

## DR. BARRY SEARS

Dr. Barry Sears is a leading authority on the dietary control of hormonal and inflammatory responses. A former research scientist at the Boston University School of Medicine and the Massachusetts Institute of Technology, Dr. Sears has dedicated his research efforts over the past 40 years to the study of lipids. He holds 13 U.S. Patents in the areas of intravenous drug delivery systems and hormonal regulation for the treatment of cardiovascular disease.

A turning point in his research occurred in 1982. That year the Nobel Prize in Medicine was awarded for discoveries of the role that specialized hormones, known as eicosanoids, play in the development of cardiovascular disease, diabetes, auto-immune diseases, and cancer. Since eicosanoids are only generated from dietary fat, Dr. Sears reasoned that one could apply intravenous drug delivery principles to nutrition in order to control these exceptionally powerful hormonal responses with laser-like precision. In essence, his approach treats food as if it were a drug.

This area of his research led to various patents in the area of hormonal and inflammation control by essentially using food as an oral drug delivery system to modulate eicosanoids especially for cardiovascular, diabetic, and neurological patients.

The impact of Dr. Sears' revolutionary work in the dietary control of hormonal response began with the publication of his landmark book, *The Zone*. Since its publication in June 1995, *The Zone* became a #1 best seller on the *New York Times* book list. In addition, *The Zone* has been translated into 22 languages indicating a worldwide response to Dr. Sears' research. His second book, *Mastering the Zone*, published in 1997, also became a *New York Times* bestseller. His third book, *Zone Perfect Meals in Minutes*, published in 1997, quickly became one of the best-selling cookbooks of 1997 and another *New York Times* bestseller. The *Anti-Aging Zone* was published in 1999 and provides the molecular insights into how the Zone Diet can slow the aging process. *The OmegaRx Zone*, published in 2002, was the first to explore the use of high-dose fish oil to treat chronic disease and essentially started the fish oil revolution in the United States. *The Anti-Inflammation Zone* published in 2005, explored the role of diet-induced cellular inflammation in the development of cancer, heart disease, diabetes, dementia, and how to reverse these conditions using the combination of the Zone Diet and high-dose fish oil. His most recent book, *Toxic Fat*, was published in 2008. This new book goes into detail about how obesity and has many similarities to cancer and explains why our current efforts to treat obesity will never be successful if they do not address its underlying cause, which is cellular inflammation. To date more than six million hardcover copies of his books have been sold in the United States.

His research has elevated food from more than simply a source of calories to being recognized as an exceptionally powerful drug with the ability to control the expression of our genes. Because of his revolutionary research, Dr. Sears has

been a frequent guest on many national programs such as, *20/20*, *Today*, *Good Morning America*, *CBS Morning News*, *CNN*, and *MSNBC*.

Dr. Sears continues his ongoing research as the president of the non-profit Inflammation Research Foundation in Marblehead, MA. In addition to continuing research on the hormonal effects of food, Dr. Sears has expanded his research in developing innovative dietary approaches to treating neurological conditions, as well as his on-going work in managing cardiovascular disease and diabetes by anti-inflammatory nutrition.