Launch an exciting new career in nutrition
Study with the world’s leading experts

Become a certified health coach
Graduates earn up to $150 an hour
Work with paying clients during the program

Andrew Weil MD
Director of Integrative Medicine, Univ. of Arizona

Deepak Chopra
World leader in the field of mind-body medicine

Mark Hyman MD
Author of Ultraprevention and Ultrametabolism

Joshua Rosenthal MScEd
Founder and Director, Integrative Nutrition

Sally Fallon Morell
Founder, Weston A. Price Foundation

Arthur Agatston MD
Author of The South Beach Diet

David Wolfe
Authority on superfoods and raw foods nutrition

Barry Sears PhD
Author of The Zone Diet

Joy Bauer MS, RD, CDN
Nutrition expert for The Today Show

David Katz MD
Director, Yale Prevention Research Center

Walter Willett MD
Chair of Nutrition, Harvard School of Public Health

Andrea Beaman
Natural foods expert featured on Top Chef

integrativenutrition.com
DISTANCE LEARNING
LEARN FROM ANYWHERE IN THE WORLD

Professional Training Program 2010
When I started Integrative Nutrition almost 20 years ago, I was just one person with a simple idea that if I could change what people ate, I could help change the world. I started with a small classroom of excited students who shared my vision. We saw a big challenge ahead of us.

The health movement has come into its own since then. Articles about food and health are on the cover of major magazines. The White House has an organic vegetable garden. Schools are banning soda machines and bake sales. Whole Foods Market is now the world’s largest retailer of natural and organic foods. People are catching on and becoming more aware. What was once considered alternative is now becoming part of the mainstream approach.

Last year, we launched distance learning, allowing students from all over the world to experience our program. As we spread our message to a global audience, our community has grown exponentially. We are now 10,000 strong, with students and graduates in 47 states and 40 countries.

I’m not surprised. Anywhere you go people need and want to talk about their health. You know this probably as much as I do. And you’re most likely the go-to person for nutrition advice and love helping others even if you’re not getting paid for it. But why not get compensated for what you love doing? You might be looking at our school because you’re worried about the stability of your job, or maybe you’re unsatisfied by your current work. Well, this is your chance to launch a meaningful career and join our thousands of graduates who are making a living doing what they love and helping educate others on the importance of daily diet and lifestyle.

I invite you to look through this catalog and see how the education and training at Integrative Nutrition can help you reinvent your life. Our Admissions Advisors are available to talk, listen and prepare you for a powerful education that will open new and exciting opportunities for your future.

Many of our students say, “I’ve read the catalog from cover to cover and knew I had to come to Integrative Nutrition.” We invite you to be one of them.

Wishing you a year of great opportunity,

Joshua Rosenthal, MScEd
Integrative Nutrition Founder, Director and Primary Teacher
Our mission is to play a crucial role in **improving health and happiness** in America, and through that process, create a ripple effect that transforms the world.
Integrative Nutrition trains students how to give good advice about nutrition, how to deliver it well and how to make it stick.

David Katz MD, Yale School of Medicine & Guest Speaker
You’ve come to the right place

Each year, our graduates go on to impact countless lives, creating a ripple effect around the world.

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A dozen differences

We are not your ordinary nutrition school. Find out what sets us apart, and how this education will allow you to make a huge difference.

1. CAREER IN A YEAR
Looking for a career change? The accelerated pace of our program allows you to start a new career in nutrition in less than a year.

2. FLEXIBLE LEARNING
This program fits seamlessly into your life. You can continue working, and you won’t need to take prerequisite courses or take out expensive loans.

3. PERSONAL GUIDANCE
You will choose a health coach of your very own to counsel you one-on-one throughout the school year.

4. BUSINESS SUPPORT
You'll get step-by-step business training to create and run a successful practice when you graduate.

5. YOUR OWN IPOD
No distance learning program has done this before! You receive a customized iPod loaded with classes, so you can study anywhere, anytime.

6. WORLD-FAMOUS GUEST SPEAKERS
Your iPod features lectures from the world’s leaders in nutrition and wellness. From authors to doctors to inspirational speakers, you’ll learn from the best of the best. They will be an important resource during your education and beyond.

7. OVER 100 DIETARY THEORIES
Unlike most nutrition programs, we go beyond the USDA food pyramid and teach you more than 100 different dietary theories. You’ll be trained to help clients discover what way of eating works best for them.

8. A HOLISTIC APPROACH
Our approach focuses on lifestyle factors that create optimal health: relationships, career, physical activity and spirituality. You will encourage your clients to look at these aspects as a form of nutrition, a way to feed themselves at a much deeper level than food.

9. THE FUTURE OF NUTRITION
This program provides an education based on prevention, solid nutrition counseling and high-quality personal care. We are in the midst of a health crisis. Join a group that’s dedicated to transforming health and happiness across the world.

10. EARN WHILE YOU LEARN
You will begin practicing health coaching with fellow students immediately, and start seeing clients halfway through the program. Our students take on paying clients while they are in school, and some even earn back their entire tuition before graduation.

11. A SUPPORTIVE NETWORK
You’ll join a network of 10,000 students and graduates, who are committed to improving the health of their family, friends and communities. Imagine how much we can accomplish together!

12. GET STARTED NOW
At other schools, you have to wait for classes to start. Our program begins as soon as you enroll. When you enroll, you receive your iPod, start learning with Fundamentals classes, and connect with students and staff on live calls and the Online Education Forum. What are you waiting for?

Are you ready to become a part of the future of nutrition?

integrativenutrition.com
Integrative Nutrition teaches the new ambassadors of wellness to have an impact on the health of our nation.

Walter Willett MD
GUEST SPEAKER
Change your diet and dramatically reduce the risk of cancer, diabetes, heart disease and obesity.

T. Colin Campbell PhD
AUTHOR, THE CHINA STUDY
Food changes everything

Not long ago, people simply knew what to eat. They ate what was local, seasonal and healthy.

NUTRITION TODAY
The world of nutrition has become incredibly complex. We’re constantly hearing about new studies proclaiming the health benefits of a certain food: one day dairy is good for you, the next day it’s bad. It’s the same with coffee, red wine and eating meat.

With so much conflicting information about food and so many choices in the supermarket, it’s no surprise people are confused.

The food industry doesn’t make our job as consumers any easier. Have you ever noticed that unhealthy foods are cheaper and more accessible than healthy foods? Why is it easier to buy sugary, processed snacks than local, organic produce?

Good nutrition is straightforward and simple, yet in America public nutrition policy has been dictated by a corporate agenda to maximize profits. What did we end up with? Confusing dietary advice, a marketplace saturated with low-quality food and a population of sick, overweight people.

We can do better. We must recognize the fundamental relationship between poor nutrition and the lamentable state of the public’s health. What we eat makes a huge difference; yet very few doctors, corporations or politicians stand for this truth.

THE INTEGRATIVE NUTRITION FOOD PYRAMID
Adapted from the USDA Pyramid, this version emphasizes the importance of high-quality vegetables, fruits, complex carbohydrates, proteins, healthy fats and water. To complete the picture, the pyramid is surrounded with lifestyle factors that create optimal health: relationship, career, physical activity and spirituality.

What if our government subsidized fruits and vegetables instead of meat, milk and sugar?

(877) 730-5444
HEALTH CRISIS
America spends more than $2.5 trillion a year on healthcare, so you would think we would be the shining example of health and happiness throughout the world. Yet, chronic diseases are the epidemic of our generation.

- In 1980, less than 50% of Americans were overweight; today that number is more than 65% and growing.
- 80% of preventable disease risk factors are influenced by behaviors like smoking, over-eating, poor diet or lack of exercise.
- One-third of all children today will eventually suffer from diabetes.
- By 2020, it is estimated that half of all Americans will have a chronic disease.

CHANGE IS COMING
Our world is in the midst of a massive shift – people are waking up to the importance of whole foods, sustainable choices and preventative healthcare. Check out these developments from the past year:

February 2009 Wouldn’t it be a lot easier to eat whole grains, fruits and vegetables than go in for quadruple bypass surgery? Dr. Andrew Weil, Dr. Mehmet Oz, Dr. Dean Ornish and Dr. Mark Hyman testified before the U.S. Senate about shifting our healthcare efforts from disease intervention to health promotion.

March 2009 Dr. Mehmet Oz spoke on CNN about the need for health coaches in America.

June 2009 Food documentaries Food Inc. and Fresh opened in theaters, affecting the way millions of people think about health and nutrition. People are hungry for change!

October 2009 The healthcare debate gets national attention. CBS News reports: “Chronic diseases such as obesity, hypertension, and diabetes wreck our quality of life and cost a fortune. In recent years, a new and intriguing concept has emerged in the prevention and treatment of chronic illness: the health coach.”

January 2010 First Lady Michelle Obama announced a major initiative to combat childhood obesity.

If these changes are any indication, then we’re only at the tip of the iceberg. 5 years ago these developments would have been unimaginable. So just think what will happen in the next 5 or even 10 years!

BECOME PART OF THE SOLUTION
There’s a great demand for the services our graduates offer. People desperately need nutrition education and high-quality personal care to find their way back to health. That’s where you come in. The world is ready for change and we encourage you to jump onboard and start your career in nutrition!

Are you ready to make a difference?

integrativenutrition.com
Wellness and prevention, to me, is one of the true keys to changing the health paradigm in this country.

First Lady Michelle Obama
A Health Coach is a nutrition expert, wellness authority and supportive mentor

WORKING AS A HEALTH COACH
Are you the go-to person for nutrition advice at work, at home or in your community? Many prospective students don’t realize it, but they are already working as health coaches for their friends and family – they’re just not getting paid for it. We provide a structure for you to continue this work and get paid for your services.

CAREER FLEXIBILITY
Health Coaches have the flexibility to choose where they work. Some graduates work at doctors’ offices, gyms or spas and some work from the comfort of their own home, so they can be closer to their children or simply to avoid hectic commutes. You can choose to work:
• Full-time or part-time
• As a complement to your current practice
• As a supplement to your current income

YOU ARE NEEDED!
More and more scientific research shows that with simple diet and lifestyle changes, we could prevent many chronic health conditions. With all the tools you need to coach others to become healthier and happier, imagine the impact of this work on your friends, family, community and the world.
In our current healthcare system, almost no time is spent discussing daily diet and lifestyle, and that’s where you come into the picture. America needs well-trained professionals to teach people how to adopt healthier habits.

Integrative Nutrition educates our students to do just that. People work with health coaches to achieve their goals in areas such as weight management, food cravings, sleep, energy and digestion.

Together, the health coach and client customize a plan to upgrade the client’s nutrition and diet. Clients develop a deeper understanding of the foods and lifestyle choices that work best for them, and implement lasting changes that improve their energy, balance and health.

Instead of prescribing one diet or one way of exercising, health coaches create recommendations to fit each person.

### GOALS INCLUDE

#### FOOD
- Cravings
- Coffee / Sugar
- Grocery Shopping
- Healthy Cooking

#### LIFESTYLE
- Relationships
- Exercise Routine
- Career
- Spirituality

#### HEALTH
- Allergies
- Anxiety
- Digestion
- Energy
- Sleep
- Stress

#### GOAL SETTING
- Weight Loss
- Time Management
- Planning for the Future
Professional Training Program 2010
Launch your career in nutrition and wellness

At Integrative Nutrition, you’ll receive the nutrition education and business training to start a health coaching practice.

THE PROGRAM

Professional Training
Since 1992, Integrative Nutrition has been at the forefront of holistic nutrition education, offering comprehensive cutting-edge training in health coaching. Our new distance learning format allows students from all over the world to experience our curriculum.

The program allows for maximum access and flexibility, so you can balance this education with your busy lifestyle. As a student, you’ll receive a customized iPod that is loaded with audio and video classes with top experts in nutrition and wellness. Now you can build a health coaching practice at home or on-the-go.

Around-the-clock Support
No matter where you live, you’ll feel connected through our Online Education Forum (OEF). As soon as you enroll, you’ll get support from our staff, faculty and your fellow classmates. Students use the OEF to spark discussion, get support around health concerns and working with clients, and strategize business development.

You’ll receive personal guidance from your health coach, who is a successful graduate of our program. You’ll connect on scheduled phone sessions throughout the school year.

Twice a month, you’ll have the opportunity to attend an Open Session, a call led by our staff. You can ask questions, get support and hear about the experiences of classmates.

Time Requirement
Students have up to one year to complete the program. You will have freedom to design your own schedule. A typical student spends about 5-10 hours per week on the coursework.

PROGRAM INCLUDES

• Welcome package with your fully-loaded iPod, books, DVDs and handouts
• Audio and video lectures with world-class speakers
• Fast Track business training
• A certificate halfway through the program to start seeing clients
• A customizable website to promote your practice
• Personalized business cards, brochures and newsletters
• Comprehensive library of forms to set up your practice
• One-on-one health coaching throughout the school year
• 24-hour access to our Online Education Forum to connect with fellow students
• Fundamentals classes to start learning as soon as you enroll
• Optional live conferences
• A free second-year program for students who qualify and want to expand their counseling and business skills
Virtual learning from anywhere in the world

Now you can study at home or on-the-go.

**YOU ASKED. WE LISTENED.**
For 18 years, people have travelled from across the globe to attend our Professional Training Program in New York City. Over the years, we received countless requests from people who wanted to participate in our program, but were not able to travel to New York. So we committed to making our program accessible to everyone with a passion for health and wellness.

**FLEXIBLE DISTANCE LEARNING**
How did we do it? We loaded the lectures and curriculum from our live classes onto a customized iPod and our Online Education Forum (OEF). Now you can take the core curriculum from the world’s largest nutrition school everywhere you go—in the car, to the gym, on an airplane—the sky is the limit!

**HOW IT WORKS**
Getting Started: As soon as you enroll, you’ll receive a welcome package that includes your iPod, books, DVDs and handouts. You’ll start learning with Fundamentals classes, which will introduce you to our curriculum. You will also have your personalized website to customize, and over 100 different dietary theories to discuss on the OEF.

Modules and the iPod: Your iPod contains our curriculum broken down into 40 modules. You will use the iPod alongside the modules on the OEF. You’ll listen to audio and video on your iPod, while the OEF contains assignments, handouts, powerpoints, additional resources and online discussions closely moderated by our staff. Each module will take approximately 3 hours to complete.

Tests: After each set of 10 modules, there will be a test that focuses on the content of the 10 modules you have just completed. You will take a total of 4 tests.

**CERTIFICATIONS**

**Integrative Nutrition Certificate**
Halfway through the program, you can begin to start seeing clients. Upon graduation, you will receive a diploma representing your education, knowledge and experience.

**National Certificate**
Once you graduate, you will qualify for national board certification by the American Association of Drugless Practitioners, an independent association for holistic healthcare professionals. For details, visit their website at aadp.net.

**Purchase College Certificate**
Our special partnership with Purchase College of The State University of New York (SUNY) allows students to earn a certificate and continuing education units to advance their practice.

Integrative Nutrition is committed to each student’s success.
Our curriculum is designed to support students in their communities and at home.
Our curriculum teaches a wide variety of skills in business, counseling, nutrition and lifestyle choices.

We teach you how to work with clients in a one-on-one setting, and run group programs and workshops in corporations, spas, health clubs, doctors’ offices, schools and more.

Integrative Nutrition covers cutting-edge nutrition concepts and modern health issues that you won’t always find in a traditional nutrition program. Topics include:

**NUTRITION CONCEPTS**

**Bio-individuality**
No one diet works for everyone. We explore different ways of eating in order to create a personalized approach that is appropriate for the individual depending on their age, health, activity level, where they live, personal tastes and preferences.

**Primary Food**
We are fed not only by food but by other factors in our lives. Healthy relationships, regular physical activity, a fulfilling career and a spiritual practice can fill your soul and satisfy your hunger for life.

**Deconstructing Cravings**
Many people believe cravings are a problem, but cravings play a critical role in understanding what the body needs. You will learn why people desire certain foods, like chocolate, french fries and coffee, and when to give into these cravings.

**Crowding Out**
Most nutrition experts give their clients a list of foods to avoid, which explains why so many people are turned off by nutrition. Crowding out means you add more healthy food to your diet rather than cut back on the foods you enjoy.

**Energetics of Food**
All food has distinct qualities and energetic properties that affect your body depending on where, when and how it’s grown and prepared. We will discuss different foods and how growing conditions affect the way you feel.

**Food/Mood Connection**
Scientific research and personal experience both demonstrate that what we eat affects how we think, feel and act. We will give you the tools so you can deconstruct why you feel a certain way after eating a certain food.

**Superfoods**
Certain foods are powerful enough to help you lower cholesterol, reduce your risk of heart disease and cancer, and improve your mood. You will learn about the powerful, antioxidant-rich fruits, vegetables and whole grains that will boost your health and improve your mood.

**NUTRITION SCIENCE**

Our curriculum reviews science and anatomy to provide you with an understanding of how our bodies function and why certain dietary habits work and don’t work for individuals. Specific topics include:

- Autoimmune disorders
- Blood sugar & glucose
- Digestive system
- Toxins
- Thyroid health
- Genetic influence on diet
- Metabolism

**MODERN HEALTH ISSUES**

**Health Crisis**
Rates of obesity, diabetes and cardiovascular disease continue to increase. We spend an exorbitant amount of money on medications and operations and virtually nothing on prevention, education and holistic health. Learn how you can help reverse this trend.
Food Corporations
Food corporations are big business; the fast food and restaurant industries generate billions of dollars in annual sales. Learn how companies spend their advertising dollars to influence the public to buy their products.

Government Policies
Why are unhealthy foods cheaper than healthy foods? Learn about government subsidies, campaign contributions and the pros and cons of the USDA food pyramid.

Hypoglycemia
Literally meaning, “low glucose levels in the blood,” this condition is a precursor to diabetes. A poor diet can cause a breakdown in the body’s ability to manage blood glucose, causing a roller coaster effect on energy.

Organic vs. Non-Organic Foods
Discover the difference between organic, non-organic commercial, and locally raised produce and how these methods affect your overall health.

Emotional Eating
Many people turn to food to heal emotional problems. This can lead to overeating and unwanted weight gain. Explore the connection between food and other life factors.

School Food
School food has long been blamed as the number one cause of childhood obesity. You will learn about the different programs being developed in schools and how you can make a difference.

PROFESSIONAL PRACTICE

Fast Track
With our business coaching and Fast Track program you will be given the tools to grow your practice even after you graduate. Specific topics include:
- Attracting perfect clients
- Elevator speech
- Goal planning
- Money management
- Referral building
- Registering your business
- Teaching classes
- Client retention
- Closing the deal
- Contracts & handouts
- Internet presence
- Networking

Health Coaching
You will be trained in the art of listening in order to hear your clients’ every need and learn how to effectively guide them through a 6-month program to reach their health goals. Through this training you will also learn how to effectively run a professional health coaching business. Specific topics include:
- Art of listening
- Beginner’s mind
- Communicating about diet
- Consultation demonstrations
- Counseling skills
- 6-month program
- Ethics of caring
- Magic of mirroring
- Releasing emotions
- Corporate wellness
- Group programs
- Coach/client relationship
- Working with children and teens

Healthy Lifestyle
You will learn to eat healthier and live happier with tools you gain in school, so you can offer the same to your clients. Specific topics include:
- Designing your future
- Family relationships
- Food quality & quantity
- Self-care
- Seasonal cooking
- Achieving balance
- Attitude and energy of the cook
- Circle of life
- Food selection
- Healthy snacks
- Intimacy, love, touch
- Simple eating
- Quick meals for busy people

In this module, you’ll be introduced to our Fast Track business training program. You’ll also listen to a lecture by Walter Willett MD, Chairman of Nutrition at the Harvard School of Public Health.

A Career in Health with Robert Notter
Listen: iPod audio (12 minutes)

Walter Willett MD
Listen and watch: iPod audio and video (90 minutes)

Login to the Online Education Forum
Read: Dr. Willett’s answers to student questions
Share: What you learned from Dr. Willett
Review: Dr. Willett’s presentation

Assignment
Read: Chapter 1 from the Fast Track Workbook and complete the exercises.
Total Audio/Video Content: 102 minutes
guest speakers

Andrew Weil MD
Deepak Chopra
Neal Barnard MD
David Wolfe
Walter Willett MD
Sally Fallon Morel
Joel Fuhrman MD
Andrea Beaman
Joy Bauer MS, RD, CDN
Joshua Rosenthal MScEd
Geneen Roth
Robert Notter
Howard Lyman
David Katz MD
Annemarie Colbin PhD
Arthur Agatston MD
Lynn Goldstein MS, RD, CDN
John Douillard PhD
Mark Hyman MD
Barry Sears PhD
Michael Jacobson PhD
Bernie Siegel MD
Paul Pitchford MS
Harville Hendrix PhD
Helen LaKelly Hunt PhD
A strong school begins with powerful teachers

Our students are inspired by experts who are at the forefront of wellness. Our distinguished speakers are the leading doctors, PhDs, researchers and authorities in nutrition today. Here’s a sneak peek of the topics they cover:

Andrea Beaman
A successful Integrative Nutrition graduate and author of The Whole Truth, she teaches the art of cooking whole foods in a simple, fun and quick way. She was featured on Bravo’s Top Chef and is host of Wise Up on Veria television network.

Andrew Weil MD
A Harvard Medical School graduate, Dr. Weil has traveled the world experiencing and studying healers and healing systems. He is a world-renowned, bestselling author. He is founder and director of the Program in Integrative Medicine at the University of Arizona.

Annemarie Colbin PhD
Founder of the Natural Gourmet Institute for Health and Culinary Arts, she is an internationally recognized health educator, author, consultant, and speaker, specializing in food and its effects on health. She is the author of The Whole-Food Guide to Strong Bones: A Holistic Approach, Food and Healing, and The Natural Gourmet.

Arthur Agatston MD
A cardiologist and author of the bestselling South Beach Diet, which has become one of the most popular diets worldwide, he is Associate Professor of Medicine at the University of Miami and a pioneer in non-invasive cardiac diagnostics and imaging. His goal is to educate and empower both his patients and the public about healthy lifestyle choices and prevention.

Barry Sears PhD
Founder of the Zone Diet, he is a pioneer in biotechnology and nutritional research, developing drug-delivery systems for cancer and heart patients. Dr. Sears is a former MIT researcher, holding over 12 patents for cancer treatments and the dietary control of hormones. He is the author of the #1 New York Times bestseller The Zone, as well as eight other nutrition books including Mastering the Zone, The Anti-Aging Zone, and The Omega RX Zone.

Bernie Siegel MD
A physician who embraces a philosophy of living and dying that stands at the forefront of medical ethics and spiritual issues, he is the author of several best selling books including: Love, Medicine & Miracles; Peace, Love & Healing and How to Live Between Office Visits.

David Katz MD
Author of the Flavor Point Diet and the Flavor-Full Diet, he is an associate professor of public health, director of the Yale Prevention Research Center, and associate director of nutrition science at the Rudd Center for Food Policy and Obesity at Yale University. He is a medical contributor for ABC News, writes a nutrition column for Oprah Magazine and the New York Times, and is a renowned expert on weight control, nutrition and preventative medicine.

David Wolfe
Considered by his peers to be the world authority on raw food nutrition, he is a passionate and informative speaker, and the author of the bestselling books Naked Chocolate and Eating for Beauty. Wolfe works to locate and distribute some of the world’s highest quality raw foods.

Deepak Chopra
One of the world’s greatest leaders in the field of mind-body medicine, he founded The Chopra Center for Wellbeing in California, integrating the best of Western medicine with natural healing traditions. Chopra has authored over 45 books, including Perfect Health: The Complete Mind/Body Guide and Ageless Body and Timeless Mind: The Quantum Alternative to Growing Old.

Geneen Roth
A pioneer in distinguishing the link between our emotions and hunger, she leads workshops and retreats nationwide. She is the author of seven books, including When Food Is Love and Breaking Free from Emotional Eating. She has appeared as an expert in her field on Oprah, NBC Nightly News, and 20/20.

Harville Hendrix PhD & Helen LaKelly Hunt PhD
Harville Hendrix, PhD and Helen LaKelly Hunt, PhD are co-creators of Imago Relationship Therapy. Harville is the author of the New York Times bestseller, Getting the Love You Want: A Guide for Couples. Helen is the author of Faith and Feminism. Both lecture and offer workshops on intimate relationships and have together authored eight books.

Howard Lyman
A fourth-generation family farmer in Montana, former president of Earth Save, and the activist that turned Oprah Winfrey against hamburgers, he has become a voice for family farmers.

Joel Fuhrman MD
He is a family physician who specializes in preventing and reversing disease through nutritional and natural methods, one of the country’s leading experts on nutritional healing and bestselling author of several books including Eat For Health: Lose Weight, Keep It Off and Look Younger, Live Longer. Fuhrman is also a nutritional chef and public speaker who educates and motivates audiences to make life-saving changes.

(877) 730-5444 | 21
Integrative Nutrition offers a comprehensive holistic approach to not just nutrition but lifestyle management.

Deepak Chopra, Guest Speaker
John Douillard PhD
Author of The 3-Season Diet: Body, Mind, and Sport; Perfect Health for Kids and The Encyclopedia of Ayurvedic Massage. He has been teaching Ayurvedic medicine, natural health, fitness and nutrition internationally for over twenty years.

Joy Bauer MS, RD, CDN
Recognized as a leading nutrition authority with one of the largest and most advanced nutrition centers in the country, she is the health and nutrition expert for the Today Show, Yahoo and Self magazine and author of many books including the #1 New York Times best selling Food Cures.

Lynn Goldstein MS, RD, CDN
Graduate of Integrative Nutrition and NYU’s clinical nutrition program, she is a registered dietitian who developed and now runs a nutrition program at the Jay Monahan Center. She also has a private practice and leads seminars at doctors’ offices, corporations and medical conferences.

Marion Nestle MPH, PhD
Professor of Nutrition at New York University, her research focuses on analysis of the scientific, social, cultural and economic factors that influence the development and acceptance of federal dietary guidance policies. She is the author of Food Politics and What to Eat.

Mark Hyman MD
He is a leader in the emerging field of functional medicine, a combination of conventional and alternative medicine with cutting-edge science. He is editor-in-chief of Alternative Therapies in Health and Medicine, medical editor of Natural Solutions magazine, and continues his medical consulting practice. He is author of several bestselling books including Ultrametabolism: The Simple Plan for Automatic Weight Loss and Ultraprevention: The 6-Week Plan That Will Make You Healthy for Life.

Michael Jacobson PhD
He is the co-founder and Executive Director of the Center for Science in the Public Interest, an independent consumer advocacy organization that conducts innovative research in health and nutrition. He is the coauthor of Restaurant Confidential and Six Arguments for a Greener Diet.

Neal Barnard MD
He is the founder of the Physicians Committee for Responsible Medicine (PCRM), an organization in which doctors and laypersons work together for compassionate and effective medical practices, research and health promotion. PCRM promotes preventative medicine and has led the way in reforms of federal nutrition policies.

Paul Pitchford MS
His landmark book, Healing with Whole Foods: Asian Traditions and Modern Nutrition, forms the foundation of his unique dietary teachings which unify Eastern and Western therapies including Traditional Chinese medicine, nutrition, and Tai Chi and Zen meditation. Pitchford’s work has become a primary force behind the most fundamental, clinically effective and innovative dietary movement today, widely known as “whole foods nutrition.”

Robert Notter
An IIN graduate with a thriving practice in Manhattan as a business and marketing coach, he shares his wealth of networking, marketing and business building knowledge as the primary teacher of Fast Track business training program.

Sally Fallon Morell
She is a nationally known nutrition researcher, community activist and the author of Nourishing Traditions: The Cookbook that Challenges Politically Correct Nutrition. She is also the founding president of the Weston A. Price Foundation for Wise Traditions in Food, Farming and the Healing Arts.

Walter Willett MD
Chairman of Nutrition at the Harvard School of Public Health and a professor of medicine at Harvard Medical School, he is the author of several books, including Eat, Drink, and Weigh Less.

Note: Speaker list subject to change.

For full bios on our speakers, visit integrativenutrition.com
Study at the only school in the world teaching 100 different dietary theories

We teach the pros and cons of dietary theories, so you can guide clients to find what works for them.

EVERY BODY IS DIFFERENT
We are too individualistic to eat the same exact food. Ever notice that men eat differently than women? Children, teens and adults all have very different preferences. People who work in an office eat differently than those who do physical labor. Our personal tastes and preferences, blood types, metabolic rates and genetic backgrounds influence what foods will and won’t nourish us.

So, when the experts say, “dairy is good for you” or “fat is unhealthy,” it’s too much of a generalization. That’s why fad diets don’t work in the long run. They are not based on the reality that we all have different dietary needs. One person’s food is another person’s poison. We call this concept bio-individuality and we will teach you how to use this approach with your clients.

90/10 Theory
A flexible approach to eating that strives for eating healthy foods 90 percent of the time, and allowing 10 percent of the time to eat whatever you desire.

Anti-Aging Diet
This diet is based on the idea that foods high in fats and sugar accelerate the aging process whereas foods with antioxidants like fish, fruits and vegetables are anti-inflammatory and slow the onset of aging.

Atkins Diet
This diet restricts carbohydrates, causing the body to burn its own fat for fuel, instead of carbohydrates.

Ayurveda
This ancient healing system from India emphasizes eating in accordance with your individual body type and the seasons.

Blood Type Diet
An individualized approach to eating, depending on blood type, that combines anthropology, medical history and genetics.

Calorie Restriction
A diet that aims to extend life expectancy through minimal caloric intake.

High-Carbohydrate Diets
This modern take on traditional diets relies on whole grains, beans and vegetables.

Macrobiotics
A philosophy based on balancing yin and yang through eating natural, whole foods.

Mediterranean Diet
Based on the traditional foods of Italy and Greece, this diet consists mostly of fruits, vegetables, whole grains and olive oil, and emphasizes exercise.

Raw Food
Raw or living food diets are based on eating unprocessed and uncooked plant foods.

South Beach Diet
A low-carb diet that distinguishes the right kinds of carbohydrates and fat, while emphasizing lean proteins.

Traditional Chinese Medicine
An ancient belief system which looks at health holistically and uses diagnosis as a way to assess overall health of the body.

Vegetarian/Vegan Diets
A vegetarian diet restricts eating meat. A vegan diet restricts the use of all animal products.

Wise Traditions
Based on the work of Dr. Weston A. Price, this diet emphasizes nourishing traditional foods and farm produce for optimal health.

The Zone Diet
A diet based on regulating blood sugar levels with a balance of carbohydrates, fats and proteins at every meal, enabling the body to burn fat more efficiently.
Eat food. Not too much. Mostly plants.

Michael Pollan
AUTHOR, THE OMNIVORE’S DILEMMA
Healthy relationships, regular exercise, a fulfilling career and a spiritual practice can satisfy your hunger for life.

Joshua Rosenthal
FOUNDER AND PRIMARY TEACHER
Explore the whole picture of health

The food you eat plays a critical role in your health and happiness, but primary food truly nourishes you and makes your life extraordinary.

WHAT IS PRIMARY FOOD?
We have a philosophy about food – everything we consider a source of nutrition is really just a secondary source of nourishment. The foods you eat are secondary to all the other aspects of life that feed you. We call these parts of life primary food.

Healthy relationships, regular physical activity, a fulfilling career and a spiritual practice can fill your soul and satisfy your hunger for life. When primary food is balanced and satiating, your life feeds you, making what you eat secondary. Food can fill you, but it cannot fulfill you.

For example, many people spend hours each day watching television and surfing the internet. You can eat all the broccoli and brown rice in the world, but if you are isolated and lonely, you won’t be living life to the fullest. We are fed not only by food, but also by the energy in our lives.

We take in the experiences of life in thousands of ways. We hunger for play, fun, touch, romance, intimacy, love, success, art, music, adventure and spirit. All of these are essential forms of nourishment. Everything is food.

You will become skilled in talking to clients about primary food so they can reach new levels of health and wellness.

RATE YOUR PRIMARY FOOD
Look at the four main components of primary food:

- Relationships
- Career
- Physical Activity
- Spirituality

Give each one a rating from 1-10 as you see them in your life right now. Start to build more awareness about primary food in your life.

Relationships
The quality of relationships with friends, family and coworkers can explain a lot about the quality of a person’s life. So cultivate relationships that are healthy and supportive to you. Start to notice what relationships truly feed you in your life and which relationships drain your energy.

Career
Most people spend 8-10 hours a day, 5 days a week at work. That adds up! Are you passionate about your job and do you love the people you work with? If not, chances are that takes a toll on your health. Finding work you love is essential to living a healthy, balanced life.

Spirituality
Some people follow the spiritual path their parents grew up with, while others explore new traditions. Almost all forms of spiritual practice come down to one thing: the more we bring our individual lives into alignment with the whole of existence, the more we feel nourished and at peace.

Physical Activity
Our bodies thrive on movement and quickly degenerate without it. Exercise can take simple and modest forms, like getting off the subway or bus one stop earlier and walking further to your destination. Making physical activity a simple, daily habit greatly increases your health and happiness.
Learn how to shop, eat, cook, speak and move in new ways

Our program gets you away from your screen and into the world.

YOUR INTERACTIVE EDUCATION
At Integrative Nutrition, we say that no one way of eating is right for everyone. It’s also true that no one way of learning is right for everyone. We incorporate diverse styles of teaching to engage all the senses, which is the most effective way to educate adults.

Our curriculum supports visual, auditory and kinesthetic learners. Visual learners learn by seeing, reading, and watching videos. Auditory learners learn by listening to lectures, MP3s and conference calls. Kinesthetic learners learn by experience, by doing. By incorporating a variety of teaching techniques, all types of learners can thrive in this dynamic educational environment.

The program creates community and an in-person feeling in a way that no other distance learning program has achieved.

We’ve designed the curriculum so that students will have a highly interactive experience. Other online programs leave students feeling isolated, stuck to their computers. We offer an accessible format with an assortment of learning tools: established speakers, group discussion calls, personal counseling sessions, an Online Education Forum and a buddy system. The end result: an educated, energized community empowered to create change.

PLAY A CRUCIAL ROLE IN IMPROVING HEALTH
By sharing our knowledge with others, we truly begin to synthesize information. As students get trained to be health coaches, they begin to learn how to articulate life-changing health information, share their knowledge with others and become a critical part of the solution to our healthcare crisis.

Healthy Cooking
You will learn the importance of home-cooked meals. We teach you how to make easy, tasty meals in 20 minutes or less and how to lead inspiring cooking classes that motivate people to cook.

Healthy Movement
We’ll demonstrate how healthy movement can be simple, fun and rewarding. We’ll also discuss how to support your clients, friends and family to embrace physical activity.

Healthy Shopping
You will receive our Healthy Shopping DVD, which guides you through the secrets of efficient high-quality shopping. Plus, we’ll teach you how to lead a health food store tour for your own clients.

“Integrative Nutrition delivers its program in a manner that serves the needs of all adult learners.”
Christine L. Persico, Dean, School of Liberal Studies and Continuing Education, Purchase College
Nutrition education is not just a cerebral process, it’s experiential.

Our curriculum supports visual, auditory and kinesthetic learners.
I learned how to counsel others and how to market my private practice.

Michelle Pfennighaus
2009 GRADUATE
Develop a successful business with Fast Track training

You’ll gain confidence and get the support you need to create a thriving practice.

BUSINESS DEVELOPMENT
Fast Track Training
No other school offers so much support in getting you off the ground with a thriving practice. We train you to offer a 6-month health coaching program which includes: meeting clients in one-on-one sessions, running group events and providing tools to support your clients to achieve their health goals. We realize that starting a business can be difficult, but we guide you every step of the way to ensure you have all the tools to create a prosperous career.

BUILDING BLOCKS FOR YOUR PRACTICE
We provide students with a business coaching program, along with exercises so they have the confidence to become health coaches. The Fast Track training prepares students to step out and work with the public. We accommodate students who are new to starting a practice and students who want to build their existing practice.

GRADUATE SUPPORT
Integrative Nutrition is committed to free and inexpensive lifelong learning for our graduates. As a part of our community, you can stay motivated to enhance your business and personal life.

Immersion Program
We offer a free, optional second-year Advanced Certificate Program, where qualified students can deepen their studies, while they build their practice.

Lifelong Learning
Our Lifelong Learning program is a series of downloadable classes aimed to keep our graduates up-to-date with the most current nutrition and wellness information.

THE FAST TRACK PROGRAM
Each student receives a Fast Track Workbook to keep them focused on building their career throughout the year. Each chapter has content and exercises to help students develop their practice.

The Fast Track program includes:
- Step-by-step instructions on how to start a practice
- Finding and keeping clients
- Advertising and networking
- Identifying your target market
- Working in corporate health
- Writing press releases
- Achieving work/life balance
- Keys to economic success
- Setting clear business goals
- All the paperwork you need for client sessions
- Building a referral network
- Social networking

Start seeing clients while in school and earn back the cost of your tuition.

(877) 730-5444 | 31
Get one-on-one attention from your own Health Coach

WORKING WITH A HEALTH COACH

Having someone listen and assist was truly the best! At first I thought, what will I say during the call? But once we started our session, I couldn’t stop talking.
Nick Oddo, 2008 Graduate

The best part of having my own health coach was having a safe haven where I could really share and examine some aspects of my primary foods.
Lynn Burns, 2007 Graduate

I loved my health coach. She encouraged me to take steps that really helped me grow my business.
Suzy Brown, 2008 Graduate

Talking to someone with an unbiased ear was quite profound for me. I learned to listen from my health coach, because she was great at listening to me.
Lynda Holich, 2007 Graduate

My coach guided me in all areas of my life—school, relationships, health and business. She held me accountable for the goals I set in a gentle but firm way.
Karen Childers, 2009 Graduate

YOUR HEALTH COACH IS YOUR ADVOCATE FOR SUCCESS

Surrounding yourself with healthy people who support you and your goals is a powerful key to creating good health. We encourage our graduates to walk their talk. In order to coach people on living a healthy lifestyle, you must also live one.

You will get the opportunity to choose a health coach who will counsel you one-on-one throughout the year. Your health coach is your advocate for success. All counselors are graduates of the program, so they’ve been in your shoes. They know what it’s like to change diets, change careers and create new routines.

Your health coach will guide you to improve your physical, mental and emotional health by modeling the approach you’ll learn in the program. They listen and offer space for you to process your studies. They will also provide simple recommendations and offer assistance and encouragement for your own practice once you start seeing clients of your own.

All sessions take place on the phone from the comfort of your home. You are free to use the time for building your business, working on personal health issues and getting more direction for your studies.

With the support you need, what’s possible for your future?
Trust your instincts, and know that each change you make has a tremendous impact on your present and your future.
Create your career, develop your business

Graduates are highly respected by clients and healthcare providers; they receive referrals and are eagerly invited to work in medical offices, chiropractic clinics and other professional settings.

**CAREER IN A YEAR**

Integrative Nutrition’s curriculum offers great support to students as they launch their new health coaching practices.

Why graduate with debt when you don’t have to? At Integrative Nutrition, you’ll be able to earn while you learn. Students start seeing clients while they’re still in school, and many even earn back their entire tuition before graduation.

Students are trained to offer clients a 6-month health coaching program. Whether you want to be practicing part-time or full-time, we help you to set your goals so that you can earn an excellent income as a health coach.

**YOUR PRACTICE**

Building a successful health coaching practice is like starting any new business. It takes focused awareness, perseverance, commitment and motivation. We teach students how to reach their maximum income potential.

**FLEXIBLE SCHEDULE**

Graduates often do this work part-time, while enjoying the stability and income of their current career. Some use their education as a way to contribute to family, friends and others or earn extra income in the evenings and on weekends. Many start with a part-time practice and see how it develops. If desired, the flexibility allows them to gradually grow their full-time health coaching practice. Some graduates already have a practice and this education takes it to a whole new level.

**WHERE TO WORK**

One of the gifts of this career path is that you choose where to work. Many graduates work in their own homes, creating a home office or coaching clients over the phone. Others find their own office space or share office space with health practitioners such as massage therapists, acupuncturists, chiropractors or doctors. Examples of where Integrative Nutrition graduates work include:

- Home
- Clinical setting
- Rented office
- Gym
- Yoga studio
- Day spa
- Natural food store
- Restaurant
- Corporation
- School
- Library
- And more!

**GRADUATE SUCCESS**

The following are a few examples of where our graduates work today:

- Cambridge Health Alliance/Men of Color Health Initiative
- Elite Model Management
- Equinox Fitness
- Fruition Health
- Good Medicine Works
- HealthCorps
- The Jena Wellness Group
- Kripalu Center for Yoga & Health
- Memorial Sloan-Kettering Cancer Center
- Metagenics
- Nutricia Consulting
- Nutrition Street
- Physicians Committee for Responsible Medicine
- Salem Sports & Spine Physical Therapy
- Teachers College Columbia University
- Town Sports International Health Club
- Weill Medical College of Cornell University
- Whole Foods
- Yale University

The possibilities are unlimited. You have the ability to shape and personalize your practice into what works for you.

Earn while you learn.

integrativenutrition.com
EARN EXCEPTIONAL INCOME AS A HEALTH COACH

ENROLL
Learn the fundamentals of health coaching

PROGRAM STARTS
Practice health coaching with classmates

START SEEING CLIENTS
Earn $25-50 per hour

GRADUATE
Earn $75-100 per hour

POST GRADUATION
Earn $150+ per hour

YOUR OPPORTUNITIES AND EARNING POTENTIAL ARE UNLIMITED!
I got a phenomenal education plus business coaching all in one program.

Dena Smith-Givens
2008 GRADUATE
With the best tools and training, nothing can hold you back

Increase your visibility through customized marketing tools.

We provide each student with a wide array of tools to facilitate building your health coaching practice. When you’re ready to work with clients, you’ll have everything you need.

**BUSINESS CARDS**
Your contact information is always at your fingertips with personalized business cards. You’ll receive 250 business cards with the design of your choice.

**MONTHLY E-NEWSLETTERS**
We provide monthly content for an e-newsletter that you can send out to your contacts. Keeping clients, prospects and friends up-to-date on health news, recipes and your health coaching practice is easy and simple to do.

**INFORMATIVE CLIENT HANDOUTS**
We supply you with dozens of helpful, easy-to-read brochures for your clients on topics ranging from sugar substitutes, how to prepare leafy greens, calorie consumption and natural food restaurants. Clients will walk away with tangible information they can reference between health coaching sessions.

**WEBSITE**
Building a website is an expensive and time-consuming endeavor. We provide each graduate with a personally-branded health coaching website so you don’t have to build your own. As your practice develops, you can edit the website in a way that works best for you.

**ONE-ON-ONE MENTORING**
Receive your own personal Health Coach who will guide you through the business building process. Get support and advice during the initial phases of growing your practice.

When you’re ready to work with clients, you’ll have everything you need.
From San Francisco to Singapore, our community of students crosses the globe. Now anyone can experience Integrative Nutrition from anywhere in the world.

As we spread our message to a global audience, the Integrative Nutrition community continues to grow exponentially. Our community is 10,000 strong, across 47 states and 40 countries – and counting! Our students come from diverse backgrounds including busy professionals, entrepreneurs, medical practitioners, and stay-at-home moms. While the list keeps growing, they have one thing in common: the desire to improve the health and well-being of their families and communities.

There is so much more to come as our network expands and people embrace the need for our training. The future of health coaching and Integrative Nutrition is bright, and we’re spreading the ripple effect like never before.

Integrative Nutrition welcomes all nationalities, cultures, religions, academic backgrounds and abilities. We encourage students to reach across barriers of race, religion, gender, age and economics. We recognize that just as different people thrive with different ways of eating, students flourish with a diverse educational approach and we accommodate everyone.

Integrative Nutrition does not discriminate on the basis of race, color, age, religion, national origin, sexual orientation, gender identity, sex, marital status, disability or status as a U.S. veteran.

Join the movement.
We’re Going Global!

Debbie Sipowicz, San Francisco, Class of 2010

Students have joined us from:
- Argentina       Luxembourg
- Australia       Malta
- Austria         Mexico
- Bahamas         Norway
- Belgium         Portugal
- Bermuda         Puerto Rico
- Brazil          Saudi Arabia
- Canada          Singapore
- Cayman Islands  Slovenia
- China           South Africa
- Colombia        South Korea
- Egypt           Spain
- Finland         Switzerland
- France          Turkey
- Germany         United Arab Emirates
- Iceland         United Kingdom
- Ireland         United States
- Israel          Uruguay
- Italy           Virgin Islands
- Japan

Join the movement.
Get up close & personal with our students and graduates

Learn how they are using their education to create their dream career.

GLEN COLELLO
Raw Food Café Owner
West Haven, CT
Class of 2005
When Glen was working at the Boys & Girls Club, he began exploring health and wellness and started achieving better health. He shared what he was learning with the kids. His boss approached him and said that since he didn’t have a degree in nutrition he wasn’t allowed to tell the kids what to eat. His desire to teach the kids created a need to be certified. “I met some of the most important people in my life at IIN. The school also encouraged me to continue building community and support my own community. The continued support for the alumni is absolutely amazing. I eventually opened Connecticut’s only all raw foods café.”

LYDIA FITZGERALD
Health Coach,
You Can Thrive!
New York, NY
Class of 2006
You Can Thrive! is a non-profit that provides free and low-cost support to help women diagnosed with breast cancer to have a better quality of life. Lydia Fitzgerald is a volunteer that provides health coaching and support to women who have been diagnosed with breast cancer.

“The feeling of mutual support the students had for one another was palpable at all times, in every class session. The vast variety of dietary and wellness theories presented during the program truly expanded my knowledge and helped me gain a new perspective on my own state of health and wellness, past and present.”

STEPHANIE SIEMION
Health Coach
New York
Class of 2010
Stephanie was working at a large corporate bank when she signed up for the Professional Training program. She had been looking for a new career where she could utilize her people skills and learn more about nutrition.

“I had a somewhat negative association with online learning programs. I felt they were disengaging and impersonal. But this program completely blew my mind. The way the program is set up, we are connected and supported while learning new, thought-provoking and exciting information. They accommodate everyone’s learning styles with multiple approaches to a subject and extra support, if needed. This course can be a wonderful supplement to anyone’s lifestyle or a complete career transformation.”

DR. SHAUNNA MENARD
Radiologist
Toronto, Canada
Class of 2009
As a busy doctor and mother to four sons, Dr. Menard understands the challenges of achieving and maintaining a healthy lifestyle. However, she’s found that you can have it all: health, family and career. Dr. Menard understands the challenges of achieving and maintaining a healthy lifestyle. However, she’s found that you can have it all: health, family and career.

“I now work with individual clients, run a weight loss group and lead workshops at a community club. Now as the Chair of Public Health, I plan to use this position to spread the healthy message and effect some real change.”

40 | Read more Success Stories at integrativenutrition.com
“Constant support from the Integrative Nutrition community helped me stabilize my life. It’s like having a whole bunch of coaches who don’t leave your side.”

Nyakya Brown, New York, 2004 Graduate

PRESTON EPRAIM
Health Coach
Bermuda
Class of 2009
Prior to IIN, Preston owned a fitness company but was not happy. While searching in various avenues for the healthier and happier life, he met a health coach. She referred him to Integrative Nutrition.

“My experience was an abundance of love, support and community. It was difficult for me to transition from an occupation that was secure into the unknown. But the school supported me to build confidence from within. During the transition, I learned how to best feed myself which gave me more energy. Once confident, healthy and happy, I attracted people from multiple areas of the world and they became clients. I work with CEO’s, doctors, principles, attorneys, accountants, college students, married couples, and a pregnant mom.”

CRISTINA FERRARI, PHD
Health Coach
Italy
Class of 2009
Cristina’s passion for wellness grew out of her need to solve personal health challenges. Her formal interest in healing began with her studies in pharmaceutical science at the University of Padua, Italy and the University of Bonn, Germany. She continued her studies in the field of drug design and earned her PhD in Medicinal Chemistry. Her intuitive questioning of conventional medicine opened a pathway to holistic health care.

“I love the school as it gave me the ability to create my unique blend of scientific knowledge and intuition. I loved exploring all different options and theories.”

You could be our next success story!

(877) 730-5444 | 41
Watch out world,
Our business training empowers graduates to start their health coaching practice...and so much more!

**CLEAN FOOD**
A Seasonal Guide to Eating Close to the Source
With more than 200 recipes for a healthy and sustainable you

**TERRY WALTERS**
*Clean Food* is the most exciting book based on fresh produce and simple recipes I have used in years.* MARIO BATALI

**MYRTLE ORGANIC**
Laughing Giraffe's mission is to provide nutrient-dense, minimally-processed snack foods. Laughing Giraffe believes that too much of our food is made in huge factories, and the energy that goes into making your food is as important as the ingredients themselves.

**JUSTIN BAUMGARTNER**
Laughing Giraffe
thelaughinggiraffe.com
Class of 2006

**ELIZABETH STEIN**
Purely Elizabeth
purelyelizabeth.com
Class of 2008

Purely Elizabeth is a line of gluten-free baking mixes using nutritious whole grains and superfoods (hemp, flax and chia seeds), free of sugar, dairy, wheat and gluten. Purely Elizabeth was recognized as the “Sweetest Thing” by Daily Candy in 2009.

**TERRY WALTERS**
*Clean Food*
terrywalters.net
Class of 2001

*Clean Food* is a seasonal guide to eating close to the source. It’s filled with delicious recipes to prepare from whole, minimally processed foods that can improve your health and your future.

**JUSTIN BAUMGARTNER**
Laughing Giraffe
thelaughinggiraffe.com
Class of 2006

Laughing Giraffe's mission is to provide nutrient-dense, minimally-processed snack foods. Laughing Giraffe believes that too much of our food is made in huge factories, and the energy that goes into making your food is as important as the ingredients themselves.

**ELIZABETH STEIN**
Purely Elizabeth
purelyelizabeth.com
Class of 2008

Purely Elizabeth is a line of gluten-free baking mixes using nutritious whole grains and superfoods (hemp, flax and chia seeds), free of sugar, dairy, wheat and gluten. Purely Elizabeth was recognized as the “Sweetest Thing” by Daily Candy in 2009.
here we come!

JENNIFER LOVE & HEATHER KENZIE

Nibmor
nibmor.com
Class of 2009

Classmates Jennifer and Heather teamed up to create Nibmor. Their organic chocolate has no refined sugar, dairy, gluten or GMO. They make small batches to ensure perfection. The result? A simple, healthy and delicious chocolate bar.

JARED KOCH

Clean Plates NYC
cleanplatesnyc.com
Class of 2005

Eating out doesn’t have to be unhealthy! Clean Plates NYC is an essential guide to the healthiest and tastiest restaurants in Manhattan. This handy book features restaurants serving local, organic, sustainable and delicious food.

MICHELLE PFENNIGHAUS

Featured in documentary
lemonademovie.com
Class of 2009

Michelle was at a crossroads when she was laid off from her advertising job in 2008. She enrolled in Integrative Nutrition, and started her business Find Your Balance, where she offers holistic health coaching and yoga instruction. Her story is featured in the documentary Lemonade, about 16 advertising professionals who were laid off and pursued their dream jobs.

ALEX JAMIESON

Living Vegan for Dummies
amazon.com
Class of 2004

Alex Jamieson, featured in the documentary Super Size Me, is the author of Living Vegan for Dummies. This practical guide explains how to create a balanced, nutritious vegan diet.
working with clients
The personal attention you give each client will transform their life

With your assistance, clients can significantly improve eating habits, become more physically fit, deepen relationships and love their life.

**Redefining Health**
“I thought I already knew a lot about nutrition and healthy living. I was surprised at how much I learned in just one month. At the end of our program I feel that Aundrea not only reinforced and reminded me of some food wisdom, but also introduced me to new ideas and foods that definitely broadened my outlook and literally left me hungry for more.”
*Maggie worked with Aundrea Tucker, Charlotte, NC*

**Gaining Awareness**
“I am grateful to have worked with Ameet. He helped me discover how food makes me feel – mentally, physically and emotionally. In the process I discovered a diet that works for me. He opened my world to a more natural and simple view of food, relaxation, relationships and life.”
*Cindy worked with Ameet Maturu, Brooklyn, NY*

**Weight Loss that Lasts**
“You have made me realize that I truly need to start caring about myself – because I’m worth it! I know I will conquer my obesity. My husband is very happy that I’m bicycling with him and I enjoy our time together. You have opened my mind in so many positive ways I can’t thank you enough for your understanding, caring and compassion.”
*A. L. worked with Peg Doyle, Norwood, MA*

**Conquering Multiple Issues**
“I came to Andrea because I was suffering from a list of issues which included: OCD, depression, addiction to ADD medication, anorexia and anxiety. Through our work together, I was able to get off my medication, and dramatically change my diet. I experience less anxiety and I am not afraid of food anymore! Andrea introduced delicious, nutritious foods into my diet. I developed a love for food and don’t feel overwhelmed when I walk in the produce aisle anymore.”
*Joe worked with Andrea Moss, New York, NY*

**Emotional Eating**
“This has definitely been a huge learning experience for me. Not only from trying foods I had never heard of, but also in learning how what’s going on in your life affects what you eat. It’s all very connected. Realizing I had my afternoon bag of chips because I was angry and wanted control over something was a huge learning moment. What I enjoyed the most is that Dave doesn’t preach to you what healthy eating can do for you—he lets you discover it for yourself during your sessions. I have seen the most drastic change in my mood. I was always a pretty happy guy, but now I feel much more balanced.”
*Jason worked with Dave Tyler, Ridgefield, CT*

**Accepting Body Issues**
“I have never felt comfortable about my weight and as a result have been on every diet out there. I was fed up with losing and gaining, losing and gaining and wanted to change the way I ate for life. Julie’s plan has totally transformed my outlook on food, my body and what eating healthy means. This is the first time in my life that I don’t think about my weight but think more about the foods I eat. This is the best I have felt in my entire life; from the inside-out and it’s all because of Julie!”
*Barbara worked with Julie Hanagan, Groton, MA*

**Developing an Exercise Routine**
“Over the last year, I have lost 30 pounds and continue to lose and I have developed a fun daily exercise regimen. Much more importantly, Larry has helped me to develop tools to cultivate fitness, vitality and deep joy for the rest of my life.”
*George worked with Larry Rogowsky, New York, NY*

*Whose life do you want to impact? (877) 730-5444 | 45*
We’re on the pulse of nutrition trends

We’re not just a school, we’re a movement. Integrative Nutrition follows the latest food news and issues to keep our curriculum current.

Winning the Food Fight
New York City’s mandate that fast-food restaurants post calorie information has changed consumer habits. New Yorkers chose food with fewer calories at 9 of the 13 fast-food and coffee chains included in a study on the effects of menu-labeling laws that went into effect in 2008. Source: Department of Health and Mental Hygiene

Integrative Care: A Pathway to a Healthier Nation
Wouldn’t it be a lot easier to eat whole grains, fruits and vegetables than go in for quadruple bypass surgery? In February 2009, Dr. Mehmet Oz, Dr. Mark Hyman, Dr. Dean Ornish and Dr. Andrew Weil presented arguments to the Senate supporting President Obama’s health care plan focusing on education and prevention. Dr. Weil stated the crucial first step is education changes at all levels, from kindergarten to medical school. Source: Hearings and Executive Sessions, US Senate, February 2009

Michelle Obama’s White House Garden
In March 2009, First Lady Michelle Obama planted an organic vegetable garden at the White House. The garden provides food for the first family’s meals, and according to Mrs. Obama, its most important role is to educate children about healthful, locally grown fruit and vegetables at a time when obesity and diabetes have become a national concern. Source: New York Times, March 2009

Senate Considers Federal Tax on Soda
The Senate Finance Committee is hearing proposals on how to pay for President Obama’s proposed universal healthcare plan. Among the proposals: A three-cent tax on sodas as well as other sugary drinks, including energy and sports drinks like Gatorade. “While many factors promote weight gain, soft drinks are the only food or beverage that has been shown to increase the risk of overweight and obesity, which, in turn, increase the risk of diabetes, stroke, and many other health problems,” said Michael Jacobson of the Center for Science in the Public Interest. Source: CBSnews.com, May 2009

Food, Inc.
In Food, Inc., filmmaker Robert Kenner lifts the veil on our nation’s food industry, exposing the highly mechanized underbelly that has been hidden from the American consumer with the consent of our government’s regulatory agencies, the USDA and FDA. Our nation’s food supply is now controlled by a handful of corporations that often put profit ahead of consumer health. Food, Inc. reveals surprising—and often shocking truths—about what we eat, how it’s produced, who we have become as a nation and where we are going from here. Source: Food, Inc. www.foodincmovie.com

Are You Pouring on the Pounds?
Soda and other sugar-sweetened beverages can add hundreds of calories to your diet each day without ever filling you up. In a new effort to highlight the health impact of sweetened drinks, the Health Department is confronting New Yorkers with a bold question: Are you pouring on the pounds? The agency’s new public-awareness campaign includes graphic posters in the subway system and a multilingual Health Bulletin. Source: Press Release NYC.gov Department of Health and Mental Hygiene, August 2009

Is High Fructose Corn Syrup Really Good for You?
In an effort to give high fructose corn syrup an image makeover, a campaign funded by the Corn Refiners Association (CRA) flooded U.S. televisions with commercials claiming that high fructose corn syrup is okay if consumed in moderation. The fact remains that high fructose corn syrup is a highly refined food product and because of its versatility, is used in a staggering range of foods. Source: Time.com, September 2008

Smart Choices?
In summer 2009, the Smart Choices nutrition labeling program received heavy criticism for putting its logo on Froot Loops and other sugary cereals and fat-heavy products like mayonnaise. The first ingredient in Froot Loops is sugar. The FDA sent the program a letter in August voicing concern that the label could lead consumers to choose highly processed foods over healthier foods, like fresh fruits and vegetables and whole grains. Source: New York Times, October 2009

Big Movie Theaters Fill Buckets and Bellies
What’s the healthiest snack to buy at the movies? You can go for 400 to 1,200 calories’ worth of popcorn that is fried in 1 to 3 days’ worth of saturated fat. Or you can buy a package of candy with 300 to 1,100 empty calories. Soft drinks dispatch another 150 to 500 calories to your thirsty fat cells. The best snack at the movies? No snack at all. Source: Nutrition Action Health Letter, Center for Science in the Public Interest, December 2009
In the Community:

**Trans Fats 2006**
All NYC restaurants are now prohibited from using trans fats oils, known to raise bad (LDL) cholesterol and lower good (HDL) cholesterol. Integrative Nutrition played a key role in banning trans fats from the city, which created a ripple effect for restaurants across the country. The American Medical Association now supports legislation to ban the use of trans fats in restaurants and bakeries nationwide.

**Go Green East Harlem 2007**
When Manhattan Borough President Scott Stringer launched the Go Green East Harlem initiative, one of its first efforts was the *Go Green East Harlem Cookbook*. Stringer invited Integrative Nutrition to write an introduction, review recipes and create a coding system for the recipes with labels like “dairy free,” “sugar free” and “vegetarian.” For the launch of the book, we created a nutrition program for 100 residents. Our graduates counseled participants to make smarter food and lifestyle choices.

**ADA National Convention 2008**
In 2008, we attended the American Dietetic Association’s national conference, which brought together more than 12,000 people including dietitians and representatives from large food corporations. The ADA is the nation’s largest organization of food and nutrition professionals with more than 67,000 members. At our booth, we talked with many dietitians who are committed to their work and to making a difference with their clients. They were happy to meet us and to have a holistic perspective represented at the conference.

**Healthy Lunches, Healthy Students 2009/2010**
We are launching our Healthy Lunches, Healthy Students Program, offering scholarships to school principals, superintendents and food service directors. Each of our students will also have a chance to adopt a school in their area and work to make healthier changes. We are working to help schools become free of junk foods. If we can have “drug free” zones, surely we can create “junk food free” zones. Our goal is to impact 100,000 students - stay tuned!

**Charitable Giving 2009/2010**
Students at Integrative Nutrition are committed to making a difference in their communities and across the world. In December 2009, we donated $100 to charity on behalf of each new enrollment. Charitable organizations receiving donations included City Harvest, Habitat for Humanity, ChildFund International, Whole Planet Foundation, Nature Conservancy, Food for the Poor and HealthCorps. In 2010, we matched $25,000 in donations from our staff, students, alumni and prospective students, with a donation to the Red Cross to support Haiti earthquake relief.
It’s never too late or too early. Right now is a good time. Life is now.
Circle of Life

The Circle of Life will help you discover which primary foods need attention in order for you to create a life you love.

TRY THIS EXERCISE

The Circle of Life has 12 sections. Place a dot on the line for each section to designate how satisfied you are with each area of your life. A dot placed towards the center of the circle indicates dissatisfaction, while a dot placed towards the periphery indicates ultimate happiness. When you have placed a dot on each of the lines, connect the dots to see your Circle of Life.

Now you have a clear visual of any areas that may need your attention. Remember, everything is connected! At Integrative Nutrition, you’ll get the tools to make improvements in these areas of your own life. Plus, you’ll get the training to help your clients make changes in these areas.

Call us so we can talk more about your results.

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Are you ready to take the first step towards changing your future?

ADMISSION
Admission requires a consultation with an Admissions Advisor. Acceptance is not determined by academic prerequisites or scholastic achievement. We welcome anyone interested in improving health and happiness in the world. Call us to determine if our program is right for you.

ENROLLMENT
Our Admissions Advisors are graduates of the program, who are eager to answer your questions, help you apply over the phone and get you set up for an incredible year. They’ll walk you through the enrollment process and get you learning right away with our Fundamentals program. As soon as you enroll, you’ll receive a welcome package with your iPod, books, DVDs and other health-supportive items. Ready to get started? Call us at (877) 730-5444.

TUITION
We recognize that financing an education is a major commitment. We are dedicated to reasonable tuition and financing options for you to continue your education regardless of your financial circumstance. We offer flexible financing options to help you fit the tuition into your monthly budget. Call us to learn more.

STAFF COMMITMENT
Each prospective student has the capacity to impact hundreds of lives. We pledge to provide you with outstanding service and support. From your first phone call to graduation and beyond, we are here for you every step of the way.

Did you just read our catalog cover to cover? Call us to enroll today.

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Bernie Siegel MD
GUEST SPEAKER
Libby Penrod and daughter, Kansas. Class of 2010.