

# JORDAN RUBIN

# The Maker's Diet Revolution

## MEDIA KIT

### ABOUT JORDAN

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### NATURAL HEALTH EXPERT JORDAN RUBIN

Jordan Rubin is regarded by many as the most respected and beloved natural health expert in America. His personal account of his battle and triumph over Crohn's disease has resonated with millions around the world and is one of the most dramatic natural health stories ever told. A successful entrepreneur, New York Times best-selling author, international motivational speaker and television personality, Jordan's message of health and wellness is a beacon to the masses who are looking for answers to help take control of their health.

### THE JORDAN RUBIN STORY

As a child, Jordan's health was excellent, thanks to his parents. His father was a naturopath trained in alternative medicine and his mother served up a steady diet of organic whole foods and healthy snacks. It wasn't until Jordan

was 19 years old and a freshman at Florida State University that his health suddenly deteriorated with an alarming weight loss of 80 pounds. He experienced excruciating digestive problems, pain and nausea before he was ultimately diagnosed with Crohn's disease, a supposedly incurable chronic illness that wreaks havoc on the immune system. Wheelchair-bound and wasting away, Jordan weighed only 104 pounds when one doctor's grim diagnosis was that he did not expect him to live much longer because it was the worst case of Crohn's he had ever seen.

Fortunately, Jordan and his family were determined and sought more than 70 alternative nutritional therapies throughout the world after conventional medicine and numerous hospitalizations failed. His quest for answers concluded with a visit to a California nutritionist who simply told him he was not healthy because he was not following God's health plan.

Inspired by this advice, Jordan voraciously studied hundreds of biblical references about living a healthy lifestyle. He changed his diet to whole foods consumed in biblical times: raw, organically grown whole grains, fruits, vegetables, and fermented dairy, grass fed beef and poultry. He also added a daily regimen of probiotics teeming with beneficial bacteria in soil based organisms. After gaining 29 pounds in 40 days, Jordan knew he was finally on the right track. By his 21st birthday he was tipping the scales at more than 180 pounds, free of the digestive problems that had plagued him for years, and ready to reclaim his life.

**To Request a Review Copy or an Interview with Jordan Rubin visit: [www.MakersDiet.com](http://www.MakersDiet.com)**

## **EMPOWERING EXTRAORDINARY HEALTH**

Because Jordan was deeply moved by his restored health, he promised he would dedicate the rest of his life to sharing his health wisdom with the rest of the world and to transforming the health of the nation one life at a time. He and his wife, Nicki, wanted to provide others with the educational resources and whole food supplements that spurred Jordan's recovery, so in 1999 they founded Garden of Life, now a leading whole foods nutrition company. The company's innovative products and commitment to efficacy quickly resounded with health conscious consumers, and by 2004 Garden of Life was named one of the fastest growing privately held companies by Entrepreneur Magazine and Inc. 500.

As the company's founder and CEO, Jordan spearheaded the formulation and development of more than 95 nutritional supplements, many of which are award-winning, top sellers in the Natural Products Industry. In 2009, Garden of Life was acquired by Atrium Innovations, a publicly traded Canadian-based company with global branches worldwide.

## **SUCCESSFUL PUBLISHING CAREER**

Determined to share his keys to extraordinary health with as many people as possible, Jordan embarked on a successful publishing career with his first two books, *Patient Heal Thyself* and *Restoring Your Digestive Health*. It was his eye-opening book, *The Maker's Diet: the 40-day health experience that will change your life forever* (April 2004, Siloam) that spent a total of 47 weeks on the New York Times best seller list and remains popular today with more than 2.5 million copies in print.

In addition to *The Maker's Diet*, Jordan's 20 additional health titles include: *The Great Physician's Rx for Health and Wellness*, *The Great Physician's Rx for Women's Health*, *The Great Physician's Rx for Cancer* and *The Great Physician's Rx for Children's Health*. In 2008 after the publication of his book *Perfect Weight America*, Jordan traveled all year to more than 200 cities across the nation in order to take his message about the dangers of obesity directly to people at health food stores, churches, schools, farms, and even into the homes of families willing to commit to total health makeovers.

## **MEDIA HIGHLIGHTS**

*The Maker's Diet* propelled Jordan into the limelight and resulted in appearances on hundreds of radio and television programs, including Good Morning America, CNN, NBC Nightly News, FOX News, and Inside Edition. In 2004, The Food Network aired a one hour special about Jordan and *The Maker's Diet* and spotlighted a church in Atlanta where a congregation lost more than 1,500 pounds on the 40-day program. Jordan's compelling story of his recovery from Crohn's disease captured the interest of Christian and secular audiences alike, and has been featured in many national publications such as Time, Newsweek, The New York Times, Reader's Digest, People, Woman's World, The Wall Street Journal, GQ, First for Women, Women's Health, and Martha Stewart Living.

## **TELEVISION HOST AND PERSONALITY**

In 2006, Jordan touched millions of viewers worldwide through his TV series, "Extraordinary Health with Jordan Rubin" that aired on Trinity Broadcasting Network (TBN) and on Sky Angel satellite TV until 2009. The inspirational show featured health tips and advice from Jordan, testimonials from guests who suffered from health challenges, and interviews with notable authors and health experts.

## **MOTIVATIONAL SPEAKER**

A dynamic, authoritative, and engaging speaker, Jordan has shared his message at conferences worldwide, including the Get Motivated seminars with Zig Ziglar, Hillsong Colour Conference in Australia and London, The Global Pastor's Network, Integrity Leadership Ministry, The Messianic Jewish Alliance of America and numerous others.

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## CELEBRITY HEALTH COACH

Jordan serves as a health coach and advisor to several celebrities and athletes, including NFL players Tom Brady, Heath Evans, Drew Bledsoe and Matt Light, baseball player Colt Morton and numerous others.

## BEYOND ORGANIC RANCHES

In 2009, shortly after Garden of Life was acquired by Atrium Innovations, Jordan launched a state-of-the-art grassland operation and organic dairy farm on more than 8000 acres in southern Missouri. Utilizing a mixed agricultural platform, the new company produces 100 percent grass-fed beef, raw cheese and dairy, organic beauty products, beverages, healthy snacks, supplements, and more. The ranches are farmed in accordance with Rubin's biblical-based principles and the production practices are detailed in his book, *Living Beyond Organic*.

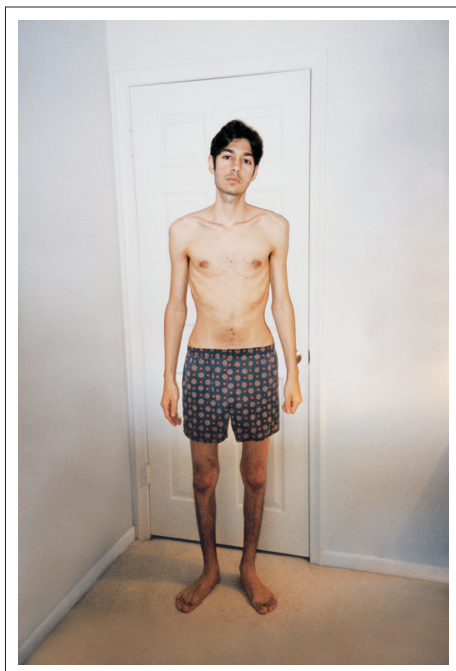
Jordan's Beyond Organic ranches are fully operational and provide many jobs for people in an economically depressed region of the Ozarks. His mission is to use every square inch of the ranches to help provide high quality, nutrient dense foods to the surrounding communities as well as the entire nation and to build an orphanage for children in the near future.

## THE MAKER'S DIET REVOLUTION

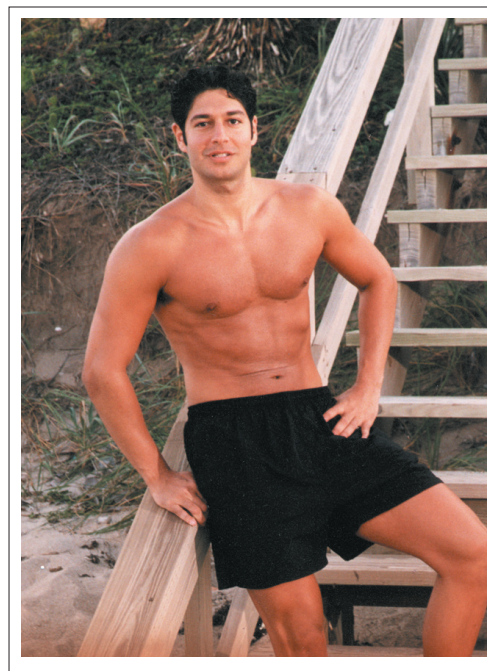
In 2012, Jordan traveled to India on a mission trip with his wife and oldest son, Joshua. He saw thousands of people accept Jesus Christ as their Savior and had a vision from God about a diet plan that would transform lives in 10 days. The vision inspired him to write *The Maker's Diet Revolution*, the long awaited sequel to *The Maker's Diet*.

## PERSONAL

Jordan lives in Koshkonong, Missouri, with his wife, Nicki, and their three children. They are active in their local church and Jordan also enjoys baseball, collecting sports memorabilia, and coaching his oldest son's Pop Warner football team.



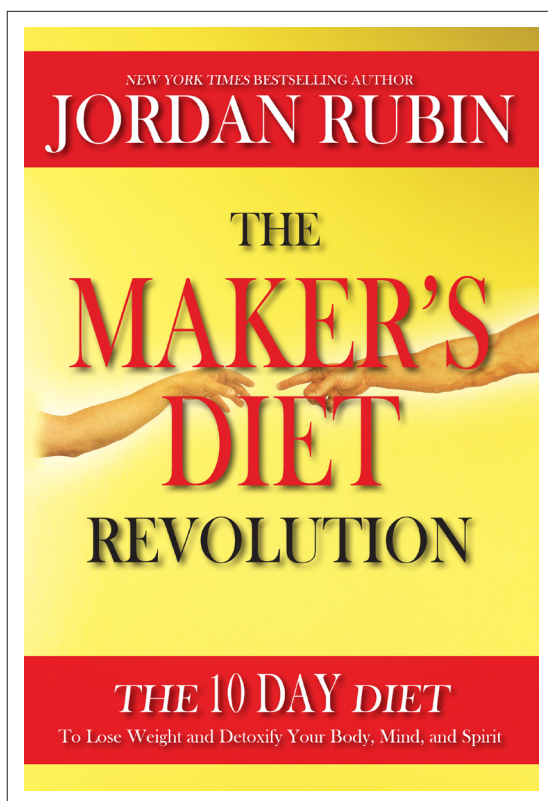
Before Picture



After Picture

## ABOUT THE BOOK

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### THE REVOLUTION STARTS NOW

Are you ready to lose weight and transform your body, mind, and spirit in just ten days?

If so, Jordan Rubin, one of America's most recognized and respected natural health experts, has a revolutionary approach to help you win the battle of the bulge and experience a true health breakthrough. Combining the Bible's ancient wisdom with the best of modern science, The Maker's Diet Revolution unveils an eating plan that can help you shed unwanted pounds while cleansing and detoxifying your body.

More than just a diet, The Maker's Diet Revolution will help you power your mind, supercharge your spirit, and walk in a lifetime of favor and blessings.

## FAQ

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### Q: HOW IS THE MAKER'S DIET REVOLUTION DIFFERENT FROM THE MAKER'S DIET?

**A:** The Maker's Diet Revolution expands upon the principles of The Maker's Diet, including:

- Eat what God created for food
- Don't alter God's design
- Don't let any food or drink become your idol

In addition, rather than a 40-day health plan outlined in The Maker's Diet, the new Maker's Diet Revolution is a 10-day partial fasting and cleansing program designed to "jump start" your health and renew your mind, body and spirit.

### Q: IS THIS A VEGAN DIET?

**A:** The 10-day cleansing program is vegan while the long term maintenance plan is for both vegans and non-vegans alike.

### Q: WHY IS THE MAKER'S DIET REVOLUTION 10-DAY PROGRAM EFFECTIVE?

**A:** The 10-day plan embraces the body's natural cycles by employing the ancient strategy of regular cleansing and building. The Maker's Diet Revolution emphasizes two simple strategies:

- Get the "good" in (nutrients)
- Get the "bad" out (toxins)

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**Q: HOW MANY CALORIES PER DAY WILL I CONSUME ON THE 10-DAY PLAN?**

**A:** You will consume approximately 1,200 to 1,500 nutrient dense calories per day.

**Q: HOW MUCH WEIGHT CAN I LOSE?**

**A:** When an initial focus group of 400 people committed to the diet, the average weight loss in 10 days was 14.5 pounds for males and 8.3 pounds for females.

**Q: WHY IS THE PLAN REFERRED TO AS “THE DANIEL DIET?”**

**A:** While on a mission trip to India, Jordan was inspired by a vision God gave him of a healthy diet plan similar to what Daniel and his three friends consumed in biblical times nearly 2,600 years ago.

**Q: WHAT IS “PULSE,” AS DESCRIBED IN BIBLICAL TIMES?**

**A:** In biblical times, pulse was described as all leguminous plants, fruits, vegetables, nuts, seeds, beans and grains.

**Q: WHAT ARE THE BEYOND ORGANIC FOODS MENTIONED IN THE BOOK? DO I NEED THESE IN ORDER FOR THE DIET TO WORK?**

**A:** Although Jordan suggests specific foods, beverages, snacks and supplements that he regularly consumes and that are produced on his Beyond Organic ranches, you can have success with the diet with items purchased at your grocery store or farmer’s market. Those interested in convenience or consuming the healthy foods Jordan has formulated can visit the web site [www.mybeyondorganic.com](http://www.mybeyondorganic.com) for more information.

**Q: WHAT ARE SOME SIGNS THAT THE FAST IS WORKING?**

**A:** Physically, since your body will begin to detoxify, you may experience a coated tongue, headaches, bad breath, body odor, digestion and elimination changes, fatigue, and even the sniffles. This means the fast is working! Remember, any side effects are temporary and your reward of better health is only days away!

**Q: ARE THERE BOOKS AND RESOURCES AVAILABLE FOR MY CHURCH OR SMALL GROUP?**

**A:** Yes, there is a Maker’s Diet Revolution curriculum and cookbook. Please check the \_\_\_\_\_ section of our web site for information on ordering these materials.

## TALKING POINTS

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Jordan has been interviewed hundreds of times on national television shows, news programs, and radio networks, including CNN, Good Morning America, Fox and Friends, Inside Edition, FOX News, the Food Network, and many others. He has also been interviewed for his knowledge on a variety of health topics by publications such as Time, Newsweek, Reader's Digest, Health, Women's Health, First for Women, Men's Health, Woman's World, GQ, WebMD, Martha Stewart Living, Shape, Self, All You and many others.

Jordan is a knowledgeable, entertaining guest who can interact well with hosts, engage audiences and answer questions about a wide range of health topics, including (but not limited to):

- **Adrenal Fatigue:** How it wears down the body and what to do about it
- **A2 Dairy:** Do you know about the Devil in the Milk? Discover why only baby cows should drink milk and why your body is not designed to process it. Jordan explains what kinds of milk are safe to drink for optimal health. Try the delicious alternatives in drinks or smoothies on the show!
- **Beyond Organic Foods and Agriculture:** Find out which farmers are “farming for our future” and which ones are slowly killing you with genetically modified organisms and crops tainted with pesticides.
- **Breaking the Cycle of Stress and Toxins:** Stress is cumulative and so are toxins. See why you may be handling it well today, but your health could suffer later. Jordan tells you how to unwind and break the cycle!
- **Brew Your Own Kombucha:** You could buy it at the health food store for \$3-\$4 a bottle or you could brew your own. Either way, this super fermented beverage has wonderful health benefits you need to know about and Jordan shows you an easy way to make it.
- **Don't Sweat the Small Stuff – Sweat More!** Is your deodorant toxic and full of aluminum and other harmful chemicals? Jordan explores how sweat is an important way to cool down and release toxins, and why some people who are never sweating are missing the boat.
- **Fertility Woes:** Are you having trouble conceiving? Jordan has helped many couples struggling with starting a family and has some nutritional advice that can often make all the difference!
- **Food Labels 101:** Do you even know how to pronounce some of the ingredients on cans and boxes of food? Jordan proves you don't have to be a scientist to figure out what's really in your food!
- **Frankenfoods:** What you don't know about where your food came from CAN hurt you! Jordan explains why the fight against GMOs is important to you and your family's health.
- **Healthy Bones:** Does osteoporosis run in your family? Contrary to popular belief, studies show milk drinkers have more fractures than those who consume processed dairy. Jordan shows you the evidence of what you need to do to maintain strong bones today!
- **Herbs That Heal:** Sage advice for anyone who is curious about the amazing healing benefits of herbs. From holy basil to oregano, Jordan shows you the best herbs for anti-aging, energy, better digestion, relaxation and much more!
- **Is it Safe to Eat Meat?** Find out how your family can eat meat safely, what kinds to buy, and what to look for at the supermarket. When it comes to eating meat, fish, or poultry, Jordan explains why it's important to know “you are what they ate!”
- **Is Snoring Making Me Fat?** Jordan expounds on the detrimental effects of not getting enough sleep. In addition to most Americans admitting they are sleep deprived, he reveals how lack of sleep contributes to weight gain and other health problems. Plus, easy things you can do to sleep better tonight!

- **Organic Foods:** Is it worth it to pay extra for organic foods? Are some foods okay to buy conventional if they are properly washed?
- **Our Daily Bread:** Are you eating sandwiches full of chemicals, preservatives and artificial coloring? Is your “whole wheat bread” really made with whole grains? Are gluten-free products really the answer? Jordan tells you why your digestive system may not be tolerating processed breads and shows you some delicious, sprouted grains and alternatives.
- **Partial Fasting and Cleansing:** Learn the 2,600 year old secret people have used since biblical times to stay healthier, full of energy and maintain their weight.
- **Raising Healthy Kids:** What do kids really need to be healthy? With three kids of his own, Jordan has plenty of advice about everything from making your own baby formula to healthy snacks, routines, and exercise.
- **Shopping at the Farmer’s Market:** Do you know how to look for the best values, shop for seasonal and local foods, and how can you tell if the food was not grown by local farmers? Jordan shows you how to get the most bang for your buck at the farmer’s market or your local health food store.
- **Surviving Cold and Flu Season:** Building up your immune system is the best defense against colds, viruses, and the flu. Jordan shows you easy ways to decrease your chances of getting a bug and as well as home remedies to help you get better – faster!
- **Take Command of Your Health With This Powerful Healing Prayer:** Words are more powerful than we realize. Jordan shares the healing prayer that has been requested by thousands of people. Learn how speaking positive words of faith about specific parts of the body can help you regain control of your health.
- **Ten Super Foods To Add To Your Diet:** Ditch your chia pet and add chia to your diet instead! Jordan tells you why it’s important to include these 10 “super foods” in your diet for maximum health benefits.
- **The Big “C”:** Have we been conditioned to be scared to death by even saying the word “cancer?” Jordan shares his observations and experience with dealing with all kinds of cancer and how he believes it doesn’t have to be a death sentence.
- **The Daniel Diet:** Following a mission trip to India, Jordan had a vision and was inspired to create The Daniel Diet. Find out how these health secrets from biblical times can transform your health in mind, body and spirit in just 10 days!
- **The Importance of Raw Foods:** You don’t have to go on a raw foods diet to reap the benefits and important enzymes derived from eating more raw foods. Find out which raw foods are the best for your digestive system.
- **The Power of Forgiveness:** Are you holding grudges or dwelling on hurtful events from the past? Jordan explains how holding toxic feelings inside can cripple your health over time. Plus, he shows an easy exercise you can do immediately to forgive someone and move on for good!
- **Water, Water Everywhere – But Is It Safe to Drink?** What’s in most municipal tap water that is harmful to your health? Are certain bottled waters better than others? Is reverse osmosis worth it? What is structured water? Jordan cuts through the clutter and tells you the best H2O for your health!