

## Rich Foods, Poor Foods -- The Journey Continues -- 7 PM Lecture

Once Mira and Jayson discovered the facts about how crucial micronutrients are to not just overall health, but **prevention** of nearly every illness, they decided to take it a step further with their latest book, *Rich Foods, Poor Foods*.

“Our ‘aha’ moment really came about when we traveled the globe and realized how many underdeveloped cultures were living long, healthy lives,” Mira said. “We knew we had to share this information with our first book, *Naked Calories*, to introduce the concept and take it to the next level with *Rich Food, Poor Foods*. This book is a continuation of that. We wanted to educate the population about how they can adapt this way of eating and living healthy through a easy-to-understand guidebook.”

Here, they give an insider’s view of what’s in our grocery stores. The book delves into how so many foods that are on most Americans’ tables **every day** are deplete of micronutrients.

One chapter is solely dedicated to exploring, aisle by aisle, which foods are good and which ones to avoid. To make it even more interesting and **less complicated**, they’ve devised a color system as well as a “Steer Clear” section.

In the afternoon lecture you’ll learn:

- What ingredients are “hiding” in foods you probably have right now in your cabinets and how some of those complicated ingredients have more than one name -- those “criminal chameleons” that are plentiful in processed foods.
- How to **save money** by eating healthier foods including recipes and coupons at the end of each chapter and on their website.
- Five ways that current food manufacturing are making us fat and sick!
- **Most importantly** -- how to swap out poor foods (ones with sugar, additives and fillers) for rich foods (those filled with micronutrients -- vitamins, minerals and heart healthy fatty acids like omega-3).

“If you’re micronutrient deficient, you are going to get some kind of illness or disease,” said Mira.

“Once the medical community and the public at large understands this crucial equation -- the *other half of our diets* -- *micronutrients*, we’ll begin to see a shift. Diseases we once thought were caused by “underlying factors” or genetic predisposition may be eradicated,” Jayson states. “We witnessed this firsthand through our travels.”

During both lectures, Mira and Jayson Carlton will have their books, *Naked Calories* and *Rich Foods, Poor Foods* available for purchase, as well as their supplements, Nutreince™.

Mira and Jayson Calton are the world’s leading experts on topics of weight management, lifestyle medicine and micronutrient deficiency. They have worked with celebrities, athletes, corporations and executives, worldwide.

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*For over twenty years, Jayson Calton, Ph.D., has worked with thousands of clients, both here and abroad and is one of only seven Registered Orthomolecular Health Practitioners in the United States. He is a Fellow of the American Association of Integrative Medicine, a Diplomate of the College of Clinical Nutrition and is a Board Certified Micronutrient Specialist. Dr. Calton is also Board Certified in Integrative Health, Alternative Medicine, and Sports Nutrition and holds a Masters of Science degree and Ph.D. in Nutrition. He completed post-doctoral continuing medical education at Harvard Medical School, Cornell University and Yale University School of Medicine. Dr. Calton sits on the Board of Directors for the American Holistic Health Association (AHHA), the National Association of Nutrition Professionals (NANP), and the American Board of Integrated Health (ABIH) in the U.S., and on the National Education Committee for the International Organization of Nutritional Consultants (IONC) in Canada; and is on the Board of Review for the Journal of Functional Foods in Health and Disease.*

*Mira Calton is a Licensed Certified Nutritionist, a Fellow of the American Association of Integrative Medicine, a Diplomate of the College of Clinical Nutrition, a Board Certified Micronutrient Specialist, Certified Personal Fitness Chef, and is Board Certified in Integrative Health. She holds a Diploma in Comprehensive Nutrition from Huntington College of Health Sciences, and has completed the Yale University School of Medicine’s OWCH (Online Weight Management Counseling for Healthcare Providers) program and sits on the American Board of Integrative Health (ABIH). She has counseled individuals and spoken at seminars throughout the United States and Canada, including Johnson and Johnson, Price Waterhouse Coopers, CitiGroup and ING Direct. Prior to becoming involved in nutrition and integrative medicine, Mira owned her own successful public relations firm in Manhattan.*

*The two, when not traveling, reside in Sarasota, Florida. For more information about The Calton Project, The Calton Institute or to request a personal consultation or to arrange a seminar, visit their website: [caltonnutrition.com](http://caltonnutrition.com)*

