

## Eat for the Health of It!

### Be part of the new 28-Day Healthy Eating Adventure (HEA)

♥ **Get information** on how to join the next adventure at [www.healthyeatingadventure.org](http://www.healthyeatingadventure.org)

♥ **The books to guide you** will be *Prevent and Reverse Heart Disease* by Caldwell Esselstyn, Jr., M.D. and *The Engine 2 Diet* by Rip Esselstyn. Copies are available during the 28-day HEA at Modnur Pharmacy, Wilson College CSA, Franklin County Library and online.

♥ **Experience success** while working with a coach and enjoying group support. Receive information about finding local heart-healthy foods and products. Learn to cook with healthful ingredients. Share successes and questions with others. Participants can be local or long-distance.

♥ **To track your progress** you will get cholesterol and glucose profiles before you start, after the 28 day adventure, and follow-up in 6 months. Also, weigh yourself before you start and after 28 days. The numbers will reveal improvements in cholesterol, blood sugar, weight and blood pressure.

♥ **Weekly "Eat and Learn" potlucks** during your HEA provide inspiration and support for your new whole foods, plant-based shopping, cooking and eating habits. You'll know you're not alone in creating wellbeing.



Healthy Eating Adventures have been made possible through the generosity of Wilson College, Shippensburg University, Chartwells, Penn National Community, Johnnies, Orchards, CJ's, Country Breeze Farm Market, Stonesifer & Shetter Real Estate, Pure and Simple Cafe, Summit Health, Biscottii Cafe, Mercersburg Academy, Fast Ink in Mercersburg, Modnur Pharmacy, Norland Pharmacy, Whole Foods and a grant from Summit Endowment. Thank you to the many volunteers as well.

## Shippensburg University Dining Service Director "Nick" - HEA Participant



Before



Midway

### Lost 64 pounds!!

- **Got rid of medications for:**
  - \* Hypertension
  - \* Hyperlipidemia
  - \* Acid Reflux
- **Restless Legs Resolved**
- **Fatty Liver Reversed**
- **FULL of ENERGY**
- **Inspired to "Share the Health"**



After



A New Leaf on Life . . .

*"With Healthy Eating Adventure I was so amazed at how quickly my cholesterol level decreased after just 28 days that I wanted to have my blood work redone in disbelief! I experienced a reduction of over 95 points in my total cholesterol and lost 20 pounds. It was a very inspiring experience for me at age 70, and I want to share these results with everyone I know."*

**Philip Grant, Harrisburg**

*"I'm a slow learner and sometimes have to do something over and over again before it sinks in. I've tried to follow other diets without success, but with **Healthy Eating Adventure** I am enjoying the cooking, the eating, the gatherings and **succeeding comes easily.**"*

**Pat Massa, Chambersburg**



**Would you like support for taking  
on healthy eating habits?  
Our HEA team can help you  
change your life!**

- ♥ Re-awaken your ability to enjoy Flavors
- ♥ Lose Cravings for Sugar, Salt & Fat
- ♥ Lose Body Fat
- ♥ Lower Blood Pressure & Cholesterol
- ♥ Normalize Blood Sugar
- ♥ Reduce Medical Costs & Medications
- ♥ Sustain Good Health
- ♥ Be Heart-Attack Proof



**For information contact:**

HEA was created as part of the vision of  
Dr. Elizabeth George and MACWell to help  
communities inspire their people to live well ....





# Healthy Eating Adventure

*A new leaf on life!*

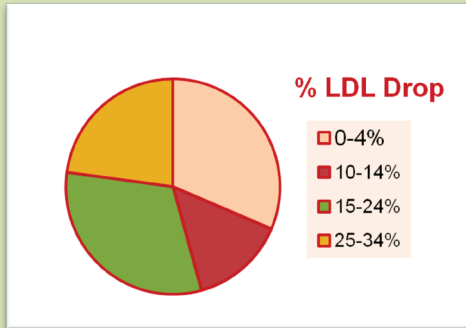
## Healthy Eating Adventures are spreading!!

Get the “tools” to create one in your community!  
Contact “Dr. Liz” at [MAC4Wellness@gmail.com](mailto:MAC4Wellness@gmail.com)  
or visit our website at:  
[www.healthyeatingadventure.org](http://www.healthyeatingadventure.org)

**Our Healthy Eating Adventure results show how the research on whole foods plant based eating can be put into practice in communities.**

## 28-Day Healthy Eating Adventure October 2010

**Pie Chart Illustrates  
Portion of Participants with  
each range of LDL Cholesterol % Drop**



## The Results:

This was a community “adventure” rather than a scientific study. 48 people chose to do pre- and post- lipid profiles; the average LDL decrease was 14.7% in 28 days, and average weight loss of 9 pounds.

**A 28 day program that helps communities take on a whole foods plant based lifestyle. Research based, the program provides the support and “hands on” training for changes that last a lifetime.**

## It Started with *The Engine 2 Diet (E2)* by Rip Esselstyn

Rip Esselstyn, a National Tri-Athlete and a firefighter from Austin, Texas, was tired of worrying about his fellow firefighters being “heart attacks ready to happen”. Using team camaraderie he was able to teach them how to cook and eat the heart healthy diet - whole foods, plant-based, no oil - that his dad, Dr. Caldwell Esselstyn, had successfully used for cardiology patients.

## Creating E2 Mercersburg - Healthy Eating Adventure (HEA)

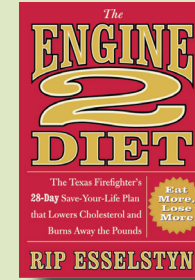
Dr. Elizabeth George was concerned about the increase in unhealthy eating and chronic illness in her community. Rip accepted her challenge to “Come create a healthy eating program that can work in small towns!” In July 2010 he and Dr. George met with a group of 10 Mercersburg, PA community members to create an E2 project to help people learn to cook and eat plant-based. After a month of this way of eating, some LDL’s dropped by more than 20%, plus taste buds awakened from their sugar, salt and fat coma to the taste of real food. This pilot group was ready to coach their own teams, thus the community HEA was born.



“Dr. Liz”  
Founder of HEA

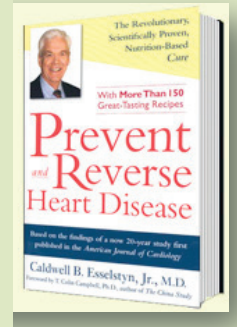
Since 2010 HEA 28-day community events have been held 3 to 4 times a year at locations across Franklin County, PA - Mercersburg Academy, Penn National Community, Shippensburg University and Wilson College. During each adventure, Dr. George gives a Kick-off presentation, we follow with Quick Start Training, each participant has a coach and we come together for weekly “eat and learn” potlucks.

**80% of today’s chronic diseases are lifestyle diseases, and whole foods plant based eating has been shown to prevent and even reverse many of these.**

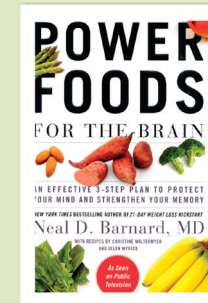


**July 2010 -**  
Encouraged by Rip’s results, Dr. Elizabeth George emailed him, “Come create a healthy eating program that can work in small towns!”

**September 2011 –**  
Dr. Caldwell Esselstyn presented his *Prevent and Reverse Heart Disease* research to HEA and Summit Health medical staff. Ann Cryle Esselstyn added “Shop, Stock and Cook – whole foods plant based”



**“It’s not about dieting, it’s regaining our ability to choose and prepare healthy foods – it’s choosing wellness” Caldwell Esselstyn MD**



**September 2013 –**  
Dr. Barnard, joined HEA to present “Food Power for a Healthy Life”. Dr. Barnard’s research shows the benefit of a whole foods, plant-based diet in reversing diabetes. *Power Foods for the Brain* pulls together compelling data on lifestyle changes to prevent Alzheimer’s.