



About Helayne Waldman

Helayne Waldman, ED.D., M.S., CNE, is a holistic health educator who specializes in providing nutritional support for those with breast cancer. She is the co-author of *The Whole Food Guide for Breast Cancer Survivors, A Nutritional Approach to Preventing Recurrence*. Helayne also consults with oncologists and surgeons in the San Francisco Bay area.

Helayne got her doctorate at the University of San Francisco, her Master's Degree at the University of Albany, and her certificate in holistic nutrition (750 hours of study) at Bauman College of Holistic Nutrition. She's spent the past seven years teaching her clients, students and the general public about the importance of healthy eating with passion and flair.

Helayne has been teaching for over 25 years at San Francisco State University, Mills College, St. Mary's College, Helskinki School of Economics and Business Administration, and at Bauman College. She is currently an adjunct faculty member at John F. Kennedy University.

Helayne has written for several publications and online sites including a regular column for the Hills Newspaper Group, plus the *Examiner*, *Green Medicine Info*, the *Pink Paper* and others. She is currently a board member with the Annie Appleseed Organization and a member of the Survivorship Committee at Alta Bates-Summit Hospital.

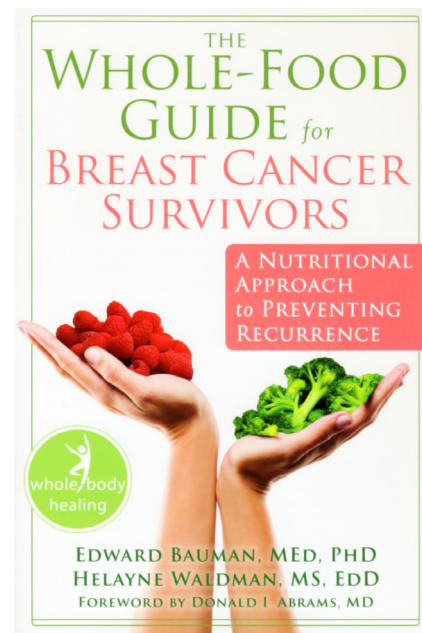
A sought after speaker both locally and nationally, Helayne displays a wise blend of passion and research, informing professionals and women who seek to understand the effects that nutritional deficiencies and environmental factors can have on overall health and wellness. Her talks stress the importance of creating a well nourished "terrain" to build an anti-cancer environment in the body.

"The Whole Foods Guide for Breast Cancer Survivors offers readers a robust synthesis of how nutrition can dramatically reduce your risk of breast cancer or recurrence. It provides not the watered-down and jaded suggestions offered previously, but exciting, new tips that most oncologists don't know.

—Sara Gottfried, MD
The Gottfried Center for Integrative Medicine in Berkeley, CA
Author of *The Hormone Cure*

"Here is a must have book for all women who have been through breast cancer and want to thrive, not just survive."

—Dr. Nalini Chilkov, Santa Monica, CA



For more information, contact: Barbara Howard
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www.WholeFoodGuideforBreastCancer.com

Helayne Waldman, ED.D., M.S., CNE

**Featured Speaker
Conferences, Seminars
Guest and Called Upon Expert
Radio, Television, Online**

SAMPLE TOPICS

SUGAR, OBESITY AND CANCER

How has the obesity epidemic affected our breast cancer risk? What role does sugar play in enhancing risk and cancer progression?

ASSESSING YOUR OWN CANCER RISK

5 simple tests you can take to help assess your risk of breast cancer or breast cancer recurrence.

PROTECTING YOUR HEART DURING CHEMOTHERAPY TREATMENTS

Some cancer treatments can be damaging to the heart. Learn how patients can protect their hearts. Understand which nutrients and herbs are protective and supportive of healthy heart function.

CRITICAL QUESTIONS TO ASK THE ONCOLOGIST

6 things you should absolutely know when you leave your oncologist's office.

HOW NUTRIENT DEFICIENCIES CONTRIBUTE TO CANCER RISK AND WHAT YOU CAN DO ABOUT IT

Which nutrients are most important to breast health, and how can you make sure you're getting enough of them?

NUTRITIONAL COSTS OF PRESCRIPTION DRUGS, INCLUDING CHEMO AND RADIATION

All prescription drugs including chemotherapy come with a heavy cost to your nutritional status and overall wellbeing. Find out how to get information on what these effects are, and what you can do about them.

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“We thoroughly enjoyed having you as a guest on our radio program, ‘Between Our Sheets’. You are an awesome guest. Your answers were ‘on point’ and showed depth on the subject matter of medicine, healing, and literature. Please know that we appreciate the time, preparation and effort you put to the show. Thank you so much for touching the lives of our listeners in such a positive manner. We look forward to having you on a future show.”

Living Well Talk Radio Hosts
Kathleen O’Keefe-Kanavos

“*The Whole Food Guide for Breast Cancer Survivors* is on the top of my list of recommended reading that I share with patients I see in consultation. Even better if they get the opportunity to hear Helayne speak in person at one of our patient seminars. Then they can appreciate how knowledgeable and articulate she is, able to transmit complex yet essential information in a clear and concise way that likely leads to health-promoting behavioral change!”

Donald I. Abrams, MD
Integrative Oncology, UCSF Osher Center for Integrative Medicine

“Helayne Waldman is a clear speaker who blends her knowledge of the science with the art of clinical practice. She makes a complex topic easy to understand, and provides participants action steps to heal from and prevent breast cancer.”

Liz Lipski, PhD, CCN, CNS, CHN
Academic Director, Tai Sophia Institute

THE WHOLE-FOOD GUIDE FOR BREAST CANCER SURVIVORS

A Nutritional Approach to Preventing Recurrence

EDWARD BAUMAN, MED, PHD & HELAYNE WALDMAN, MS, EDD

About
the
Authors

Edward M. Bauman, MEd, PhD,

is executive director of Bauman College Holistic Nutrition and Culinary Arts. He is a groundbreaking leader in the field of whole foods nutrition, holistic health, and community health promotion, working to bring his Eating for Health approach to community agencies and clinical health care settings.

Helayne L. Waldman, MS, EDD

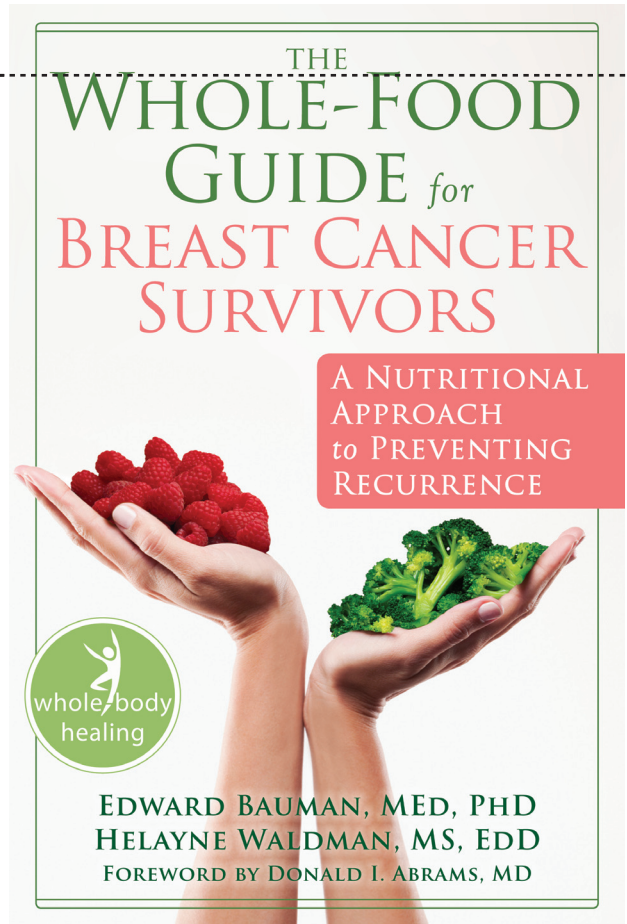
is a holistic nutrition educator with a passion for helping those with breast cancer. A faculty member at Bauman College, Waldman is also a columnist, a private practitioner, and a consultant to breast cancer clinics and doctors in the San Francisco Bay Area.

Millions of breast cancer survivors have two things in common:

a renewed gratitude for their good health and a recharged commitment to taking care of their bodies.

The *Whole-Food Guide for Breast Cancer Survivors*

is an integrative, whole foods guide to rebuilding health after surviving breast cancer and reducing the chance of breast cancer recurrence. This guide helps readers get the nutrition they need in order to keep breast cancer at bay, with specific guidance for managing hormone levels with food. It also explains how nutritional deficiencies, environmental factors, blood sugar, inflammation levels and GI health all affect cancer's ability to attack the body. Using holistic health and nutrition leader Edward Bauman's Eating for Health model, readers learn to eat for health in order to starve cancer and enjoy stronger, healthier bodies.



FOR MORE INFORMATION CONTACT:

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THE WHOLE-FOOD GUIDE FOR BREAST CANCER SURVIVORS

A NUTRITIONAL APPROACH TO PREVENTING RECURRENCE

Edward Bauman, MEd, PhD & Helayne Waldman, MS, EDD

February 2012 / 978-1-60882-958-5 / \$18.95 / 6 x 9 / 224 pages

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A Nutritional Approach to Preventing Recurrence

EDWARD BAUMAN, MED, PHD & HELAYNE WALDMAN, MS, EDD

Interview Questions

1. You are not a breast cancer survivor so what motivated you to write this book?
2. How would you describe your overall approach to working with women to lower breast cancer risk?
3. What do you feel are the most important environmental toxins to avoid?
4. You stress the importance of organic food – why is organic so vital to minimizing risk?
5. What are a few of your favorite nutrients that help lower breast cancer risk?
6. We all have heard that sugar is “bad” for cancer – but why? Do you have any suggestions for those of us who still have a sweet tooth?
7. Many medical experts have jumped on the “inflammation” bandwagon these days, saying that cancer is an inflammatory disease. Do you agree and if so, what can we do about managing our inflammation?
8. In the book you discuss how food can lower estrogen levels that are too high. Can you elaborate?
9. What’s the role of exercise in helping cancer survivors prevent recurrence?
10. What markers do you recommend women measure to assess for themselves where they fall on the continuum of risk?

Praise

“As the general public becomes more interested in the benefits of healthy eating, these authors are shining a light on the association between nutrition and malignant disease. The book is an evidence-based treatise on the role of nutrition in wellness, treatment, and follow-up care as a vital part of dealing with cancer. It also happens to be the part which the patient has the most control over. The book is a treasure chest of cutting-edge information. It includes a meal plan, pantry set-up, and starter recipes. Display this one front and center.”

—Anna Jedrzewski, *New Age Retailer*

“The heart and soul of the *The Whole-Food Guide for Breast Cancer Survivors* is empowering! The book is chocked full of wonderful morsels of information, and shows us that food is one of our most powerful tools towards healing and nourishment.”

—Rebecca Katz, MS, author, *The Cancer-Fighting Kitchen: Nourishing, Big-Flavor Recipes for Cancer Treatment and Recovery*

“*The Whole-Food Guide for Breast Cancer Survivors* is a commonsense compendium of what you need to know to live longer and better if you have or had breast cancer, or want to prevent it. Authors Bauman and Waldman wisely blend lifestyle and natural strategies that strengthen our body’s defenses against cancer and promote wellness. A must read for anyone who wants to take control of their health’s destiny.”

—Len Saputo, MD, founder of the Health Medicine Forum, Health Medicine Center, & author of *A Return to Healing*

“*The Whole Foods Guide for Breast Cancer Survivors* offers readers a robust synthesis of how nutrition can dramatically reduce your risk of breast cancer or recurrence. It provides not the watered-down and jaded suggestions offered previously but exciting, new tips that most oncologists don’t know. Highly empowering and life-altering for women—and we’re all at risk for breast cancer.”

—Sara Gottfried, MD, physician,

The Gottfried Center for Integrative Medicine in Berkeley, CA.

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