

Contact: Anita Halton Associates
ahapub@aol.com
www.ItStartedWithPop-Tarts.com
949-376-5780

FOR IMMEDIATE RELEASE

A holistic approach to recovery from eating disorders that incorporates mind, body and spirit

Valencia, CA, May 30, 2008—In a society obsessed with body image and perfection—fueled by media focus on what celebrity is getting fat and who is too thin, eating disorders have hit epidemic status. Young girls idolize the ultra thin Hollywood actresses and fashion models and their downward spiral begins. Lori Hanson's *It Started With Pop-Tarts®...An Alternative Approach to Winning the Battle of Bulimia*, is a classic example—with a radically different approach to treatment.

The author battled with bulimia and her self-image for 34 years. Convinced that counseling wasn't the right path and armed with the knowledge that we are designed to self heal, she found an alternative. Hanson's story shares the grim realities of a life obsessed sprinkled with humor and inspiration.

"It Started With Pop-Tarts® tells of a woman's inner struggle to overcome bulimia by peeling away the layers using different modalities. With great courage, tenacity, and examining one's self in truth, she prevails. This is a must read to help break free of the bondage of bulimia." Says Ann Boroch, Naturopath and author of *Healing Multiple Sclerosis*.

Contrary to popular belief counseling and prescriptions may not be the solution to eating disorders. As a recovered bulimic, Hanson identifies five key strategies to overcome eating disorders. Her book demonstrates how readers can find their personal power to change their behaviors through self healing. She provides a bridge to gaining control of ones life. "We all have inner guidance, by tuning in and finding your personal power; you can create balance and live a normal life." Hanson says.

"Her book is a flashlight of hope, inspiration and guidance for anyone seeking a way out of the dark psychic caverns of bulimia, anorexia, binge eating or yo-yo-dieting. Yet even for those of us not suffering from an eating disorder personally, it clearly speaks to us" says Michael Tamura, Spiritual Teacher and author of *You Are The Answer*

Hanson's alternative approach started when she became fascinated with the power of the sub-conscious mind. Bound to be controversial, her approach provides practical easy to follow steps that incorporate mind, body and spirit. She explores chemical imbalances that contribute to eating disorders and how to balance them. Readers will learn about long term effects eating disorders can have on the body and how they can be addressed.

"Finally, a book about eating disorders that isn't peppered with the wacky antics of the tabloids nor the typical heaping of psycho-babble. Written with painful truth, clarity and humor, Lori Hanson clearly carries the reader through the taboo secrets of what bulimia is and does and delivers a viable solution to recovery. This is truly a "free at last" book that belongs in every family with kids." Judith Briles, author of *The Confidence Factor*.

It is estimated that seven million women and one million men and children in American suffer from some type of eating disorder.

Hanson is available for interview upon request. Advance copies of her book are also available upon request.

###