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CAN THIS ANCIENT PLANT SAVE US FROM TODAY'S OBESITY EPIDEMIC?

For centuries, Bushmen
chewed this appetite-
suppressing plant to silence
their hunger as they searched
for food.

Now it's being used to develop
a drug that could help save
us from the obesity epidemic
that's sweeping the planet.

But you can get this plant
now—in its inexpensive,
natural form.

Just hurry before the
demand increases and the
world's supply becomes
limited.

See page 36, inside...

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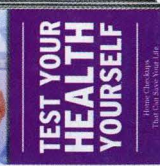
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2011 PHARMACY GUIDE TO GOOD DRUGS. BAD DRUGS. NEW DRUGS. NO DRUGS.

by Suzy Cohen, R.Ph., America's Most Trusted PharmacistSM

PARTIAL CONTENTS:

**Finally! A Better, Safer,
Prescription Sleeping Pill**
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longer. Nonaddictive! p. 19

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End Depression in 1 Week**
Get "happy" without a doctor. p. 24

Best New Arthritis Pain Reliever
Proven better and safer than the
leading anti-inflammatory drug. p. 28

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Take this FREE GUIDE shopping with you to spot
THE BEST NEW DRUGS...BIG HEALTH BARGAINS...THE WORST MEDS...
DRUG INDUSTRY SECRETS...and THE MOST RELIABLE NATURAL ALTERNATIVES!

Inside this **FREE** Shopper's Guide:

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Suzy Cohen, R.Ph., has been a licensed pharmacist for nearly 20 years and is recognized as America's Most Trusted Pharmacist. She has been reaching readers with her weekly syndicated health column for the past 10 years and has appeared on FOX, ABC, CBS, and CNN.



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2011 PHARMACY GUIDE Think of this as your **FREE GUIDE** to today's drugstore jungle

*Is this safe?
Does this work?
Which is best?*



It's so easy to get lost in today's drugstore, isn't it?

How are you supposed to spot the best remedies, the true bargains, and trustworthy help your health needs in that mind-boggling jungle of new products, outlandish claims, seductive "bargains," and highly hyped drugs?

The truth is, you *can't*. Not without a "guide."

That's why we sent you this one.

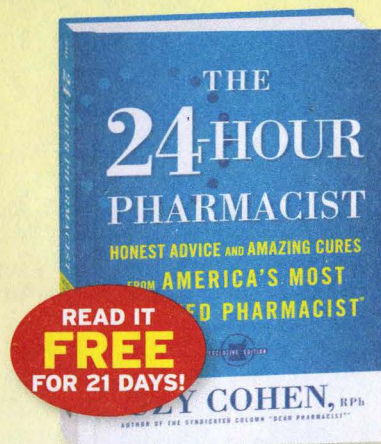
This is your personal "in-store locator" of the most impressive new drugs, best health values, and top-rated remedies (natural and pharmaceutical).

Keep reading to discover today's hot new health products and the superbargains you've been missing...

DON'T FORGET YOUR 3 FREE GIFTS!

They're yours, with our compliments.

Read all about them, beginning on page 48...



DISCOVER 1,097

**New Products for
Super Health and
Beauty in 2011!!**

Your Expert Guide

Walking you down every aisle in your drugstore is **Suzy Cohen, R.Ph.**, best-selling author, syndicated columnist, and dedicated consumer advocate lovingly known as America's Most Trusted Pharmacist.

In her newest book, **THE 24-HOUR PHARMACIST**, Suzy is "on call 24/7 to answer your questions, solve your health problems, clear up your confusion, steer you away from dangerous products, and point you to today's biggest health and beauty bargains!



If you like what you see in this **FREE GUIDE**, we invite you to take a **FREE 21-Day Look** at **THE 24-HOUR PHARMACIST** to discover all 1,097 of Suzy's super shopping secrets. Read it cover-to-cover with **NO obligation to buy!**

We'll also send you **3 FREE GIFTS**—yours to keep even if you return Suzy's book—to thank you for your interest. You won't find this offer online or in any bookstore. It's only available via this special "direct-only" offer. So take a free look right now...



**Your 3
FREE
gifts!**

**Follow this card around the back to
CLAIM YOUR FREE GIFTS NOW...**

Now revealed!
1,097 "insider secrets"
about today's most popular drugs and
health and beauty products...

Dear Health-Savvy Reader,

Imagine how much **SMARTER, HEALTHIER, and MORE ATTRACTIVE** you'd be if you had a professional pharmacist in your family.

And not just any pharmacist...

But one who knows as much about vitamins and supplements, home remedies, alternative health, nutrition, hormones—PLUS all those health and beauty products on the shelves—as she does about the pharmaceutical drugs behind her counter.

Your advantages over everyone else? Count them...

You'd have a direct line to today's **BEST** health and beauty products.

You'd know what to take whenever a health problem pops up.

You'd get free tips and "inside secrets" about today's top "wonder" drugs—plus the dangerous prescriptions to stay away from.

And you'd save a bundle because you'd know about the under-the-radar **BARGAINS** that most shoppers overlook—and the **RIP-OFF** products that most people fall for every day.

Wouldn't that be wonderful?

Well, that's what it's like to have a copy of **THE 24-HOUR PHARMACIST** on your bookshelf. It's the next best thing to having Suzy Cohen, America's Most Trusted Pharmacist, in your family—and always ready with expert advice for any question you may have...

- ▶ **"Do any weight loss products work?"** (Yes! See page 36 of this booklet for the best.)
- ▶ **"Are bioidentical hormones really better?"** (Amazingly so! Proof on page 10.)
- ▶ **"What's the best way to strengthen my bones?"** (A little-known mineral outperforms some drugs. Page 6)
- ▶ **"Can you help my husband's prostate symptoms?"** (Ridiculously inexpensive solution on page 22.)
- ▶ **"How can I escape my insomnia?"** (Try this safe new sleeping pill—on page 19.)

See what I mean?

(over, please...)

Suzy Cohen is a different kind of pharmacist. She spent her entire career **HELPING** customers to become healthier—whether with natural remedies or the best pharmaceutical products. And she didn't slow down when she retired...

Today Suzy is even more passionate about her mission to help people. She's a best-selling author, lecturer, consumer advocate, and syndicated columnist with 24 million readers every week.

Now, in **THE 24-HOUR PHARMACIST**, she shares her "insider" secrets in 1,097 eye-popping revelations, uncanny remedies, and new cutting-edge health discoveries.

This GUIDE contains dozens of examples! For instance...

- ▶ **Today's best arthritis pain reliever.** It's so new, you probably haven't heard of it yet. But it outperforms NSAIDs...glucosamine products...even prescription painkillers! Proven in more than 10 trials. See page 28.
- ▶ **This amazing new "superfiber."** It swells in your stomach before mealtime with the same effect as bariatric surgery. You can't overeat because you feel "almost full" before your first bite. And it's ridiculously inexpensive! Page 37
- ▶ **A miracle wrinkle cream.** It turns OFF the "wrinkle genes" that crinkle your face and skin. Developed by the legendary doctor—yet hardly anyone knows about it (yet!). Page 40
- ▶ **The fast-acting "knockout nutrient."** This natural compound induces sleep just like some of today's top prescription sleeping pills. But unlike those sleep drugs, you can take it every night. **BONUS:** Studies show it may even prevent cancer. Page 18

This is truly cutting-edge stuff!

And this is just the tip of the iceberg! **THE 24-HOUR PHARMACIST** is packed with 1,097 "super" health and beauty secrets every bit as good as these—and better. More examples...

- ▶ **The bioidentical hormone revolution.** This nonprescription cream can ease menopausal symptoms in a flash. Helps you feel "young again" all over. (HINT: It's "hiding" in your drugstore right now!) Don't miss page 10.
- ▶ **"Drug Mugger" alert!** Many medications impede your body's absorption of vitamin and minerals. This can set you up for big health problems. If you take any prescription drug, you **MUST** see pages 7, 9, 13, and 25.
- ▶ **Super-simple blood sugar remedy.** This inexpensive supplement lowers your blood sugar and boosts your body's sensitivity to insulin. Ideal for anyone with blood sugar issues. Page 15
- ▶ **Halt heartburn with cider vinegar.** No need for any drugstore products. Easy directions on page 30.

I could go on and on because **THE 24-HOUR PHARMACIST** is packed

with health and beauty tips like these! This little booklet contains a small fraction of the mind-blowing secrets you'll find in Suzy's new book.

So if you're intrigued by what you see in these pages, here's a **RISK-FREE** invitation to...

Read the entire book FREE for up to 21 days!

That's right. Read it cover-to-cover at your leisure for up to 3 weeks. If you aren't floored by these remarkable remedies and health-boosting advice, just send it back and owe nothing. Not a penny. And I'll send you 3 **FREE GIFTS** to thank you for your interest. (See my P.S. below.)

After 20 years behind the counter, Suzy Cohen is a walking encyclopedia of the good, the bad, and the fabulous in America's aisles. She's thoroughly researched them all: the best-selling drugs...natural remedies...health products...OTC medicines...cosmetics. Even healing foods. You name it, Suzy knows it!

Now, with **THE 24-HOUR PHARMACIST**, she can "sit on your bookshelf." Always ready to answer your health questions. Always willing to guide you to the best products and bargains. Always able to help you make the right choices when your health and beauty are concerned.

Want to see how?

Just turn to page 8 to discover the safest, easiest, and cheapest way to lower your cholesterol and heal any damage in your arteries **with a higher dose of good old vitamin C!** Imagine that. The solution to America's billion-dollar heart disease epidemic is right under our noses—in an absurdly inexpensive vitamin that most folks (including health-savvy people who should know better) aren't getting enough of!

Wait till you read the medical proof! Take a quick glimpse right now...

To your lasting health and beauty,

Karen Jones

Senior Editor, Rodale Books

P.S. I've got THREE MORE SURPRISES for you! I'll send you **THREE FREE GIFTS** just for mailing back the **FREE-GIFTS Certificate** at the back of this booklet. But you have to hurry! (Your **FREE GIFTS** are described on pages 48–50.)



**Plus
3 FREE
GIFTS!**

*This inexpensive, "itsy-bitsy,"
under-the-radar mineral lets you...*

Beat Today's Best Bone Drugs by **100%!**

You take vitamin D for your bones because you know calcium can't be absorbed without it. Good for you! But here's a NEW little secret you haven't heard yet....

Add *strontium* to your bone-building program and your results could blow the doors off today's top-selling osteoporosis drugs. No kidding!

Why it works: It only takes a tiny bit of this "trace" mineral to spark important bone-building reactions, just like tossing lighter fluid on the barbie. No fluid, no fire. Strontium plays a MAJOR role in bone strength.

How major? Would you believe it's **TWICE as effective at building bone** as the best-selling "bisphosphonate" drugs for postmenopausal women? Believe it! Two large,

double-blind clinical trials proved it.

The study teamed up calcium and vitamin D with a form of strontium (called strontium ranelate, available as a prescription product in Europe). Results showed a **dramatic increase in building bone mass** and a big reduction in hip fractures, compared to calcium and vitamin D alone.

Another study in *The New England Journal of Medicine* showed strontium increased bone mass in the spine by 14.4 percent after just 18 months—and reduced specific fractures by 41 percent after just 3 years of use.

I told you this was exciting, didn't I?

And even though strontium ranelate isn't available in the United States yet, a strontium supplement is sold in health food stores here. But you have to ask for its exact scientific name (given on page 48 of **THE 24-HOUR PHARMACIST**). Otherwise, the clerk might think you mean the cancer-causing radioactive strontium produced by nuclear

Dear Suzy: "I credit you with saving my husband's life....Now he is back to almost all his activities."—Evelyn

reactors. You could get a very strange look indeed.

Brand names, too! Page 48 also gives you three highly reputable strontium brands to look for. And please: The dose you take is vital. More is NOT better—so stick to my recommendations to stay safe.

Osteoporosis Drugs That "LOWER Calcium Levels"!

They have a dark side that many doctors and pharmacists DON'T discuss, but I will.



SECRET #1: Most osteoporosis drugs actually LOWER your calcium blood levels. If you're taking one, you'll need the **extra supplementation advice** on page 42 of my book. Standard recommendations won't cut it.

SECRET #2: The top three drugs are so strong, they can literally bore a hole in your esophagus or cause joint pain—unless you follow the safety precautions on page 44. (That's because they're also used as industrial chemicals to halt corrosion!)

SECRET #3: These drugs interrupt the body's natural bone-building process. So you're going to need ALL the essential high-quality supplements and trace minerals to offset this loss. Page 41 names **an all-in-one product that makes it easy.** (And isn't your life complicated enough?)

*I couldn't breathe a word about this
when I worked behind the counter*

Arteries Healed for Just Pennies!

A big daily dose of vitamin C may be the best (and cheapest) way to dodge a heart attack—or escape heart disease completely. Here's why...

I've filled a lot of heart prescriptions in my career. Statins...beta-blockers...heart failure drugs. And every time I'd hand a customer their medications, my mind would be screaming: "Please step over to the supplement aisle and grab yourself a big bottle of vitamin C!" That's because...

Heart disease is really artery disease. To stay healthy, arteries need a steady supply of vitamin C—and lots of it. You see, vitamin C is *essential* to collagen and elastin, the architects that build connective tissue in your skin...gums...muscles...and the veins, arteries, and tiny capillaries of the circulatory system.

When your gums don't get enough vitamin C, what happens? Tiny cracks develop and they leak blood (gingivitis). Landmark research by a world-famous cardiologist showed that vitamin C deficiency does the same thing in your arteries! Millions of microscopic lesions form and begin to bleed. In an effort to patch them, the liver cranks out a gooey cement (cholesterol). These patches, called plaque, build up until they...well, you know the rest of the story.

FACT: Lowering your cholesterol WON'T stop these patches from forming. *But vitamin C does!* This was proven way back in 1985 when researchers discovered that high doses of **vitamin C actually lowered cholesterol levels.** Why?

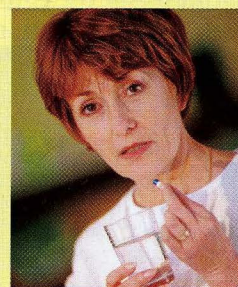
Because the cracks were healed, so the liver cut back its production.

True, cholesterol should be kept under control. But it's a lot smarter to prevent these cracks from forming—or to heal them right away if you have them.

How can you tell if yours are cracked? High cholesterol should warn you.

Dear Suzy: "Thank you for telling me about coenzyme Q10...it has helped me a lot with muscle pain...caused from taking [statin drugs]."—*Gastonia, NC*

Other dead giveaways are spider veins or swollen ankles. If this is you, please up your intake of vitamin C considerably, as well as the other artery-healing nutrients and doses I recommend on page 23.



Taking Statins? *Please heed this advice...*

I had to "zip my lip" when I handed out statin drugs. I couldn't tell my customers about...

PROBLEM #1: Statins DON'T address the underlying cause of heart disease, which is sick arteries. In fact, they can actually endanger your heart because...

PROBLEM #2: Statins deplete an important nutrient called coenzyme Q10 that powers the heart's beat. Millions of people on statin drugs may be walking around in a tired, achy funk because they're deficient.

PROBLEM #3: Statins can cause nasty side effects, such as liver and kidney damage, memory loss, muscle weakness, pain, depression, fatigue, and joint pain. Could this be you? **Look for this telltale sign of trouble**—and its solution—on page 26.

Perhaps you know about CoQ10—and even take it. But are you getting enough? Page 6 also reveals the underutilized dose that does your heart the MOST good. PLUS: Learn **how to test if your CoQ10 is high quality** or a rip-off. Just cut open a gelcap and see if it's this color... (continued on page 27). Top-quality brand suggestions, too!

Could this be the real “fountain of youth”?

How Natural Hormones Make You “Young” Again!

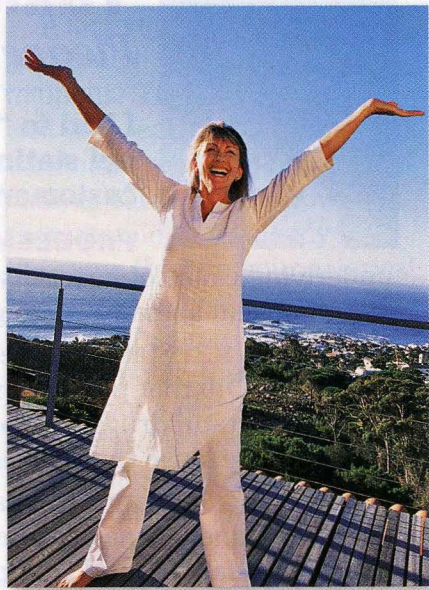
When our hormones start to go (around age 40), our youthfulness and good health tag along. Now we have a wonderful way to help REVERSE this decline.

It's a modern miracle!

When scientists discovered hormone replacement, it was a major breakthrough. Patients’ “youthfulness” returned—along with skin elasticity... muscle tone...sex drive...memory...and the extra protection for our bones, heart, and brain. And bye-bye hot flashes!

But with *synthetic* hormone drugs, these benefits can be accompanied by a hundred nasty side effects, including heart disease, cancer, and premature death. It’s just not worth it!

The Bioidentical Revolution. That’s why the future belongs to bioidentical hormones. These plant-derived substances are almost “identical” to the hormones made by your body—but with fewer



side effects than synthetic hormones. How great is that?

That’s why every woman (and yes, men, too!) over 45 should read about the amazing benefits on page 174 of **THE 24-HOUR PHARMACIST**.

Ladies, you're going to love this! You'll see how you can easily halt the dangerous “estrogen dominance” that occurs when your progesterone levels start to drop (the cause of hot flashes, mood swings, insomnia, and other menopausal symptoms).

You'll also read how to keep your estrogen in balance with progesterone so you can burn fat, have luxurious hair, enjoy an abundance of energy, maintain strong bones, and produce sex hormones. All the hallmarks of youth! Don't miss page 174.

More advice: My book will help you locate a physician in your town who specializes in bioidenticals (page 200). He/she can test you and customize a hormone blend that fits your particular “hormone fingerprint” to a “T.”

Want to go it alone? No problem. You'll read about a wonderful progesterone cream that can stop the discomforts of menopause—and you won't even need a prescription (page 179).

By the way, natural progesterone protects you against cancer—instead of causing it,

like synthetics can. And it has such a calming effect, it even helps you sleep better. Just stay away from the phony creams (revealed on page 143)—they won't work!

Testing, testing. I also described a superconvenient home test kit (lab's name and contact info on page 362) that will evaluate all your individual hormone levels from a saliva sample! You'll see exactly where you stand.

Please don't miss this exciting info! Even if you've been suffering severe menopausal symptoms for a while, there's hope for you. You'll see lots of cool ways to say “not now” to menopause and all its uncomfortable symptoms and premature aging.

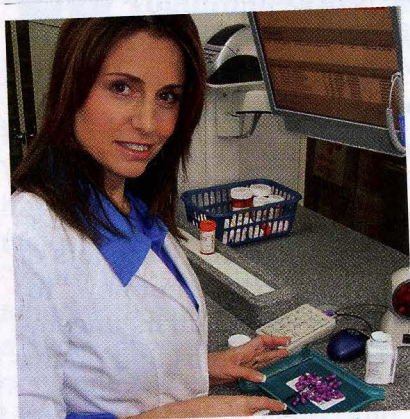
P.S. There are many nutrients called “hormone precursors” that stimulate greater hormone production (unless you've had a hysterectomy) without any hormone supplementation at all. They're available at any pharmacy or vitamin shop. See my favorites on pages 178–179.

Dear Suzy: “Within the first few days, I felt better than I had in a long time.... You have incredibly changed my life...” —M. N., Florida

► What You Don't Know About Your Prescription Drugs

Arthritis Pain?

"...this works **BETTER** than cortisone, relieving pain and inflammation **within minutes.**" See page 260.



Suzy Cohen, R.Ph.

“I’ve spent nearly 20 years studying drugs and natural substances—so I *don’t* have a bias. I’m all for whatever works **BEST** and **MOST SAFELY**, according to clinical research and my personal experience.

“And I really care about my customers. That’s why I’ve been called America’s Most Trusted Pharmacist—with 24 million readers who rely on my advice before they plop their money down.

“Now, in my new **Expanded Edition of THE 24-HOUR PHARMACIST**, I can help you make the best choices, save you the most money, and pick the health products that **REALLY** work. For instance, you’ll discover...”

Antacids that make heartburn worse! Page 52



Secret reason you can’t sleep:

These popular medications can **SECRETLY** interrupt sleep patterns. Page 123

Incontinence? Fixed! Too embarrassed to talk about it—even to your doctor? **HALF** of all women who tried this (see the nonprescription product on page 154), **fixed their symptoms on their own.** I tell how to locate it.

What guys DON’T know about “the little blue pill.”



E.D. pills CAN’T create erections. Plus, these pills carry big risks. But nothing lights your fire like the **off-the-shelf product** on page 144!

“Sex offenders.” These drugs flatten a guy’s sex drive. See the worst of the bunch on page 66.

Drugs that raise your blood sugar! Look in your medicine cabinet for any of these (list on page 241).

The 11 most misunderstood drugs in America. Page 305

“Drug-Muggers” Directory

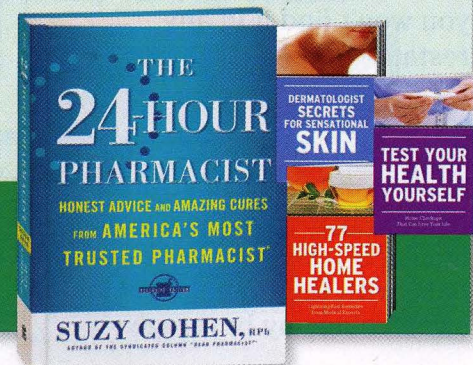
A valuable guide to side effects caused by the most commonly prescribed drugs in America...plus natural remedies for each of these adverse reactions. Beginning on page 326...

- 11 Drugs That Rob Your Calcium
- 9 Drugs That Steal Your Vitamin D
- 9 Drugs That Cause (or Worsen) Arthritis Pain
- 19 Drugs That Can Make Your Hair Fall Out
- 23 Drugs That Can Cause Muscle Pain
- 17 Drugs That Wilt Your Sex Drive...And More!

You’ll also discover vitamins and other nutrients these drugs “mug”—and the correct supplements that **neutralize the damage.**

FREE 21-DAY LOOK Plus 3 FREE GIFTS!

Mail the card between pages 50 and 51...



*It's sweeter than sugar—but
with zero calories*

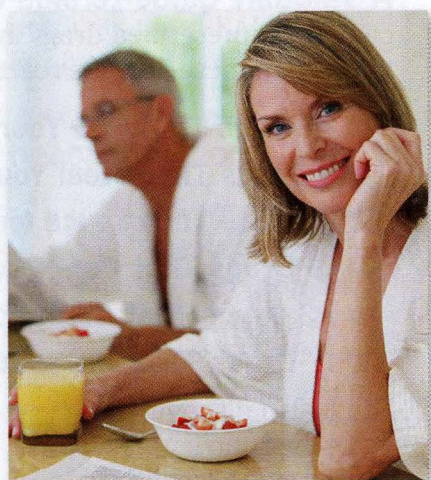
These Sweets Won't Spike Your Blood Sugar!

Ditch your artificial sweeteners. Here are three natural sweeteners so safe, even dieters and those with diabetes can enjoy them.

At first glance, it looks just like one of those artificial sweeteners. It's white and powdery. It even comes in those little individual packets so you can carry it along.

And believe me, you'll want to, because the natural sweetener on page 88 is **absolutely calorie free!** But you won't find it in any restaurant.

It's also perfect for dieters and people with diabetes because it ranks extremely low on the glycemic index (GI). You can cook and bake with it. And it's ideal for sweetening any beverage.



Every food manufacturer in the world should be using it instead of that junky, fattening high-fructose corn syrup (HFCS). I'll give you all the nutritional details, plus important shopping info!

Have you heard about "agave nectar"? It's another amazing natural sweetener that's **75 times sweeter than sugar** but ranks way LOW on the GI. That means it's also **safe for those with diabetes** and won't spike blood sugar levels. Use it in any food or beverage—just use less. One-third cup equals a full cup of sugar! Page 88 tells all about it.

How about "vegetable glycerine"? This is another wonderful all-natural sweetener you should know about. It's not quite as sweet as the other two, but it's just as safe—especially if you have blood

Skip the sugar when sipping this super tea!

This naturally sweet herbal tea increases the strength of your capillaries, improving your circulation and preventing the microvascular complications that can lead to cataracts, blindness, painful sensations in the hands and feet, facial nerve pain, and even stroke. See page 245!

sugar problems or want to lose weight. Made from coconut or palm, it won't feed *Candida* bacteria or hype your blood sugar/insulin. Page 89 has all the pertinent details for you.

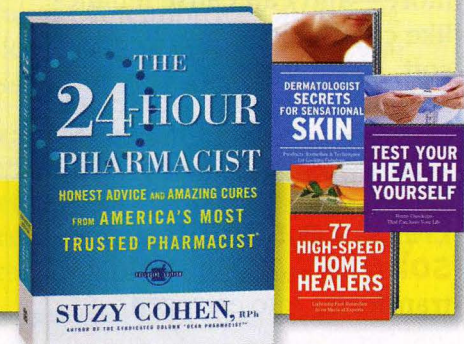
Perfect Natural Remedy for anyone with blood sugar issues

Fenugreek is a food with a funny name. But there's nothing funny about how **it lowers blood sugar** and increases your cells' sensitivity to insulin. (It also reduces cholesterol and triglycerides, so it's ideal for anyone with blood sugar issues or heart disease.) Buy it in any grocery store, but **shop carefully** because you must get the correct variety (specified on page 237). Anything else is a waste of your money.



**FREE 21-DAY LOOK
Plus 3 FREE GIFTS!**

Mail the card between pages 50 and 51...



A man's worst health (and sex!) enemy...

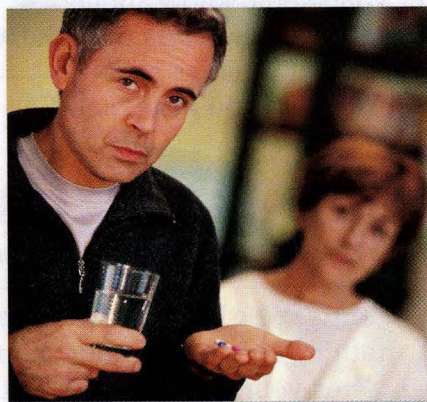
How **Estrogen** Turns Guys into "Girly Men"

E.D. drugs are a huge industry, but they're NOT solving our men's sex crisis. Here's why—and what CAN.

Hucksters tease middle-age men with worthless potency products because they know a guy's testosterone fades with age. But that's not the only thing robbing men of this "he-man" hormone.

Hormones always work in balance, so when a guy's testosterone level falls, it triggers a rise in the female hormone, leading to estrogen dominance. Extra estrogen lowers testosterone even more—and can cause female-like characteristics, such as soft, large breasts and loss of muscle mass. Even worse, male estrogen is linked to prostate problems and cancer.

Here's a simple solution: Testosterone transforms into estrogen



because of an enzyme called *aromatase*. So blocking aromatase improves testosterone availability. And that's why doctors prescribe an aromatase inhibitor to block excess estrogen in women who have breast cancer. But this works in the male prostate, too—and you won't need a doctor because...

I know two off-the-shelf supplements that also

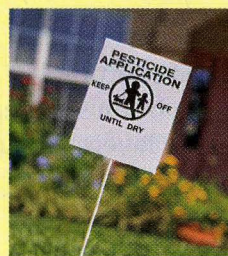
block aromatase (and therefore, estrogen) in men. You'll find them both described on page 146, including the best-quality brands and how to find them. Guys, you'll definitely want to know about this!

Result? Reducing estrogen dominance in a guy can **raise his testosterone**, rev up his sex life, improve his stamina and muscle strength, encourage hair growth, and even lower his risk of heart disease. *Yay!*

Dear Suzy: "I...experienced heart arrhythmias, which are very dangerous. After [following Suzy's specific advice]—no more problems.... Now I don't need that medication any longer..."—A. H., Oklahoma

P.S. A less-talked-about cause of estrogen dominance (in men and women) is belly fat. Fat cells, you see, are little estrogen factories. So less belly fat means more testosterone. And that's a sexy benefit in women, too. Easiest way to drop those inches? Stay tuned. I'll get to that a little later in these pages...

BEWARE: Xenoestrogens



These estrogen-like chemicals are everywhere today—in foods, household chemicals, pesticides, and dry-cleaning solvents. Once in your body, they increase estrogen dominance (in men and women) and risk of estrogen-driven cancers.

That's why I want you to know about a mineral called *calcium D-glucarate* (see page 161) that **disarms harmful estrogen** and pulls it out of your body. Studies indicate it's so powerful, it even improves all stages of cancers. Just don't shop before reading my review or you could wind up with a worthless copycat product.

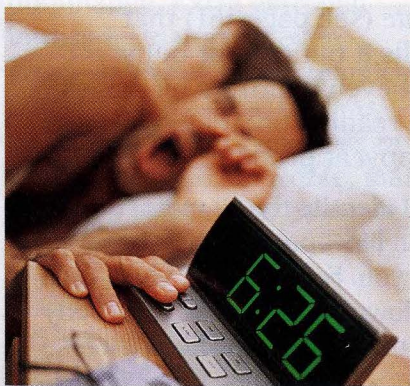
And don't miss page 321, where I identify the 19 most common xenoestrogens in American life—plus **6 simple ways to BLOCK them** before they can harm you. For instance, you'll read about the supplement that breaks down pesticides in your body if your diet is less than 100 percent organic. (And whose isn't?)

Why the melatonin "sleep miracle" may NOT have worked for you

Sleep Better with This "Knockout Nutrient"!

There's no better medicine than a good night's sleep. That's why certain sleep meds are okay—but only after you've tried this effective non-drug remedy.

I know this sounds crazy, but sleep drugs can actually interfere with your sleep! You may feel like you're getting all your Zs, but some sleeping pills mess with your REM sleep cycle, the deepest sleep where healing happens. Sure, you fall asleep—but your body doesn't get the repair benefits it needs.



This can harm your health in the long run. Here's a better solution...

You probably know melatonin, the hormone that governs the brain's "sleep clock." Melatonin levels decline with age, so sleep becomes more difficult. The obvious answer is melatonin supplementation.

Chances are, you've read about this "natural sleeping pill" before—and maybe even tried it, but without much success. In most cases this is because people take the wrong form.

The synthetic version of melatonin is better than the "natural" kind—and I'll explain exactly why on page 132 of my book.

Another reason it may have failed

is that melatonin must be accompanied by a particular B vitamin (identified on page 131).

Good results won't happen without BOTH.

And if you run low on this vitamin, your body can't make melatonin, which makes insomnia worse.

A better sleeping pill.

If you really need it, only one sleep medication is proven to be nonaddictive,



Dear Suzy: "You truly have changed my life....I read your article on sleep and began taking melatonin and 5-HTP every night. For the first time in my life, I [now] go to sleep without hours of struggle."—C. W.

no matter how long you take it. I like it because it **mimics the body's melatonin activity**, but with a more potent effect: The brain falls asleep faster and stays asleep longer—with no next-day hangover. If you need a prescription sleeping pill, this is the one to ask your doctor for—on page 136.

Melatonin's Other "Mate"

The mineral that puts you to sleep

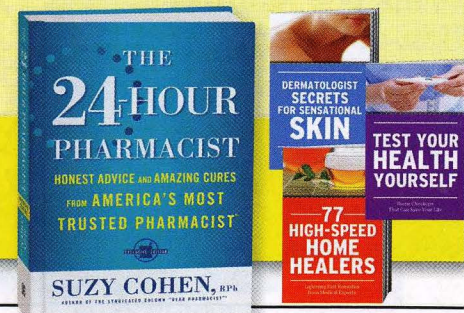
Magnesium is fantastic for inducing sleep (as well as eliminating nighttime muscle cramps, known as restless legs syndrome). When put to the test on actual patients, magnesium induced the deepest and most restful type of sleep. Yes, and uninterrupted!

More surprising news: Unlike many prescription sleep aids, magnesium did NOT cause morning fatigue or daytime anxiety.

But read page 125 first—because **only ONE specific form** of magnesium produces these clinical results. Beware: The choices out there are staggering. There's magnesium chelate, glycinate, oxide, sulfate, and citrate. Not to worry. I'll guide you to the right one!

FREE 21-DAY LOOK Plus 3 FREE GIFTS!

Mail the card between pages 50 and 51...



► Surprising Secrets on Your Vitamin and Supplement Shelves

Nature's "Smart Pill"!

...because of its amazing positive effects on your brain. Full story on page 182



“Supplements just make expensive urine. That's what many doctors say. *But don't you believe them!* A study in *The Journal of the American Medical Association* examined 30 years of supplement studies, and guess what they found? They really can help prevent serious diseases.

“This is a multibillion-dollar industry, so it's bound to attract a few hucksters. Besides, supplements are NOT regulated by the FDA. So it's strictly a buyer-beware affair.

“That's why my book is so valuable to you. It steers you AWAY from bogus products and TO the quality ones. I name the trustworthy brands...cite doses that produce results...and make you a smarter, savvier shopper. That means more dollars in your pocket and better health in your tank.

“You'd be surprised at what you DON'T know about these wonder-working nutrients. For instance...”

The antimigraine vitamin... Patients had fewer attacks per month—and migraines were shorter. Also prevents them as well as the leading prescription drug. Details on page 73

20 secrets you didn't know about your calcium supplements. Page 44



Nature's E.D. Remedy!

They call it **Super X**—but you'll call it amazing. Delivers big results. Sold without a prescription. Where to find it? See page 144.

Blunts Your Sweet Tooth!

This little mineral defeats the craving for sweets. BONUS: It also brightens your moods and beats depression. See page 181.

A Stronger Heart—With Sugar!?

Not just any sugar. D-ribose gives your heartbeat more oomph. Relieves muscle aches and weakness, too. Even improves heart failure on actual patients! See page 32 for the best source.



“Safer than statins...”

And you won't need a prescription to lower your cholesterol! See page 28.

“When I take this [see page 213], I can walk right past an oven full of baking brownies and not even care.”

“Sex in a tube”! Sorry guys, it's just for ladies... Page 153

Forget Fish Oil?! New krill oil is better. It has all the health benefits of fish oil but gets into your cells faster. Page 34

Are Your Supplements Worth It or Worthless?

Follow These 6 Secrets to Ensure Quality:



#1: Tip-off to a rip-off?...

#2: Capsules or tablets? One is much better...

#3: Liquid or powdered? Big surprise here...

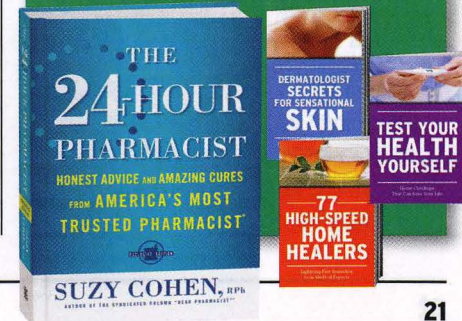
#4: Can you believe their promise? The quickest way to tell...

#5: Once-a-day or multiple doses? The best brands say this...

#6: Which certification is best? Any company can buy this seal (revealed on page 297), but only these two assure a quality product.

FREE 21-DAY LOOK Plus 3 FREE GIFTS!

Mail the card between pages 50 and 51...



Saw palmetto products DON'T work for every man, but a study shows this herb...

Shrinks the Prostate in Just 5 Fast Days!

It's a big health problem and bigger medical controversy. Here's what every guy needs to know about enlarged prostate (BPH) and prostate cancer.

Does testosterone cause an enlarged prostate—or prevent it? Conventional wisdom says testosterone is the troublemaker because it's converted into a more dangerous form, called dihydrotestosterone (DHT). Drug companies developed a drug (finasteride) specifically to slow down this conversion. Now it's the leading treatment for BPH.

But troubling new evidence questions whether this drug is really saving lives or actually putting men at HIGHER risk for prostate cancer.

New research indicates that too much *estrogen* is the real cause of BPH and prostate cancer. So slowing down



the conversion of DHT can't really solve the problem. In fact, several studies show that men with the highest levels of testosterone actually have **the LOWEST rates of prostate enlargement**, while...

Men with the highest levels of estrogen are MOST likely to have BPH!

On top of that, research published in the medical journal *Prostate* confirms that excess estrogen is the culprit in most guys' enlarged prostate problems.

This makes sense, because if testosterone causes BPH and prostate cancer, why don't teenage boys, who have the highest testosterone levels, get these conditions? Instead, older guys do. That's because...

As men age, their estrogen-to-testosterone ratio INCREASES, mostly because of a substance called sex hormone-binding globulin (SHBG), which binds up their free testosterone, making more room for estrogen.

I did a careful review of the research and found that finasteride and the supplement saw palmetto work about the same in suppressing DHT. But NEITHER lowers a man's estrogen or SHBG levels, so his risk of prostate cancer stays the same.

But a compound found in the nettle family does!

Two dozen studies show this plant extract relieves the symptoms of swollen prostate—

Dear Suzy: "As one who uses integrative medicine to treat prostate cancer, I find your comments unbiased. Rare in today's world."—P. M., Manorville, NY

PLUS it reduces cancer-causing estrogen and SHBG, which would otherwise steal a guy's good testosterone and increase his risk of prostate cancer.

In one study, the nettle supplement **stopped the growth of prostate cells by 30 percent** in just 5 days!

This is fantastic news for millions of men who suffer with swollen-prostate problems—or who have cancer in their family tree.

Page 149 brings you all the details. Plus, I'll also show you the surprising results of a head-to-head study published in the *British Journal of Urology* that should convince you!

But please shop carefully. Just any nettle plant won't produce these results. It's got to be the variety tested in these clinical trials. Send for a 21-day free inspection of **THE 24-HOUR PHARMACIST** today, and you'll see all the facts with absolutely no obligation to buy anything.



Get “happy” without a prescription

End Depression in Just 1 Week!

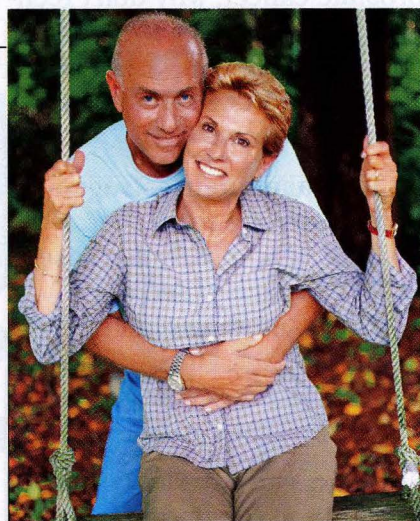
Studies show this wonder-working, inexpensive supplement is as effective as today’s leading drug—or BETTER.

Depression isn’t always an emotional problem.

Sometimes your brain just runs low on certain “personality” chemicals (such as serotonin, dopamine, GABA, and others) that rule our moods and help us think clearly.

Medical treatment usually involves antidepressants, but certain off-the-shelf supplements can produce the same positive effects. (Yes, clinical studies actually PROVE it!) Beginning on page 75, you’ll read about three of the most effective, including...

The supplement 5-HTP, which increases serotonin levels (the “happy” neurotransmitter) “within a week or two.” Studies show it’s as effective as—and sometimes BETTER than—today’s leading



depression prescriptions. Not only that, it has a secret bonus: It’s also **a natural appetite suppressant** that can help you lose weight.

Another equally effective remedy is the plant extract *Rhodiola*, which produces “dramatic” results “within weeks.” And the well-known herb St. John’s wort was shown to perform just as well

as a leading prescription antidepressant in head-to-head clinical tests.

Isn’t that great news? But please read all the details before you go shopping. While these mood-elevating remedies are quite effective, **not all products contain enough** of the active ingredient to produce results. Be sure to

Dear Suzy: “...You changed my life! I suffered with fibromyalgia for 15 years... After [Suzy’s advice on] CoQ10 and fish oils...within 2 weeks I no longer needed to take the [prescription pain drug]...I am a new person.”—S. S., Fort Lauderdale, FL

check with my shopping tips so you won’t waste your money on inferior brands. I’ll guide you to the very best buys!

Folic Acid “Muggers” You think you’re going crazy

When certain medications deplete this essential B vitamin (folic acid), symptoms include forgetfulness, depression, insomnia, crankiness, fatigue, and anxiety. **The worst offenders?** Pain relievers, diabetes drugs, and the others named on page 74.

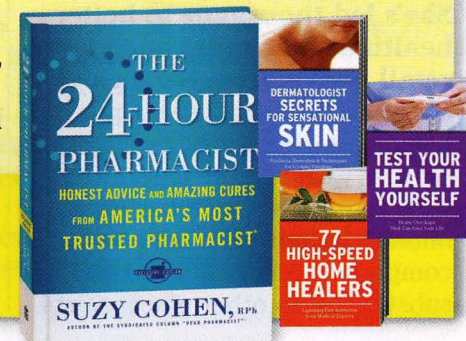
That’s not all. About 30 percent of the U.S. population can’t metabolize this important nutrient (I call these people Folate Misbehavers), making them highly susceptible to depression, heart disease, dementia, diabetes, Alzheimer’s, Parkinson’s, breast cancer, and cervical cancer. (A high homocysteine level is a dead giveaway.)

Fortunately, the solution is simple. The two nonprescription products (also on page 74) deliver “activated folate” directly to your system so **your body can benefit immediately!**

See my favorite brand recommendations, too. Even if you’re NOT a Folate Misbehavior, this can produce dramatic positive effects on your physical and mental health.

**FREE 21-DAY LOOK
Plus 3 FREE GIFTS!**

Mail the card between pages 50 and 51...



Like having your own personal pharmacist lead you directly to...

Where the Very Best Products and Bargains Are "Hiding"!

BY KAREN JONES, SENIOR EDITOR

They don't call her America's Most Trusted Pharmacist for nothing. Suzy's 20-year career love affair with the truth means she's not afraid to name names when it comes to **what heals best**, whether it's a prescription drug, natural supplement, food cure—or an absolutely free home remedy!



She's led thousands to better health as a hospital and retail pharmacist. Her highly acclaimed national newspaper column reaches over **24 million readers weekly**. And she's in high demand to teach her open-minded knowledge of all healing compounds (drugs and natural substances) to other pharmacists.

Now, in **THE 24-HOUR PHARMACIST**, she reveals the "no holds barred" secrets about the drugs you take...the health and beauty products you buy... **plus today's best bargains**, hidden dangers, unsung heroes—even the brands that outperform the competition. Suzy's savvy advice will...

- **Point you to** the best remedies
- **Ease your doubts** about which products to pick
- **Halt your worries** about how to handle injuries and ills
- **End your regrets** about remedies that didn't work
- **Keep you from paying too much**, when better bargains are just a shelf away

Suzy's book is the most reliable health reference for any home library. You'll use it over and

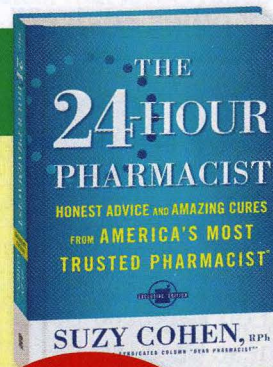
over. For shopping tips. Brand comparisons. New remedies for old ills. To relieve your aches and pains. Conferences with your M.D. PLUS: Beauty tips... emergency treatments...disease prevention...weight loss...better sleep...and so much more!

It will serve you for a lifetime—so we're GUARANTEEING your satisfaction forever!

If **THE 24-HOUR PHARMACIST** ever lets you down for any

reason, just send it back and I'll see that you get **a full, prompt 100 percent refund**. That's after 10 days...10 months...10 years—or even longer!

But don't think about buying yet. Enjoy a FREE 21-Day look at the entire book first. Then decide. This way, there is no cost...no risk...and no obligation. We'll even send you **THREE FREE GIFTS** (see pages 48–50) to thank you for your curiosity. See page 51 right now...



READ IT FREE FOR 21 DAYS!

AVAILABLE EXCLUSIVELY BY MAIL ORDER

"...not only enormously helpful but also a real kick in the pants to read." —Dr. Julian Whitaker

Whitaker Wellness Institute

"How cool to see someone in your position of power and influence saying the right thing." —R. S., West Hurley, NY

"As a fellow pharmacist, I am proud of your contribution to the profession and the public health." —D. V., R.Ph.

"...never known a pharmacist who was as knowledgeable as an M.D. [or] such a caring, informative person..." —R. M., Weston, FL

"Good sense together with technical expertise. Open minded, not bound by 'conventional wisdom.'" —C. M., Chaumont, NY

"We need more people like you [to] get the truth out about these drugs..." —T. O., Clearwater, FL

**Why take painkillers and prescriptions
that make your arthritis worse?**

Better Pain Relief without Side Effects!

66 I am in such terrible pain... I take four different pain medications for my arthritis. My doctor says that I will be in a wheelchair within a year and I am desperate. Please, Suzy, do you have any other advice?"

I get letters like this every day from people suffering from debilitating joint pain that no longer responds to prescription medicine. It breaks my heart every time. That's why I devoted an entire chapter in **THE 24-HOUR PHARMACIST** to the best "feel better, get better" options for arthritis pain. Here are just a few examples...



Serious side effects are linked to COX-2 arthritis drugs and other NSAID drugs such as naproxen and ibuprofen. No way can I recommend them! But the non-drug painkiller you'll find on page 260 poses *none* of these dangers.

The best of the bunch.

Its name is SAME and it's one of the best things you can take for joint pain. More than 10 scientific trials confirm it's as effective as NSAIDs at relieving pain, but without their side effects. The dose is critical, however. So be sure to read my review before you experiment.

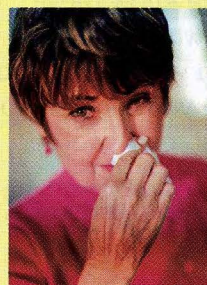
The truth about glucosamine. You've heard about its reputation as a cartilage creator, but it's also an impressive pain reliever. The largest

double-blind clinical trial ever conducted found it relieved moderate-to-severe knee pain **better than the leading arthritis prescription drug.** Just be careful when shopping. Some brands contain glucosamine sulfate and others glucosamine hydrochloride. Page 253 reveals why one is superior to the other.

The new kid on the block. New to the United States, that is. Serrapeptase has been a favorite arthritis remedy

in Europe and Asia for 25 years. This *proteolytic* enzyme eats the protein gunk in your bloodstream that's responsible for inflammation, so it's a terrific pain buster. (It also digests arterial plaque, making it a powerful treatment for heart disease, too.)

Just make sure you buy the variety that gets past the powerful acids in your stomach **or else it won't do much good.** Read all about it on page 255—including the brands you can trust.



Fight Infections with SILVER?

This medicinal form of silver (described on page 275) is a powerful germ-fighter. It was once doctors' main anti-infection agent before patented drugs.

Taken in a dropper (because a tiny amount does the trick), the silver suffocates bacteria without harming human tissue. That's why I prefer it to the meds behind the counter that can harm your brain, liver, GI tract, and kidneys.

Although it's not widely used now, I still think it's effective and safe in small doses. In fact, I use it myself every year at the height of cough/cold season, along with the other immune-boosting supplements you'll read about in **THE 24-HOUR PHARMACIST.** This silver germ-fighter isn't always that easy to find, but page 275 points you in the right direction.

Dear Suzy: "[Suzy's advice] saved my leg, if not my life. I had tried all of the antibiotics and nothing worked....I...bought [this kind of] silver...after 3 days...the staph infection went away."—B. H., Fort White, FL

► Health Tips and Products At Your Fingertips

Eight "Red Flag" Cold Symptoms!

Any one of these means you MUST see a doctor immediately! They're on page 266.



Suzy Cohen, R.Ph.

“Imagine having a personal pharmacist. Someone to walk with you down the aisles, helping you with your health problems...pointing out the best medicines and health products...whispering to you the secrets about your prescription drugs that their manufacturers would rather you didn't know.

That's what my book does—and more! I'm your personal 24-hour pharmacist. Always on hand to give you health advice when you need it. To help you make the best shopping decisions. To make

sure you choose the right remedy—no doctor required!

“As a pharmacist for more than 20 years, I know these secrets well. Now at last, I can share them with you. Secrets you won't hear from your doctor, your local pharmacist, or any other source. For instance...”

FREE Heartburn Remedy! People swear by this: Mix 1 tablespoon of apple cider vinegar and honey in a glass of water and drink. Reason it works: provides more stomach acid to improve digestion. See page 58.

World's Greatest Supplement!? If you could take only one supplement (in addition to your daily multivitamin), it should be this...(on page 215). **“Benefits within a week...”**

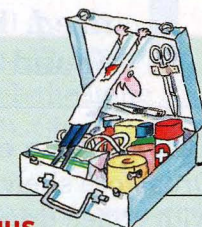
Is your bra giving you breast cancer? Could be, according a Harvard study. Read why women who wear their bras less have **60 percent LESS breast cancer.** Page 185 explains how you can benefit.

Best Snore-Stoppers in the Drugstore! His buzz-saw snore is driving you nuts. Starting on page 114, I evaluate the best-selling snore-stopping

products on the market today. You'll see what works—and what DOESN'T. Also: five surgical procedures that promise a more permanent solution.

Medical tests you WON'T need a doctor for: This mail-order company sends you accurate lab reports that are easy to understand. No lab visit or doctor necessary. Cheap and easy! Page 57

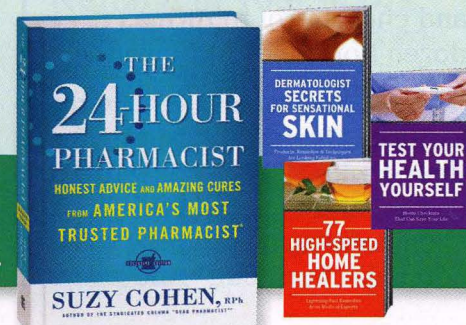
“Quick Fix” Guide to Minor Emergencies



- ⊕ **Bad breath.** Solve it at the source (usually a dysfunctional liver). Easy fix on page 58.
- ⊕ **Colds.** How this zinc product stops the virus in its tracks. Page 275
- ⊕ **Flatulence.** The three best remedies. Page 291
- ⊕ **Flu.** Not every OTC product works well. But this homeopathic remedy is France's best-seller. Now sold in the United States. See page 268.
- ⊕ **Headaches.** My top 8 cures. Safe. Super-easy. Page 97
- ⊕ **Nasal congestion.** These products make me “instantly happy” in less than 5 minutes. Page 264
- ⊕ **Toenail fungus.** Chest-rub trick kills the fungus. Page 289
- ⊕ **Warts.** Give yourself the same treatment you'd get from an expensive dermatologist. Page 287
- ⊕ **Yeast infection?** Emergency? (HINT: Instant relief is in your husband's gym bag!) Page 172
- ⊕ **PLUS many others!** See them all absolutely free. Take a no-obligation-to-buy look now!

**FREE 21-DAY LOOK
Plus 3 FREE GIFTS!**

Mail the card between pages 50 and 51...



*Bubble with more energy—
and reverse your exhaustion with...*

The Vacation in a Pill!

The most frequent question I get is, “I’m so tired. What can I take for more energy?” Sound familiar? I’ve got the perfect solution.

Talk about an energy crisis!

Drugstore shelves are filled with coffee drinks, caffeine tablets, energy bars, and pills. But this junk is “fake fuel.” You’ll get a momentary boost, but (trust me!) they’ll exhaust you in the long run.

The real reason you’re so tired often lies in your adrenals, the small, grape-size glands that sit on top of each kidney. These are the air traffic controllers of your body that direct your vitamins, enzymes, and cholesterol to turn a dozen hormones into health and energy.

But when you’re overburdened with debt, work, worry, illness, or an insensitive spouse (can you relate?), your adrenals “burn out.” And when

you’re low on these coping chemicals, **you can’t even handle the smallest challenge.** Result? You’re easily overcome by exhaustion, mood swings, anxiety, and irritability.

Depression is also a common symptom.

Doctors rarely make the connection, so they usually prescribe antidepressants. But don’t you let them—until you’ve ruled out adrenal burn-out. Find out in a flash with a simple Adrenal Questionnaire (see page 8 of my book). **Or take this easy self-test:** All you’ll need is a dark room, a mirror, and a flashlight...

Sorry, no drug can fix adrenal burnout. A long rest is the ideal medicine. But if you can’t afford a vacation

Meditation in a teacup!

Tea triggers alpha brain waves



This tasty tea (see page 94) produces “feel good” chemicals in your brain that begin to work in minutes—and the wonderful relaxing sensation lasts for hours.

REASON? It’s rich in *theanine*, a compound that lulls your brain into producing the same alpha brain waves as when you meditate.

It also triggers a cascade of GABA, the chemical that floods your brain after you pop a prescription sleeping pill. Make sure to read labels carefully—and don’t confuse L-theanine with L-threonine (which won’t relax you one bit!). Check page 95 before shopping.

right now, I’ll tell you about a special class of rejuvenating herbs called *adaptogens* that will do the trick.

Adaptogenic herbs are nature’s true miracle workers because they’re so “smart.” They automatically correct any hormone level that’s high or low, without changing what’s already normal. *How neat is that?*

Beginning on page 10, I list and describe the top five that get the job done. They may have odd-sounding names, such as glycyrrhiza, cordyceps, and ashwagandha. But if you’re looking for MORE ENERGY without relying on caffeine and sugary pick-me-ups, they’re going

to be your best friends.

Each one of these remarkable herbs will calm you down, help you sleep better, ease fatigue, and yes, **give you more energy!** But some provide their own unique BONUS benefits, like lower blood pressure and cholesterol, less arthritis pain and inflammation, and a stronger sex drive.

Nothing in your M.D.’s black bag can heal burned-out adrenals like these super-smart herbs can. So send for a free 21-day look at **THE 24-HOUR PHARMACIST** to say good-bye to your fatigue—and solve your personal “energy crisis.”

Take back your saltshaker and...

Lose More Weight by Eating Salt!?

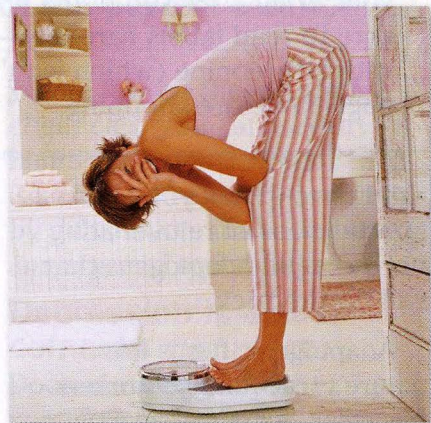
Everybody's bashing salt—and you're probably eating less. But is this why your body refuses to lose weight—despite all your efforts? Wait till you read this.

If you've cut back on your salt—and you tire easily, feel cold most of the time, and can't seem to lose weight—the connection could be in your thyroid gland.

These symptoms are dead giveaways that your thyroid, the thermostat that regulates how fast your metabolism burns calories, isn't working up to snuff (a condition known as *hypothyroidism*). Fewer calories burned means more weight gained!

Why hasn't your doctor noticed?

Lots of people with this thyroid problem slip through the cracks because their condition is subclinical—not detectable by regular tests. Check yourself by looking for **this telltale pattern** at the outer edges of your eyebrows (described on page



13 of my book). Confirm your suspicions by taking your temperature first thing in the morning and...(directions continue on page 14).

The medical solution is a thyroid drug for life. But all you may need is to take back your saltshaker. No kidding! I don't mean the stuff in most kitchens. Ordinary table salt (sodium chloride) is so heavily refined, it can rob your bones

of calcium. Worst of all, it lacks the iodine your thyroid needs to function properly.

Not so for real sea salts.

These chunky, natural salts contain all the minerals for peak thyroid health—especially iodine. They're better for you because the body absorbs them easily. On top of all that, you'll LOVE the flavor! (See my own personal favorite "gourmet" salt named on page 46.)

Iodine used to be added to baked goods, but now bromine is substituted. Besides being toxic, bromine depletes iodine, leading to greater deficiency. Is it any wonder why MOST Americans are secretly iodine deficient? And I won't even mention our national overweight dilemma!

The scientific connection.

Studies show a definite connection between iodine deficiency and low thyroid function (plus breast and prostate cancer!). So do your thyroid gland a favor: Toss your saltshaker and start seasoning with sea salt. That could be all you need to rev up your metabolism and start burning calories like a normal person!

Dear Suzy: "I asked my doctor to check my thyroid hormone... *Voilà!*...I have not felt this good in years....You have made a tremendous difference in my quality of life." —V. D., Gainesville, FL

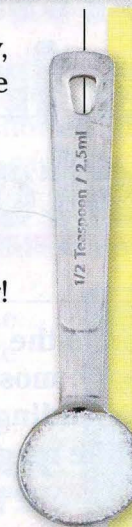
Iodine Disarms Estrogen!

Dodge breast and prostate cancers

Everybody's trying to lower their cholesterol, but a much worse health enemy is estrogen. This wild-card hormone is the driving force behind many of today's worst cancers.

GOOD NEWS: Scientists say extra iodine can reduce your cancer risk by lowering your body's dangerous estrogen levels.

Eating more sea salt will certainly help, but for surefire protection I recommend a supplement that contains both iodine and iodide. It can kick-start your thyroid into action **pronto!** Look for this easy-to-take liquid product at your local natural health food store. (See my favorite brand on page 165.)



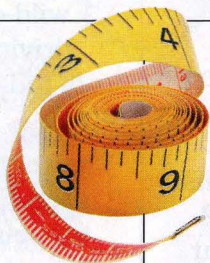
What does a pharmacist know about weight loss? Plenty! Just look...

Shed Unwanted Pounds in Your Drugstore!?

The weight loss section is the busiest aisle in the drugstore. But honestly, most of this stuff is high-priced junk. Surprise! Hiding on those shelves are a few gems that DO work like magic.

One of the biggest scams in the drugstore is weight loss products. Not all of them, of course, but a surprisingly large number. (Many are heavily advertised brands that get a lot of attention.) So right off the bat on page 208, I name **today's eight biggest rip-off weight loss products on the shelves.**

Save your money, folks. You won't get any of the "miracles" their ads promise. But surprise! Flip over to page 212 and I'll take you by the hand to the weight loss products that actually work, such as...



Hoodia. African Bushmen chew this appetite-suppressing cactus on their long walkabouts in the desert. I've tried it—and love it! Its active ingredient (called P57) "tricks the brain into feeling full" until it loses interest in food. Result? You eat less—without the jitters. In fact, some people claim it gives them a wonderful sense of well-being.

Pharmaceutical companies are trying to patent P57 so they can charge you a bundle. My advice? Get your Hoodia now, while you can afford it. But be careful. There are plenty of phony products for sale, so

Russian Memory Booster! *This herb has a secret talent*

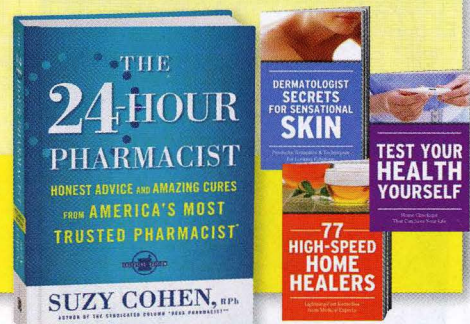
When you need an extra memory boost, reach for this little-known herb that has proven itself in clinical trials.

Called *rhodiola*, it excelled in a well-designed double-blind study by Russian researchers. Men who took rhodiola (in the dose cited on page 18) showed increased short-term memory and improved mental capacity. It actually improved their ability to memorize and recall numbers!

During physiological stress and fatigue, those who took it also maintained lower blood pressure and pulse. No reason it won't do the same for you, too!

**FREE 21-DAY LOOK
Plus 3 FREE GIFTS!**

Mail the card between pages 50 and 51...



make sure the label contains this trustworthy Certification Seal (described on page 212) and see that the date stamp is no older than 6 months. I provide the names of the most reputable brands to make it easy.

Fat burners. Yes, they REALLY exist! Page 212 tells you about a common amino acid supplement that plucks fat from your bloodstream and shuttles it into muscle cells, where it's burned off. BIG BONUS: It also improves heart health.

Super fiber. You know how good fiber powders are for your

health, but this variety is the best ever. It swells up inside your belly to a size much bigger than typical fibers, so you feel full and eat less. Page 213 tells you where to find it and how much to take. You'll also see my recommendations for two good brands that are highly reputable.

That's not all. You'll also read about a natural product that shuts down your craving for carbs, an herbal tea that fights cellulite, and a natural enzyme product that resets your metabolism for more efficient calorie burning.

► Today's Top BEAUTY SECRETS and Cosmetics!

...knock a decade off your face!

Takes just 1 hour. More than 3 million happy faces show the results! What is it? See page 229.



“Are your shelves full of half-empty beauty products? Here's a secret: Most of today's best-sellers are nothing more than moisturizers that contain a multitude of unpronounceable synthetic chemicals that might even age you faster!

“Yes, there *are* wonderful cosmetics out there (and you'll discover the best in my book!). But gorgeous skin, hair, and nails begin on the inside. Good stuff in, good stuff out!

“In **THE 24-HOUR PHARMACIST**, I clue you in to some of the best-kept beauty secrets that can really help you turn back time. And you won't have to spend a fortune for truly sensational results. For example...”

Lose HALF of Your Facial Lines Now! This nutrient reduces them by up to 50 percent! That's according to an actual clinical study. See page 221.

The Real “Skinny” on Cellulite! Those creams, lotions, wraps, and potions WON'T help, so save your money. But you CAN brush your cellulite away. (Instructions on page 217.) *This is the only method that works!*



Make your own \$200 moisturizer!

Those designer creams cost a bundle. But with page 226, you can make a fantastic anti-aging moisturizer for much, much less. It hydrates your skin, prevents moisture loss, and softens fine “age lines” just like the celebrity products. Aren't you smart?



“**Poof” Goes the Eye Puff!** Gets rid of puffy eyes in seconds! This fab new product contains special skin-tightening agents that make you look like you slept all night—even if you didn't. Page 225

Dark circles, gone! Dark eye circles can make a woman (or man!) look ghastly. But don't despair: This wonderful product (page 231) fixes the underlying problem, so dark circles vanish. One phone call tells where to find it in your town.

Special Beauty Directory: The best of the best! See the list of my 22 favorite cosmetics and skin care recommendations on page 357.

Better than Botox?

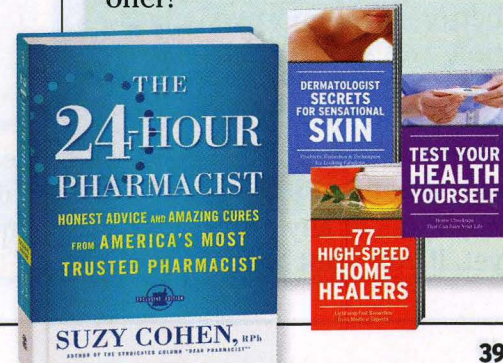
That's what their ads claim. Lots of women (and yes, age-conscious men) are shelling out big bucks for this product. But does it really work? Read my report of what happened when I tried it (on page 232) BEFORE you fall for the hype.

FREE 21-DAY LOOK!

See all these great beauty secrets when you take a free 21-day look at this new edition of **THE 24-HOUR PHARMACIST**.

There's no obligation to buy anything! Not now, not EVER. And you'll also receive THREE FREE GIFTS, which are yours to keep, even if you don't buy the book.

Just mail back the postage-paid FREE-GIFTS Certificate you'll find between pages 50 and 51 at the back of this bulletin. Do it right now, so you don't miss this great offer!



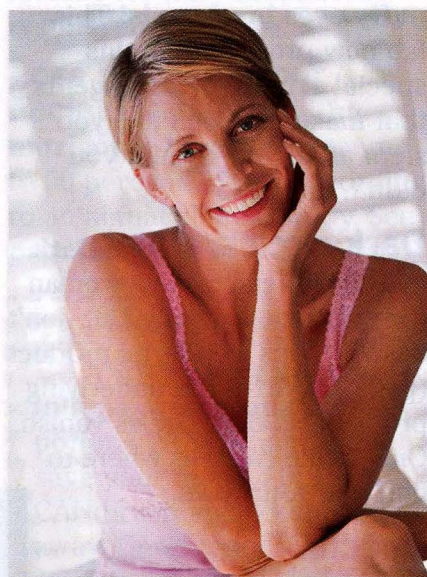
Beautify yourself at the DNA level

Skin Cream Turns Off Aging Genes!

ONE OF THE WORLD'S MOST famous cancer-conquering M.D.'s now aims his genius at the aging process with equally amazing results.

This doctor's creams are **utterly unique** because they work on your DNA, penetrating well beyond the skin's surface, where most cosmetics stop. Result? The shutting off of the genes responsible for wrinkling to trigger **a dramatic slowing down of the aging process!**

I use his products and I'm a big believer! As a result, I have more energy, better sleep, improved digestion, **and a noticeable reduction in fine lines,** especially around my eyes. These new beauty products are the wave of the future! But you CAN'T buy them at any retail outlet... yet. If you want to jump to the



head of the waiting list, just call the toll-free number you'll find on page 232.

A terrific wrinkle buster!

On page 221. Plus: the "anti-sag" supplement that **keeps your skin from drooping.** (It's also your best defense against the free radicals that age you faster.) Taking it orally (optimal daily dose also on page 221) and using this eye



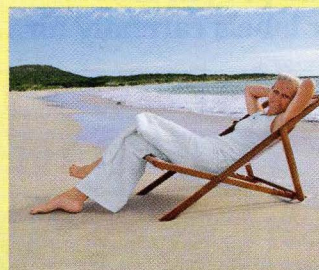
cream can lighten dark undereye circles by patching broken capillaries that cause them. You've got to know about this!

Dear Suzy: "Suzy's advice is so much more than we could [obtain] at my wife's doctor or the local drugstores."

—D. M., Gainesville, FL

Why the world's most beautiful women...

EAT SAND!?



Not the kind on the beach— but the silica it's made of. You see, every hair on your head, every fingernail, every tooth and bone, plus every square inch of skin, contains

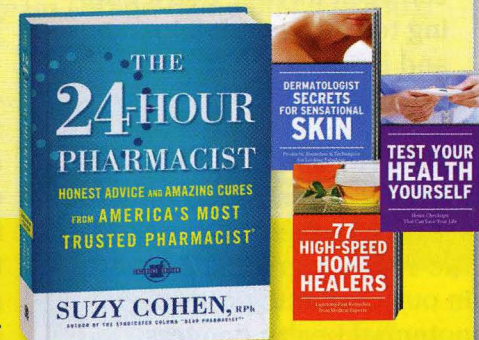
silica. But declining silica (which happens as we age) can lead to dull, dry hair...brittle nails...and even osteoporosis.

"Silica-cize" yourself with the foods on page 220.

But you'll get a bigger blast of it from silica supplements. **Just be sure to take only 100 percent pure extract** (named on page 220). It is the "superb" form that also provides calcium. **BONUS:** Since silica helps form new collagen, it can help repair torn ligaments and help ease hemorrhoids. **P.S.** I also reveal my favorite brand.

FREE 21-DAY LOOK Plus 3 FREE GIFTS!

Mail the card between pages 50 and 51...



gers on your makeup table...

World's Most Dangerous Beauty Products!

Get ready for a shock: Many of today's best-selling cosmetic products are laden with proven cancer-causing chemicals! Search your labels carefully for...

- **Diazolidinyl urea**—Can release dangerous formaldehyde.
- **Sodium laurel sulfate**—Some studies link it to headaches and nerve damage.
- **Propylene glycol**—May cause liver and kidney damage... and eczema.
- **Parabens**—These xenoestrogenic substances act like estrogen in your body, adding to estrogen dominance and **increasing the risk** of estrogen-driven cancers.

SHOCK #2: That's just for starters! The FDA has only assessed a mere 11 percent of the 10,500 ingredients found in our cosmetic products for potential health dangers.



An easier way to tell if your shampoo and beauty products are safe is to visit this Web site (see page 224), where you'll find every single company that has certified they will not use harmful chemicals in their products.

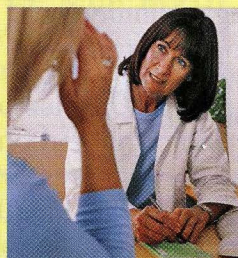
SHOCK #3: Many of today's big beauty names—the block-buster best-sellers—are MISSING!

I was stunned when I looked up one of my favorite facial cleansers and found it contained five ingredients linked to breast cancer—plus five other suspected endocrine disruptors, which could disrupt my hormone system as well as my fertility.

Dear Suzy: "I had eczema...for years. As soon as I [read your advice]...I began to take it....My skin is now as clean and free...as though I never had the condition....I am totally amazed, thrilled, and relieved."—C. M., Oakland Park, FL

You don't HAVE to use these products! Safer alternatives that are eco-friendly and people-tested are plentiful. Just visit this cool Web site (on page 225), where you can actually type in a product name and find out how safe it is. Get busy!

Prescription-Cream Results WITHOUT the Doctor!

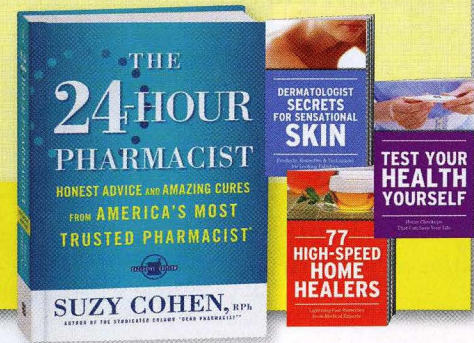


These two famous prescription creams (named on page 230) boost the skin's collagen content to smooth out wrinkles. And they truly make your skin look better and feel firmer.

But save your money, ladies! Those pricey creams are just a fancy form of vitamin A. You'll get comparable results with this very affordable nonprescription cream (brand name on page 230). It contains three different compounds that work just like the prescription creams—only WITHOUT the fancy price tag.

FREE 21-DAY LOOK Plus 3 FREE GIFTS!

Mail the card between pages 50 and 51...



► Healing Secrets from the FOOD Department

This beverage does "more to protect your heart than any other."

It helps lower bad cholesterol—and prevents gunk from sticking to your artery walls! See page 31.

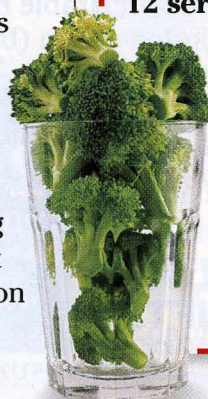


Suzy Cohen, R.Ph.

“Food is medicine? You’d better believe it! I’ve spent years studying the healing compounds in foods and herbs, and I’ve got to tell you, I’m truly amazed.

“I’m all for emergency meds. But there are literally hundreds of healing foods that can keep you out of the E.R. or the prescription line at your drugstore.

“Which ones are best? In THE 24-HOUR PHARMACIST, you’ll get the lowdown on the ones that rate highest, according to actual clinical studies. And if you can get well by eating a yummy meal instead of popping a pill—why not? Here are just a few examples you’ll discover...”

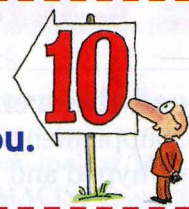


Vegetables in a glass!? One glass equals 12 servings! These “green” drinks boost immunity, rev up your energy, help with weight loss, ease joint pain, and improve digestion. They also beat bad breath! Best brands on page 274.

MSG is back! And it’s still a hazard. Studies link it to depression, neuropathy, anxiety, schizophrenia, migraines, and bipolar syndrome. Slick food manufacturers **hide its presence** with these alias names. Check food labels for these five pseudonyms—on page 89.

10 medical reasons coffee is good for you.

Page 303



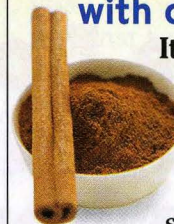
Mercury Alert! These fish are SAFEST from contamination. Page 10

The Milk Myth Surprise! When postmenopausal women drank skim milk, their bones actually LOST calcium! But another large study proves **these nondairy foods** (page 40) are FAR BETTER for your bones. *The American Journal of Clinical Nutrition* confirms it.

Dangerous Food-Drug Interactions Guide. Page 347

Good Mood Foods Perk up your emotions with these mind-elevating foods (on pages 67–68). **They feed your brain more serotonin,** its main “happy chemical.”

Lower your blood sugar with cinnamon!?



It’s true! Cinnamon contains a compound that mimics insulin and increases insulin sensitivity. Result?

Your blood sugar plummets.

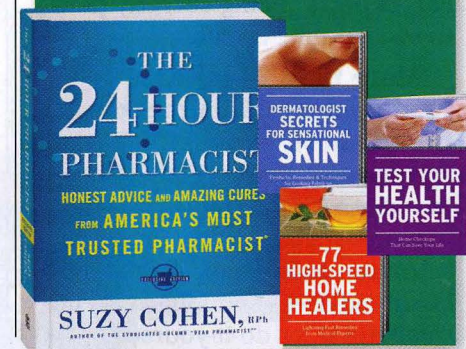
Lowers levels of bad cholesterol, too. How much does the trick? See page 241.

Better than olive oil!? Coconut oil contains lauric acid, which destroys inflammatory agents. Look for these two excellent brands when shopping. Page 31

Foods that lower your cholesterol. These work as well as prescription drugs. This study published in *The American Journal of Clinical Nutrition* proved it! Page 30

FREE 21-DAY LOOK Plus 3 FREE GIFTS!

Mail the card between pages 50 and 51...



A FREE invitation from Suzy Cohen, R.Ph.

Please Don't Guess (or Blindly Trust) When Your Health Is on the Line.

You're savvy enough to heed the trends: Drug companies "doctor" statistics. Supplements are found to be utterly worthless. Health claims hyped and puffed beyond the ridiculous.

How will you separate the facts from the fiction? Believe me, it's a challenge—and I have advanced research degrees... 20 years of clinical experience... and access to up-to-the-minute international studies!

Please don't try to "go it alone." The marketers and hucksters are too slick. Even the government can't keep up. But I can—because I'm not swayed by big-budget ad campaigns or medical "experts" being secretly paid to sway public opinion.

More than 24 million readers depend on me for the truth. My syndicated "Dear Pharmacist" column guides them to today's best remedies...to the hidden dangers lurking in the marketplace...to the most trustworthy health advice—be it pharmaceutical, natural, or do-it-yourself.



Now in one convenient source. With THE 24-HOUR PHARMACIST, you'll never have to guess, wonder, or blindly trust again. Every health concern you could possibly have is covered: 395 prescription drugs; 87 vitamins and supplements; 67 medical conditions, injuries, and illnesses.

All the important details are featured. Side effects. Cross-interactions. Symptoms and solutions. The latest medical

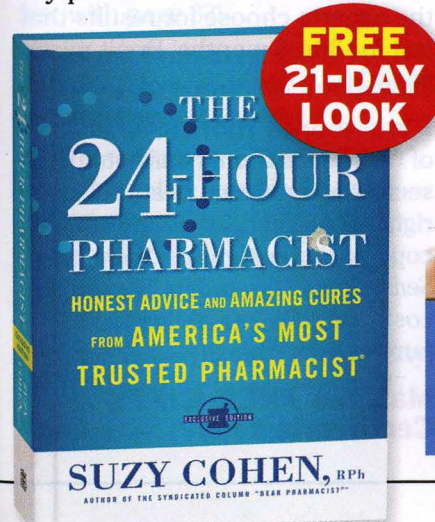
advances. Clinical studies. Diagnostic tests. Bogus products. The most reputable brands. And much more.

I wrote this book with YOU in mind. In my 20 years behind the counter, I've heard the questions...encountered the confusion...experienced the everyday health concerns of real-life people just like you. Every page of my book is packed with answers that work.

But don't take my word for it. See with your own eyes. Take a FREE 21-Day look at **THE 24-HOUR PHARMACIST** in your home. Without cost. Without risk. And without any obligation to purchase it.

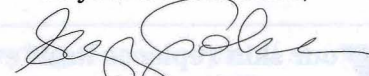
If you aren't completely convinced: Send it back and owe nothing.

But I'm betting you'll keep it. Because you won't find a more reliable, up-to-the-moment reference book about all your health concerns anywhere. For any price.



Take a FREE look, won't you? You won't risk a cent. And isn't that a comfort in today's increasingly risky world? Mail back the FREE-GIFTS Certificate you'll find between pages 50 and 51 today!

To your better health,


Suzy Cohen, R.Ph.

P.S. I'm sure your local pharmacist means well. Unfortunately, many pharmacists have a built-in bias toward pharmaceutical solutions. Most know very little about natural healing compounds. But that's my specialty—and I'm equally savvy in both worlds! Isn't that what you really want when you're exploring all your healing options?

P.P.S. This is an Exclusive, Mail-Order-Only Opportunity. You won't find this offer online or in any bookstore. It's available by mail order only! So mail back the FREE-GIFTS Certificate right now...



FREE GIFT #1:

*Superstar Dermatologists Reveal Their
48 Favorite Beauty Secrets to...*

Give Yourself "Celebrity Skin"!

Your skin replaces itself every 28 days. So why not do what America's top dermatologists do to make sure those new skin cells are firmer, plumper, and younger than old ones you're shedding?

We consulted 13 of America's superstar dermatologists to uncover their top skin-care strategies and favorite products for stopping, repairing, and disguising the signs of aging. Here are just a few of the surprising secrets that are revealed...

\$2 skin saver. This skin doctor's "must-have for lips, hands, feet, and even eyelids and face." Page 11

For aging skin, silicone is one of the best ingredients to look for, says Dr. W. Page 11 lists her favorite look-younger products.

Top night creams. "Repair occurs best...during sleep," says Dr. L. Her favorite product to undo damage is on page 13.

Best skin softener. This smooths away rough patches and little bumps on the back of arms (called keratosis pilaris), according to Dr. K. Page 13



**YOURS
FREE!**

"The cure to a bad complexion..." It's in your fridge right now! Page 14

Three essential wrinkle fighters. Page 12

Do-it-yourself skin peels. These at-home products "give skin a nice glow," says Dr. B. Like a doctor's peel. Shopping tips on page 13.

Hides old acne scars. Read what the experts choose for results that last for 3 to 6 months. Don't miss page 14.

Plus scores more! See all 48 of these sensational dermatologist secrets for younger, beautiful skin right away. Send for your FREE copy of *Dermatologists' Secrets for Sensational Skin* today. There's no cost...no risk...no obligation to purchase anything!

Mail the FREE-GIFTS Certificate today!

FREE GIFT #2:

*Monitor Your Vital Signs without Expensive
Doctor and Lab Visits*

"Do You Have 2 Seconds to Save Your Own Life?"

No more wondering or worrying. Got a couple of seconds to save your own life—or someone you love? The super-convenient at-home tests in this Special Report reveal your health status whenever you need to know—without the hassle and expense of doctor visits or lab trips. For instance...

2-Second Cholesterol Test. Amazingly revealing. Instructions on page 27.

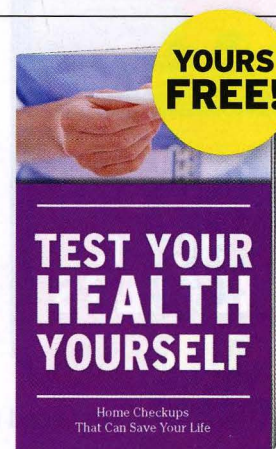
2-Second Cancer Test. Just look for this telltale sign on your fingernails. See page 35.

2-Second Vision Check. Cataracts? Macular degeneration? Other impending vision problems? Check yourself fast with page 33!

2-Second Prostate Test. Non-invasive. Do-it-yourself. Completely private. Page 38

At-Home Hormone Test. All you need is a saliva sample! Page 47

Find your true age. Forget the number on your driver's license. This remarkably simple skin-elasticity test measures your functional age (how old your body acts). Easy directions on page 47.



**YOURS
FREE!**

FEATURING: 32 at-home health tests that save you time, money, and worry! Including:

How to Recognize Alzheimer's...Reading Your Own Blood Pressure...Do You Have a Hearing Problem?...Spotting Skin Cancer...Breast Exam—The Right Way...Checking

for Colon Cancer...plus many, many other life-saving self-diagnostic tests.

Don't be taken by surprise! Send for your FREE copy of *Test Your Health Yourself* to keep track of your medical status with your own eyes—and for pennies or free!

Mail the FREE-GIFTS Certificate today!

FREE BONUS GIFT #3:

*Forget the doctor! Forget the drugstore!
Heal your problems in seconds with these...*

77 Truly Amazing High-Speed Healers!

Gathered from the world's expert healers! Here are their favorite ultrafast, supercheap remedies for the most common injuries and minor ailments. Including...

Bad breath. World-famed herbalist's surefire aloe vera remedy. Page 50

Nasal congestion. Get instant relief with Dr. K.'s secret contact lens solution. Page 60

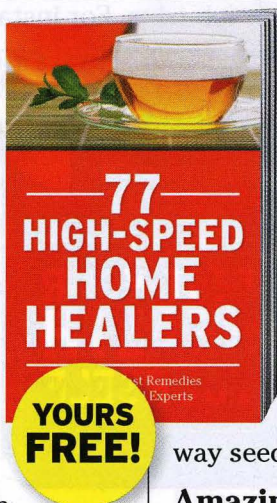
Heartburn. Flush it away with this quick glutamine fix from Dr. A. Page 57

Mosquito bites. Stop the pain and itching with Dr. L.'s liquid laundry detergent remedy. Page 59

Restless legs syndrome. Relief from ordinary tonic water! See page 60.

Headaches. Press this acupuncture "pain relief button." Relief in just 1 minute or less! Directions on page 57

Sore throat. Mix ginger, clove, and cinnamon together and... (follow easy directions on page 61).



Dandruff. Green tea to the rescue! See page 54.

Diarrhea. Drink this tea (on page 54) to stop contractions in the lower intestine. Dr. L. explains why it works so well. Page 54

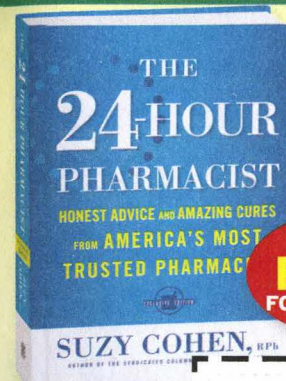
Flatulence. "De-gas" yourself in a flash with this uncanny carbohydrate seed fix! Page 56

Amazing? You bet! And that's just a small portion of the lightning-fast remedies you'll discover in this handy guide.

A total of 77 as awesome as these—or better! You'll refer to it over and over. Your friends will call you a "healing genius." Send for your FREE copy of 77 High-Speed Home Healers right away. It's your EXTRA FREE GIFT if you act immediately.

Mail the FREE-GIFTS Certificate today!

Special FREE-PREVIEW Invitation



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FOR 21 DAYS!

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with Your No-Risk 21-Day Look

YES! Please rush me a copy of **THE 24-HOUR PHARMACIST** for a 4 easy installments of just \$7.99 each, plus shipping and handling. Otherwise, I'll return the book within 21 days and owe nothing. The **THREE FREE GIFTS** are mine to keep, no matter what I decide.

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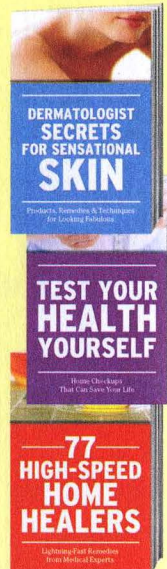
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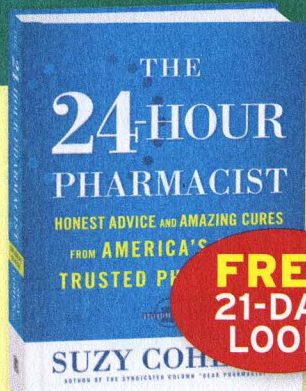
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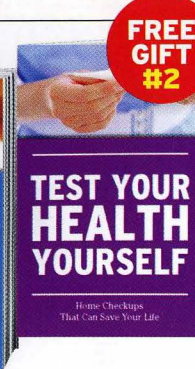


**FREE
21-DAY
LOOK**

"...a to-do list for treating everything from serious illness to the bumps and bruises of everyday life."

—Dr. Julian Whitaker
Founder, Whitaker Wellness Institute

TAKE THESE FREE GIFTS!



They're yours with our thanks...

Simply mail the **FREE-GIFTS Certificate** right now to receive these valuable **THREE FREE GIFTS** and to sample all 1,097 superhealers and secret bargains in **THE 24-HOUR PHARMACIST** by America's Most Trusted Pharmacist, Suzy Cohen, R.Ph.—for 21 days.

**A lifetime of advice. A lifetime of bargains.
Your satisfaction...**

GUARANTEED FOR LIFE!

It could take you a long time indeed to use up all 1,097 healing secrets... better health advice...and the super-bargain-shopping tips in **THE 24-HOUR PHARMACIST**. So take your time—even if it takes forever!

We'll guarantee that Suzy's book will be the most reliable and best-used reference in your entire health library. So here's our ironclad promise to you...

"If you're ever dissatisfied with THE 24-HOUR PHARMACIST for any reason at all, Rodale Books will buy it back from you for every penny you paid. That's after 10 days...10 weeks...10 months...10 years...or as long as you own it. And regardless of its condition!"

No bookstore or publisher assures your satisfaction like this—and for so long. But we know how much **THE 24-HOUR PHARMACIST** will enrich your health, your wallet, and your entire life. Please don't take our word for it. Send for a no-risk 21-day look and see for yourself. You've got nothing to lose—and a wonderful new world of health and shopping wisdom to gain.

Janine Reynolds
RODALE BOOKS

Mail this card right away for your FREE GIFTS and FREE LOOK!

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