

Contact: Dr. Donna-Beth Douglas
Phone: (561) 776-5407
Night Line: (561) 723-1878
Fax: (561) 296-3114

August 29, 2006
FOR IMMEDIATE RELEASE

Concerned About Cancer? There's new 'Hope on the Horizon'
Health Scientist Pilots New Approach to Cancer Treatment (and Prevention)

Millions of Americans are turning to natural medicine as a complement to standard medical care. Yet, many people do not know where to turn for scientifically validated and evidence based information they can trust. Hope on the Horizon is the answer.

Dr. Donna-Beth Douglas in her new book *Hope on the Horizon* shares breakthrough natural solutions for preventing and reversing chronic disease. Dr. Douglas is a research scientist with a background in breast cancer vaccines. Previously critical of holistic methods, Dr. Douglas became a believer in the power of natural medicines to heal after witnessing the painful struggle of a loved one diagnosed with cancer who achieved dramatic results through the use of natural medicines. Inspired by this life changing event, she re-directed her research efforts to find more remedies from nature that would be of benefit to not only cancer patients, but the millions who suffer from multiple chronic illnesses.

Hope on the Horizon, the only book of its kind, uses the Targeted Intervention Method to identify areas that need improvement and develop a personalized plan of attack.

Using everyday language, *Hope on the Horizon* guides the reader to first look at family history to gain clues about what role genetics may play in their health. Readers are taught to be pro-active, learning how to use "healing foods" and to maintain a healthy lifestyle. Dr. Douglas also explores the connection between exercise, spirituality and healing. "We are just beginning to understand how important these components are to well-being", says Dr. Douglas.

Hope on the Horizon also details Dr. Douglas' 30-day plan for creating extraordinary health. Readers will find delicious whole foods recipes that maximize the intake of free radical fighting antioxidants and other important phytonutrients. For those already diagnosed with cancer, a bonus section is also included which outlines powerful medicinal herbs and non-toxic treatments.

Michelle Rossi, contributing author in the *Chicken Soup for the Soul* series, calls this book "A MUST read." Most health books on the market are diet books. THIS book will change your LIFE.

For further information and an online press kit, visit www.DrDonnaDouglas.com



Contact: Dr. Donna-Beth Douglas
Phone: (561) 776-5407
Night Line: (561) 723-1878
Fax: (561) 296-3114

West Palm Beach, FL ([PRWEB](#)) September 11, 2006 -- Pharmaceutical companies have spent millions to learn the healing secrets tribal physicians from Tibet, the Amazon and Caribbean have known for generations. In her new book, "Hope on the Horizon: Breakthrough Natural Solutions for Preventing and Reversing Chronic Disease," Dr. Donna Douglas blends the best of the old medicine with the best new science to create a unique guide to outliving cancer.

"Hope on the Horizon" addresses an important issue in the minds of the public. Our current 'magic bullet' approach, with less than satisfactory results for patients, has driven the demand for 'natural' treatments. The medical and scientific establishment has recognized the need for a new battle plan -- one that connects spirituality and nature (much like traditional medicine men) with the rational use of modern solutions. "Hope on the Horizon" champions this approach.

Previously critical of holistic methods, Dr. Douglas became a believer in the power of natural medicines to heal after witnessing the painful struggle of a loved one diagnosed with cancer who achieved dramatic results through the use of natural medicines. Inspired by this life changing event, she re-directed her research efforts to find remedies from nature that would be of benefit to the millions of cancer patients and survivors.

Dr. Douglas is founder and director of the Douglas Cancer Institute (DCI), a health care consulting and referral firm in N. Palm Beach, Florida. DCI uses cutting edge science to help individuals achieve personal success. Dr. Douglas earned her PhD in Biochemistry at the Ohio State University and completed fellowship training in Oncology at Johns Hopkins University School of Medicine. Her work has been published in leading research journals, broadening our understanding of the disease process. Dr. Douglas has gone beyond traditional academic training to develop breadth of knowledge in Nutrition, Physiology and Behavioral Science. She draws from diverse disciplines to create a holistic approach to well being. Her private practice covers preventive health as well as oncology.

"Hope on the Horizon" is available on her website DrDonnaDouglas.com and nationwide through Borders, Barnes and Noble or Amazon.com.



"Because Total health gives you Unlimited Possibilities..."

-Dr. Donna Douglas

For over a decade Dr. Donna-Beth Douglas has worked tirelessly to educate others on natural approaches to preventing and treating disease. Trained as a medical scientist, Dr. Douglas had a life changing experience when cancer touched close to home. Seeing the dramatic results that natural medicine had for her loved one, she re-directed her research efforts to find remedies from nature that would be of benefit not only to cancer patients, but the millions who suffer from chronic, debilitating illnesses such as diabetes and heart disease.

Dr. Douglas is founder and Director of the Douglas Cancer Institute (DCI), a health care consulting and referral firm in N. Palm Beach, Florida. Guided by the conviction that the most effective way to achieve optimal wellness is by equipping individuals to develop and maintain lifestyle choices that are empowering and successful, DCI uses cutting edge science to help individuals achieve personal success. Dr. Douglas has gone beyond traditional academic training to develop a breadth of knowledge in nutrition, physiology, behavioral science and spirituality in healing. She draws from diverse disciplines to create a holistic approach to health revitalization.

Dr. Douglas obtained her PhD in Biochemistry from the Ohio State University. While there she developed a breast cancer vaccine which is currently in clinical trials and achieving promising results. She was then recruited by her alma mater to bring her vision of integrative healthcare to the next generation of medical professionals. Later, as a research scientist at Johns Hopkins University School of Medicine, Dr. Douglas continued to make significant contributions to our understanding of the disease process. Her work has appeared in top scientific journals and more recently in the release of her new book *Hope on the Horizon*.

Dr Douglas knows the science of balanced, healthy living on both an academic and personal level. Her 'real world' experience in healthy living has provided an ample arsenal of information that is valued by her audience. She is equally at home presenting to corporations, conferences, hospitals, churches, and in media and civic settings. Dr. Douglas' inspirational and educational messages, transcending boundaries and bringing a much needed message of hope and healing, are highly rated by her audiences. Participants receive tools they can use immediately.

HOPF

on the horizon

Teaser/General Audiences:

Please, not another DIET book!

We've read them all and we're still overweight, stressed out, sick, tired and waiting for something to happen. Well, the data is in... and here is what REALLY works.

In Hope on the Horizon Dr. Donna Douglas reveals scientifically tested, practical solutions for the health issues that face most Americans. One out of three Americans will develop cancer in their lifetime and heart disease is also a major concern. The amazing news is you don't need a different 'prescription' for each. After analyzing hundreds of clinical studies, Dr. Donna Douglas has developed seven life-enhancing principles. Discover how these principles can improve your life in 30 days.

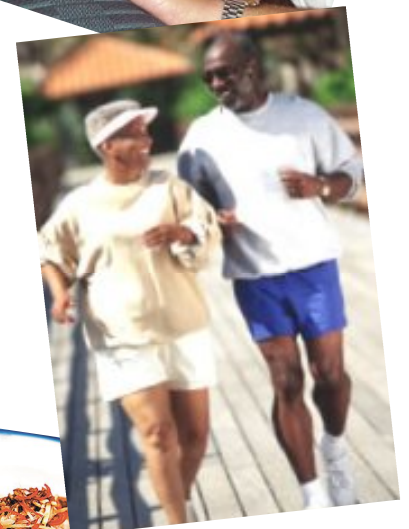
Description:

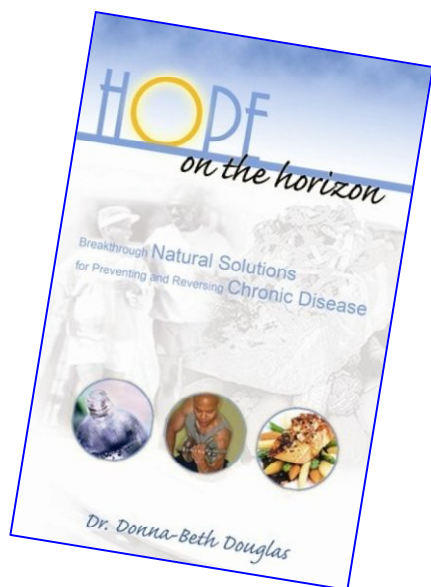
Find the keys to vibrant health... and defeat cancer in the process! Nearly one in three Americans will be affected by cancer in their lifetime. But there is hope. New discoveries have revealed powerful natural and integrative approaches for the treatment and prevention of chronic diseases. These principles are equally effective for producing overall health and fighting diseases such as heart disease, hypertension and diabetes.

Evidence based and clearly written, you will learn exactly how to use 'healing foods' and lifestyle interventions. In Hope on the Horizon, Dr. Donna-Beth Douglas details a step-by-step lifestyle plan you can use now to renew your body, soul and spirit. Discover how these potent health-transforming principles can rekindle your youthful energy, help you live longer, stronger and disease free.

Here are a few of the things you will learn:

- Which exercise can increase breast cancer survival by up to 50%
- New ways to fight genetically linked cancers
- Powerful medicinal herbs
- How stress influences healing
- The right fats and how they protect against inflammation and cancer
- Toxic cities and how to effectively neutralize environmental toxins
- How spirituality can improve your health





In a timely departure from ‘run of the mill’ diet books, Dr. Donna-Beth Douglas introduces a powerful new approach to cancer control. **Hope on the Horizon** is an amazingly comprehensive yet concise book which puts in practical, everyday language the steps necessary to reduce lifetime risks of cancer (or reduce the risk of cancer recurrence). The book incorporates the results of recent nutritional, epidemiological and lifestyle studies and presents the information in a personal coaching format.

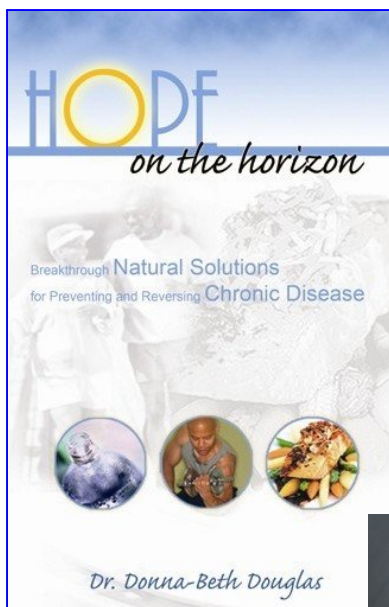
The American Cancer Society estimates over one million **new** cancer cases will be reported in the United States this year. Most cancers can be attributed to lifestyle factors such as

addictions, dietary and activity choices. Although many people may know *what* is healthy, they don’t know *how* to go about putting these ideas into practice and making lasting changes. This book uses the ‘Targeted Intervention Method’ to identify areas of risk and develop a personalized plan of attack. The reader is guided through the lifestyle change process using a series of small steps.

Here’s a glimpse of what’s inside:

- Which exercises can increase breast cancer survival by up to 50%
- New ways to fight genetically linked cancers
- Powerful medicinal herbs
- How stress influences healing
- The right fats and how they protect against inflammation and cancer
- Toxic cities and how to effectively neutralize environmental toxins
- How spirituality can improve health outcomes

This book can help you rekindle your youthful energy, live longer, stronger and healthier than ever.



Dr. Donna-Beth Douglas

Wellness Expert, Medical Scientist, Author, Speaker

Founder and Director of the Douglas Cancer Institute,
N. Palm Beach, Florida.

Dr. Douglas is a nationally recognized medical scientist, author and speaker. Her research has been cited by such international journals as the *Journal of Clinical Investigation*, *Journal of Nutrition* and the *American Journal of Pathology*. Her work has been the foundation of a cancer vaccine now in clinical trials. A Johns Hopkins trained oncologist, she has also helped to broaden the perspectives of clinical students through her teaching affiliations.

Dr Douglas knows the science of balanced, healthy living on both an academic and personal level. Her 'real world' experience provides an ample arsenal of information that is valued by the audience.

Title	Hope on the Horizon: Breakthrough Natural Solutions for Preventing and Reversing Chronic Disease
Author	Dr. Donna-Beth Douglas
Publisher	Chancellor Publishing
Price	\$29.95
ISBN	978-0-9789290-0-8 (0-9789290-0-4)
Binding	Paperback/ Trade
Size	6" x 9", 252 pages, with figures and tables
Availability	National Retail Distribution: Borders, Barnes and Noble online, Amazon.com National Wholesale Distribution: Artist Merchandising Office Chancellor Publishing books@ChancellorPublishing.net
Additional Info	DrDonnaDouglas.com

"A MUST read"

Michelle Rossi

Chicken Soup for the Soul, Contributing Author

"This book is excellent. I've already started doing Dr. Douglas' program."

O. Johnshon

Dayton, Ohio

" Hope on the Horizon is an easy book to read. I was surprised because the subject can get technical."

L. Peters

Owner, AAtHome Senior Living Residences

Columbia, MD

"Just great!. I've been looking for a book like this."

M. Brown, Registered Nurse

West Palm Beach, FL

"This is a VERY cool book!. Wow."

B. Taylor

Baltimore, MD

"There is SO much valuable information packed inside. It's amazing."

H. Henry

Avon Park, FL

HOPF

on the horizon

Media Hooks

1. Many people believe that the most important indicator of cancer risk is heredity and dismiss its possibility if they have no family history. Dr. Donna Douglas can explain why this is not only false but dangerous.
2. Dr. Donna Douglas can explain which 'alternative' medical practices are already in use in major U.S. academic medical institutions and where.
3. Dr. Donna Douglas can suggest simple steps that can drastically reduce lifetime risk of cancer.
4. There has been much debate about alternative treatments in the public arena as well as in the judicial system. We recall the Starchild Abraham Cherrix court battle over a patient's right to choose among healthcare options. Dr. Donna Douglas can explain what makes up the field of alternative medicine and the efficacy of various options based on peer reviewed scientific literature.
5. The top 5 causes of morbidity in the United States are lifestyle related chronic diseases. Dr. Douglas can explain the common threads in these diseases and simple steps to improve one's health.
6. Research shows cancer disparities vary by race. Dr. Donna Douglas can discuss the current thought on why this occurs.

Interview Questions

1. Why are you so excited about Hope on the Horizon? What makes this book different?
2. What is the biggest misconception/myth concerning cancer?
3. What is cancer? Do we know what causes cancer?
4. There is a current media blitz on TV about viruses and cervical cancer. Does this mean that cancer can be contagious?
6. I heard a report that viruses may be linked to prostate cancer. Are viruses linked to any other cancers besides cervical cancer?
5. Does hormone replacement therapy increase the risk of breast cancer?
6. Studies show that we are affected differently by cancer based on our race. Why is this?
7. What do African-American genes have to do with prostate cancer?
8. How do African-American genes affect the incidence of cervical cancer?
9. Heart disease, obesity, diabetes and cancer are lifestyle diseases that plague Americans. What is it about our lifestyle that is so detrimental? What do we need to change?
10. What exciting developments have taken place recently in non-toxic therapies for cancer?