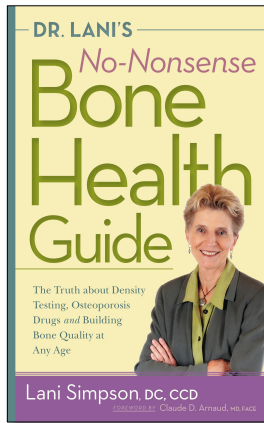


Renown Bone Health Expert Dr. Lani Simpson Guides You Through the Confusion and Misinformation Surrounding Osteoporosis.



“Dr. Lani’s *No Nonsense Bone Health Guide* is FABULOUS! It is loaded with solid and practical information. I highly recommend it.”

—**Christiane Northrup, MD**, Author of *Women's Bodies, Women's Wisdom*

Lani Simpson, DC, CCD, has specialized in bone health for more than 25 years. Her newly released, best selling book, **Dr. Lani’s No-Nonsense Bone Health Guide: The Truth About Density Testing, Osteoporosis Drugs And Building Bone Quality At Any Age** (Hunter House, August 2014, paperback) is part whistle-blower book, part bone-health bible, and the first consumer book to expose the shocking difficulty of getting accurate bone density test results. It also reveals the serious risks of long-term use of commonly prescribed medications.

The first part of the book clears up a lot of confusion about osteoporosis. Readers learn:

- How to rate their personal risk for fractures and osteoporosis.
- How to obtain accurate bone density test results.
- The risks and benefits of osteoporosis drugs and alternative treatments.

In the second half of the book, Dr. Simpson explains what readers can do *now* to build healthy bones for life and lays out a whole-body or “integrative” approach to bone health, she explains:

- How gastrointestinal health impacts bone health.
- How hormones affect our bones throughout our lifespan.
- What foods and exercises can help to build strong bones.

Why this book is for *everyone* with a skeleton:

Building healthy bone starts *in the womb*; by the time we turn 18 years, 80% of our *lifetime* bone mass is already laid down. Contrary to popular belief, drinking milk is not enough! Parents need to do much more to ensure their children are building a solid foundation of bone—to last a lifetime!

One-in-four hip fractures occur in men, and people are being diagnosed with osteoporosis younger and younger. Many adults who may not have osteoporosis themselves are suddenly being laden with the care of an aging parent who has suffered a debilitating, osteoporosis-related fracture.

Dr. Lani’s No-Nonsense Bone Health Guide by Lani Simpson, DC, CCD

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VIDEO: www.LaniSimpson.com/videos

Story Ideas

What You Need To Know To Weigh The Risks And Benefits Of Taking An Osteoporosis Medication

- An essential primer on Bisphosphonates, the category of drugs that osteoporosis medications, such as Fosamax and Boniva, fall into.
- Why the length of time these drugs are taken is critical to their effectiveness and safety. (There is mounting evidence that the risk of fractures can *increase* after taking these drugs beyond a 3-5 year period.)
- Why the use of bisphosphonates to treat women with borderline osteoporosis or osteopenia is “based on hope, not evidence.”
- The lab tests that you need to take, prior to considering these medications, and the key questions to ask your doctor.
- Why these medications should not be (but often are) prescribed based *solely* on a single bone density test.

Gut Check: Why A Healthy Gastrointestinal System Is Crucial For Bone Health

- How gut health issues can cause poor absorption of nutrients, which, in turn, affects bone health.
- The importance of “good” gut bacteria to bone health.
- Taking the taboo out of poo: Gauging GI health by examining the color, odor, and consistency of stools.
- How to detect the food intolerances, sensitivities, and allergies that lead to GI trouble.
- The best foods and supplements for achieving GI health.

Over 50 And Think You Can't Change Your Bone Health? Good News: You Can!

- Debunking the myth that after 50 we just have to live with poor bone health and the conditions that go along with it.
- How to fight fractures by getting the right macronutrients in the right amount.
- Inflammation-fighting foods.
- Work out for better bones.
- Get supplement savvy.

Balancing Your Hormones For Bone Health

- The most important hormones to bone health.
- The best (and worst) ways to test for hormonal imbalances.
- What you need to know to decide if hormone replacement therapy is right for you.
- Why Premarin should be taken off the market.
- How stress and the hormones it triggers can lead to bone loss.

Preventing Osteoporosis: Why Everyone With A Skeleton Must Read This Book

- Osteoporosis is preventable, here's what you should do NOW (regardless of your age) to protect and improve your bone health..
- What you do during pregnancy sets the stage for the health of your children's bones: How you can help them build a strong foundation.

About Dr. Simpson



LANI SIMPSON, DC, CCD, is a chiropractic doctor and a Certified Clinical (bone) Densitometrist (CCD). She has practiced in women's health care for over 25 years, treating thousands of patients with a multidisciplinary and integrative approach. An expert in bone density analysis, osteoporosis, and hormone balancing, she cofounded *the East Bay Menopause and PMS Center* and the *Osteoporosis Diagnostic Center* in Oakland, CA. Dr. Simpson was diagnosed with osteoporosis over a decade ago. Using both complementary and traditional approaches has maintained an active lifestyle. Dr. Simpson is the bone densitometrist for the Foundation For Osteoporosis Research in Oakland CA, and she has a private practice in Berkeley, CA consulting with women and men.

Praise

"Dr. Lani's No Nonsense Bone Health Guide is FABULOUS! It is loaded with solid and practical information. I highly recommend it."

Christiane Northrup, MD

Author: Women's Bodies, Women's Wisdom

"The osteoporosis medical field has been clouded with misinformation. Dr. Lani's book is a masterful injection of sense and wisdom."

Richard L. Shames, MD, Author: Thyroid Power

"Finally! An integrative doctor who has the courage to shine the light on the misconceptions about the bone density test, the diagnostic gold standard."

Irma Jennings, CHC Holistic Bone Coach

"Strong, supple bones demand more than calcium supplements. In Dr. Lani's book, this world-renowned specialist provides a comprehensive nutrition, exercise and lifestyle plan to support healthy bones at any decade of life."

JJ Virgin, Celebrity Nutrition & Fitness Expert

NYT Bestselling Author: The Virgin Diet

"Dr. Simpson is my go-to source regarding bone health. She is the expert. She is a diligent researcher with leading-edge, relevant applications."

Leslie Hewitt, DC, CEO The WOW Talks

"Whether you are interested in assessing your personal fracture risk, understanding the ins and outs of bone density testing, or learning about bone drugs, Dr. Lani is here to help you."

Susan E. Brown, Ph.D.

Director, Center for Better Bones

“Absolutely essential reading for anyone with osteoporosis. Dr. Simpson provides a welcomed, balanced view on the pros and cons of bone mineral density (DXA) exams and the medications currently being used to treat osteoporosis.

R. Keith McCormick, DC, CCSP

Author, *The Whole Body Approach to Osteoporosis*

“It has been a delight to work with Dr. Simpson and observe her growth as a clinician, She’s a Bay Area gem.”

Claude D. Arnaud, MD, FACE

Professor Emeritus, UCSF, San Francisco, CA

“Lani is a blessing for those of us who need guidance about complicated medical choices. She combines the best of traditional and complementary approaches. In short, she is a gem”.

Patricia Ellsberg, Social change activist,

Meditation teacher and coach

“Lani and I have worked together for many years. She is a wonderful resource regarding menopause and osteoporosis. She takes her time to resolve difficult cases, and her integrative approach is a breath of fresh air.”

Lisa Keller, M.D. OB-GYN

“I have known and worked with Dr. Simpson for the past 20 years. I consider her one of the foremost experts on osteoporosis.”

Judy Lane, NP, MS, RN, PA.

“Dr. Simpson has done her homework and provides detailed and clearly written information that will help anyone understand and improve their bone health and quality of life. I appreciate her use of real foods and exercise as first line therapy for bone maintenance. Well done!”

Laura J. Knoff, B.Sc., Nutrition Consultant and author of

The Whole-Food Guide to Overcoming Irritable Bowel Syndrome

“Balanced and fair in her approach to treatment, Dr. Simpson discusses dietary changes, exercise options, supplements, and medication. An important read for providers and patients alike, or as she says, ‘anyone with a skeleton.’”

Robert Purchase, M.D. Orthopedic Surgeon

Creator of the *Orthopedic Patient Project*.