



Mediterranean Wellness

dr.willclower
Mediterranean Wellness, LLC.

The Mediterranean Wellness PATH Program

Incredible Foods

The Mediterranean diet famously consists of the most delicious food choices on the planet. And yet the Mediterranean people are thin and healthy.

The Mediterranean Wellness curriculum teaches participants how to get those sumptuous results on this side of the Atlantic. We do this by teaching the healthy eating habits that have kept the Mediterranean people thin for centuries.

Solid Science

The Mediterranean Wellness Curriculum is a University level course, partnering in research with the Diabetes Research Institute at the University of Miami, the Vail Valley Medical Center, and most recently the Magee Women's Hospital of Pittsburgh.

Our data show measurable results in key areas:

- High cholesterol controlled without meds
- Diabetes symptoms controlled
- Obesity and overweight managed



Cut The Confusion

Dietary advice is all over the map: eggs/no eggs, butter/margarine, carbs/no carbs, nuts/no nuts, eat every 3 hours, and on and on. Without pills or gimmicks, participants in the PATH program learn the powerful yet simple behavioral habits of healthy eating that last a lifetime.

We may not be able to live in the Mediterranean region, but we can get their results here at home, with a principles-based approach:

- No molecule micromanagement
- No deprivation
- No meal-timing strategies
- And you don't have to buy any special meals, pills, powders, or gimmicks

Weekly Content for the PATH

Week 1: Learn What To Eat... Pull Your Sweet Tooth

Week 2: Control Portion Distortion

Week 3: Turn Down Your Appetite Thermometer

Week 4: Prevent Between Meal Munchies

Week 5: Solve Stress-induced over-consumption

Week 6: Moovin' and Groovin' With Added Activity

Week 7: Personal Goal Setting

Week 8: Summary and Troubleshooting



Here's How It Works

■ Easy on the admin

No administrative overhead on your part. We manage the marketing, sign up, program delivery, incentives, tracking, and reporting.

■ Flexible delivery for our participants

All materials are delivered within an electronic format and is available from any computer, at any location. Each participant will retain a username/password combination that secures their private information.

■ Bells and whistles tuned for success

Once on the site, they will be able to view weekly lectures, interact with other participants through a fully moderated system, and receive daily updates on recipes, one-minute health tips, and health related articles.

■ Follow up reporting

After the program, we will provide you with reporting on how we did – not just a recitation of the data, but a true assessment showing areas of strength, and areas of needed improvement.

Dr. Will Clower

Ph.D. Neuroscience, Emory University Atlanta



Award-winning author Dr. Will Clower applies his neuroscience knowledge to explain how the Mediterranean culture can enjoy their rich healthy foods and still be thinner than us, with healthy hearts and longer lives.

This author of the highly-praised cultural comparison, *The Fat Fallacy*, has been featured everywhere from *The View* with Barbara Walters, Fox News, CBS, and ABCNews, to USA Today, New York Times, Readers Digest, and Cosmopolitan Magazine.

His work has also garnered recommendations by luminaries such as **Julia Child**, **Peter Mayle**, **Dr. Dean Edell**, and **Susan Loomis**.

With humor and clarity, Dr. Clower simplifies the complexities of healthy eating, boiling complicated ideas into easily digestible bites.

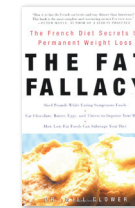
Dr. Will Clower: On a Mission...

"To change the culture of health, that is our vision. Mediterranean Wellness was founded to provide a new paradigm to handle an old problem. Weight and health problems are costing us millions of dollars and threaten to overtake tobacco as the leading cause of preventable death. As a result, this is the first generation of children in our history who will not outlive their parents. We have to change more than calories consumed. We have to change the entire culture of health. We do that through our programs every day."

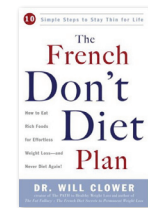


Dr. Will Clower's Writing and Key Appearances

(as of October 2010)



■ *The Fat Fallacy*,
Crown Books



■ *The French Don't Diet*
Crown Books

- CBS Up To The Minute
- FOX News with Shepherd Smith
- The View with Barbara Walters
- Dr. Clower is the ongoing host of radio program "The Business of Health" and hosted eleven TV episodes of SANTE: "Where good food is good health."

