

Health is a function of participation.
 Participation is a function of fitness. tm

FitnessMed.com

suite 935 east, 845 north michigan avenue chicago, il 60611-2252

Fitness-the REAL Preventive Medicine tm media voice: (312) 337-6476 media email: pr@drapplebaum.com
 media Website: www.drapplebaum.com/mediakit/pr.htm



So You Think You Know About Weight Loss, eh?

Fat chance.

Unimaginable?

Well, guess what?

Inside, you'll find:

Imagine if everything we have been told is wrong.

Consider these:

There is a basic blunder at the foundation of literally every expert's weight loss plan that is FATAL to success. People are **suffering** and **dying** from it by the millions here in the US and world over.

Weight Loss Show/Story Ideas 2

Imagine if the very foundation of the weight loss advice provided by the medical establishment, gurus and government is wrong.

- Spectacularly bad outcomes can result from remarkably simple mistakes: NASA lost an entire mission to Mars and hundreds of millions of dollars because of a basic math error.

Michael Applebaum, MD, The Fitness Doc, will expose the falsity of the experts' advice. Your fans, listeners, viewers and their contacts will be shocked, provoked and motivated to action by Dr. Applebaum's controversial and provable views.

Cardiovascular and Resistance Training Show/Story Ideas 2

Imagine if they overlooked a simple mathematical error.

- Simple mistakes can last generations: The Popeye and iron-rich spinach myths came about because of a misplaced decimal point.

Food Show/Story Ideas 2

General Fitness Show/Story Ideas 3

Imagine if this mistake is ruining millions of lives, causing bad health, wasting billions of dollars and yes, killing people.

About Michael Applebaum, MD—The Fitness Doc 3

Fitness, Politics and the Law Show/Story Ideas 3

There's More To Michael Applebaum, MD, JD, FCLM Than Just Fitness 4

Doctors Know Nothing About Fitness. Wrong. This One Does. 4

How About Fitness?

Ever wonder why so many people fail to achieve their overall fitness goals despite their efforts?

missing from a general fitness program, failure is guaranteed.

Why? Because they do not adhere to Dr. Applebaum's Three Principles of Fitness tm.

Well, guess what?

Wonder no more. The Fitness Doc has the answer.

The fitness recommendations of the government, medical establishment and gurus will NEVER work. They are hopelessly flawed.

Michael Applebaum, MD, The Fitness Doc, will expose the weaknesses of the government's and experts' advice. Your fans, listeners, viewers and their contacts will be mobilized to hold the experts accountable for misleading them.

All of fitness is governed by Dr. Applebaum's Three Principles of Fitness tm. If just one is

Special points of interest:

Expert diet advice causes:

- Diet Failure*
- Continuing Overweight*
- Obesity*
- Type II Diabetes*
- Stroke*
- Hypertension*
- Heart Disease*
- Suffering*
- Death*

Weight Loss Show/Story Ideas

- Why Diets Fail—the simple mistake that kills, ruins millions of lives, results in bad health and wastes billions of dollars.
- Dieters Beware! You are doomed to fail before you begin.
- Why it is IMPOSSIBLE to lose one pound with a 3500 calories deficit.
- Atkins and South Beach—the runaway trains of weight loss.
- SCAM! It is IMPOSSIBLE for a food to be low in nutrients.

“What’s the difference between following ‘expert’ weight loss advice and a POW camp? POWs eat better!”

- Why prescription diet pills make you poor, make your doctor rich and keep you fat.
- Diet LESS, lose MORE! The REAL Secret to Weight Loss.
- How many times a day do you really have to eat?

- Why making weight loss a medical issue GUARANTEES failure.
- Call in for an evaluation of your weight loss program.
- Have The Fitness Doc critique the weight loss program du jour.
- Experts Gone Wild! Insane weight loss claims made by the diet experts.
- Eating according to the Glycemic Index—a flawed concept.
- More? Contact The Fitness Doc.

Cardiovascular And Resistance Training Show/Story Ideas

- Why it is IMPOSSIBLE to gain muscle and lose weight.
- Fitness lessons from the automotive industry—why hybrid cars are almost human.
- 5 Things to ask a personal trainer before you hire one.
- Experts Gone Wild! Insane claims about muscle made by gurus.

- Gaining Muscle—A miserable way to burn fat.
- Why the Target Heart Rate is Off-Target
- Cuts, Rips and Shreds—What it takes to earn your stripes.
- Nutrition for muscle gain—do you really need to eat extra calories?
- Why the government’s exercise

“Is your cardiac rehab program designed with you first, or your doctor’s malpractice fears first?”

- recommendations are wrong.
- More? Contact The Fitness Doc.

Food Show/Story Ideas

- The Community Killer Quotient. Is your grocery chain trying to kill you?
- The MYTH of “Healthy Food” - it’s NOT about what you stick in your mouth.
- Meal strategies—how to prepare meals that really are healthy.
- The Food Pyramid—an advertisement for the USDA, not a

- way to eat well.
- The Food Label—irrelevant, immaterial and worse than useless.
- Meal strategies—how to prepare over 1,000,000 meals to get you and keep you fit.
- Supplements—not necessary and potentially harmful.

- HIGH Carb dieting- the best way to eat.
- It’s not how you eat. It’s how you overeat.
- How to eat 33% more calories and gain no additional weight! Happy Holidays!
- More? Contact The Fitness Doc.

Overall Fitness Show/Story Ideas

- AVOID PERSONAL TRAINERS!
- Exercise—the LEAST efficient way to lose weight.
- Big Fitness Lies (and there are many). Have The Fitness Doc expose them.
- The Three Principles of Fitness—if any one is missing, your general fitness program is guaranteed to fail.
- Experts Gone Wild! Insane fitness claims made by the fitness experts.
- Call in for an evaluation of your fitness program.
- The Body Mass Index—does it really matter?
- Have The Fitness Doc evaluate the “latest and greatest” new piece of fitness equipment.
- Have The Fitness Doc evaluate the newest fitness fad.
- Why is it called “training,” not “exercise?” The distinction that makes or breaks a fitness program.
- Zen and the art of getting fit.
- When doctors go bad—the emerging “specialty” of anti-aging medicine. Caveat Emptor.
- What is fitness, anyway?
- Why being fit does NOT mean you are healthy.
- To club or not to club? Why most homes are fatal to a fitness program.
- Why Fitness is the only REAL preventive medicine.
- More? Contact The Fitness Doc.

About Michael Applebaum, MD—The Fitness Doc

Michael Applebaum, MD, The Fitness Doc, is the only medical doctor to have earned six fitness certifications spanning kids to seniors, nutrition and training (see back cover). His groundbreaking program, Fit To Parent™, was the first of its kind.

Dr. Applebaum is president of FitnessMed, Inc., a fitness consulting firm. He creates customized fitness/weight management programs and

teaches fitness courses. His experience includes working with world-class and elite amateur athletes.

Dr. Applebaum is in his 50s.

He is not a bodybuilder. He is a fitness advocate. To achieve his results, Dr. Applebaum has overcome obesity, significant illnesses, major surgeries and lasting injuries.

His results are from using the programs he developed. Dr. Applebaum continues to follow his own programs and trains on average 29 minutes a day.



Got 29 minutes? Get this. The Fitness Doc explains how.

Fitness, Politics and The Law Show/Story Ideas

- Childhood Overweight/Obesity—How politicians, enforcement, doctors, school officials and others violate the law daily.
- Failure to Launch—How oversight agencies are guilty of fitness oversights.
- Product Liability—use a home fitness product and you are liable to fail.
- Dieted and Failed? Who’s really responsible when diets fail?
- Rich vs. Poor—The class struggle of unfitnes.
- Who’s your culprit? How the weight loss experts are blaming the food and restaurant industries to cover-up their own mistakes.
- Who are the real child predators? The government, doctors, parents and more!
- Are parents the greatest threat to the health of their children?
- Fat Care—entitlement programs for the rich.
- More? Contact The Fitness Doc.

There's More To Michael Applebaum, MD, JD, FCLM Than Just Fitness

Like any other undergrad Drama major who could juggle and ride a unicycle (simultaneously), Michael Applebaum, MD, JD, FCLM became a medical doctor, lawyer and certificated mediator.

Originally trained in general surgery, Dr. Applebaum subsequently entered a residency program in Diagnostic Radiology and completed a Fellowship in Diagnostic Imaging. He currently limits his medical practice to Diagnostic Ultrasound.

Dr. Applebaum has lectured in the US and abroad in his areas of concentration: infertility, obstetric and gynecologic ultrasound imaging and on the law and medicine.

Among his pioneering work, Dr. Applebaum was the first to demonstrate endometrial blood flow, developed the Embryo Saving Ultrasound Study™ ("ESUS™") and worked together with the first group ever to perform chorionic villus sampling (a pre-natal diagnostic test) in the United States.

Dr. Applebaum has served as Associate Director of Reproductive Medicine, Director of Ultrasound, Director of Women's Imaging, Medical Director of a home health care agency and has worked in emergency care as a physician in Emergency Departments.

As a consultant, he has provided advice to the imaging industry on image quality and creation.

"DOCTORS KNOW NOTHING ABOUT FITNESS AND NUTRITION." WRONG. THIS ONE DOES.



This is Dr. Applebaum

**FITNESS: THE REAL PREVENTIVE MEDICINE.™
GET FITTER. LIVE BETTER. TODAY.™**

MICHAEL APPLEBAUM, MD

- **MASTER OF FITNESS SCIENCES**
- **CERTIFIED FITNESS TRAINER**
- **CERTIFIED YOUTH FITNESS TRAINER**
- **CERTIFIED ENDURANCE FITNESS TRAINER**
- **CERTIFIED SPECIALIST IN PERFORMANCE NUTRITION**
- **CERTIFIED SPECIALIST IN FITNESS FOR OLDER ADULTS**

weight loss • weight management
sports • exercise • nutrition
adults • youths • seniors • families



FitnessMed, Inc.

suite 935 east
845 north michigan avenue
chicago, il 60611
business: (312) 337-0732, ext. 2
media: (312) 337-6476

www.FitnessMed.com
www.FitToParent.com
www.DrApplebaum.com
Media: [www.DrApplebaum.com/
MediaKit/pr.htm](http://www.DrApplebaum.com/MediaKit/pr.htm)

Health is a function of participation. Participation is a function of fitness.™

In his capacity as both lawyer and physician, Dr. Applebaum provides services to attorneys, insurers and medical societies.

More information about Dr. Applebaum is available on his Websites or by contacting his office.