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HONEY: More Than Sweet



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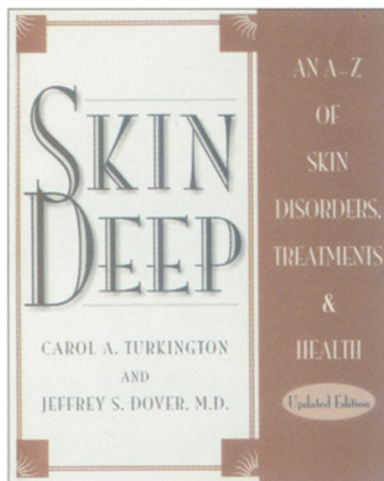
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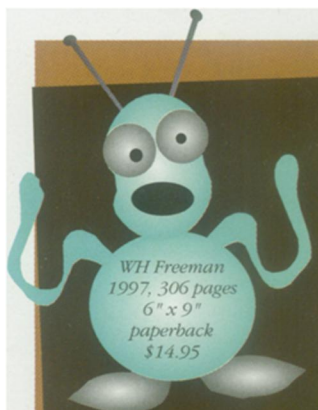
Skin Deep is the only reference available that provides readers with clear, easy-to-understand information on a subject of concern to everyone. Topics range from harmless bumps, blemishes, and wrinkles and common diseases such as psoriasis and acne to serious disorders such as Sturge-Weber syndrome, Addison's disease, and AIDS. *Skin Deep*—following an A-to-Z format—examines the histories of the disorders, notes the symptoms, and lists the treatments available.

In addition to covering skin diseases and disorders, *Skin Deep* also:

- examines medications and products such as Accutane, cortisone, Retin-A, Varivax, cold creams, astringents, lanolin, and sunscreens
- explores traumas that can affect the skin, including animal bites, burns, scratches and parasitic infections
- reflects the latest advances in medical and cosmetic treatments, including aldehydroxy acids, laser resurfacing, cryosurgery, and laser surgery
- details the various elements that make up the skin and ways to keep the skin healthy
- lists organizations, publications, and hotlines that provide additional information on skin-related topics, and much more

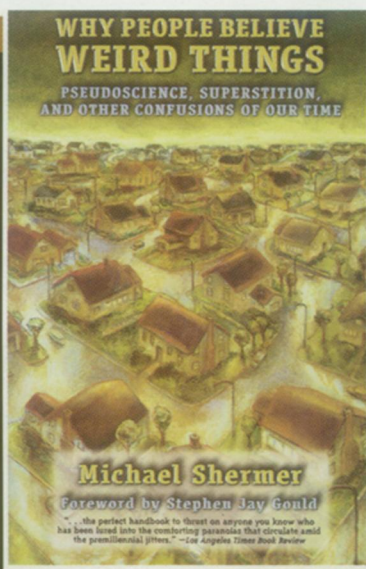
Written by an accomplished medical writer and a physician who teaches at Harvard Medical School, *Skin Deep* is sure to become the layperson's definitive guide to skin care. —from Facts on File

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Why do so many people believe in mind reading, past-life regression therapy, abductions by extraterrestrials, and ghosts? What has led to the rise of "scientific creationism" and the belief that the Holocaust never happened? Why, in this age of supposed scientific enlightenment, do we seem to be more dangerously confused than ever?

In *Why People Believe Weird Things*, science historian Michael Shermer explores the very human reasons we find other-worldly phenomena, conspiracy theories, and cults so appealing. The director of the Skeptics Society, Shermer shows how the eternal search for meaning and spiritual fulfillment often results in our being led astray by extraordinary claims and controversial ideas. As he investigates those movements and the people behind them, Shermer also reveals the darker and more fearful side of wishful thinking, including:

- The strange debating tactics of creationist Duane T. Gish, who argues with the author over evolutionary theory
- The apocalyptic visions of a leading racial pseudoscientist
- ESP adherents who claim they've proved the power of thought control
- The leaders of the Holocaust denial movement and their views on Nazis

Shermer also describes his television appearances on *Oprah* and *Unsolved Mysteries*, where he confronts those who take advantage of people's gullibility in order to advance their own agendas.

—from WH Freeman



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