

## DR. ROVENIA BROCK "DR. RO"

**D**r. **Rovenia Brock** is America's most renowned African American Nutritionist and author of the national best-seller, *Dr. Ro's Ten Secrets To Livin' Healthy*. Each day Dr. Ro serves up real life health advice for real people with real problems, in a style all her own. She knows her foodstuff!

Dr. Ro mesmerizes national audiences, sharing personal stories that motivate people to make lifestyle changes for better health. Most widely known as the **host of "Heart & Soul,"** the first ever national health and fitness television show for African American women which previously aired on BET, Dr. Ro is also remembered for her expert reports as **Medical Correspondent for "BET News," Nutrition Contributor for ABC News' "Lifetime Live,"** and **Contributing Nutrition Editor to *Heart and Soul* magazine.** Ro has a serious mission in life— to place real health solutions on the plate of the fast-paced world.

She is currently Host of a new health and lifestyles television show, **"Health Matters,"** aired on Howard University's PBS affiliate, WHUT-TV, and formerly was Health Expert Contributor to the WHUR Adult Mix Morning Show, where she held a weekly segment, **"Heads up on Health with Dr. Ro."** Her new book, *Dr. Ro's Ten Secrets To Livin' Healthy*, (Bantam-Dell Publishing), provides a comprehensive common-sense approach to forming the healthy lifestyle habits that she has come to live by. In *Ten Secrets* Dr. Ro introduces her own diet and exercise plan that promises to improve the lifestyle quality of her readers and add years to their lives. Prior to hosting "Heart & Soul," the award-winning journalist and nutrition professor, also hosted and produced an award-winning consumer affairs television program and daily radio show called **"At Your Service with Dr. Rovenia Brock."** The show aired on PBS, three regional cable channels, and an NPR-member radio station, serving the Washington Metropolitan area. Dr. Ro was the weekly nutritionist to NBC's "Morning Show" in Washington, DC. Known for reporting nutrition issues that sizzle, she is a familiar face on MSNBC, CNN, and previously on the nationally syndicated "Queen Latifah Show", and on **"The Tavis Smiley Show" on NPR.** Her quintessential nutrition and health expertise has been featured on **Web MD** and in publications that include *O Magazine, Ebony, Essence, USA Today, The Los Angeles Times, New York Daily News, Dallas Morning News, Memphis Commercial Appeal, Charlottesville Daily Progress* and other magazines including *Self, Upscale, Today's Black Woman, Heart and Soul, Black Elegance, Vibe,* and *Black Issues in Higher Education.*

In her previous *Heart and Soul* magazine column, **"Dr. Ro Knows"**, and currently as the BET.com Nutrition Expert, she offers spicy nutrition advice. Currently her column, **"Livin' Healthy with Dr. Ro,"** is read on BET.com and appears in newspapers nationwide. This veteran communicator and sought-after health expert not only talks about



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health issues but as the creator of her own line of activewear for women, this entrepreneur brings her fitness lifestyle full circle with the introduction of **Dr. Ro Lifestyle, Inc.**, a lifestyle quality company whose product lines include **Dr. Ro Gear, Dr. Ro Bath and Body Therapy**, and **Dr. Ro Nutrition Therapy** (a line of nutritional supplements).

Ro's expertise has taken her on the road. As the current Nutrition and Fitness Expert on the Ebony Black Family Reunion Tour, she addressed more than 40,000 people on lifestyle matters in 9 U.S. cities. Dr. Ro was also lead health expert on the "Total You...Mind, Body, and Spirit" national tour, sponsored by Tampax. She addressed over 50,000 women on the 2000 leg of the tour and spoke to at least as many on the 2001-2002 tour at ten Historically Black Colleges and Universities. She was sponsored by Equal, the makers of the sugar substitute where she promoted healthy lifestyles, including healthy cooking and eating habits on the 2003 "Equal Serves Up a Spoonful" media tour where she traveled to 5 cities speaking to print and electronic media. Most recently she served as spokesperson for Mazola Oils where she promoted heart healthy lifestyles and cooking techniques on a national 20 city tour. Dr. Ro is also a well-known motivational speaker, traveling the country sharing her message at health conventions, women's empowerment seminars, corporate conferences, and entertainment industry functions. Some of the organizations and groups that rely on her expertise include: the United States Department of Agriculture, the Food and Drug Administration, the Cooperative Extension Service, the American Dietetic Association, the American Heart Association, the American Cancer Society, and the National Medical Association

Dr. Ro is the 2004 recipient of the Dorothy Height SHERO award and the 2002 recipient of the prestigious Ph.D. Alumni of the Year Award from Howard University. Other honors include the 2002 Women in Medicine Award of the National Medical Association; the 1998 Most Distinguished Alumni Award for the Graduate School of Arts and Sciences at Howard University; the March of Dimes Award for Health Reporting; the Exceptional Service Awards from the American Cancer Society and the American Heart Association; the Constructive Journalism Award from Swing Phi Swing Social Fellowship, Inc.; the Frances L. Murphy Communications Award from Delta Sigma Theta Sorority, Inc.; and the WIC Golden Apple Award for reports on the importance of breast feeding.

Dr. Ro holds a Ph.D. in Nutritional Sciences with an M.S. degree in Community Nutrition and Broadcast Journalism from Howard University and a B. S. degree in Foods and Nutrition from Virginia State University.

A native of Washington, DC, Dr. Ro enjoys horseback riding, writing, reading, theater, and poetry. Her professional memberships include: The National Association of Black Journalists, the American Heart Association, the American Cancer Society, the American Dietetic Association, and the Society of Nutrition Education.



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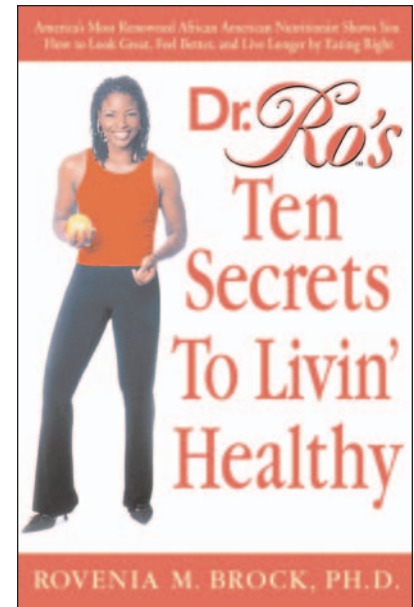
# ***Dr. Ro's Ten Secrets To Livin' Healthy*** **By Dr. Rovenia M. Brock, Ph.D. "Dr. Ro"**

—Published as a Bantam Books Hardcover on January 6, 2004  
and as a Trade Paperback on December 28, 2004

- Fifty percent of black women versus about 25% of white women are overweight between the ages of 20 and 44.
- Nearly one-third of all black women suffer from high blood pressure with one in five deaths due to hypertension.
- One in two black women age 40 and over are obese.
- One in four black women age 55 and older has diabetes, and black women are more likely than their white counterparts to develop complications to diabetes, including kidney failure, blindness, and heart disease.
- Black women are nearly three times as likely to die from stroke and twice as likely to die from breast or cervical cancer.

**T**hese statistics are quite astounding, but the good news is, according to Rovenia Brock, Ph.D. a.k.a. "Dr. Ro," America's most renowned African American nutritionist, these startling statistics can be reversed. In her new book ***Dr. Ro's Ten Secrets To Livin' Healthy***, published as a Bantam Books Hardcover on January 6, 2004, written specifically for African American women, Dr. Ro addresses the obesity epidemic in her community by drawing on her twenty years of experience as a nutritionist—on and off the airwaves—to tackle the issues that most affect black women today. Her solutions begin with identifying the sometimes extreme cultural differences that often prove to be the largest obstacle in weight control and healthy living. In the book, Dr. Ro outlines:

- The differences between black and white women's bodies and how understanding the distinctions can mean the difference between living a long, productive, healthy life and dying early.
- Solutions on how to solve specific challenges African Americans face with the current Food Guide Pyramid. For example, 1 in 3 African Americans is lactose intolerant, but the Pyramid suggests 3 servings of dairy a day. Dr. Ro offers practical solutions.
- The origins of "soul food" and how it can be good for you—with a few slight modifications.
- Tips on eating out - and eating in with Dr. Ro's healthy recipes.
- And, she instructs on how to break the multi-generational health crisis cycle by creating a life plan for eating, moving and sustaining nutritional and physical fitness know-how.



*"Praise to Dr. Ro for offering us such a clear process for caring for our body temples. We need to know what works and what doesn't; what to do, and how we must do it to get results.*

*Dr. Ro's Ten Secrets is clear, clever and practical. Read it. Use and honor the process. Be well!"*

—Iyanla Vanzant  
Best-Selling Author,  
Spiritual Life Coach

*"Dr. Ro's Ten Secrets To Livin' Healthy are on target. They are science based and culturally relevant."*

—David Satcher, M.D, Ph. D.  
16th U.S. Surgeon General

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## Dr. Ro Media Blast

**D**r. Rovenia Brock, known to TV, Radio and fans of her new book as “Dr. Ro” is coming to your market. **America’s leading African American nutritionist, host of BET’s health and fitness show “Heart & Soul,” Medical Correspondent for “BET News,” and contributing nutrition editor to Heart & Soul magazine with her own segment, Heads Up On Health with Dr. Ro, on the WHUR-FM Morning Show in Washington, D.C.** She is seen weekly as she hosts the new health magazine, **Health Matters** (WHUT, the Howard University PBS station). Dr. Ro has a serious mission in life-to place real health solutions on the plate of the fast-paced world. In her new book, **DR RO’S TEN SECRETS TO LIVIN’ HEALTHY**, she mixes personal anecdotes with her sage nutritional advice to help motivate people to get up, get out, and make essential lifestyle changes.

### Have Dr. Ro on your program to discuss:

- How to loose weight using her new Color Plate System of eating recommended by the *New York Daily News* and *USA Today*.
- How to adopt a healthy lifestyle to keep the weight off for good!
- The differences between black and white women’s bodies and how understanding the distinctions can mean the difference between living a long, productive, healthy life and dying early.
- Discuss how to break the multi-generational health crisis cycle by creating a life plan for getting, moving and sustaining nutritional and physical fitness know-how and much more!
- Suggestions on how to amend the Standard Food Pyramid by addressing specific challenges African Americans face with the current system.
- Explain the origins of “soul food” and how it can be good for you—with a few slight modifications.
- Tips on eating out – and eating in– with Dr. Ro’s healthy recipes and a description of her color plate system.

Dr. Ro is an award winning journalist and nutrition professor. Known for reporting nutrition issues that sizzle, Dr. Ro is also a familiar face on **MSNBC, CNN**, and on “**BET Tonight,**” **BET Nightly News** and heard on the NPR syndicated, “**Tavis Smiley Show.**” She has been featured in ***O Magazine, Ebony, Essence, Self, The New York Daily News, The Dallas Morning News, The Memphis Commercial Appeal, The Los Angeles Times, Web MD, Black Issues in Higher Education, Today’s Black Woman*** and ***Vibe.***

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NEW FROM

**Dr. Ro**<sup>TM</sup>  
Bath&Body  
Therapy

**Sugar Smoothie  
Body Crème**

7.5 oz \$25

Ever experience the aroma of your grandmother's buttery orange pound cake wafting through the air? That's the scent this sumptuous body crème will bring to mind. Treat your skin to a soothing and nourishing experience that leaves it silky smooth. This sugar smoothie crème contains apricot kernel and grape seed oils and mango and shea nut butter. Indulge your senses in the deliciously sweet aroma of vanilla, grapefruit and orange, and sugar cane extract. Smells good enough to eat, but don't!

**Sugar Butter Body Scrub**

8.5 oz. \$28

What do you get when you combine a body butter with a sugar scrub? A sinfully delicious blend of grapefruit, orange, and canola oils with mango nut butter, and vanilla. Smells good enough to eat, but don't! This luxurious and creamy blend is infused with natural sugar cane and shea butter to gently exfoliate your skin leaving it smooth, supple, and your body refreshed!



**Sugar Sweet Body Wash 12 oz. \$28**

Seduce your senses with this sinfully sweet creamy body wash, infused with grapefruit and orange oils, vanilla, sugar cane extract, and mango and shea nut butters. This body wash leaves your skin incredibly soft and clean. So go on and indulge your senses and enjoy the guilt-free pleasures of sugar and butter! It's the fat- and sugar- free choice your body will love!

**Also Available:**

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(\$75 value)

**Sweet Relief  
Gift Set \$30**  
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Gift Set \$90**  
(\$120 value)

**Sweet Relaxation  
Gift Set \$25**  
(\$35 value)

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**Criss Cross  
3/4 sleeve Top**  
*Black & White*



**Zipper Leg Flare Pant**  
*Black/White & Red/White*

INTRODUCING  
**Dr. Ro gear™**  
**Hi-Tech®**

Think of yourself moving to the Samba or some African-Caribbean beat. Imagine your hips swaying from side to side, your heart pumpin', and blood rushing to all the right places. That's the feeling of movement. You must move to be fit. Move your body anywhere, anyway, anyhow you like--just move it in RoGear Hi-Tech®. It's worth it!

Dr. Ro Gear Hi-Tech® is made of a hi-tech, fully breathable fabric called supplex that holds its shape and color, dries faster than cotton and stretches to over 40% of its original size. Very form fitting, these clothes are for women who dare to be different.

Although one-size fits most, we recommend them for sizes 4-10/12.

**Halter Tank**  
*Turquoise/Pink Grapefruit logo*



**Leggings**  
*Pink Grapefruit/Turquoise*

**V-Neck Tank**  
*Apple-a-Day Red & Pistachio Nut*



**Zig-Zag  
Boot Leg Pant**  
*Black/PistachioNut &  
Black/Apple-a-Day  
Red*

**Criss-Cross,  
Cut out Tank**  
*Turquoise/Black trim &  
Apple-a-Day Red/Black trim*



**Color Block  
Geo Pant**  
*Red/White/Black &  
Turquoise/White/Black*



See these and the entire Ro gear collection at [www.drrogear.com](http://www.drrogear.com) or call 1-800-918-9076 to place your order now!