

**AMERICA'S GUIDE TO A HEALTHY MIND, BODY, SPIRIT**

# **NEWLIFE**

**NEW YORK'S GUIDE TO ENLIGHTENMENT**

**MAY-JUNE 2014**

**Kat James'  
Truth About  
Self-Transformation**

**Health & Wellness  
Expo Program Guide**

**Exploding the  
20/20 Myth**

**70% Raw  
+ 30% Cooked**  

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**100% Healthy**

# Sovereign Silver®

*presents award-winning author Kat James'  
NewLife Expo Keynote lectures*

**Lecture Saturday 6pm Penntop North rm 18th fl**

## **Beyond Paleo, Low-Glycemic, and Gluten-Free: Are You Ready to Take a Quantum Leap in Self-Transformation?**

If you've tried most of the popular diets out there, including primal, gluten-free, raw, or even fasts (like Kat James did), yet still deal with cravings, weight, energy, inflammation, bloating, Candida, depression or anxiety, or any other chronic health issues, don't miss this potentially life-changing lecture. Learn the latest on cellular-level transformation from world-renowned self-transformation expert Kat James, and how three days can "flip" your biochemistry as it did hers and countless others, when nothing else worked—without willpower, calorie and portion-control, or suffering. Discover why SELF magazine has called James "A master of self-transformation."

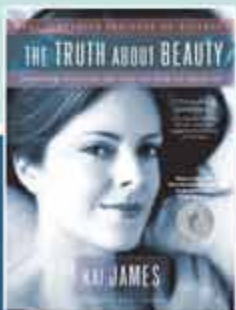


*Featured on PBS, TBS' Movie  
and a Makeover, and in SELF  
and Woman's World magazines.*

**Lecture Sunday 3pm Penntop North rm 18th fl**

## **Transformation After Forty: Look and Feel Better Than Ever, Whatever Your Age**

Is it possible to "age in reverse" and feel, and even look better than you have in decades, even after forty, fifty, or beyond? Award-winning author Kat James says YES. A living example of "aging in reverse", James' own dramatic transformation more than twenty years ago has continually evolved with her knowledge, to transform the life, health and appearance of countless people who are now experiencing their best years and vitality after reversing an incredible array of health and beauty issues with her ever-evolving Total Transformation® Program. Are YOU ready to be transformed?



### **BOOK SIGNING!**

*Meet Kat James at  
Sovereign Silver's Booth 209  
after each lecture.*

### **ENTER TO WIN**

*Win Kat James' full-curriculum Total Transformation  
TeleProgram or her preferred product selection from  
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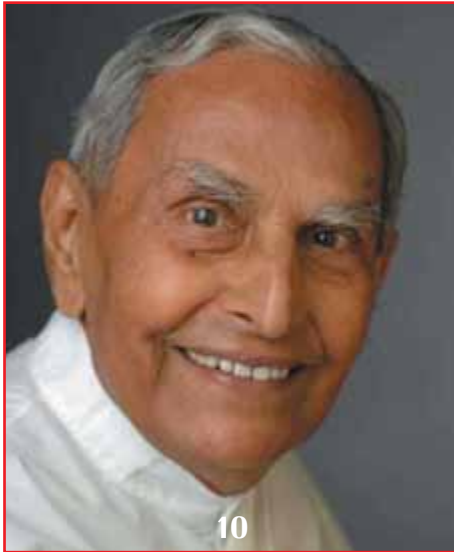
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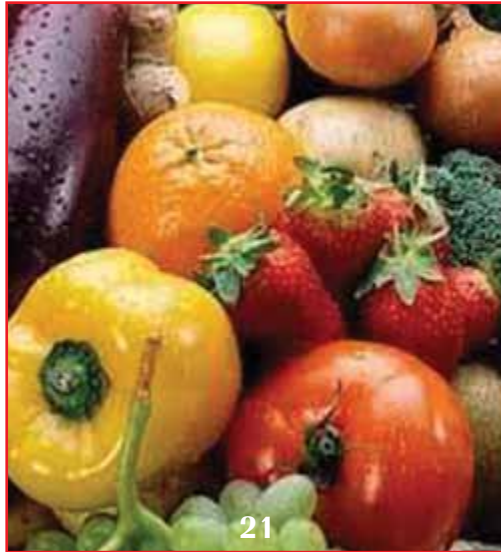
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## Letter from the Publisher



Hello NEWLIFERS,

I am so over winter already, and I pray that the powers to be will finally get that we have to take responsibility for helping to return our environment back to normal. This is actually the theme for one of our feature articles this issue.

I hope you enjoy that I again combined our May/June issue with our *NEWLIFE* Health & Wellness Expo issue. This also gives you a chance to read articles written by some of our speakers.

Our Cover Woman this issue is Kat James, our Keynote speaker at the expo, who has written the bestseller "The Truth About Beauty." I caught up with Kat and you will see my interview of her in the following pages. Learn how she transformed herself from a caterpillar into a butterfly.

Dr. Robert Sorge, who is also lecturing at the expo, has written a cutting edge article on an incredible innovative technique for eliminating bacteria and viruses in the body using ultra violet light and ozone to purify the blood.

Dr. Joel Shapiro explains in his article why 20/20 vision doesn't necessarily mean you have healthy eyes. He shows why that is an old theory .

I hope you are hungry because when you finish reading Lissa DeAngelis's and Chef Debra Secunda's recipe articles, you will be heading right for the kitchen.

Join us on May 30-June 1 at the Hotel Pennsylvania on Seventh Avenue for our next *NEWLIFE* EXPO. Our focus will be on Health & Wellness with some of your favorite lecturers, exhibitors, musicians, yogis and friends. And yes we have an incredible raw food booth as well as cooked food. And our half-price bookstore is back.

**And, on Friday May 30, we will only be charging only \$5 admission before 5pm and on Saturday before 9:30am only \$10 and on Sunday before 10am only \$10 as a special thank you to all of our *NEWLIFE* Supporters.**

So, if you see me at the expo, please say hello.

And Remember....

It's a *NEWLIFE*.

Om Shalom

MARK BECKER

# NEWLIFE

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# Kat James' Truth About Self-Transformation

## It's Biochemistry Over Boot

## Interview by Mark Becker

LONG BEFORE the award-winning re-release of her word-of-mouth bestseller, *The Truth About Beauty*, author and former celebrity makeup artist Kat James battled her own beauty demons, and eventually overcame life-threatening liver and eating disorders, rendering herself nearly unrecognizable., I had the chance to talk with Kat about her personal journey from top mainstream beauty expert and former eating disorder sufferer, to her healing work with others, and, of course, *The Truth About Beauty*.

MARK BECKER : *You often refer to the hormone Leptin. What is it and how does your program deal with it?*

KAT JAMES : Leptin was discovered in 1994 by Jeffrey Friedman at Rockefeller University, four years after I actually resensitized my cells to the hormone by accident and before the hormone was even known (it's a long story which I'll share at the *NEWLIFE* Expo). So much is still unknown about leptin, but it's best known for controlling hunger by sending a satiety signal to the brain — if your signaling is intact. This signal is broken in most Americans, fat or thin.

I taught myself, and have been teaching others for twelve years, how to recover this incredible, life-changing mechanism that is inherent in all humans. When we do not have this signaling, the default message to the brain is that we're in a famine and we become fat storing machines. Even thin folks are usually fat-storing machines constantly taking measures to keep from gaining weight here in America.

I have learned after twelve years of close observation that the regimen for recovering leptin function needs to be individually calibrated.; but knowing this mechanism can be recovered in anyone in three days gives you a totally different view of the potential of the average person walking down the street.

MB: *You disagree with the "boot camp" approach, as you call it. And you're not a fan of fasting for what you call "metabolically-challenged people." Can you explain...*

KJ: Today's boot camp reality shows perpetuate a false calorie and exercise paradigm. I fall short of calling it a lie, only because most fitness and weight loss "experts" have no clue that a beautiful body without gym time and total freedom from one's love-hate relationship with food are, shockingly, matters of correctable biochemistry, not incredible self-discipline (or great genes, which I certainly did not inherit). It is hard for anyone to believe this until they experience their body in this other realm, but they don't have to follow my program for more than a week to know if I'm telling them the truth. My clients were experiencing what I did (dramatic appetite drop-off, loss of puffiness, pronounced energy increase, mental clarity, and much more) on the third day. As far as fasts, I know that meal skipping started my eating disorder and I've seen what

they have done to the metabolically-challenged people from my programs. The act of skipping meals actually hastens development of a dopamine "reward system" (similar to that of heroin addiction). in one study. I have dealt with several people (myself included) whose first binge happened after a period of meal-skipping.

MB: *Your book and programs take people through The Process of Shedding. How does this affect a person spiritually and physically?*

KJ: The Process of Shedding which refers to cycles in our self-cultivation that evolve as we shed the mindsets, toxins, and the excesses (the "do something" mentality), the ideologies, biochemical conundrums, and finally (if applicable) the compulsive self-sabotage that keep us from our true radiant potential. Everything doesn't happen at once. We often aren't ready to go all the way, but once this process starts it usually never stops. I'm still "shedding" two decades after my visible "shrinking phase." This process has had a powerful spiritual outcome for literally everyone I have worked with who has followed through with it. The research into the reversal of social withdrawal, delinquency, anger, depression, anxiety and even unconsciousness via nutrition is compelling. Even how our gut functions is proving to dictate our moods. For me it was the "black cloud" that was lifted that caused me to smile again for no reason. To be happy for others. To not be on edge, or riddled with palpable shame or secretly resentful of the "normal" people.

MB: *Does your approach work at any age?*

KJ: The answer to that is in the photos below. Most of the transformations shown are after fifty. I have seen dramatic changes in appearance and a zest for life in even a ninety year old. One woman, Nan, at sixty-two said she felt beautiful for the first time.

MB: *What will people learn at your lectures at the NEWLIFE Expo?*

KJ: They'll learn why the smart approach to reversing negative weight, aging, and health trends is also the easiest in the long run, and where Paleo, gluten-free, raw, Candida and other cleanses fall short and even cause harm to those with food, weight, energy, sleep, thyroid, adrenal, and other issues. They'll learn how to avert the landmines that increase after forty such as excess calcium, too LITTLE cholesterol, brain shrinkage, sexual health changes, skin changes (hormonal connections that can be turned around) and much more.

*For more information on Kat's bestselling book, The Truth About Beauty, or her week-long Total Transformation® lifestyle programs visit [www.informedbeauty.com](http://www.informedbeauty.com) or call 877-54-TOTAL (86825). Don't miss her keynote lectures and a chance to win her Total Transformation® program at New Life Expo in New York City, May 31 & June 1 followed by her book signing at booth.*



Kat James in 1984

in 1994

in 2004

in 2014

# Camp