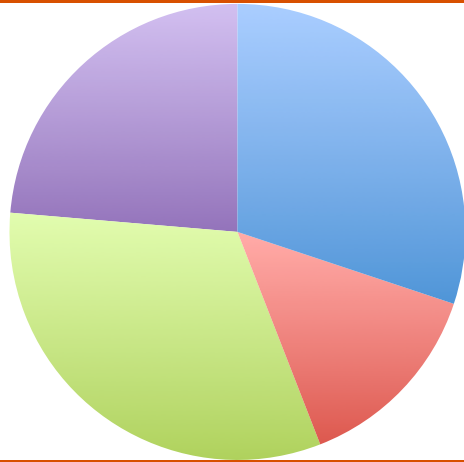


% of Participants



% LDL Drop
0-4%
10-14%
15-24%
25-34%

Engine 2 Mercersburg 28-Day Adventure in Healthy Eating October 2010

LDL Drop

48 participants had pre- & post-lipid profiles

Note – This was a “community adventure” with 105 enrollees – not a scientific randomized, controlled trial. Participants decided on their own what parameters (if any) to monitor and report. Participants self-monitored the extent to which they followed Engine 2 recommendations, and participated in pot lucks and team communications to whatever extent they found helpful. This pie chart illustrates what can be achieved with the Engine 2 Diet in a “real life” setting; 70% had 10% or greater drops in their LDL.

A Community Adventure in Healthy Eating

It Started with *The Engine 2 Diet*

By 2007 National Tri-Athlete and Austin, Texas, firefighter, Rip Esselstyn, was tired of worrying about his fellow firefighters being “heart attacks ready to happen”. Using team camaraderie, he was able to teach them how to cook and eat the plant strong, heart healthy diet that his dad, Dr. Caldwell Esselstyn, had successfully used for his cardiology patients. The approach was so “people friendly”, and easy to follow that Rip wrote the book, *Engine 2 Diet*.

The program in Rip’s book is so usable and results so compelling that the national “Whole Foods” grocery chain hired Rip Esselstyn to help with an employee wellness program at all their stores.

Creating Engine 2 Mercersburg

In May 2010, after reading an article about Rip Esselstyn, Dr. Elizabeth George, a family physician in Mercersburg, emailed him saying, “What you’re doing is great, but there is no Whole Foods within 50 miles of most small towns in the USA. Come create a healthy eating program that can work in small towns!”

Rip accepted the challenge to create “A Community Adventure in Healthy Eating”. In July of 2010, Rip and Dr. George met with a group of 10 community members to create a project to help people learn to cook and eat the plant strong way. This team of 10 learned new shopping and cooking habits from Rip and his book, and shared hints and great tastes at weekly potlucks for one month. After a month of eating plant strong, with some LDL’s dropping by more than 20%, and tastebuds reawakened from their sugar, salt and fat coma to the taste of real food, this group was ready to coach their

own Engine 2 teams and create the Community Adventure, nicknamed “Engine 2 Mercersburg”.

What participants have to say:

I lost 30 pounds [in 4 weeks] and feel physically great; after the first week of eating this way I no longer felt stiff. Even though I have been going through a very stressful time, I feel eating the right foods has helped me cope with many things that I would have normally used as a crutch and stuffed my mouth with comfort foods like ice cream or candy. [Ed’s LDL dropped to 53 in the 28 days -- 41 points beyond what Lipitor had done.]

-- Ed Bard

I started following the Engine 2 diet in October to lower my cholesterol. Since that time I went off my cholesterol medication and I also lost weight. By following a plant based diet, I have more energy and eat more now than ever. Instead of putting the focus on the things not to eat, I consider the volume of fruits, vegetables and whole grains that are available.

-- Laurie Rice



The Engine 2 Diet describes in an engaging, readable way the reasoning behind a plant strong eating plan. It presents an exercise plan, a shopping and “get your kitchen ready” plan and then numerous tasty, easy recipes.

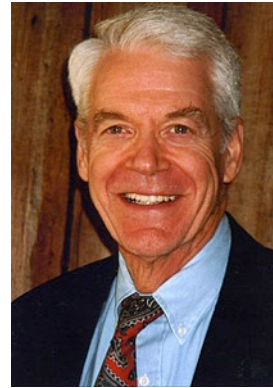
Be Adventurous...

Eat for the Health of It

- * **Be part of the new Adventure in Healthy Eating that begins October 6.** Give your contact information to Marilyn Houck or call 717-328-6145.
- * **Your guides will be:** *The Engine 2 Diet*, by Rip Esselstyn, and *Prevent and Reverse Heart Disease* by Caldwell Esselstyn, Jr., M.D. Copies available at Modnur Pharmacy and online.
- * **Experience success by working with a coach and ongoing support.** Receive information about finding local heart-healthy foods and products. Learn to cook with healthful ingredients. Share successes and questions with others. Teams are local or long-distance.
- * **Get cholesterol and glucose profiles done before you start and after 28 days.** Weigh yourself before you start and after 28 days. The numbers will reveal improvements in cholesterol, blood sugar, weight and blood pressure. For information about lab vouchers, email mac4wellness@gmail.com.
- * **Weekly potluck dinners** 6:30pm October 13, 20, and 27 at the Presbyterian Church of the Upper Conococheague, 34 W. Seminary St., Mercersburg.
- * **Additional resources:** mac4wellness.org, engine2diet.com, heartattackproof.com, vegsources.com, forksoverknives.com
- * **November 3 Graduation!** Time to celebrate and share stories.

Caldwell Esselstyn, Jr., M.D.

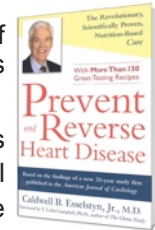
Dr. and Ann Esselstyn emphasize that it is not about dieting, it's regaining our ability to choose and prepare healthy foods. It's choosing wellness. It's about prevention, not waiting to become ill. It's about reversing illness that has already occurred.



CLEVELAND CLINIC,
DIRECTOR OF
CARDIOVASCULAR
DISEASE PREVENTION
AND REVERSAL

Dr. Esselstyn and his research-based success with patients has been featured in films, television and literature.

Ann Crile Esselstyn is hailed as the world's most enthusiastic healthy eating coach. She has developed hundreds of healthy recipes and supported patients for twenty-five years.



Dr. Esselstyn will be presenting his research to the Summit Health medical staff at noon on September 30th. He will be on 103.7's "In Your Own Backyard" at 8AM that morning with Kelly Spinner.



The Esselstyns will be at Mercersburg Academy's Burgin Center, Thursday, September 29. Come for Dr. Esselstyn's "Prevent and Reverse Heart Disease" at 6:00 pm. Free and open to the public. At 7:00, a plant-strong meal and Ann Esselstyn's "Shop, Stock & Cook".

For meal, \$5 donation and

RSVP eat4thehealthofit@yahoo.com or 328-6145.

THE PROGRAM IS MADE POSSIBLE THROUGH THE GENEROSITY OF SUMMIT HEALTH, MERCERSBURG ACADEMY, BISCOTTII CAFE IN SHIPPENSBURG, FAST INN IN MERCERSBURG, MODNUR PHARMACY, AND WHOLE FOODS.

A Community Adventure In Healthy Eating

MACWell



**WOULD YOU
LIKE SUPPORT
FOR TAKING ON
HEALTHY EATING HABITS?**

- * Re-Awaken ability to enjoy flavors of foods
- * Lose cravings for sugar, salt and fat
- * Lower Blood Pressure & Cholesterol
- * Normalize Blood Sugar
- * Lose Body Fat
- * Sustain Good Health
- * Be Heart Attack Proof



For information contact:
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MAC4Wellness@gmail.com
mac4wellness.org

Find us: www.facebook.com/mbengine2