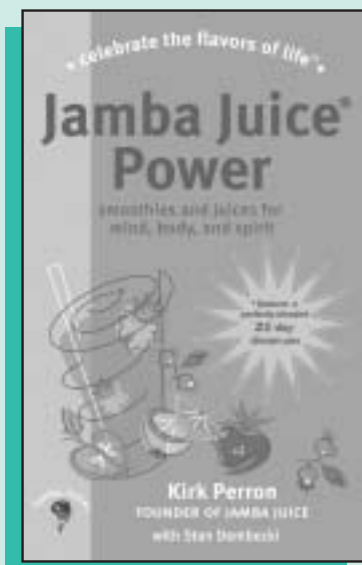




2004

**WELCOME TO A NEW EDITION OF THE HEALTHY PENGUIN!** In 2004, we at Avery remain committed to you and your business. We resolve to help you grow and succeed in a challenging marketplace by offering you the best books available in today's health market.

We are very excited about our recent publication of *Jamba Juice® Power* by Kirk Perron (with Stan Dembecki). *Jamba Juice® Power* offers a lifestyle-changing plan complete with daily tips for mind, body, and spirit, as well as dozens of delicious smoothie recipes. In this issue, we talk to Kirk Perron about his highly successful business and his first book.



**Jamba Juice® Power**  
Kirk Perron with Stan Dembecki  
ISBN 1-58333-177-8 • \$15.95/\$24.00 CAN

**KIRK PERRON** is the founder of Jamba Juice®, a chain of 350 stores nationwide. Each day, Jamba Juice® stores serve up nutritious, all-natural smoothies and juices to thousands of customers. Last year, sales topped \$200 million. Perron, the recipient of numerous business awards, has been the subject of a cover story in *Inc.* magazine and has been profiled in dozens of newspapers, including the *San Francisco Chronicle* and *The Washington Post*.



## Let's Jamba! An Interview with Kirk Perron, Founder of Jamba Juice®

**AVERY:** Tell us about the Jamba Juice® business. How did you come up with the idea? How did the business start and develop?

**KIRK:** The beginning is unique. I owe a lot to my mother, as she inspired me to live a healthier life. I still remember when we got our first juice extractor and made carrot juice. She taught me many things—how to make carrot juice, among others. She helped me start on a healthier path.

The idea of the business itself came later. My parents never owned a house, so I knew from an early age that I wanted to get out there and do something on my own. One day back in 1985, after working out at the gym, I decided to reward myself with a fruit smoothie. I enjoyed it and I felt great afterward. Then I thought of people like me—who worked out recreationally (I got involved in competitive sports much later, after the first store opened), who needed a quick pick-me-up that was also nutritious and great tasting. I knew that I had a market, and in 1990 I started the business. The rest is history.\*

**AVERY:** Why did you decide to write a book? Is it "just another smoothie book"?

**KIRK:** No, it is not "just another smoothie book." It is much more involved than that. The objective of the book is twofold. First, it is for our customers who understand the higher purpose of eating healthy. Customers come back almost every day. Our products have become a part of their lifestyle. But customers want more information about the products and the lifestyle they choose. While our website is a good source of information, the book provides the depth of knowledge on nutrition, selection of fruit and vegetables, healthy habits, and making smoothies that our customers seek.

Second, the book is for our team members. Many of them come with an experience of working in fast-food places. It is important to educate them about healthier "fast-food"

options, about a healthier lifestyle that they can (and do) promote on business and personal levels. The book serves that purpose too.

**AVERY:** What about people outside the Jamba Juice® "extended family" of customers and team workers? Can they benefit from the book?

**KIRK:** Absolutely! The number-one request we receive is, "Would you please put a store near us?" The book is an extension of the Jamba Juice® brand outside its retail arena, an extension of the Jamba culture and philosophy into homes, including the homes of your customers.

**AVERY:** What does "jamba" mean?

**KIRK:** Jamba is a fanciful name that I came up with; I was inspired by the African word *jama*, which means "celebrate." We promote health and well-being by offering better-tasting choices that are nutritious and that make you feel good. Jamba Juice® is all about celebrating. It is about joy and happiness. That is why we say, "Celebrate the flavors of life™." Being alive is a great thing. Why not celebrate it in good health!

**AVERY:** Are the recipes in the book your own, or did you borrow from other sources?

**KIRK:** All the recipes are our own. The combinations of fresh fruit are endless. And there are some excellent vegetable recipes as well. The recipes are reviewed by the team, and, personally, I have tried them all.

**AVERY:** What is the message you'd like to give to the readers of *The Healthy Penguin*?

**KIRK:** You and I are in the business of making people healthier. And if we can make people a little better, a little happier, a little healthier, we are making a huge difference in their lives.

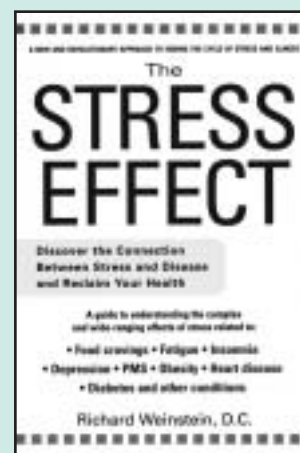
\* For more about Jamba Juice® read Kirk's book, **JAMBA JUICE® POWER**, or visit the Jamba website at [www.jambajuice.com](http://www.jambajuice.com).

# Stress and Sickness: How Hormone Imbalances Can Impair Your Immune System

Everyone knows that stress can make us sick—it's implicated as a major cause of headaches, insomnia, and ulcers. What you may not know, however, is that an overload of the hormones that stress makes the body produce can cause or contribute to many major diseases, including obesity, diabetes, autoimmune disorders, and heart disease.

*The Stress Effect* is the first book to make the connection between stress and these wide-ranging illnesses and to pinpoint just how strong the link is. Moreover, it explains how you can repair the damage done by stress to restore your body to good health.

*The Stress Effect* enables readers to understand the cause of cortisol imbalances, and ways to accurately test cortisol levels, and suggests effective programs to resolve internal inflammation and cortisol imbalances. All aspects of stress are addressed in this groundbreaking book, including food cravings and diet, pain and pain management, and psychological stress. The author wisely points out that all attempts for stress management, such as meditation, exercise, and even weight-loss programs, are doomed to failure if the fire within is not quenched and hormone levels are not normalized. 🍷



**The Stress Effect**  
Richard Weinstein, D.C.  
ISBN 1-58333-181-6 • \$14.95/\$22.50 CAN

# A Health Plan for Real People with Real Lives



**Active Wellness**  
Gayle Reichler, M.S., R.D., CDN  
ISBN 1-58333-169-7 • \$18.95/\$28.50 CAN

“Gayle Reichler’s concept of active wellness makes a healthy lifestyle, including safe weight loss, an attainable goal. If you commit to the mind-body program she prescribes, you’ll look better and, more important, feel better—happier, more energized, less stressed, more confident.”

—Anne M. Russell,  
editor in chief, *Shape* magazine

Healthy living is easy when it is satisfying to body, mind, and spirit. In *Active Wellness*, Gayle Reichler provides the tools to incorporate healthy living into your busy schedule. With seven simple steps—from eating and exercise plans that you personalize, to ways to change those less-than-healthy habits, to celebrating success—the Active Wellness program gives you the keys to a lifetime of health. 🍷

**GAYLE REICHLER** is a registered dietitian, a professional chef, and a certified nutritionist. Known as “America’s Wellness Coach,” and founder of the Active Wellness Program, she has helped thousands of people realize their wellness goals.

# Know Your Body’s Set Point and Get in Shape

The body’s capacity to store fat varies from person to person. Some are able to eat whatever they want without gaining weight, while others seem to pack on the pounds just looking at food. This phenomenon can be explained by the set point, the genetically determined amount of weight the body strives always to maintain. Today, our set points have been adjusted to an all-time high level because of an abundance of high-fat, calorie-dense, highly processed foods and a lack of physical activity. The only way to lose weight effectively is to follow a nutrition plan that will lower the body’s set point to help keep weight off long-term.

Renowned fitness and nutrition expert **Brad Schoenfeld** shows that the key to lowering the set point lies in following a personalized nutrition plan based on body type. Not all people can eat the same foods and experience the same weight-loss results. Therefore,

Schoenfeld provides three individualized diets with tailored menu plans, all of which include healthy levels of protein, nutrient-dense carbohydrates, and essential fats. He gives straightforward advice for confused dieters and offers a practical program to trim down, firm up, and keep weight off—permanently. 🍷

“Truly a breakthrough nutritional regimen that goes beyond where others fail. Highly recommended for anyone looking to achieve peak health and optimize body composition.”

—Ms. Fitness

“A smart (and not overly restrictive) eating plan.”

—Muscle & Fitness Hers



**Look Great Naked Diet**  
Brad Schoenfeld, CSCS  
ISBN 1-58333-185-9 • \$19.95/\$30.00 CAN

Also available from Brad Schoenfeld:

**Look Great Naked**  
ISBN 0-7352-0230-3 • \$19.00/\$28.50 CAN

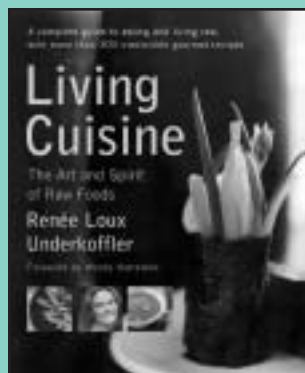
**Look Great Sleeveless**  
ISBN 0-7352-0304-0 • \$20.00/\$28.00 CAN

**Look Great Naked**  
ISBN 0-7352-0331-8 • \$19.95

# The Penguin Palate

**K**eep it raw! Go beyond carrots and celery and discover the great taste and health benefits of raw cuisine.

From the celebrated raw chef **Renée Loux Underkoffler** comes this unique guide to living and eating raw for good health. It shows how varied, exciting, and healthy raw-foods cuisine can be, and provides guidelines for incorporating raw foods into your diet, as well as clear, step-by-step instructions for raw-foods processing techniques—juicing, sprouting, culturing and fermenting, dehydrating, and even blanching. At the heart of *Living Cuisine* are more than 300 tantalizing recipes inspired by a wide range of ethnic and regional foods. With beverages, soups, salads, appetizers, entrees, even desserts and sushi, here are many delicious options to choose from for every meal of the day! 🍴



**Living Cuisine**  
Renée Loux Underkoffler  
ISBN 1-58333-171-9  
\$21.95/\$33.00 CAN

*“The most exciting, comprehensive, and up-to-date collection of information on the thrills and importance of vibrant health, along with hundreds of delicious recipes that will leave you, your family, and your friends smiling, speechless, and ready to fight for the last piece of pie.”*

—FROM THE INTRODUCTION BY WOODY HARRELSON

## SPINACH AND PINE NUT HUMMUS WITH OLIVES

MAKES 2–4 SERVINGS

*A lovely integration of delicate spinach and savory pine nuts. Baby spinach leaves are best to use, as they are much more tender.*

- 2 cups sprouted garbanzo beans, rinsed or blanched/steamed
- 2 cups chopped spinach leaves
- ½ cup basil leaves
- 2 tablespoons chopped chives
- 2 tablespoons plus 1/3 cup pine nuts
- 1 clove garlic
- 2 tablespoons organic extra-virgin olive oil
- 2 teaspoons apple cider vinegar
- Splash balsamic vinegar
- ¼ cup lemon juice
- 1–2 teaspoons sun-dried sea salt, or to taste
- ½ cup pitted and chopped mild black olives

In a food processor, chop sprouted garbanzo beans to a pulp. Put chopped beans in a strainer and generously rinse until the starch is drained away and the rinse water is clear. Additionally, the beans can be blanched or steamed after being rinsed.

In a food processor, finely chop spinach, basil, chives, and 2 tablespoons of the pine nuts. Set aside. Blend rinsed beans, garlic, ½ cup pine nuts, olive oil, vinegars, lemon juice, and sea salt until creamy.

Mix the olives into the hummus with the chopped spinach, basil, chives, and pine nuts.

FROM *Living Cuisine* BY Renée Loux Underkoffler

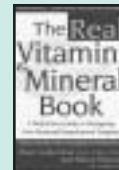
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*Dare to Be Aware!*

### MARCH is National Nutrition Month



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**Juicing for Life**  
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### APRIL is National Soy Foods Month



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**Soy Protein**  
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### MAY is National Asthma and Allergy Awareness Month



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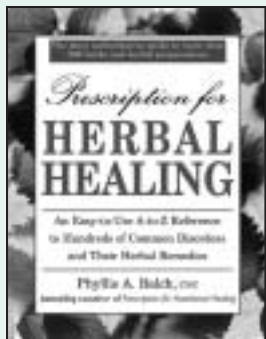
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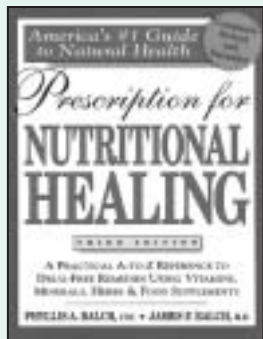
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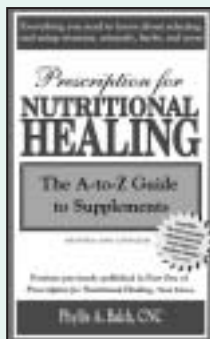
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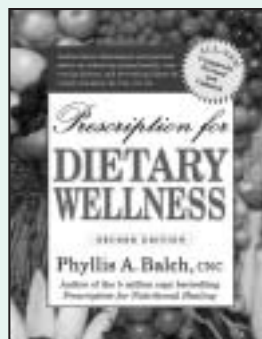
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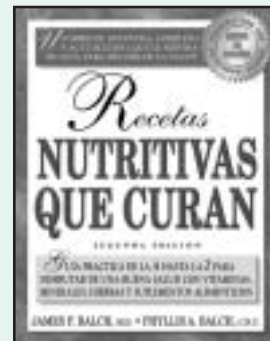
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