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## FOR IMMEDIATE RELEASE

*The Whole Soy Story: The Dark Side of America's Favorite Health Food*  
by Kaayla T. Daniel, PhD, CCN

Controversial and authoritative new book explodes the myths about soy.

In the *The Whole Soy Story* top nutritionist Kaayla T. Daniel, PhD, CCN, tells the truth about soy that scientists know, that you need to know, and that the soy industry has tried to suppress.

- ◆ Soy is *not* a health food
- ◆ Soy is *not* the answer to world hunger
- ◆ Soy is *not* a panacea
- ◆ Soy has *not* even been proven safe.

Hundreds of epidemiological, clinical and laboratory studies link soy to malnutrition, digestive problems, thyroid dysfunction, cognitive decline, reproductive disorders, immune system breakdown, even heart disease and cancer. Most at risk are babies given soy formula, vegetarians who eat soy as their main source of protein and adults self medicating with soy foods and supplements.

Discover the dark side of America's favorite health food with Dr. Kaayla Daniel as she sheds light on the often contradictory evidence on soy and disease. Learn why dozens of respected scientists have issued warnings stating that the *possible* benefits of eating soy should be weighed against *proven* risks.

All fact and no fiction, *The Whole Soy Story* provides the information you need to determine which studies are valid, which justify hope, which are mere hype – and why.

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## About Dr. Kaayla Daniel

Kaayla T. Daniel, PhD, CCN, is THE WHOLE NUTRITIONIST®. She earned her PhD in Nutritional Sciences and Anti-Aging Therapies from the Union Institute and University in Cincinnati, is board certified as a clinical nutritionist (CCN) by the International and American Association of Clinical Nutritionists in Dallas and a member of the Board of Directors of the Weston A. Price Foundation. She specializes in whole solutions for healthy aging, cognitive enhancement, digestive disorders, women's reproductive health issues, infertility, children's nutrition and recovery from vegetarian and soy-based diets. She is the author of *The Whole Soy Story: The Dark Side of America's Favorite Health Food* (New Trends, March 2005).

Comfortable in front of radio, television and live audiences, Dr. Daniel has been "media trained" by Joel Roberts in Los Angeles, the media coach of superstar authors Mark Victor Hansen, and Robert G. Allen. She has been extensively quoted in major newspapers and magazines, including the *Washington Post*, *London Observer*, *Toronto Globe and Mail*, *Women's World*, *First for Women*, *Oxygen*, *Alternative Medicine* and *Townsend Letter*, has appeared as a guest on numerous U.S. and Canadian radio talk shows, and was a guest on the Discovery Channel's *Medical Hotseat*.

Dr. Daniel speaks regularly at professional conferences and wellness expos. *The Whole Soy Story* has been excerpted in *Mothering*, *Nexus*, *Well Being Journal* and *Low Carb & Atkins*. Online, the book has been featured prominently on [www.mercola.com](http://www.mercola.com), the world's leading natural health and dietary website, and on [www.T-nation.com](http://www.T-nation.com), the leading website for bodybuilders.

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## STORY IDEAS

### ***The Whole Soy Story***

#### The Dark Side of America's Favorite Health Food

Is soy the miracle food for the new millennium or is it a hard-to-digest protein that has been linked to malnutrition, digestive distress, thyroid dysfunction, cognitive decline, infertility, birth defects, reproductive disorders, immune system breakdown, and even heart disease and cancer? Learn the whole soy story, the true soy story, including:

- ◆ How much soy Asians really eat
- ◆ The differences between old-fashioned and modern soy products
- ◆ Why top scientists warn that the possible benefits of soy are outweighed by *proven* risks
- ◆ Which populations are at special risk.

### **Sex and the Soybean**

#### Why "Real" Men and Women Don't Eat Soy

Did you know that tofu was traditionally used in Buddhist monasteries to help monks maintain their vows of celibacy? Or that in Japan, women take revenge on unfaithful spouses by increasing the amount of soy in their diets? It's a scientific fact that when soy consumption goes up, the libido goes down! Dr. Kaayla Daniel will discuss:

- ◆ How the plant estrogens in soy interfere with testosterone production, reducing the sex drive of men
- ◆ How soy foods contribute to thyroid damage, low energy and lower sex drive.
- ◆ The link between soy foods, reproductive system damage, infertility and birth defects.
- ◆ The link between soy foods, vulvodynia and painful sex for women .
- ◆ Top foods to increase your libido.

## **Birth Control for Babies**

### **Why Soy Infant Formula is a Formula for Disaster**

It's alarming but true that parents who feed their infants soy formula are unwittingly giving them hormonal equivalent of three to five birth control pills per day. The Swiss Federal Health Service, the British Dietetic Association and numerous scientists have all warned against the use of soy formula. Learn why soy formula has been linked to:

- ◆ Premature puberty in girls
- ◆ Delayed puberty in boys
- ◆ Lifelong thyroid and reproductive system problems
- ◆ Attention deficit and hyperactivity disorders.

## **Soy and Cancer**

### **High Hopes and Hype**

Soy protein and soy isoflavone supplements are being heavily promoted as “miracle cures” for cancer. With cancer rates at an all-time high and cancer the second leading cause of death in the United States, the idea that a simple natural food could save lives sounds like very good news indeed. Dr. Daniel reports that the truth is another soy story:

- ◆ Soy sometimes prevent cancer, but results are unreliable and inconsistent
- ◆ Soy can contribute to or even cause cancer
- ◆ Soy isoflavones are listed as carcinogens in chemistry textbooks
- ◆ Modern soy processing creates nitrosamines and other carcinogens.

## **The Sound of Soy**

### **The Flatulence Factor**

Soy is an incomparable gas producer, the King of Musical Fruits. Vegetarians and other heavy soy-food eaters experience so much abdominal bloating, rumbling and flatus that soy is the butt of a great deal of bathroom humor. Even the soy industry has conceded that the “flatulence factor” must be overcome if Americans are ever going to enjoy soy. Learn all about:

- ◆ Tests on rats, dogs, college students and other animals
- ◆ Containment devices such as “gas tight pantaloons” and odor-absorbing cushions and panties
- ◆ Fraternity house recipes for maximum gas production
- ◆ How the soy industry is trying to give status to flatus.

## **Shortening Life**

### The Dangers of Soy Oil, Hydrogenation and *Trans* Fats

The National Academy of Science's Institute of Medicine concluded recently that the only safe level of *trans* fat is zero, and that people should consume as little *trans* fat as possible. As of New Year's Day 2006, the FDA requires *trans* fatty acid content to be listed on food labels. Learn:

- ◆ Why soy oil is usually hydrogenated and is the food industry favorite for the manufacture of margarines and shortenings
- ◆ What foods are likely to contain *trans* fats and how much *trans* fats Americans really eat
- ◆ How the vegetable oil industry tarnished the image of healthy saturated fats such as coconut oil
- ◆ The link between hydrogenated oils and heart disease, cancer, obesity, diabetes, immune disorders birth defects, infertility vision problems, allergies, attention deficit and hyperactivity disorders and senility.

## **Full of Beans**

### The Promotion of Soy

A few decades ago soy foods were thought of as “hippie foods” or “poverty foods.” So how, then, did soy foods turn into an upscale “health food” with sales rocketing from \$800 million in 1992 to \$4 billion in 2003 to a projected \$8.5 billion in 2007? Learn:

- ◆ How top-gun marketers revamped the lowly soybean's image
- ◆ Why the soy dreams of Hitler, Mussolini, Henry Ford and others are coming true.
- ◆ How the collusion of the FDA and the soy industry led to a soy protein health claim that doubled soy consumption in the United States
- ◆ Soy industry dollars and the corruption of scientific research.

## **ADDing It Up**

Soy Formula + Manganese Toxicity = Attention Deficit Disorder + Crime

Infants on soy formula take in 50 to 80 times more manganese per day than infants who are breastfed or given cow's milk formula. This can adversely affect the developing brain and nervous system, leading to learning disabilities, attention deficit and other behavioral disorders and even violent tendencies. Dr. Daniel discusses:

- ◆ Why the essential mineral manganese is toxic in excess for infants.
- ◆ Testimony heard by the California Public Safety Committee that may make soy infant formula illegal in California except by prescription
- ◆ Why soy formula may hold the answer to a lot of crime.

## **Soy Allergies**

The Soy-Free Challenge

In just a few short decades, soy has become one the top eight allergies. Soy appears in more than 60 percent of foods in the marketplace, posing a substantial threat to the health of the U.S. population. Indeed the threat is so serious that Food Allergy Initiative Group succeeded in passing legislation that now forces food manufacturers to clearly state on labels whether a product contains soy. Learn:

- ◆ Why soy allergies are on the increase
- ◆ Why GM "Frankensoy" beans are more "monstrous" than regular soybeans
- ◆ Where the soys are . . . and how to avoid them.
- ◆ Who is most at risk . . . and how parents can protect their children.

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