



HYDROXYCUT RECALL HAS DIETERS LOOKING FOR SAFE SOLUTIONS

-‘Sexpert’ Genie James Says BHRT Can Jumpstart Weight Loss Safely-

JACKSONVILLE, Fla. (May 4, 2009) – As health officials warn dieters and body builders to stop using the weight-loss supplement Hydroxycut, health practitioners are pointing out there’s another way to lose weight that’s effective AND safe – bioidentical hormone replacement therapy, or BHRT.

On Friday, the Food and Drug Administration said the makers of Hydroxycut had agreed to recall 14 of its products, which are available in grocery stores and pharmacies, and are marketed as being made from natural ingredients. However, the supplement has been linked to cases of serious liver damage and at least one death.

Genie James, M.M. Sc., is Executive Director of the Natural Hormone Institute, and says the Hydroxycut recall is indicative of a larger trend. “People are realizing that quick fixes don’t work, and that there’s no magic pill that can provide instant weight loss without dangerous side effects,” she says. “However, natural hormone balancing **has** been clinically proven to aid in slow, safe, weight loss, in conjunction with diet and exercise.”

James, the co-author of “From Belly Fat to Belly Flat,” explains that weight gain in middle age is usually due to hormonal imbalance, in particular, estrogen dominance. “As women head into their 40s, their production of progesterone declines. For men, testosterone production also declines. In both sexes, the excess estrogen in your system contributes to ‘middle age spread.’ When hormones are balanced using BHRT, excess weight around the abdomen comes off when combined with exercise and a healthy diet.”



James' upcoming new book, "In the Mood Again," ([Simon & Schuster](#), January 2010), will explain how natural hormone balancing, diet and lifestyle changes can help adults of both sexes both lose weight, and regain lost libido. "Bioidentical hormones, which are identical to the hormones produced by the human body, are the 'first-class' weight loss option," says James. "But if you want to fly 'coach,' there are other, herbal approaches to hormone balancing that can also jumpstart weight loss, and they are available to everyone. To get fit, all you really need is a pair of sneakers and a trip to the health food aisle of your grocery store."

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