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January 2009

Dear Editor/Producer:

Eva M. Selhub, M.D., knows one unequivocal truth about our health: Just because a disease enters the body does not mean its symptoms will manifest. The key factor in stopping and reversing disease and maintaining health is balancing your mind and body's physiology. The way to do this most effectively and efficiently is through the giving and receiving of love. Dr. Selhub's **THE LOVE RESPONSE: Your Prescription to Turn off Fear, Anger, and Anxiety to Achieve Vibrant Health and Transform Your Life** (Hardcover, February 2009) is the first practical program that provides the framework, tools and techniques to overcome debilitating fears, heal early life hurts and experience a life of flow and ease rather than stress and disease. In this time of uncertainty, anxiety, and fear about the future, **THE LOVE RESPONSE** is a vital tool for navigating and thriving in today's world.

Fear, anger, and anxiety—side effects of life's everyday stresses—are natural and sometimes helpful. However, when they're allowed to go on for too long, they can lead to a list of ailments that are now so common we assume they are unavoidable: insomnia, heart disease, arthritis, gastrointestinal problems, and more. **THE LOVE RESPONSE** is a medically grounded book that shows us how to change our body's physiology quickly and lastingly through the deliberate evocation of a series of biochemical reactions in the body that lower blood pressure, pulse, respiration, and adrenaline levels, counteract the negative effects of fear and stress, and allow us to experience the myriad health benefits of nature's own antidote: love and affection. The plan also reprograms the mind through deliberate and repeated use of positive verbal commands which Selhub calls The Active Belief System. Since our core physiology is triggered by beliefs related to our survival, programming loving and positive beliefs into our unconscious memory results in a balanced physiology, a healthier body and a clearer mind.

In an interview, Dr. Eva Selhub can discuss:

- The negative effects on your health of worrying about losing your home, job or a loved one. Why worrying about the stock market, the economy, or the war in Iraq are physically and emotionally detrimental and how to counteract these ill effects once and for all.
- The meaning of positive physiology and how to shift your physiology from negative to positive in mere seconds.
- The importance of moving from "I" to "we." And why it is vital to learn how to connect with love for ourselves, love for our environment and love for others rather than having expectations of being fulfilled by the actions of others.
- The components of the Love Pyramid and how they help us cope with fear and anxiety.
- What is the SHIELD and how it alters our physiology during a time of stress.
- How to immediately turn off stress at any given moment.

We will be contacting you about Dr. Eva Selhub's **THE LOVE RESPONSE** this Spring.

Sincerely,

Diana Franco
Associate Publicist, *Ballantine*
212/572-2533; dfranco@randomhouse.com

Tammy Richards-LeSure
Richards Public Relations
817-453-6166; richardspr@charter.net