



## New Book Launch

The Complementary Medical Association is delighted to announce the publication of “The Survivor’s Guide to Bird Flu: The Complementary Medical Approach”, by Jayney Goddard. **This book bridges the gap between complementary and conventional medicine** and the advice in it is based upon historical data and extensive scientific research - there are **over 500 scientific studies** quoted in the book to support its recommendations.

Essentially, the approach taken is that we can and should all take responsibility for our own wellbeing and the best way to do this is to incorporate lifestyle changes that lead us to be less pre-disposed to inflammatory responses (which are, of course, of great relevance when considering the Cytokine Storm that H5N1 (the Bird Flu virus) produces and also for basic viral resistance). As an added bonus, this reduction in our body’s inflammatory response also means that we become healthier – and less likely to develop chronic degenerative diseases such as cancer, heart disease, arthritis, diabetes and neurological diseases such as Alzheimer’s. The programme recommended also has anti-ageing benefits.

In addition, the recommendations cover particular forms of nutritional supplements, herbs that have very specific actions with reference to Avian Influenza H5N1 and homeopathic remedies that have been proven, historically to have been effective in fighting previous pandemics. The book is a true survival guide and includes practical information about stockpiling and even advice on maintaining a “Survivor’s Mindset”, should H5N1 mutate to cause a pandemic.

### About the Author:

The book’s author, Jayney Goddard, is President of The Complementary Medical Association and a Fellow of the Royal Society of Medicine. She is considered to be a world leader in the field of complementary medicine and natural healthcare. An international speaker, lecturer and regular media contributor in the UK and abroad, Jayney also works closely with Governments world-wide to improve and enhance their integration of complementary medicine into the mainstream. Jayney has taught medical doctors and students at the University of Miami and has presented a series of lectures to medical faculty and students at Cambridge University. Recently, Jayney has accepted the post of Visiting Professor at The Graduate Institute, Connecticut.



### Book Details:

This paperback book is 350 pages in length and has a high quality glossy finish. It has been very well received by the media in the UK and the USA. The book contains over 500 scientific references supporting the author’s recommendations and has been requested by the World Health Organisation. The book retails at £ 19.95 and is published by CMA Publishing UK and is available from The CMA website and all bookshops and book websites. ISBN Number 0955345707 Contact details: Tel: 0845 129 8434 Web: [The-CMA.Org.UK](http://The-CMA.Org.UK) , Email: [Admin@The-CMA.Org.UK](mailto:Admin@The-CMA.Org.UK)