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## FOR IMMEDIATE RELEASE

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### **An alternative approach to recovery from eating disorders based in eastern philosophy.**

Valencia, CA, August, 2008—In a society full with an obsession to be perfect—fueled by the fashion and entertainment industry's perpetual portrayal that model thin physiques equal beauty—eating disorders have hit epidemic status. The message is transmitted daily in every type of media and now even pre-adolescent girls are listening. 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. Armed with the knowledge that we are designed to self heal; she found an alternative path to recovery. Hanson is candid about the chronic cycle of abuse and its effects on her life. "My hope is to inspire others with eating disorders to seek alternative treatment and healing much quicker than I did", says Hanson, "and to give parents and friends insight into what their loved one is really dealing with."

"An inspiring story of using intention, the law of attraction, energy work and body work to overcome a severe eating disorder. It is a wonderful example of the new paradigm that is emerging in the arena of health." Says Jack Canfield, Co-author of the *Chicken Soup for the Body and Soul®* and *The Success Principles*; featured teacher in *The Secret*.

Hanson identifies five key strategies to overcome eating disorders. Her book demonstrates how readers can find their personal power and change their behaviors through self healing. She found the key to gaining control is in letting go. "We all have inner guidance, by tuning in and finding your personal power; you can create balance and live a normal life." Hanson says.

Julia Ross, author of *The Mood Cure* and *The Diet Cure* says, "Lori Hanson's bulimia recovery guide includes vital new information on the physical causes of compulsive eating that can make all the difference between recovery and relapse."

Hanson's alternative approach started when she became fascinated with the power of the sub-conscious mind. It includes meditation, yoga and various forms of body work. Hanson also identifies chemical imbalances that contribute to binge eating. This book reaches beyond eating disorders and has practical advice for anyone struggling with addictive behaviors whether it's food, alcohol, work or another flavor.

"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*

"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*.

As many as 75% of women admit to having some type of "disordered eating". Approximately 7 million women in the U.S. suffer from eating disorders. Many more have yet to admit they have a problem.

Hanson is available for interview upon request.

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