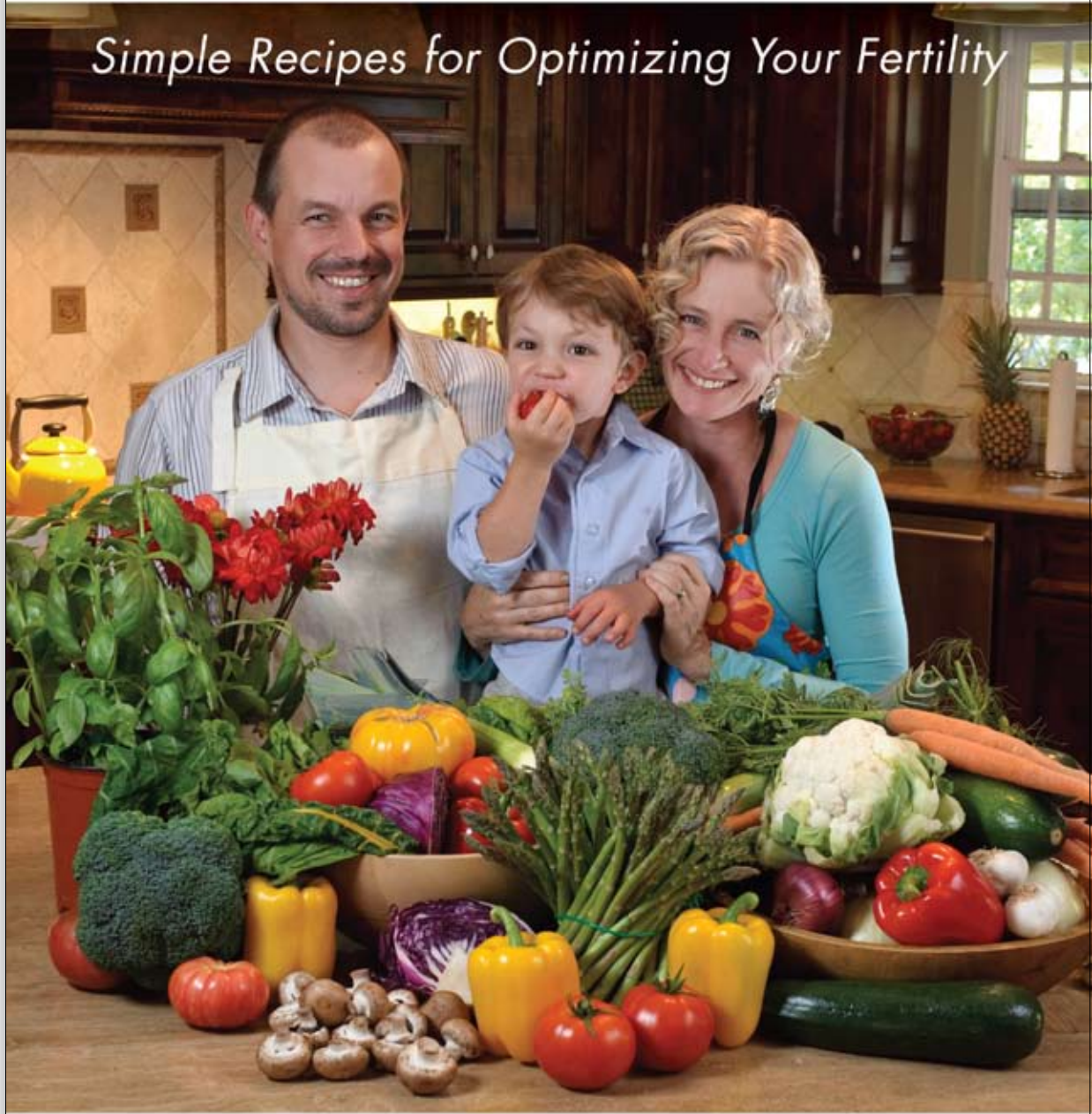


THE Fertile Kitchen™ COOKBOOK

Simple Recipes for Optimizing Your Fertility



By Cindy Bailey and Pierre Giauque, Ph.D.
with a Foreword by Philip E. Chenette, M.D.

2009 Media Kit

Fertile Kitchen

Table of Contents

About <i>The Fertile Kitchen</i> [™] Cookbook	3
Book Information	6
About the Authors	7
Press Release	8
Frequently Asked Questions	10
Sample Chapter and Recipe!	11
Testimonials	16

Fertile Kitchen

About *The Fertile Kitchen™ Cookbook*

Are you one of the millions of couples desperately trying to conceive a baby? Are you aware that diet plays a critical role in fertility? Would you like to unlock the secrets to changing your diet and potentially increasing your chances of success? Co-authors Cindy Bailey and Pierre Giauque—when confronted with Cindy’s medical prognosis of a two percent chance of conceiving a baby on her own—unlocked those secrets to develop a “fertility diet” that four months later produced a viable pregnancy, and soon after a healthy baby.

The Fertile Kitchen™ Cookbook includes a variety of simple-to-make tasty dishes that make the diet easy to follow. In this cookbook, the authors share these flavorful recipes, along with the dietary guidelines that helped them succeed. Additional tips and even a section on cooking basics, are included. You will learn:

- The importance of diet in conception and pregnancy
- What foods you can and cannot eat to enhance fertility
- How to identify and shop for healthy ingredients and food items
- How to prepare and cook the nutritious and fertility-enhancing recipes included

Fertile Kitchen™ doesn’t guarantee success for every couple, but the cookbook does put you on a wholesome, healthful diet that is at the very least good for you. We hope you enjoy it—and we wish you success in your fertility endeavors.

*“I am so pleased to see this renewed emphasis on diet and fertility, and look forward to using *The Fertile Kitchen™* in my own practice.”*

Philip E. Chenette, M.D., Medical Director at Pacific Fertility Center
(excerpted from the book’s Foreword)

Fertile Kitchen

About the Book

By design, *The Fertile Kitchen™ Cookbook* is intended to be an easy-to-use tool to support you on your journey toward parenthood. Here's how:

- In its layout, full-color presentation and simple-to-follow recipes, this cookbook makes rigid dietary guidelines easy to take. Information is effortless to find, and guidelines and recipes, painless to follow.
- Recipes are practical, not sophisticated. They are straightforward, yet full of flavor, variety and ethnic diversity so you won't get bored and give up.
- We made our recipes flexible so that you can effortlessly accommodate substitutions for a less strict diet, or to meet your own dietary preferences or needs.
- We include expert advice. We base recipes on generally accepted dietary guidelines, those which represent current prevalent dietary wisdom in the area of fertility, and are backed by research and common sense. It's also the diet that worked for us.
- We wrote dietary guidelines so they're simple to follow. We also wrote this book as a supplement to your efforts to conceive; however, it is intentionally not a medical book filled with scientific analysis. We kept it simple: just stating what you can and cannot eat (or do) and why.
- Our cookbook provides it all in one place—everything you need to succeed on this diet, including what foods to buy and eat, and where to find them; basic equipment needed; cooking basics and more. If you have never followed a diet as strict as this one before or are new to cooking, we have a section for you!
- We understand what busy lives we all lead on top of the drain of fertility issues and we provide shortcut options to save on effort or time—such as accommodating the use of organic canned tomatoes instead of fresh ones, if it's easier or necessary.
- Although our dietary guidelines and tips are backed by research and represent what worked for us, we encourage you to choose for yourself what makes sense to you on this journey. Everyone is different and has unique needs. Our recipes are flexible to accommodate changes if required.

Fertile Kitchen

Who this Book Is for:

- Women and couples who are having trouble conceiving—that is, they have been trying to conceive for six months or more without success—whether or not they seek medical assistance.
- Even if medical procedures are required to aid conception, as in the case of blocked tubes, for example, optimal nutrition may still improve success of those procedures. Check with a reproductive endocrinologist (a fertility specialist) to learn more.
- Men who wish to support their partners in a cooking project they can share together as well as men with fertility issues themselves.
- We also recommend that men go on the diet even if they have no known fertility issues themselves. Ten to 15 percent of couples have unexplained infertility and you can never know for sure how much of a couple's total fertility comes from that.
- Anyone interested in a healthier, cleaner diet for long-term health.
- Cooks and non-cooks alike, as this cookbook supports new cooks.

Visit us today for more information today at www.fertilekitchen.com or email us at: info@fertilekitchen.com. We look forward to hearing from you.

US \$29.99 | Canada \$30.99

*“Food can be a most effective agent of change. For parents-to-be it’s another pair of shears to clear the baby trail. Armed with the energizing, tasty treats of *The Fertile Kitchen™ Cookbook*, you might hike up that trail with more ease and an extra bounce in your step.”*

*Julia Indichova, author of *The Fertile Female* and *Inconceivable*,
founder of www.fertileheart.com*

Fertile Kitchen

Book Information

Title: *The Fertile Kitchen™ Cookbook: Simple Recipes for Optimizing Your Fertility*
Category: Fertility/Nutrition/Women's Health /Cookbook/Pregnancy
Authors: Cindy Bailey and Pierre Giauque, Ph.D.
Publisher: 3L Publishing, Sacramento, CA
Phone: 310.428.4135
Fax: 502.470.2914
info@fertilekitchen.com
ISBN: 978-0-578-03480-5
Pages: 208
Release Date: November 2009
Size: 6.5 x 9.5
Binding: Soft cover
Bar Coded: Yes
Retail Price: \$29.99 U.S. | \$30.99 Canada

"When trying to conceive, changing my diet was one of the most effective fertility treatments I found. Figuring out a strict fertility diet was tough going on my own. This cookbook gives great, straightforward guidance on making a healthy fertility diet part of your life. My husband and I have tried some of the recipes, and not only do they taste great, but even my non-chef husband can easily follow the step-by-step pictures and instructions."

Alison Armstrong, Designer and Mom to 4-year-old daughter

About The Authors



Meet Cindy Bailey

Cindy Bailey is a freelance writer and award-winning owner of Bailey Communications, a firm that specializes in providing targeted, effective written communications for clients. She is also editor-in-chief and co-founder of LitRave.com, a literary webzine, and has written for *Glamour*, *City Sports Magazine*, *Intercom* and other publications. For her firm, clients have included Warner Bros., Mattel Interactive, Los Angeles County, Alexander-Ogilvy Public Relations and many others. Cindy has also taught numerous workshops in creative nonfiction and has read her work at various venues, including San Francisco's LitQuake Festival. As a former athlete, Cindy has a passion for good health and nutrition, and a commitment to helping others find natural, holistic ways of healing. She is a member of RESOLVE, the national infertility organization, holds a B.A. in Applied Mathematics from U.C. Berkeley, and loves to travel, do sports and hang out with her family.



Meet Pierre Giauque, Ph.D.

Born in the French-speaking city of Lausanne, Switzerland, Pierre began cooking at the age of 10 to help his single, working mother of three in the kitchen. Later, his cooking became infused with the various ethnic flavors and styles of the dishes he tasted in his global travels and through his community of international friends.

In addition to practicing his culinary skills, Pierre also earned a Ph.D. in physics, and in 1996, moved to Southern California for a prestigious post-doc position at the California Institute of Technology (Caltech). In 2002, Pierre relocated to Northern California to take leadership in the core technology of a startup company. As a scientist, Pierre holds several patents, has published numerous articles in scientific journals, and has presented his work at many international conferences. Currently, Pierre is a Senior Engineer at Hitachi GST.

Besides cooking, Pierre enjoys outdoor sports, traveling and spending time with his family.

Fertile Kitchen

FOR IMMEDIATE RELEASE

Contact: Michele Smith

Tel: 916.230.8569

E-mail: michele@mcommunicationsinc.com

www.mcommunicationsinc.com

NEW COOKBOOK INSPIRES SUCCESS FOR THOSE BATTLING FERTILITY ISSUES

The Fertile Kitchen™ Cookbook: Simple Recipes for Optimizing Your Fertility reveals the secrets to changing your diet and increasing your chances of conceiving.

San Jose, CA. November 28, 2009 – Are you one of the millions of couples challenged with fertility issues and are desperately trying to conceive a baby? Do you understand the importance of diet in conception and what foods you can eat to optimize fertility? The newly released cookbook unlocks the secrets to a “fertility diet” and is endorsed by Philip E. Chenette, M.D. and expert Medical Director of the Pacific Fertility Center. The Fertile Kitchen™ Cookbook teaches the importance of diet, what foods you can and cannot eat, how to shop healthy, and most importantly includes full color, easy-to-follow recipes that are simple and flavorful.

“I was devastated when I was told by a leading reproductive endocrinologist I had a two percent chance of becoming pregnant,” says Cindy Bailey, co-author, *The Fertile Kitchen™ Cookbook*. “As a now proud mother I am excited to share with other women and couples how they can increase their chances of becoming pregnant just by changing their diet.”

The Fertile Kitchen™ Cookbook is not your typical cookbook. It offers simple recipes that make rigid dietary guidelines easy-to-follow. The cookbook additionally includes expert advice, dietary guidelines, tips on lifestyle factors for conception, cooking tips, flexible recipes to accommodate substitutions, and is an all-in-one resource for women trying to conceive. This book is also for men experiencing fertility issues, men who want to support their partners, and cooks and non-cooks alike.

“With these recipes, you can’t tell they contain no sugar, dairy or wheat, and that’s the point!” says Pierre Giauque, Ph.D., co-author, *The Fertile Kitchen™ Cookbook*. “We don’t want you to feel like you’re on a diet.”

Fertile Kitchen

The Fertile Kitchen™ Cookbook is available for purchase at the retail price of \$29.99 at www.fertilekitchen.com or www.amazon.com. Please visit the website for upcoming speaking engagements, appearances and workshops.

About *The Fertile Kitchen™ Cookbook*

The Fertile Kitchen™ Cookbook includes a variety of simple-to-make tasty dishes that make the “fertility diet” easy to follow. In this cookbook, the authors share flavorful recipes, along with the dietary guidelines that helped them succeed. Readers will learn: the importance of diet in conception and pregnancy, what foods you can and cannot eat to enhance fertility, how to identify and shop for healthy ingredients and food items and how to prepare and cook the nutritious and fertility-enhancing recipes included. The Fertile Kitchen™ doesn’t guarantee success for every couple, but the cookbook does put you on a wholesome, healthful diet that is at the very least good for you. For more information, please visit www.fertilekitchen.com or send an email to: info@fertilekitchen.com.

“If I was trying to stick to a specific plan for diet/health/fertility concerns, I would definitely buy this book. ...The dishes we made [from this cookbook] were easy, yummy, and required only a quick clean up. I also liked that most of the “extra” ingredients we needed (garlic, oil, salt, pepper, dill and so on) were “normal” items we had already stocked in our kitchen.”

Karen Kelly, Co-founder and CEO of a market research company

Frequently Asked Questions

Q. Who is this book for?

A. Women and couples who are experiencing difficulty conceiving, men who wish to support their partners or have fertility issues themselves, and anyone interested in a healthier cleaner diet for long-term health.

Q. What takeaways will readers get from *The Fertile Kitchen™ Cookbook*?

A. There are many:

- Easy-to-follow dietary guidelines that will put your body in the best position to conceive
- Lifestyle factors and other tips that also support optimized fertility
- Knowing what you can and cannot eat via a one-page Quick Reference Guide
- Easy-to-make, flavorful recipes that fully support the diet
- Cooking information and tips to support those new to cooking, and to make the process much easier

Q. If I follow the dietary guidelines in this book will I become pregnant?

A. Although our dietary guidelines and suggestions are backed by research, and this diet will put you in the best possible position to conceive, we cannot guarantee pregnancy.

Q. Where can I purchase this book?

A. *The Fertile Kitchen™ Cookbook* can be purchased at: www.fertilekitchen.com, Amazon, Borders, Barnes and Noble, and www.3lpublishing.com.

Q. Where can I meet the authors?

A. Visit www.fertilekitchen.com for a full event listing including book signings, workshops and speaking engagements.

Q. What is the cost of *The Fertile Kitchen™ Cookbook*?

A. *The Fertile Kitchen™ Cookbook* can be purchased for \$29.99 in the U.S. and \$30.99 in Canada.

Fertile Kitchen

Sample Chapter

Cindy writes:

At age 40, after trying to get pregnant with my husband for over a year, I visited a popular reproductive endocrinologist (a fertility doctor) in Northern California who gave me the hard news: I had a two percent chance of conceiving on my own.

In that moment, my heart turned to lead and dropped to the floor. I had already heard the hysteria about how difficult it can be to get pregnant in one's forties, and I knew my follicle stimulating hormone (FSH) had started to rise—indicating that my stash of eggs was losing quality and/or quantity, but two percent? That number alone put me into panic. It said to me, “Forget it, it’s impossible, you will never be a mother.” I wanted to scream!

In my frustration, panic and deep sadness, I was not alone. A Harvard study revealed that women who want a child and are told they can’t have one react with the same level of depression and stress as those who are told they have cancer or AIDS. The sense of loss is profound.

In the doctor’s office that day, however, I also had another reaction. I simply, flat out refused to accept the doctor’s grim prognosis. “Where do these statistics come from anyway?” I wondered, “Who are these other people lumped into the two percent with me?” I decided right then and there I was not a statistic. I was an individual, and I could make a difference in my own fertility. I had already begun researching natural, holistic methods of aiding fertility, and I knew in my gut this was true.

I had another motivation for this attitude: It was simply and utterly unacceptable to me that I don’t get to have a child. I refused to believe that. My mind wouldn’t even let the idea in. I had a strong sense that my future child was out there, waiting for me to be ready, and I was not about to let him or her down by giving up. I made a commitment to do everything in my power to meet this child.

Of course, the odds were against me, but that was no excuse not to challenge them. I had nothing to lose and everything to gain. Creating a baby was the most important ambition in my life. Instead of statistics—which I completely blocked from my mind—I chose to believe in possibility. Possibility is an open invitation, there to explore if we choose, and I for one did not want to have any regrets for not exploring this possibility to the fullest.

Fertile Kitchen

A month before walking into the doctor's office that day, I had already begun to make changes. Bolstered by research, I put myself on a strict fertility friendly diet, among other natural healing regimens, such as yoga, visualizations, meditation and supplements.

Four months later, to the astonishment of my doctor and to my own breathless amazement, I got pregnant naturally and later delivered a healthy baby (our son, Julien).

That experience taught me a lot about trusting my instincts and my body, believing in myself in spite of the odds, and accepting that I had the power to make a difference.

We all have that power—much more of it than we think, or allow ourselves to believe.

It's true that in the end, it's not only up to us. Conception holds an element of wondrous mystery, and over that mystery we have little control. We can meet it halfway, though, because we do have control over our bodies, minds and emotions—even if it doesn't feel like it sometimes—and we can bring them all into focus with the goal of having a baby. We only have to choose to do it.

Changing my diet to aid conception was actually the second time I had used food as part of a regimen to resolve an "impossible" condition. Years before, I used nutritional healing to cure me of a mysterious illness I had for several months and for which well-respected doctors could not identify or treat. Three months into a self-imposed dietary regimen, all my symptoms lifted. The fact that it actually worked truly amazed me!

And here it was, working again!

Diet Makes a Difference

I believe deeply and passionately that what we eat makes a difference in our health. That makes sense, doesn't it? If diet can play a key role in helping us fight certain conditions, such as diabetes, heart disease or cancer, why can't it be used to aid reproduction? Well, it can, and many others—from mainstream doctors to alternative healthcare practitioners—agree. You can just Google "fertility diet" on the Internet to see.

Following a fertility diet, as I learned, is hard work—especially when it comes on top of so much other hard work and sacrifices we women with fertility issues make to meet our dream of motherhood. Its restrictions mean having to eat in every day, and I for one loved eating out. I didn't like cooking.

Fertile Kitchen

Easing the Process

What eased the process for me was not only the impressive degree of support from my husband and co-author, Pierre Giauque, but his cooking. He took it as a personal challenge to create a variety of dishes within the strict dietary requirements to support our efforts toward becoming parents.

Specifically, he asked himself, “How can I take this restrictive list of foods and still turn out original, savory dishes? How can I produce enough variety so that we never get bored and give up? And how can I keep all that cooking easy and manageable on top of so many other life demands, especially considering that, by the nature of the diet, we’ll be shopping for sometimes hard-to-find produce and products and having to eat at home all the time?”

The result is the 60 or so flexible, easy-to-make recipes presented in this cookbook. Amazingly, you won’t even notice these dishes have no sugar, dairy or wheat! And that’s the point. Pierre also included information to make every step of the cooking process so straightforward that even a “kitchen klutz” like me could do it.

Not only did Pierre’s recipes make it much easier to stick to the diet, but they also helped us reconnect as a couple during a very difficult and stressful time. Preparing, cooking and eating these meals kept us focused on a positive project toward parenthood that we could do together, and our relationship strengthened as a result.

Naturally, we wanted to share these recipes—along with our dietary insights gained through years of research and consulting with leaders in the field—in hopes that it could ease the burden on other couples struggling to become parents, just as it had eased ours. We wanted women, in particular, to feel as I did—healthy and empowered by this process.

In the end, I found it amazing what can happen when you feed your body what it needs to heal, you believe in yourself, and you surrender to possibility.

If eating this way worked for me, I believe it can work for you too. Of course, there is no guarantee that following any diet is going to get you pregnant; everyone is different. The worst case scenario is that you put your body in the healthiest, best possible position for conception—and that alone is a really good thing.

Fertile Kitchen

Here are some general tips that I found helpful on my journey:

1. Believe in yourself without doubt. See the end in mind and don't let go. Your future child needs you to believe in him or her.
2. Do all you can. You have more power than you think.
3. Nurture yourself along the way, give yourself breaks.
4. Surrender. This might be the hardest step of all. After you've done all you can, you need to let go and allow the mystery to unfold.

A Little About the Recipes

Pierre writes:

As Cindy mentioned, I developed the recipes in this cookbook as a challenge and to support our efforts to conceive. My aim was to create a full spectrum of easy-to-make dishes that together embody variety and flavor despite the dietary restrictions. You'll find that here, along with ethnically diverse dishes that evolved from my upbringing and travels.

Born and raised in Lausanne, Switzerland, my first forays into cooking were naturally French-inspired. However, through later travels, my cooking became infused with the flavors and styles of Italy, Spain, Portugal, eastern Africa, India, the U.S. and other places. As a result, you'll even find recipes here that are hybrids of multiple culinary cultures—all healthy and delicious.

Some of my signature dishes included here are *Lamb Curry in Coconut Milk*, *Crêpes Salée*, *Spicy Garbanzo Beans*, *Ground Turkey Mix* and a light version of *Chili Con Carne*. These are also favorites among friends and family.

Our hope is that in making these recipes, you'll experience a new adventure for cooking, enjoy the healthy, flavorful food, and not really notice too much that you're even on a diet. Even better, we hope that eating healthy like this becomes a habit for life.

Chicken with Bell Peppers and Mushrooms

This easy, colorful and tasty dish provides a light, fresh meal appropriate for any occasion. Serve with rice.



1

The finished dish

Ingredients:

- 2 chicken breasts (about 1 lb)
- 1 onion, sliced
- ½ lb of mushrooms
- 3 bell peppers of mixed color, such as red and yellow
- 2 Tbsp of olive oil
- ¼ tsp salt
- ¼ tsp pepper
- ½ tsp paprika
- 1 tsp dry basil or 5 or 6 leaves of fresh basil, chopped

EASY   

Preparation time: 15 min.

Cooking time: 15 min.

Serves 2

Recipe:

1. Cut chicken breast into strips about a ½-inch thick by about 2-inches long.
2. Remove top of bell peppers and seeds from the center.
3. Cut bell peppers into strips about a ¼-inch thick by 1-inch long.
4. Cut onion into thin strips.
5. Cut mushrooms into 4 pieces.
6. Put olive oil in a non-stick saucepan and heat on high for 1 minute.
7. Add onion and chicken, and sprinkle paprika and pepper on top (pict. 3).
8. Stir and cook for 2 minutes.
9. Lower heat to medium high.
10. Add bell peppers, then stir and cook for 5 minutes (pict. 4).
11. Add mushrooms and basil (pict. 5), stir, and if desired, adjust seasoning to taste.
12. Cook for another 2 minutes and serve.



2

Ingredients



3

Adding onions and spices



4

Cooking with bell peppers



5

Adding mushrooms and basil

Fertile Kitchen

Testimonials

"When trying to conceive, changing my diet was one of the most effective fertility treatments I found. Figuring out a strict fertility diet was tough going on my own. This cookbook gives great, straightforward guidance on making a healthy fertility diet part of your life. My husband and I have tried some of the recipes, and not only do they taste great, but even my non-chef husband can easily follow the step-by-step pictures and instructions."

-Alison Armstrong, Designer and Mom to 4-year-old daughter

If I was trying to stick to a specific plan for diet/health/fertility concerns, I would definitely buy this book. ...The dishes we made [from this cookbook] were easy, yummy, and required only a quick clean up. I also liked that most of the "extra" ingredients we needed (garlic, oil, salt, pepper, dill and so on) were "normal" items we had already stocked in our kitchen."

-Karen Kelly, Co-founder and CEO of a market research company

"I just finished testing a handful of recipes. I was surprised how flavorful they were considering the minimal amount of seasonings used—and all were so easy to make. I would buy this book just for the healthful recipe selections alone."

-Vené Franco, Freelance Food Writer and Editor

"I must say that in addition to the recipes tasting great, Pierre Giauque's sense of seasoning is right on! I usually have to adjust the salt and pepper in most recipes, but the amounts in the recipes I tried enhanced without overpowering the other flavors."

-Louisa Verma, Researcher

"That...was...AWESOME!!! Holy FREAKING MACKEREL. That was SO KILLER! It was absolutely delicious... We're going to have it again tomorrow."

-Dan Madoni, Managing Partner, Mozaek Studios, After trying the recipe for Chili con Carne