and colon. Vegetables and fruits protect against cancer by giving your body a rich supply of vitamins, minerals, antioxidants, and phytochemicals. Doctors estimate that 30 percent to 40 percent of all cancers could have been prevented by lifestyle and dietary measures alone.

**Diabetes? Fiber Controls the Sugar** - “Based on current definitions, diabetes now affects an estimated 24.1 million people in the United States, an increase of more than three million people in just two years. Another 57 million people in the U.S. have pre-diabetes... which raises short-term absolute risk of type 2 diabetes five to six fold, and in some populations this may be even higher.” –The American College of Endocrinology. In other words, one in 10 Americans currently have diabetes and indications are that this ratio will soon be one in four. Fiber reduces the risk of diabetes. The sugar spikes that trigger the pancreas to produce insulin are reduced by soluble fiber.

**Lung Problems? Fibers Lets You Breathe Again** - Emphysema, chronic bronchitis, and asthma are becoming more common as obesity rises in the U.S. Obesity contributes to restricted breathing by putting excess weight on the chest and diaphragm. The problem increases as weight increases, especially if that weight is concentrated in the abdomen. Simply put, weight loss improves lung function. The lung diseases mentioned above are all associated with inflammation, so a diet high in phytochemicals with anti-inflammatory properties can be extremely helpful.

**Sleep Apnea? Lose Weight and Rest Easy** - Losing weight reduces the symptoms of obstructive sleep apnea. The Division of Endocrinology at the University Colorado, Denver, determined that “in severely obese patients, even a moderate weight loss (approximately 10 percent) boasts substantial benefit in terms of the severity of sleep-disordered breathing and sleep dynamics.” Sleep soundly on **THE FULL PLATE DIET**.

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## About the Authors of THE FULL PLATE DIET

**Stuart A. Seale, M.D.** is a board-certified family physician and coauthor of *The 30-Day Diabetes Miracle* (Penguin, New York 2008) who has helped thousands of patients over the past quarter century. While managing a solo family practice in Springfield, Missouri, for 21 years, he treated an increasing number of patients who suffered from lifestyle-related diseases, including obesity. This experience encouraged him to learn more about treating the cause of these conditions, not just how to control the symptoms. He now serves as the medical director for Ardmore Institute of Health and is the medical director, physician, and educator for Lifestyle Center of America's diabetes and weight management programs in Sedona, Arizona. Dr. Seale graduated from Loma Linda University School of Medicine in 1979 and completed a family practice residency at the University of Missouri in 1983. He has received the 3-year AMA Physician Recognition 8 times, most recently in 2007.

**Teresa Sherard, M.D.** earned her medical degree from Loma Linda University School of Medicine in 1999. She completed her internship and residency at Loma Linda University Hospital in 2002. Two years later, she completed a fellowship in lifestyle medicine at the Lifestyle Center of America. As a staff physician at the Lifestyle Center of America, Dr. Sherard educates patients to recapture their health and to successfully achieve weight loss. This is accomplished when nutrition, exercise, and behavior treatment are used together. Her warm personality enables Dr. Sherard to build great friendships with her patients. Dr. Sherard's interest in lifestyle medicine began as she worked as a volunteer at the Wildwood Lifestyle Center and Hospital located in Wildwood, Georgia, near her hometown of Chattanooga, Tennessee.

**Diana Fleming, Ph.D., LDN** was cofounder and co-manager of Country Life Vegetarian Restaurants in New York City and London and a cooking consultant for Harvard University and Wellesley College. She earned her Ph.D. in nutrition at Tufts University in Boston. All four of her thesis papers were published in the *American Journal of Clinical Nutrition*. Diana coauthored *The 30-Day Diabetes Miracle Cookbook* (Penguin New York, 2008) where her knowledge and expertise were valuable in developing tasty high-fiber, plant-based recipes that help readers achieve significant diabetes relief and weight loss. She joined the staff at the Lifestyle Center of America in 2002, serving as Director of Nutritional Services since 2003. Too often nutrition professionals don't know how to take the theory of nutrition from research to the plate. Not so with Diana. She has a passion for nutrition which translates into her personal love for cooking, baking, and eating.