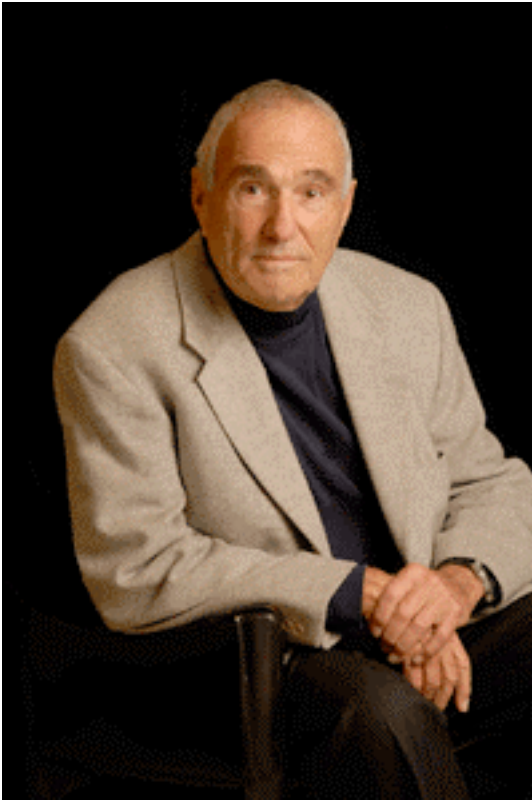


Burton Goldberg Biography



If you want to know what's on the forefront in alternative medicine, ask publisher Burton Goldberg. If you want to know which therapies work best and what's politically urgent, he's your man. He's spent over 30 years carefully researching every aspect of holistic medicine, from California to Israel, Mexico to Russia. But it's taken only a few years for this self-made businessman to emerge as "The Voice of Alternative Medicine."

What put Burton Goldberg on the fast track to national prominence was the 1994 publication of his now best-selling *Alternative Medicine: The Definitive Guide*, produced by his own publishing company. With over 750,000 copies in print, this 1,250-page reference work on how to treat 200 health conditions with alternative medicine has been hailed as "the bible of alternative medicine." Ten Speed Press of Berkeley, CA published a second, completely revised edition in 2002.

Burton Goldberg is on a mission to reform conventional medicine and to help people reclaim their health. He's a dynamo, traveling, speaking, and teaching all over the country three weeks out of every month. You may have seen him on TV in the U.S. or Canada.

Burton Goldberg is passionate about alternative medicine--and is committed to helping forge profound, positive changes in health care and medical awareness. To further this pursuit, he has published a series of *Alternative Medicine Definitive Guides* to various health conditions. This series includes the landmark, 1100 page publication, *An Alternative Medicine Definitive Guide to Cancer*, in which 37 top alternative medicine physicians explain their proven, safe, non-toxic, and successful treatments for reversing cancer today.

Each *Alternative Medicine Guide* includes years of research from leading-edge alternative medicine experts from around the world. These experts present the safest and most effective treatment alternatives to prevent and permanently reverse serious health conditions. The *Guides* include the latest in clinical research and dozens of real-life patient success stories. More than 1,500,000 books have been sold to date.

What you need to know about Burton Goldberg is that he has a mission to reform American medicine and to help Americans reclaim their health. He wants people to know that with alternative medicine, every disease is reversible. In trauma and emergency situations, mainstream medicine can work wonders. But in the vast majority of health conditions, alternative medicine has the treatments that can help. These effective alternative treatments are based on clinical studies and verifiable results--results that have been ignored by conventional medicine. But patients are changing this, patients want therapies that work, that give them healing, and that don't bankrupt them.

Ask Burton Goldberg why there is an epidemic of heart disease and cancer, what your doctor won't tell you, and how you can prevent these diseases. According to Goldberg, probably the most important factor in disease today is bodily toxicity. Since the 1950's, we have been exposed to thousands of synthetic chemicals in our foods, water, air, and bodies. Most of these are poisons once they enter the body and

unless you remove them, they lodge in the tissues, organs, and blood where they poison us from within. This is why there is an epidemic of degenerative illnesses; heart disease, cancer, headaches, diabetes, and the list goes on and on. But alternative medicine has the answers to reverse and prevent chronic illness before it occurs.

Burton Goldberg's goal is to move our society from a system of sick care to a system of well care. He'll talk about what the insurance companies are doing and about current legislation that can dramatically change our health. He'll discuss the politics of medicine and how alternative medicine offers hope for real change in our country's healthcare system.

The bottom line is -- Burton Goldberg's mission is to empower people with the information they need to make positive health choices--and his message is saving lives!