



Media contact: Lori Ferme / 646.784.5675 / loriferme@gmail.com

FOR RELEASE NOVEMBER 2009

New for Holiday 2009

NUTRITION AT YOUR FINGERTIPS

(Alpha Books, 2009)

By Elisa Zied, M.S., R.D., C.D.N.

The All-inclusive "Go-To" Guide That Answers All Your Nutrition and Health Questions in a Practical, No-Nonsense Way

New York, NY – To many Americans, the idea of eating healthfully seems intangible, daunting, overwhelming, confusing or just too difficult and time-consuming to integrate into already overscheduled, stressful lives. At the same time, most want to look and feel their best, have more energy, and prevent debilitating and costly diet-related diseases. With too much on their plates and too little time, Americans often put improving eating habits low on the priority list.

"**Nutrition at Your Fingertips,**" the latest book by leading national nutrition expert Elisa Zied, M.S., R.D., C.D.N., comes to the rescue with the consummate nutrition guide that takes the guesswork out of what to eat to be healthier. This informative and easy-to-read book offers straight answers to the most basic nutrition questions and provides all the tools people need to create healthier lifestyles for themselves and their families.

"I'm thrilled to bring this comprehensive and timely book to consumers; it is my hope that after reading the book, people will feel empowered to make better food, fitness, and lifestyle choices to maximize their overall health," says Elisa Zied, M.S., R.D., C.D.N. author of "**Nutrition at Your Fingertips.**" "Now more than ever, we need to pay more attention to our daily habits. As individuals, we can play a pivotal role in our own health by developing healthful nutrition and lifestyle habits based on facts, not fads, to reduce our risks for obesity and other diet-related diseases and enjoy an improved quality of life."

"**Nutrition at Your Fingertips,**" is *the* "go to" guide to have on your desk or kitchen counter. It teaches you:

How to eat to beat diseases that may be preventable; The functions of vitamins and minerals and where to get them; The symptoms of a food allergy, intolerance and sensitivity; How to burn more calories in less time; How consuming more fiber can slim your waistline and how to get more of it; Where all those extra calories in your diet lurk; Whether you're eating a portion or a serving; How consuming super foods can increase weight loss; How to indulge without going overboard (Discretionary Calories); How to balance your food and fitness choices to manage or lose weight, and so much more!

“Nutrition at Your Fingertips” has the most up-to-date, accurate, and reliable nutritional information. It teaches you how to make good nutrition and healthful lifestyle habits a part of your life in a way that suits your personal needs and goals.

Zied adds: “After reading this book, you’ll discover how applying healthful nutritional and lifestyle habits is the key to unlocking a healthier, happier lifestyle. You’ll notice your attitude will be more positive, you’ll have more energy, and you’ll be much better equipped to tackle your extensive to-do list that before seemed too overwhelming.”

“Nutrition At Your Fingertips” by Elisa Zied, M.S., R.D., C.D.N. (Alpha Books ISBN -10: 1592579027/Paperback/November 2009/\$18.95).

Elisa Zied, M.S., R.D., C.D.N., is a leading national nutrition expert. Through her work as a consultant, spokesperson, writer and author, and extensive work with the media for nearly 15 years, Elisa’s sound nutritional advice has helped thousands of people enjoy a better quality of life. She makes nutrition accessible and practical, and shows people how to improve their food and fitness habits in a fun, easy, and non-threatening way. **“Nutrition at Your Fingertips”** is Elisa’s third book. Previous books include “Feed Your Family Right!” (2007) and “So What *Can* I Eat?!” (2006), both written with Ruth Winter, M.S.. Elisa lives in New York City with her husband and two sons, and enjoys a healthy lifestyle that includes nutritious food, regular, enjoyable exercise, and a little bit of chocolate each day.

Alpha Books, a member of Penguin Group (USA) Inc., publishes high- quality lifestyle and reference books in 30 different categories. The Complete Idiot's Guides®, Alpha Teach Yourself in 24 Hours, At Your Fingertips-- as well as other series and stand-alone titles -- provide helpful how-to information and general knowledge in an easily accessible manner.

For more information, visit Elisa Zied, M.S., R.D., C.D.N.,
at www.nutritionatyourfingertips.com

#