

“If you want to look and feel younger and more energized, you’ve hit the sweet spot with Elisa Zied’s *Younger Next Week*.”

—Joy Bauer, MS, RD Today show health expert and *New York Times* bestselling author of *Food Cures* and *Your Inner Skinny*

“Zied presents a well-rounded, whole foods diet.”

—*Publishers Weekly*

Dear Editor/Producer:

In hopes of finding a magical youth serum, the average woman will spend an estimated \$1,200 of her yearly income on beauty-enhancing products. But the answer to unlocking the fountain of youth isn’t in creams or injections—it’s hidden in the everyday foods we eat and enjoy. Go-to nutritionist Elisa Zied, MS, RD, CDN, knows firsthand the importance of consuming nutrient-dense foods for a more vibrant look and shares her secrets to turning back the clock in her new book, **YOUNGER NEXT WEEK**—a simple, fun and fast way to fight aging and live a healthier lifestyle in just 7 days.

As a working mother, wife and a registered dietitian, Zied identifies with the everyday woman who wants to look and feel years younger. After experiencing—and surviving—what she refers to as “post-traumatic 40 disorder” a few years ago, Zied has learned vital techniques to boost energy, optimize health and alleviate stress; and now she wants to share these tips with as many women as possible.

In **YOUNGER NEXT WEEK**, Zied offers surgery-free solutions that defy aging and promote healthy weight loss and emotional well-being with an easy-to-follow 7-Day Vitality Plan. The program shows women how to **pinpoint daily vitality sappers, fight inflammation, enhance immunity, banish mood swings and regain their youthful vigor**. The book also features a Vitality Blueprint consisting of Zied’s signature **STRESSIPES** for **optimal sleep and relaxation**. The blueprint can be easily personalized for nutritional needs, interests and schedules. Women everywhere will be surprised how simple it is to reverse the signs of aging on their own without plastic surgery or spending a fortune on expensive beauty products.

YOUNGER NEXT WEEK is an empowering, anti-aging, food-based, vitality-promoting book that shows women how to jump-start a lifetime of healthy habits in just 7 days. “I can’t think of a single woman who wouldn’t benefit from [Zied’s] practical, no-nonsense, science-based tips. You’ll especially love her Stressipes!” —**Joy Bauer, MS, RD, Today show health expert and *New York Times* bestselling author of *Food Cures***.

I hope you’ll want to bring **YOUNGER NEXT WEEK** to your readers/viewers’ attention. I look forward to speaking with you about the possibilities.

Thanks,

Lathea Williams, Publicist

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Finally there's an inexpensive, fun way to revitalize your appearance and maintain a healthy weight for good!

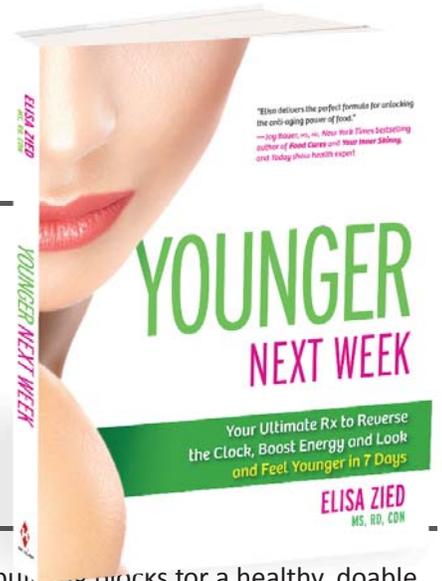
YOUNGER NEXT WEEK

"Zied has a flare for organization and presentation, walking readers through carbs, protein, fat, vitamins, antioxidants, and other topics, and clearly explaining the role of each in keeping the body healthy."
—Publishers Weekly

Searching for the fountain of youth? Just look inside your fridge. Women have tried everything from beauty creams to injections to fight the signs of aging, but food continues to be the best weapon against aging. Registered dietitian and certified nutritionist Elisa Zied shows women how to harness the power of healing foods and reveals the secret to feeling energized and staying healthy in her new book, **YOUNGER NEXT WEEK: Your Ultimate Rx to Reverse the Clock, Boost Energy and Look and Feel Younger in 7 Days** (Harlequin; January 2014; \$16.95 U.S./\$19.95 CAN.)

Based on nearly twenty years of experience and the most up-to-date scientific research, **YOUNGER NEXT WEEK** includes a complete, easy-to-follow 7-Day Vitality program that jump-starts a total body and mind transformation from the inside out. To start, Zied suggests taking the **Vital Signs Quiz** to identify the habits that rob you of your vitality and youthful glow. Then, Zied recommends starting the 7-day plan, which consists of **VITAL FOODS**—age-defying carbs, powerful proteins, fatty foods (like fish) and antioxidant-rich produce—as well as herbs and spices (and even some chocolate) to promote weight loss and longevity. Delicious options like popcorn, jellybeans and even some foods we've been repeatedly told to minimize or completely avoid such as potatoes and pasta are also included. Zied leads readers through nutrition basics with a comprehensive Vital Foods list, providing simple, non-intimidating guidelines that will shape healthier eating habits.

The **Vital Moves** section focuses on exercise, which Zied herself has found to "give you a healthy glow and help you have more fun in bed." Adopting the simple principle that muscle burns more calories than fat—and takes up less



space!—she offers the building blocks for a healthy, doable

exercise regimen. (Don't worry. No gym is required!) With a realistic approach, Zied explains how simple everyday movements like a brisk, short walk can curb food cravings, help with weight management and reduce the risk of disease.

Vital Relaxation is all about getting more z's at night. Lack of sleep prevents the body from restorative, rejuvenating processes that typically take place while you snooze. Eating the right foods and exercising during the day are simple ways to increase the hours of rest nightly so you can wake up feeling revitalized and ready for a new day. Zied's signature Stressipes are sprinkled throughout the book to help readers better manage stress and turn intentions to eat and live better into reality.

YOUNGER NEXT WEEK will help you feel your best, no matter what your age. Complete with meal plans, delicious mouthwatering recipes (many that are ready in 15 minutes or less) and instantly calming Stressipes, **YOUNGER NEXT WEEK** is a surgery-free solution that halts aging, jump-starts weight loss and helps women regain and sustain a youthful appearance and attitude.

Instead of spending thousands of dollars on surgeries or serums, look to the pages of **YOUNGER NEXT WEEK** for a proven way to turn back the clock in just 7 days.

PUBLICITY CONTACT:

For more information about **YOUNGER NEXT WEEK** or to set up an interview with Elisa Zied, please contact Lathea Williams at:

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PRAISE FOR YOUNGER NEXT WEEK

“A must-have book for sailing into midlife looking and feeling young again!”
—Marla Heller, MS, RD, *New York Times* bestselling author of *The DASH Diet Action Plan*

“Younger Next Week is a truly refreshing read. Instead of preaching, Elisa Zied empowers and enlightens readers by showing them how easy it can be to shop for and prepare delicious, nutritious, and affordable foods — secret weapons for looking and feeling our very best.”
—Cheryl Forberg, RD *New York Times* bestselling author, James Beard award-winning chef and former nutritionist and culinary consultant for NBC’s *The Biggest Loser*

“Combines ‘know-how’ savvy with ‘can-do’ spirit....I love her clear and practical guidance and holistic view of health. I highly recommend.”
—David Katz, MD, Director, Yale Prevention Research Center and author of *Disease Proof*



About the Author

ELISA ZIED
MS, RD, CDN

ELISA ZIED, MS, RD, CDN, has nearly 20 years of experience as a nutrition, fitness and lifestyle expert, with hundreds of television appearances, including *ABC’s Good Morning America*, *NBC’s Today Show*, and *CBS’s The Early Show*. She’s frequently quoted in dozens of national print and online publications. She has also written for *Parents*, *Redbook* and *Woman’s Day* and is a past spokesperson for the Got Milk? Pour One More campaign, as well as for the Academy of Nutrition and Dietetics. She is an advisory board member and blogger for *Parents* magazine and regularly contributes to *USNews.com*. She lives in New York City with her husband and two sons.

Publication Date: January 2014

ISBN: 978-0-373-89283-9

\$16.95 U.S. / \$19.95 CAN.

Trade Paperback, 304 pages

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An Interview with
Elisa Zied, MS, RD, CDN
Go-to nutritionist and author of

YOUNGER NEXT WEEK

Q: How did you originate this plan? What sets this program apart from others?

A: This plan grew out of my years of experience working with women—singles, new moms, older women who were burning the candle at both ends—and from my own experiences as a busy wife and mother with a full-time career. Seeing how things like marital problems, job stress, health issues, financial burdens, raising children and caring for older parents was burning out my friends—and making them look and feel older than they were—and experiencing some debilitation myself (I had wrist surgery and a few cancer scares) made me realize how vital it is for women to prioritize caring for and nurturing their minds, bodies and spirits.

What truly sets this program apart from others is that it's science-based, it's practical, and it takes a positive, empowering approach to help women achieve the 7 Pillars of Vitality—a radiant appearance, boundless energy, brighter moods, effortless weight management, better memory and cognition, a sense of calm and relaxation and supercharged health and well-being. Rather than forcing women to go on a restrictive, quick-fix plan or to eliminate foods from their diets, the book encourages them to include more nutrient-packed foods—and explains the rationale for doing so. It also integrates fitness, sleep and lifestyle strategies that, together with diet, synergistically help women feel better *and* look better. All the food, fitness and lifestyle recommendations—and the Stressipes® (remedies that combat the effects stress has on behaviors) in the book—are also easy to follow and incorporate. The principles of the book can truly help women achieve and maintain vitality over the long haul to minimize the effects stress (and how we deal with it) on our bodies, our minds—and our faces!

Q: What makes your plan so unique/special?

A: I think what makes the 7-Day Vitality Plan unique and special is that it's something women can live with and adapt as they need to accommodate ever-changing food tastes and preferences and lifestyles. The program is laid out clearly and is easy to follow. There are tips to help you eat Vital Foods, do the Vital Moves and get the Vital Relaxation you need to look and feel younger. *Younger Next Week* is also unique because it's written woman to woman. It's not condescending and it doesn't set women up for long-term failure. It provides a diet and lifestyle solution that can help women look and feel better while approaching (or in) mid-life years and beyond. When women do things that help them look and feel better, that provides them with incentive and additional motivation to stick with those new, more healthful habits. *Younger Next Week* provides that "you can do it" message to help women everywhere become the drivers on their own life course towards true vitality.

Q: *Younger Next Week* is based on science, but also on your personal experiences working with clients. What are some of the common hurdles you've seen in women who want to look years younger?

A: I think the biggest hurdle many women say gets in the way of caring better for themselves is lack of time. Even though women are amazing at multi-tasking, few would ever say they have enough time to do everything they need to in order to stay afloat—let alone be productive and look and feel their best. *Younger Next Week* helps women of all ages break the vicious cycle of stress → unhealthy ways of coping → more stress and, instead, create a *victorious* cycle of nutritious eating, physical activity, relaxation and rest—key ingredients for a healthier, happier, more vibrant life.

Q: As a mother and a wife, you can relate to the stressed-out everyday woman trying to juggle it all. What are some of the ways you've learned to handle stress?

A: I often feel like I can't catch up to meet demands of my career, raising children, being a wife and daughter (not to mention friend) and running a household. But the beauty of being 44 is that with every passing year comes a little wisdom. I have learned over the years that not everything has to be perfect and that it's sometimes ok to let some things go (the bed doesn't always have to be made and if I don't make time to exercise because of work or other obligations, the world won't end). I have also learned to prioritize what's most important for me (getting enough exercise—especially while listening to music— and sleep) and to guard my time better, even if that means saying no to activities and opportunities that would give me some joy and pleasure or enhance my career. Being active and getting adequate sleep are what I consider to be a dynamic duo when it comes to managing stress. To manage my own stress on a regular basis, I am always sure to stock up on a plenty of nutrient-rich Vital Foods (like nuts, fresh fruit, raw and frozen vegetables, low-fat chocolate milk, whole grain crackers and healthfully prepared popcorn). This provides me with a nutrient-packed arsenal to keep my blood sugar steady (and my mood on an even keel) throughout the day. I also make it a point to keep on hand single serving or bite-sized treats like mini chocolate bars. Although I try my best to reach for a nutritious food such as a small apple or a half banana first if I'm stressed and hungry (I have successfully trained myself to not eat when I'm not hungry), if I know I'm going to want a piece of chocolate or other treat, at least the portions are small. I also know that eating a treat here and there, even every day, won't sabotage my otherwise healthful diet.

Q: Explain the 7-Day Vitality Plan and why it's essential?

A: The 7-Day Vitality Plan outlined in *Younger Next Week* is designed to help women achieve slow and steady, rather than rapid, weight loss. Losing too much weight too quickly can sap vitality and sabotage women's efforts by leaving them hungry and making them feel deprived, especially if they consume too few calories and cut out too many foods they enjoy. The plan includes two delicious menus (a flexible 7-day meal plan and an additional 7-day mix-and-match menu), a Vital Foods List, 30 Vital Recipes (many that can be prepared in 15 minutes or less) and a Daily Vitality Blueprint to help readers incorporate fitness other lifestyle strategies to achieve and maintain the 7 Pillars of Vitality.

The 7-Day Vitality Plan provides women with what I like to call structured flexibility. It provides specific recommendations about what and how much to eat daily to meet nutrient needs and to help women reap the physical and mental benefits a nutritious diet provides. But it also allows women to tweak the program to meet their personal needs and preferences so that it can be a realistic and sustainable component in their lives. And unlike so many plans, it's science-based (rather than based on anecdote). Also, it isn't overly restrictive and doesn't cut out any specific foods/food groups. Instead, it suggests appropriate portions of all foods—including TREATS—that can be consumed daily to meet personal goals. What makes the plan essential is that it sets women up for immediate and long-term success rather than creating too much restriction that, over time, can be a turn off and preclude long-term maintenance of the program.

Q: How does one begin the 7-Day Vitality Plan? How long does it take?

A: Women can begin to integrate the program into their lives on day 1 if they choose to, though I recommend that they take a few days to read through the book to understand why I wrote it and the scientific rationale behind the program's recommendations. Within a week of following the program, women can expect to see results in terms of how they look and feel—they'll see that eating nutritious foods, getting enough sleep, and fitting in fitness synergistically can make all the difference in the world in terms of how they look and feel. It's important for women to realize, however, that they should not think of the 7-Day Vitality Plan as something to start and stop, or to go on and off of. The idea is to learn the principles of the book and integrate all the components simultaneously at their own pace to change their habits for the better in pursuit of vitality. Anyone can start any plan and achieve fast results. But unlike many other plans and programs, *Younger Next Week* sets women up for success that can last and that can materialize in terms of their internal health and external appearance.

Q: Women have such busy on-the-go schedules—how can the plan be incorporated into their busy lives?

A: When it comes to the food/eating component, women can adapt the 7-Day Vitality Meal Plan (see page 206) to meet their own unique food preferences. If they want a little more flexibility in their meal/snack selections, in Chapter 14 (see page 241) I provide seven options each for breakfast, lunch,

dinner and snacks. They can mix and match those meals and get what they need calorie-wise and nutritionally without having to give much thought to either. Of course they can still make some food swaps, but having the various choices can make integrating the program into their lives that much easier. Also, many of the seven ingredients or less recipes in the book can be prepared in 15 minutes or less to save women some time when they're on the go. On the exercise front, *Younger Next Week* provides several Stressipes and tips to help women fit in fitness—and be less sedentary—no matter how much time they have (or lack). I also provide specific ideas to help them get more—and better quality—sleep.

Q: In *Younger Next Week* you provide creative ways to alleviate stress with your signature Stressipes. What are these and why do women need them?

A: Stressipes are remedies to help people deal with the negative effects stress has on our eating and fitness habits as well as lifestyle behaviors. Women especially report high levels of stress, and all that stress contributes to fatigue, nervousness or anxiety, headaches, or simply feeling overwhelmed. And the way many of us cope with stress—overeating, loading up on high calorie, nutrient-poor foods, skipping meals, drinking too much alcohol or consuming too much caffeine—exacerbates stress. Women need Stressipes so that they can feel empowered to handle all their hassles better and look and feel their very best.

Q: Can you really eat your way to less stress?

A: Stress is something we all face, and it's an inevitable part of life. But eating a balanced diet with foods from all the key food groups—fruits and vegetables, grains, lean protein, and low fat dairy—helps us get key nutrients that not only energize us, but provide an arsenal against the ravages of stress on our mental and physical health. This type of diet plus adequate physical activity and rest are the best buffers for stress.

Q: Why is it so crucial for women to stay hydrated—especially in the winter months?

A: Staying hydrated is essential for women at all times of the year—especially in the winter when our skin tends to get very dry. If we don't, we risk having dry, rough skin (that's absolutely no fun)! Also, because we tend to sweat less during

the cold winter months—especially if we're not exercising or being as physically active—it's even more essential to pay attention to how much we drink and how much water-rich food we eat. Drinking enough fluids and getting enough water-rich foods in the diet not only helps your skin look and feel more moist and supple and feel better, but it also helps all body cells.

Eating plenty of fruits (fresh, frozen, canned—unsweetened and without added sugar) and vegetables (fresh, frozen, canned versions made with little sodium and no added fat), vegetable- or broth-based soups and cooked grains like oatmeal can also help you meet daily fluid needs. Most women need a total of about 9 cups of fluids daily and will most likely meet the rest of their fluid needs by meeting their daily quota (at least 3.5 or 4 cups total) of fruits and vegetables.

Q: Can you actually drink your way to a younger you?

A: Knowing what and how much to drink can do a lot to help you look and feel younger and more vibrant. Drinking plenty of water, some coffee and tea and even 100% juices not only helps protect your skin from dryness and from the ravages of the sun, but may help prevent some of the negative effects associated with being dehydrated (these include moodiness, a lowered ability to concentrate, headache and other symptoms). Water is essential, not only for preventing dehydration and reducing fluid retention, but for moisturizing the skin and all body tissues and supporting a healthy digestive system. Other drinks besides water can also help you meet your fluid needs, stay hydrated and have other anti-aging benefits.

Knowing when to drink what can also help you look and feel your best. Focusing on water throughout the day, including before meals (drinking it then may help you feel satisfied on less food) and sticking to caffeinated drinks before 2 pm or even earlier (so it doesn't interfere with your sleep) and having no more than 1 cup of fruit or vegetable juice (preferably low sodium) daily—though replacing this with other vitamin C-rich whole fruit picks is even better—can help you stay hydrated. Limiting fluids before bed can also help you stay hydrated and hopefully will help you avoid that overnight crawl to the bathroom.

Q: Why is fat vital to help you look and feel younger?

A: Having fat on your body and fat in the diet is vital for a more youthful, vibrant you. Fat not only provides a key source of energy for the body, but it helps insulate and cushion your entire body. It helps regulate body temperature and also protects cells—including skin cells—from sun and other types of damage. Fat in the diet absorbs certain vitamins and shuttles them around the body. And having enough body fat—especially in your face—can help you avoid that gaunt look that can make us look older than we are.

Q: You say starchy carbs like potatoes—things many of us try to avoid—can boost vitality....how so?

A: Starchy carbs like potatoes, whole grain breads and cereals, popcorn and oatmeal are the ultimate energizers. They supply your brain, red blood cells, and entire nervous system with their main fuel source—glucose. Starchy carbs also provide fiber—fiber fills you up at meals, is linked with better GI health and a reduced risk of disease, and emerging research suggests it may benefit immunity and cognition as well. Starchy carbs also pack in important vitamins and minerals and powerful plant chemicals.

Starchy carbs also help the amino acid tryptophan get into the brain to create serotonin, a feel good chemical that regulates mood, appetite/satiety and even sleep. When you eat starchy carbs, your blood sugar rises. This leads to a release of insulin; the insulin clears a path so that tryptophan can travel into the brain to create serotonin.

Studies also suggest that higher carbohydrate intake is linked with lower body weight.

Q: What do you hope women will gain from reading *Younger Next Week*?

A: I wrote *Younger Next Week* to give women permission to—and a road map for—caring for themselves no matter how busy and overwhelmed they are. Eating nutrient-packed foods, staying active (and reducing sedentary time) and sleeping enough are simple conceptually but often challenging to execute in real life. *Younger Next Week* provides the tools and the motivation to help women develop habits and attitudes that empower them to look and feel their absolute best, even while juggling the million and one things on their plates at any given time. Following the principles in the book can help women everywhere be more productive and be better equipped to handle the inevitable stresses that are naturally a part of life.

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