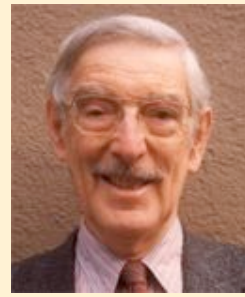




"Naked Calories deserves to become a classic on par with Dr. Weston Price's Nutrition and Physical Degeneration. Their six-year expedition to more than 100 countries confirmed once again how

modern diets and lifestyle changes sabotage health, leading to the consumption of "naked calories" or foodless-foods devoid of life-giving minerals and enzymes. If there is any book you need to read this season, Naked Calories is it!"

~Ann Louise Gittleman, Ph.D., CNS, New York Times award-winning author of over 30 books on health and healing



"In Naked Calories the Caltons explore micronutrient sufficiency as a meaningful way to prevent chronic disease and achieve optimal health."

~Bruce N. Ames, Ph.D., Senior Scientist, Children's Hospital Oakland Research Institute Nutrition and Metabolism Center and professor of the Graduate School, University of California, Berkeley



"Naked Calories provides a beacon of hope for anyone looking to lose weight or reverse a chronic illness. It is a must read!"

~Laurentine ten Bosch, director and producer of the documentary, Food Matters



"The Caltons are true pioneers. Their personal story is mesmerizing and inspiring, their information impeccable and their message is important. One of the best books I've seen on the micronutrient deficiency epidemic. I highly recommend this book to everyone!"

~Jonny Bowden, Ph.D., CNS., aka "The Rogue Nutritionist"(TM), board-certified nutritionist and best-selling author of Living Low Carb, The 150 Healthiest Foods on Earth, and The Most Effective Ways to Live Longer



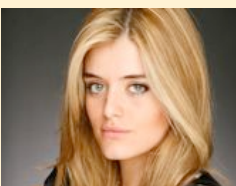
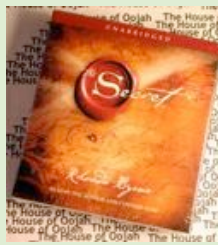
"I've always said the internal workout is as important as the external, what you eat determines your energy, weight control, and that's just the start. Naked Calories gives a clear idea on all these topics and more. This is a must read!"

~Dolvett Quince, trainer NBC's Biggest Loser



"The Caltons are pioneers in the field of nutrition, relentless in the pursuit of maximal micronutrient absorption and dedicated to unlocking the doors to preventing disease and increasing overall health and well-being."

~Dr. John Demartini, co-author of the New York Times bestseller, The Secret, bestselling author of The Breakthrough Experience



"In my own life and on ABC's The Chew, I highlight choosing organic, pasture-grazed, and non-GM ingredients wherever possible, but we all know budget can get in the way of even the best health intentions. With "Naked Calories," the Calton's give us a winning strategy for micronutrient sufficiency as they teach us how to boost the nutritional content of the meals we love and avoid common, micronutrient depleting lifestyle habits--all without costing a penny extra!"

~Daphne Oz, co-host of ABC's The Chew, author of the national bestseller, The Dorm Room Diet





“Naked Calories is a D-lightful exposé that brings into focus the adage, “You are what you eat.” Mira and Jayson skillfully take the reader on a whirlwind global tour exploring how traditional diets and Westernized diets have influenced the health and well-being of children and adults. A common denominator for the increased incidence of chronic diseases and obesity is micronutrient deficiency...Naked Calories provides the reader, in an easily digestible fashion, a road map for how to accomplish fulfilling this prescription for good health.”

~Michael Holick, M.D., Ph.D., author of The Vitamin D Solution, director of the Vitamin D, Skin and Bone Research Laboratory, Boston University Medical Center



“In this easy-to-read exposé, the Caltons reveal America's hidden epidemic. Take the book's personal assessment and find out how, without even knowing it, you may be causing your own

micronutrient depletion, and subsequent ill health! The life you save may be your own—and your family's.”

~Hyla Cass M.D., author of 8 Weeks to Vibrant Health (www.cassmd.com)



“Naked Calories changes the way you think about food, exercise, and your lifestyle. It's a wake-up call to put your best foot forward. The good news is anyone can turn around and make healthy changes in their everyday lives. As former Biggest Losers, we would highly recommend this book to anyone who is looking for a fresh start to a better life!”

~Dan and Jackie Evans, Former Biggest Loser contestants, Kid Fit Foundation



“With all the recent emphasis on the macronutrient breakdown of our diet (fats, proteins and carbohydrates), many of us seem to have ignored the critical role that micronutrients (vitamins, minerals, and related phytochemicals) play in helping us achieve optimal health. In Naked Calories, the Caltons have done a super job of explaining—in easily understood terms—exactly why we need these micronutrients, why we're probably not getting enough of many of them, and how we can easily address the problem. I highly recommend this book for anyone intent on achieving the maximum level of health possible.”

~Mark Sisson, author of The Primal Blueprint and publisher of the blog, “Marks Daily Apple” www.marksdailyapple.com



““Despite alarmingly high obesity rates around the world, we have a 'hunger' crisis on our hands. But it's not a hunger for calories but rather a 'hidden hunger' borne out of a deep-seeded desire your body has for adequate micronutrients. Jayson and Mira Calton have put their finger on an all-but-ignored aspect of human nutrition--it's really not about calories as much as it is the vitamins, minerals and other essential elements of optimal health that are found in real food. While much of the dietary focus in the past few decades has been placed on macronutrients--fat, protein, and carbohydrates--perhaps this forgotten part of the modern-day diet is the missing element in rectifying the out-of-control epidemics of heart disease, diabetes, obesity, chronic fatigue, depression, and cancer. NAKED CALORIES arms you with solid information about how to insure you are maximizing your intake of these all-important micronutrients.”

~Jimmy Moore, Livin' La Vida Low-Carb Blog & Podcast



"The science behind the benefits of micronutrients is extremely compelling. Mira and Jayson Calton clearly and concisely explain how micronutrients increase energy, improve the immune system and enhance brain function. By following their philosophy, you will be able to rebalance your hormones and decrease your cravings for the wrong foods that are causing illness and disease in the first place. If you want to feel and look good for a lifetime, Naked Calories is a must read.."

~Tony Horton, celebrity trainer and creator of P90X



"In a word—Amazing! I totally agree with the Caltons. The modern diet and our stressed out society has brought about the reality of micronutrient deficiency, and our need for supplementation. Run,

don't walk, to buy Naked Calories—your health may depend on it!"

~J.J. Virgin, Ph.D., CNS, CHFS, Celebrity nutrition expert, author of *Six Weeks to Sleeveless and Sexy* and co-star of the TLC reality series, *Freaky Eaters*



"As a physician and sports medicine surgeon, the Caltons' work on micronutrient deficiency has been an invaluable resource for both me and my patients. Through their groundbreaking work in *Naked Calories* they have demonstrated that they are the industry leaders in their field. Their work is an important and indispensable resource for those of all ages and activity levels."

~Dr. Robert Nicoletta, M.D., Chief of Orthopedic Surgery and Sports Medicine, St. Elizabeth's Medical Center, and assistant professor in Orthopedic Surgery, Tufts University



"The Caltons have updated the classic work of Weston Price, DDS by traveling around the globe to document the state of humanity's nutrition. The result is practical, eye-opening, and helpful. I highly recommend this book."

~Christiane Northrup, M.D., ob/gyn physician and author of the New York Times bestsellers: *Women's Bodies*, *Women's Wisdom* and *The Wisdom of Menopause*



"*Naked Calories* is the perfect book for anyone looking to improve their health or the health of their child. As an Olympian, optimal health and the ability to compete against the worlds most elite athletes are a must. To achieve this I follow a strict program that includes a lot of different vitamins and minerals. In *Naked Calories*, Jayson and Mira have opened my eyes to ways even I can improve my nutrition program and perform at an even higher level. I am proud to be working alongside the Caltons in the fight against childhood obesity, I believe *Naked Calories* is an invaluable tool for parent to improve not only their own health, but to learn ways to incorporate healthier, micronutrient rich options in their child's diet."

~Carol Rodriguez, Olympic Athlete, Track and Field



"The Caltons' passion is infectious as they guide the reader through the modern reality of micronutrient deficiency in their important work. Micronutrients are absolutely necessary co-factors for all metabolic processes in the body. Simply put, without proper micronutrient nourishment the body can't properly function."

~Carolyn Dean M.D., N.D., author of *The Magnesium Miracle* and creator of the "Completement Now!" wellness program (www.drcarolyndean.com)