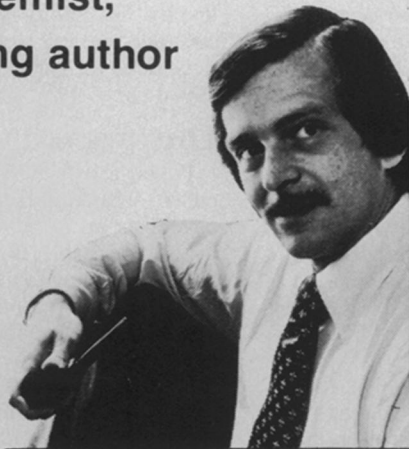


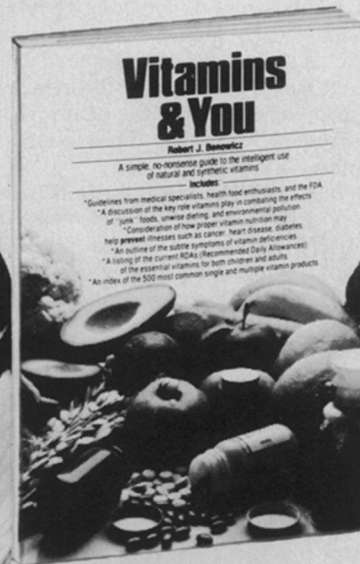
Leading consumer advocate says...

What you don't know about vitamins could bury you

"80% of all degenerative diseases can be linked to poor nutrition," says well-known biochemist, educator and bestselling author Robert J. Benowicz. His new book tells how to correct vitamin imbalance and safeguard your family's health.



Robert J. Benowicz, author of VITAMINS & YOU and NON-PRESCRIPTION DRUGS AND THEIR SIDE EFFECTS, published by Grosset & Dunlap.



Now being hailed as one of the decade's most important health books, VITAMINS & YOU can tell you why vitamins are essential to life . . . how vitamin requirements vary from person to person . . . and how, despite air, water and chemical pollution, you can significantly increase your chances for improved and prolonged good health.

In simple, easy-to-read language Mr. Robert J. Benowicz, a biochemist and fiery consumer advocate, answers such common questions as: What vitamins do I need, and how many? Can I get them from the food I eat? and Can you get "hooked" on vitamins? He covers every important health topic, from the Vitamin C and Vitamin E controversies to the astonishing potential of vitamins to combat cancer, heart disease, diabetes, and other degenerative diseases. He also reveals what the Food and Drug Administration doesn't tell you about vitamin requirements . . . about how coffee and tea, laxatives, antibiotics, alcohol and birth control pills affect the body's need for vitamins . . . and about "smoker's scurvy" and other dietary conditions that can cause chronic illness, listlessness, and even premature death.

You'll learn how freezing, canning, overcooking and even light destroy vitamins . . . the difference between fat-soluble and water-soluble vitamins . . . and how chemical food processing turns basically good foods into "vitamin cannibals" that actually rob your body of existing vitamins instead of adding new ones. Mr. Benowicz tells why you can't

count vitamins the way you count calories . . . discloses why government analysis of food values are often wrong . . . exposes the ultimate irony of convenience foods . . . and explains why he now believes the nature of modern life makes it virtually impossible to meet your vitamin needs "by knife and fork alone."

What's more, VITAMINS & YOU contains everything you need to begin your own personal vitamin program, including a list of more than 500 common vitamin products by brand name plus a 16-page section detailing all the vitamins, recommended daily allowances, their principle sources, normal functions, symptoms of overdoses, and common sense precautions. He also covers the best forms of food supplements, provides cooking and food shopping tips, explains the difference between "natural" and laboratory synthesized vitamins, and more.

Empassioned and outspoken, but always lively, enlightening and fascinating, VITAMINS & YOU has been praised in the news media and called "a book that could save or prolong your life" by United Press International. Order your copy today.

DID YOU KNOW:

- optimal vitamin intake can help prevent premature aging, arthritis, anemia, cancer, heart disease, migraine headaches, schizophrenia and bad teeth
- 80% of all Americans die from nutritional diseases
- vitamins are foods, not drugs
- it is virtually impossible to get adequate nutrition from a "balanced diet" alone
- Vitamin C may not cure the common cold, but it can make bacon safe to eat — and help the body maintain a high level of well being and make you feel better than you do today!
- Vitamin A maintains the health of the body's mucuous linings, in which 90% of all body cancers occur
- vitamins help fight the devastating effects of our exposure to cancer causing pollutants in the air we breathe, water we drink, and foods we eat
- the best time to start taking extra vitamins is when you're healthy

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New York, N.Y. 10159

Please send me _____ copies of VITAMINS & YOU in the quality paperbound edition (r \$5.95 per copy (please add 75¢ per book for postage and handling). My check or money order for \$ _____ is enclosed. If not completely satisfied I will return my purchase within 10 days for a full refund.

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