

SHELBY TOWNSHIP

Better Health Market hosts free seminar with Jordan Rubin

NYT best-selling author and health expert offers people hope

By Gina Joseph

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Jordan Rubin, whose battle and triumph over Crohn's disease has resonated with millions of Americans, will be appearing at the Better Health Market in Shelby Township, Thursday at 6:30 p.m.

"I have been to the Detroit area several times and we've had some incredible turnouts," said Rubin, during a phone interview.

The New York Times best-selling author, motivational speaker, television personality and respected natural health expert will be sharing his own personal story along with signed copies of his book, "Patient Heal Thyself and Restoring Your Digestive Health," during the free health seminar.

When he was a boy Rubin's health was excellent. Just as one might expect being his father was a naturopath trained in alternative medicine and his mother a firm believer in raising her child on a steady diet of organic whole foods.

As he got older, however, things changed.

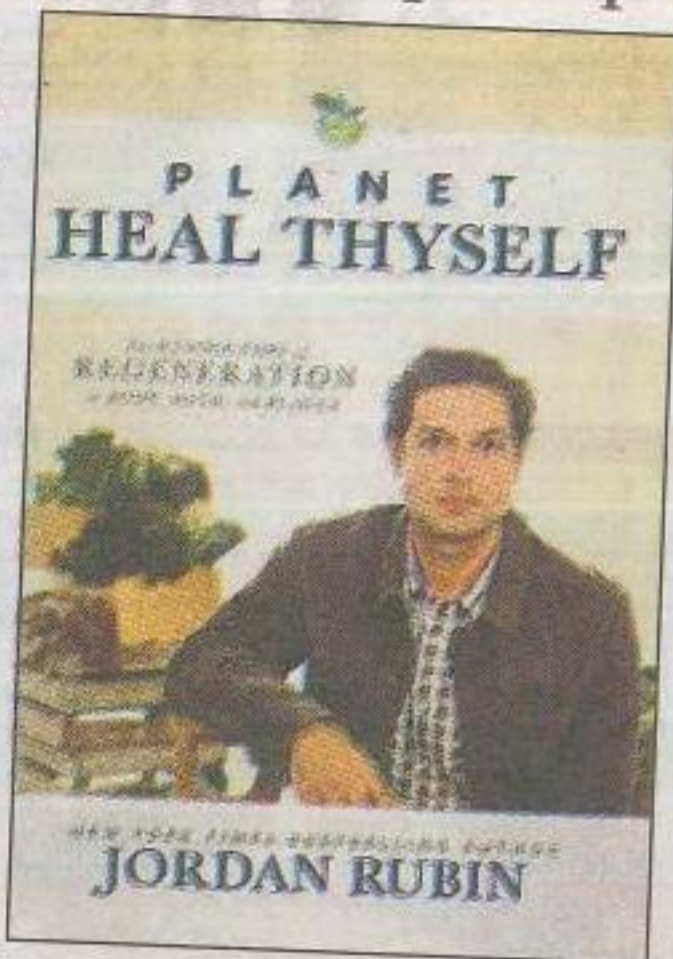
"I didn't buy into it," he said, of his parent's nutritional ideals.

Instead, he chose to follow mainstream America's plan to get fit, which at the time was more carbs and less fat. It was not until he was 19 and a freshman at Florida State University his health suddenly deteriorated with an alarming weight loss of 80 pounds.

He also experienced excruciating digestive problems, pain and nausea, before he was finally diagnosed with Crohn's disease, a supposedly incurable chronic illness that attacks the immune system.

After wasting away to nearly 104 pounds his family was given a grim diagnosis by one doctor saying it was the worst case of Crohn's he had ever seen and not to expect Rubin to survive.

Fortunately, his parents knew better than to give up and sought more than 70 alternative nutritional therapies throughout the world, before connecting with a nutritionist in California who told Rubin he was not healthy because he was not following God's health plan. Heading the advice, Rubin studied hundreds of biblical references about living a healthy lifestyle and adopted a lifestyle/diet of whole foods diet similar to that consumed during



biblical times: raw, organically grown whole grains, fruits, vegetables, and fermented dairy, grass-fed beef and poultry.

By his 21st birthday he weighed 180 pounds and was free of digestive problems.

"He was an eccentric nutritionist, that my father met," he said. "He led me on the path that brought about my wellness."

The ordeal led Rubin to publish several books sharing what he learned including "The Maker's Diet: the 40-day health experience that will change your life forever (April 2004, Siloam), which spent 47 weeks on the New York Times best-seller list and a television show, "Extraordinary Health with Jordan



FOR THE MACOMB DAILY — SUBMITTED BY BHM

Better Health Market in Shelby Township will host Jordan Rubin, New York Times best-selling author, natural health expert and motivational speaker during a free seminar on Thursday.

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— Jordan Rubin, on connecting with a nutritionist

Rubin."

After being deeply moved by his restored health, Rubin vowed to share his experience and newfound knowledge.

"If I can help just one person get better than this living hell that I've been through would've all been

worth it," said Rubin.

"That still drives me today. It centers me," added Rubin, who built a whole foods nutrition company and is currently running an 8,000 acre ranch that produces 100-percent grass-fed beef, raw cheese and dairy, organic

beauty products, beverages, healthy snacks, supplements and more.

As for the seminar Rubin said he cannot guarantee the material to be new. "I do promise that they will leave with hope," he said. "That is what is suddenly in short supply."

The Better Health Market is at 14105 Hall Road, Shelby Township, 586-884-6160. A second seminar will be held at the Better Health Market in Novi, noon, May 14.