

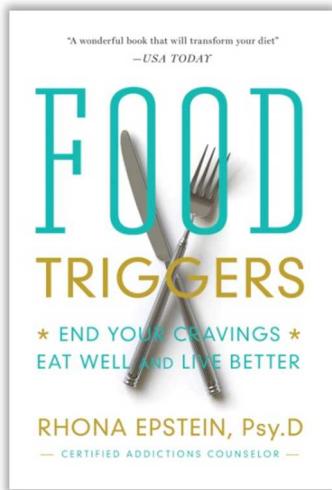


For Immediate Release

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Food Triggers – End Your Cravings, Eat Well, and Live Better

**Dr. Rhona Epstein Exposes Physiology of Food Triggers,
Offers Hope for Ending Your Crazy Relationship with Food**



With more than 74% of American adults overweight¹ and almost 36% qualifying as obese², the nation's weight-related health-care costs now exceed those of smoking or problem drinking. Aware of the danger of eating ourselves to death, Americans spend \$33 billion a year³ on weight-loss products—yet the obesity rate holds steady. *What has gone so terribly wrong with American's eating habits?* Dr. Rhona Epstein, Psy.D., CAC, believes many Americans have been faulting their willpower when the spotlight should instead fall on their wiring. Dr. Rhona reveals the truth about our chemical reactions to food, and how we can finally break free, in her new book, ***Food Triggers: End Your Cravings, Eat Well, and Live Better*** (Worthy Publishing, December 2013).

Dr. Rhona has helped thousands of people transform their crazy-making relationships with food over the past twenty-eight years. But her first client was the most pivotal—herself. By age seventeen, Rhona had already developed a complicated history with food, including bingeing, secretive eating, compulsive exercising, and self-loathing. The hope and freedom she finally found also became her career and calling. ***Food Triggers*** shares a proven process of physical, emotional, and spiritual transformation for those who abuse food.

Dr. Rhona opens ***Food Triggers*** with empathy for those who struggle with the insanity of food abuse, but quickly segues into chemistry—specifically the chemical reactions that make foods addictive for some people. “There is a chemical explanation for the binges and overeating patterns,” Dr. Rhona explains in her book. “Food abuse, overeating, losing control to a food trigger, and food addiction are treatable. You, and the ones you love who overeat, can live free. I know because I’ve broken free from food’s bondage. You can too.”

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¹ World Health Organization, 2007

² National Obesity Trends, CDC NCHS, 2010

³ Boston Medical Center, 2010

After almost three decades of studying psychology and addiction while counseling those who struggle with food abuse, Dr. Rhona has discovered that the problem of food abuse is more about wiring than willpower. ***Food Triggers*** shares stories of real people, along with the practices and principles that helped them “end the insanity” of food abuse. Topics include:

- Defining the chemical power of food triggers—why sugar may be your heroin of choice
- Recognizing your personal food triggers—and learning whether you can avoid the triggers or whether you need a plan for recovery
- Discovering your emotional triggers—discerning between mood hunger and food hunger
- Tapping into the Spiritual Solution—the soul-deep realizations that lead to true freedom
- Dropping the “Stinkin Thinkin”—yes, you are what you think
- Creating your Eating Plan—why food exchanges, deprivation, and quick weight loss backfire
- Building a Support System—the five friends you need most

Intensely personal and deeply practical, ***Food Triggers*** offers hope and help for those who struggle with food issues, and a deeper understanding for those who love someone with food issues. Dr. Rhona combines 12-step principles and biblically-based spirituality with the best practices of psychological therapy. Her experienced guidance offers true physical, emotional, and spiritual recovery—freedom that lasts.

Rhona Epstein, Psy.D., CAC, is a licensed psychologist, certified addictions counselor, and marriage and family therapist who has personally experienced recovery from food addiction. Dr. Rhona received her doctorate in clinical psychology from Chestnut Hill College (Philadelphia, PA) and has been helping individuals find freedom from food addiction for twenty-eight years. She lives just outside Philadelphia, where she provides counseling, seminars, and workshops related to addiction and eating disorders.

Worthy Publishing Group (www.worthypublishing.com) is a privately held, independent voice in Christian and inspirational publishing, based in Nashville, Tennessee, comprised of three divisions. Worthy Books publishes a boutique list of trade titles across a broad spectrum of genres, including current events, biography, fiction, devotionals, spiritual and personal growth, and specialized Bibles. Ellie Claire is a line of gift and paper expressions, and Freeman-Smith is a value-priced, impulse book imprint. (www.worthypublishing.com)

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By Rhona Epstein, Psy.D., Certified Addictions Counselor

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