



*Empowering You to Take Charge of Managing Your Own Menopause!*

## Menopause Power Press Kit

- Menopause Power Quick Reference Guide
- List of Topics You Can Discuss With Dr. Schwarzbein
- Dr. Schwarzbein's Bio
- Consumer Press Release
- Medical Community Press Release
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# Menopause Power Quick Reference Guide

## Mission

To improve women's health, quality of life, and longevity by changing the way in which menopause is viewed and treated.

## Vision

Our vision is that women can make informed decisions about how their menopause is managed and have access to physicians who know how to treat it safely and effectively.

## Problem

- Menopause is generally perceived as a *temporary* condition that requires treatment only if its classic symptoms are not tolerable. However, menopause is actually a *permanent* hormone deficiency state, which, unless correctly treated, undermines a woman's health.
- Women are now living 30% to 40% of their lives after the onset of menopause; the preponderance of the health problems they encounter are brought about or exacerbated by the permanent hormone deficiency (estradiol and progesterone) caused by menopause.
- Most women and physicians are not aware of these two well-established facts; they do not understand that, symptoms or not, menopause must be treated.
- The highly publicized findings regarding the risks of using hormone drugs to treat menopause (HRT) have left most women and physicians with the belief that there is no safe way to treat menopause long-term.
- Most women and physicians are either immobilized by the fear and confusion surrounding HRT or are blindly following the standard advice of using hormone drugs for a brief period to treat the transitory, classic symptoms of menopause.
- In fact, menopause can be treated effectively and safely over the long term using bioidentical hormones in a bioequivalent manner.
- Many women want to, but are unable to find a physician who is trained to do so.
- Both women and physicians require education and support to embrace and adopt this modern, scientifically based view of menopause and its treatment.

## Solution

Menopause Power is an initiative to raise awareness of the problem, its implications for women's quality of life and longevity, and the substantial cost burden it places on our healthcare system. We provide educational programs for both women and physicians, a forum for commentary and questions and, ultimately, a network/directory of physicians who treat menopause correctly.

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## List of Topics to Discuss With Dr. Schwarzbein

### Menopause and Health

- Hot Flash! Why menopause is NOT just about the symptoms
- 100 health problems caused by menopause – how many do you have?
- How menopause undermines health and promotes degenerative diseases
- Ignorance Isn't Bliss -- Why ignoring your menopause will make you age faster and damage your health
- The conversation every woman over 40 should have with her doctor
- Connecting the Dots -- Nutrition, hormones, metabolism, health, and longevity
- Your Hormone Ecosystem – why hormone balance is essential to your health
- Tired of Not Sleeping? Menopause and sleep disruption
- The Physiology of Fat -- Why women gain weight in menopause and can't lose it by dieting and exercising
- Don't Be Cuckoo for Cardio! Proper exercise regimens once menopause begins
- Foggy, Fuzzy, Frazzled, Frantic – how menopause affects your mental and emotional health (and what to do about it!)
- Wake Up Call! When menopause really starts – it's earlier than you think. What to do NOW!
- Menopause doesn't end until your funeral – what to do now to delay that event

### Hormone Therapy

- The Truth About Hormone Replacement – hormone drugs versus bioidentical hormones
- Hormone Therapy and Breast Cancer – the big scare that is so misunderstood
- Why “Bioidentical” Is Not Enough. To be safe and effective, hormone therapy must also be “Bioequivalent.”
- Taking bioidentical hormones orally? Using creams, gels, or pellets? Listen up!
- Nutrition, sleep, and exercise – just as important as taking hormones

## Diana Schwarzbein, MD

Diana Schwarzbein, MD is a board certified physician specializing in endocrinology. In over twenty years of private practice she has helped thousands of women effectively and safely manage their menopause. A pioneer and recognized expert in the use of bio-identical hormones for treating menopause, Dr. Schwarzbein is now the country's leading advocate for changing the way in which menopause is understood and managed by physicians. She provides the expertise, the experience, and the energy behind Menopause Power – her initiative to educate women to take the lead in bringing about this long needed change.

Having completed her medical degree and residency in internal medicine at The University of Southern California, Dr. Schwarzbein was selected to do a two-year fellowship in endocrinology at USC. Upon completion of her fellowship, she was chosen to be the head of the Department of Endocrinology at the Sansum Clinic in Santa Barbara, CA. Her acclaimed success in this role led her to establish The Endocrinology Institute of Santa Barbara and later The Schwarzbein Institute through which she has treated thousands of patients with exceptional results.

The publication of her groundbreaking first book, *The Schwarzbein Principle*, in 1999, established her as an authority in the emerging fields of metabolic health and integrative medicine. Since then she has been a frequent and favorite lecturer to physicians and other healthcare providers regarding metabolic health, including the management of menopause, diabetes, thyroid, and adrenal health issues. Along with *The Schwarzbein Principle*, her subsequent, best-selling books, *The Transition* and *The Program* have made her thinking and practices available to an appreciative worldwide audience.

Dr. Schwarzbein's calling to become a physician and to adopt a highly scientific, integrative approach to the practice of medicine was born of personal experience. As a child and adolescent, she encountered medical problems that were misdiagnosed and mistreated. For her, this experience underscored the need to think holistically, to educate her patients and to enable them to act as a partner in the management of their health.

Currently Dr. Schwarzbein maintains a limited private practice in Santa Barbara, CA where she lives with her husband and ever-growing family of rescued horses and dogs. The balance of her professional time is dedicated to educating the public and physicians to cause them to adopt more modern thinking and practices based on well-documented science and abundant clinical evidence.

*"My most important role as a physician is to educate. What matters most to me is that people make confident, informed decisions about their health – decisions based on a proper understanding of the facts, not on fear that is rooted in misinformation, myths and beliefs."*

### The Schwarzbein Principle

First articulated in the late 1990s, The Schwarzbein Principle is notable for: (i) its departure from conventional thinking, (ii) its solid grounding in science, (iii) the degree to which it has since been validated by published research and clinical data, and (iv) the extent to which it has been embraced by physicians, other healthcare providers, and the general public. The Schwarzbein Principle is:

*The degenerative diseases of aging are not genetic; they are caused by metabolic imbalance.*

In the late 1990s, the idea that degenerative disease is substantially preventable through proper nutrition and lifestyle habits and by keeping all hormone systems balanced, was definitely new

thought. In response to numerous challenges to her principle, Dr. Schwarzbein has convincingly demonstrated its scientific grounding and validated its truth through her clinical experience with thousands of patients and the thanks and feedback from the hundreds of thousand of people who have adopted her Schwarzbein Principle Program.

Since then, a growing body of research and clinical data now provides further support for her position. The Schwarzbein Principle is central to the orientation and practices of the fast-emerging schools of integrative and functional medicine. The Schwarzbein Principle books are required reading for numerous medical education courses.

By practicing what she teaches – by focusing on nutrition and lifestyle habits and ensuring the balance of all of the hormone systems of the body – Dr. Schwarzbein consistently restores her patients' metabolic balance and resolves myriad medical conditions with an exceptionally low reliance on prescription drugs. Evidencing the truth of The Schwarzbein Principle, the incidence of degenerative disease among her patients is also exceptionally low.

## Menopause Power Helps Women Understand How to Best Treat Menopause and Protect Health

**Santa Barbara, CA, June 19, 2012** -- *Endocrinologist explains connection between hormones and the numerous health problems faced by middle-aged women; offers solution that restores health and slows aging.*

Women in middle age cope with health problems they did not face before the onset of menopause. Weight gain, low energy, high cholesterol, digestive problems, headaches, sleep disruption, allergies, and depression are just some of over 100 maladies for which millions of women seek ongoing medical care.

Diana Schwarzbein, M.D., renowned endocrinologist, best-selling author and women's health advocate, believes that the treatment women typically receive for these myriad health problems is ineffective and often harmful. "In 99% of cases, these symptoms and conditions are caused or made worse by hormone imbalance," says Schwarzbein. "Because physicians do not realize this fact, they treat the problems independently, without treating the cause. Once menopause begins, women can no longer produce sufficient estrogen and progesterone, two hormones needed to maintain overall hormone balance and good health. Telling a women to eat less and exercise more, actually makes her gain fat weight, increasing her risks for certain degenerative diseases. Prescribing a statin drug for her cholesterol, antacids for her heartburn, aspirin for her headaches, or giving her sleeping pills or antidepressants, simply masks the problem; it doesn't cure it."

Unless you properly address the hormone deficiency with hormone balancing therapy, the imbalance persists, the symptoms and problems continue, and you invite the degenerative diseases of aging, including heart disease (the number one killer of women), cancer, type 2 diabetes, osteoporosis, Alzheimer's dementia, and stroke, Schwarzbein contends.

Schwarzbein cites well-established science and over two decades of experience treating thousands of women in menopause. "Once I rebalance a woman's hormones, her medical problems resolve," she says. "Women lose fat weight, start sleeping again, they see cholesterol levels drop, anxiety, depression, and headaches go away, and they start feeling well again, without prescription drugs."

To help women understand how menopause affects their health, how to treat it correctly, and how to work with their doctors to do so, Schwarzbein created [www.menopausepower.com](http://www.menopausepower.com), a web site with free articles and information, which also sells a comprehensive course on DVD and a book that provide more detailed information. She is also encouraging the medical community to view and treat menopause differently.

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## Prominent Physician Undertakes Campaign to Redefine Menopause and Modernize Its Treatment

*Endocrinologist asserts that conventional focus on treating just the symptoms of menopause versus the hormone imbalance it causes promotes numerous, preventable medical conditions and degenerative diseases, accelerates the aging process, and decreases women's quality of life and lifespan.*

**Santa Barbara, CA, June 19, 2012** – Noted endocrinologist, Diana Schwarzbein, MD, author of the best-selling *Schwarzbein Principle* books and recognized thought leader in metabolic health, has launched a campaign to change the way menopause is perceived and treated. In her quest to improve women's health and quality of life, Schwarzbein is calling on the medical profession to view and treat menopause like other permanent hormone deficiencies such as type 1 diabetes.

After more than two decades clinically researching menopause with thousands of patients, Schwarzbein advocates a more modern approach that recognizes the undermining effect menopause has on women's health. "All of the hormone systems of the body are interdependent. So, any hormone deficiency, as in menopause, causes an overall hormone system imbalance. Hormones regulate metabolism. Therefore, hormone imbalance causes metabolic imbalance," explains Schwarzbein. "Aging is the process of becoming metabolically imbalanced. Untreated or improperly treated menopause accelerates the natural aging process. It causes numerous medical conditions, and promotes the degenerative diseases of aging, including heart disease, cancer, type II diabetes, Alzheimer's dementia, osteoporosis, and stroke."

Correctly using bioidentical hormones in conjunction with good nutrition and lifestyle habits can rebalance the hormone systems of the body, and correct the metabolic imbalance caused by menopause, according to Schwarzbein. "This is the same way physicians treat type 1 diabetes, they don't just treat the symptoms, they treat the hormone deficiency," she states.

Schwarzbein cites the abundance of erroneous, misunderstood information about menopause as her greatest obstacle. She believes the Women's Health Initiative (WHI) studies and the reporting of their findings did more to confuse and alarm women and physicians than to inform and guide them. "So, I am working to change the perception and treatment of menopause through educational programs for women and doctors," she says. "Now that women are spending 30 to 40% of their lives in menopause, the decisions they make about its management have a significant effect on their longevity and quality of life. I want women to make informed decisions based on the facts, not fear and confusion. And I want doctors to have the benefit of all I have learned over the last twenty plus years."

For women, she provides a comprehensive program called Menopause Power that aims to teach women why and how menopause erodes their health and provides information to assist them in working with their own physicians to manage menopause using [Hormone Balancing Therapy](#), or HBTx, the protocol she developed over the last 20 years to treat her patients' menopause, and now her own. Educational resources for physicians are in development.

Diana Schwarzbein, MD is a board certified physician who maintains a limited private practice and devotes the balance of her time to health education through Schwarzbein Principle Programs, Inc. <http://www.schwarzbeinprinciple.com>. More information on menopause is available at <http://www.menopausepower.com>. Physicians are directed to <http://www.hbtxmd.com>.

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## The Menopause Power Program

The Menopause Power Program gives you everything you need to take an active, informed role in managing your menopause – including information for your doctor.

- **The Course** - Relax and enjoy while you gain the knowledge and the confidence to make informed decisions about how to manage your menopause. Available on DVD and MP3, this 3½-hour "crash course" was given to a live audience of women just like you. Presented in a non-technical, easy to understand, and engaging manner, women appreciate this course so much they're buying it as a gift for their friends!
- **The Notebook** - All the slides Dr. Schwarzbein uses in the Menopause Power Course with space for you to jot down important points you want to remember.
- **The Take Charge Guide** - *Everything You Need to Work Effectively and Confidently With Your Doctor to Manage Your Menopause Correctly.* Over 100 pages of information to help get you started with Hormone Balancing Therapy and keep you going in the years to come.
- **Dear Colleague Letter** - A letter from Dr. Schwarzbein to your doctor explaining her views on the management of menopause and offering a complimentary copy of her paper for doctors, *Hormone Balancing Therapy (HBTx) – Why & How*, a technical step-by-step guide to administering bioidentical hormones based on her 20+ years experience caring for thousands of women.



### Course Content

Sit back, relax and take it all in. In the Menopause Power course, given before a live audience of women just like you, Dr. Schwarzbein dispels the many myths surrounding menopause and its treatment. She explains what menopause really is, why and how it undermines your immediate and long-term health, what to do and NOT to do to treat your menopause safely and effectively and much more. You will learn:

- Why the conventional approach to managing menopause is ineffective and harmful
- That you actually *can* treat menopause safely and effectively with bioidentical hormones
- That bioidentical hormone therapy does *not* increase your risk for breast cancer and can actually *decrease* your risk for heart disease, osteoporosis, Alzheimer's dementia and Type 2 diabetes – *if it is done correctly!*
- Why it is important to treat your menopause even if you don't have any symptoms
- Why you should *never use hormone drugs*
- Why, the fact that you are using bioidentical hormones doesn't necessarily mean that what you are doing is either effective or safe
- How your nutrition and lifestyle habits impact the treatment of your menopause

## Take Charge Guide

The Menopause Power Take Charge Guide - *Everything You Need to Work Effectively and Confidently With Your Doctor to Manage Your Menopause Correctly*. The Guide takes you step-by-step through The Five Rules for Hormone Balancing Therapy (HBTx), the exact protocol that Dr. Schwarzbein uses to treat her patients, her family, and herself.

Over 100 pages of easy to understand information, the Guide gives you what you need to get started with Hormone Balancing Therapy and keep yourself healthy in the years to come:

- **The Reasons Why** – A summary of why it is so important to treat menopause correctly
- **The Five Rules for Hormone Balancing Therapy (HBTx)** – specifically, what your doctor needs to do to treat your menopause correctly
- **Meeting of the Minds** – How to talk to your doctor about HBTx to ensure you are philosophically aligned – questions to ask and things to say
- **Doctors Orders** – what to tell your doctor that you want and don't want – all the right words in one place!
- **What to Say When Your Doctor Says** – How to respond if your doctor raises objections or gives you incorrect advice
- **Your Personal Journal** – Track your symptoms, hormone dosages, and response to HBTx
- **Additional reference information** such as what lab tests you need, understanding the results, and beginning hormone dosage guidelines

## To Purchase

### Video Option

3 DVD Set, MP3 Recordings, Take Charge Guide, Notebook & Letter      \$97.00

### Audio Option

3 MP3 Recordings, Take Charge Guide, Notebook & Letter      \$57.00

90 Day Money Back Guarantee

[www.menopausepower.com](http://www.menopausepower.com)