

Press Release From: Mankind Diet & Health International

FOR IMMEDIATE RELEASE

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“THE AFRICAN AMERICAN DIET (AA Diet)” Rediscover Nature’s Diet For People of Color

(October 2005 -- CINCINNATI, Ohio) Nearly twenty-four million (67%) Black Americans are overweight or even obese, that’s according to the U.S. Centers for Disease Control (CDC). The problem is getting worse day by day. A new book and diet program called, “The African American Diet or AA Diet” seeks to provide advise to help attenuate this sad fact. The program includes a book, audio CD, DVD video, pledge / tracking support tools and diet supplements that easily guide the reviewer towards their ideal weight goals.

Mankind Diet & Health International, provides a “rediscovered” - common sense approach to weight loss for Black Americans. The program shows how the popular Atkins and South Beach diets are wrong and potentially dangerous for African Americans. The 160+ page text, DVD video, video cookbook, recipes, and supplements serve as a source for people of color to learn how to lose weight fast and safely. The program book is a casual read document with lots of humor and ethnic quotations sprinkled throughout. The DVD video is a visual representation of the entire book for those who don’t want to read the book. The AA Diet program talks about 120,000 years of history that supports the way African Americans are suppose to eat. The AA Diet is it part of a healthy eating style that tracks suggestions by the American Heart Association. It has 14 chapters of concise, practical information for anyone wanting to lose weight and look great. Of course, the book includes a chapter of case studies to provide substance on the effectiveness of the new diet program. The African American Diet is a two step, proven diet designed by nature that recommends eating only delicious, nutritious foods. You will, “Eat well, or don’t bother.” The major theme is that: African Americans were never meant to eat the things they do today as citizens of the United States. Blacks have been taught wrong, through no fault of their own or their parents to embrace a lifestyle and eating habits that has lead 67% of Black people to be overweight or even obese. The things that Blacks consider to be “soul food” are really not good the their souls.

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The lack of a human “owners manual,” which would include the right kinds of foods (fuel) to feed a Black child, has become a fattening and often fatal hardship for the African American community. Mankind Diet and Health International, tells the truth about carbohydrates, cholesterol, fats and protein to the African American audience.

They say that eggs and dairy like those other diets include, are NOT right for the African American. A formal indictment and ultimate conviction of potatoes and dairy products are a must read. The program explains, in great detail: WHO DONE IT? WHO MADE ME FAT? For example, the program addresses the mystery of why African American women make up a disproportionate segment of obese persons. It shows how grocery stores, the government food pyramid, slavery, television, vending machines, and the acceptance of the “Big Black Beautiful Woman” image have contributed to the weight gain epidemic we see today.

The program then produces the origin of the African American Diet (the AA Diet). It tells about the beginnings of Eve and her kind. It dives into the basis of diet within Eden, which was somewhere in Africa where all 6.5 billion people on earth began. From there, he allows the reader to get into the right mind set to begin the AA diet by reciting the Pledge of Honor. The Pledge of Honor is a set of statements that aid the new dieter in developing the proper mindset to lose weight. A daily diet “Tracking” tool is also included. That facilitates the start of the AA diet step one “14 Day Body Sculpting.” During step one, “14 Day Body Sculpting” the author combines the pledge with a diet tracking tool and a Naughty / Nice food list to press the new dieter into the proper mode for weight loss. Over the next two weeks, 14 meal plans are used to assist the dieter with the weight loss process. The dieter WILL lose weight fast and easy using the AA diet. Step two: Fit for Life Maintenance is an easy to navigate section of the diet too. The AA Diet is the next generation weight loss diet program. It is one that is geared towards African Americans, although anyone who uses it will benefit.

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