

THE BROWN FAT REVOLUTION

*Trigger Your Body's Good Fat to Lose Weight
and be Healthier*

By James R. Lyons, M.D.

Fat is your friend. Contrary to popular belief, it is the key to a youthful-looking face and a well-toned body. But here's the crucial element – not all fat is the same.

Yellow fat, or bad fat, is greasy and mushy in appearance, and is what causes people to look soft, flabby, and old before their time. It is typical of poor nutrition and creates the characteristic body shapes associated with aging, such as a round lower abdomen and jiggling arms. Good fat, or brown fat, is firm and resilient and gives our bodies a youthful shape – it keeps our cheeks round and our butts in place. It is typical of youthful curves, and excellent nutrition and health.

As a plastic surgeon, Dr. James R. Lyons has spent nearly three decades looking at shape and contour, moving fat around to create beauty and youth in the face and body. In **THE BROWN FAT REVOLUTION** (St. Martin's Press; \$24.99; September 15, 2009), Dr. Lyons shows how *you* can manipulate your own fat to dramatically rejuvenate your face and body, sans the surgery.

THE BROWN FAT REVOLUTION gives readers a concise explanation of the external and internal changes to your fat – and the rest of your body – as you age, coupled with a no-fail plan showing how to use this knowledge.

THE BROWN FAT REVOLUTION is broken down into three main parts:

- In Part One you get the **Primer on Fat**, based on Dr. Lyons' years of clinical experience studying the human body, as well as details of how our body ages.
- Part Two explains how the **Eating Plan** works and why eating fat is good for you, as long as it's the right kind of fat.
- Part Three is all about replacing bad yellow fat with good brown fat through a groundbreaking, time-efficient **Exercise Plan** that proves you can become fit and strong without spending hours each day in the gym.

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That there are different types of fat being recognized from other areas of the medical community as well was featured in a front-page article in *The New York Times* on April 8, 2009, entitled “Calorie-Burning Fat? Studies Say You Have It.” The article discussed the results of multiple different research studies, whose findings were published in the *New England Journal of Medicine* (360, no.15 [2009]: 1500-1508). The studies, which scientifically documented the role of brown fat cells in the body, concluded that not only are there different types of fat in the body, but that deep brown fat can burn more calories than yellow fat, particularly when triggered by cold temperatures. These were monumental findings to not only researchers, but Dr. Lyons as well, as they were scientific validation of three of his long-held clinical impressions: that there are different types of fat in the body; the more brown fat you have, the leaner you tend to be; and different types of fat can be modulated by lifestyle, diet, and exercise to convert yellow fat into brown fat.

Dr. Lyons has spent years developing the program featured in **THE BROWN FAT REVOLUTION** in order to teach you how to replace your old, unhealthy yellow fat with new, healthy brown fat – the hallmark of youthful volume. For Dr. Lyons, the most important anti-aging concept is the language of volume. It is volume that gives faces their youthful contours and soft curves. It is volume that makes us look young and rounded.

Now, right on the heels of this breakthrough study, **THE BROWN FAT REVOLUTION** is the first book to explore just how brown fat can help the body look and feel its best, and the specific steps you can take to achieve this goal. Best of all, the results will last for the rest of your life.

ABOUT THE AUTHOR:

Dr. James R. Lyons is a plastic surgeon practicing in Westport, Connecticut, a former clinical instructor at Yale University, and diplomat of the American Board of Plastic Surgery. He is certified by the American Board of Plastic Surgery and is a member of the American Society of Plastic Surgeons, the American Society of Aesthetic Plastic Surgery, the Connecticut Society of Plastic Surgeons, the New Haven Medical Society, and the Yale Surgical Society. In 1997 he received the Yale Plastic Surgery Residents’ Award for Teaching Excellence. Dr. Lyons lives in Connecticut with his family.

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Publication Date: September 15, 2009

St. Martin’s Press

ISBN: 0-312-59540-9

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