



## MEDIA KIT

Wendy Myers

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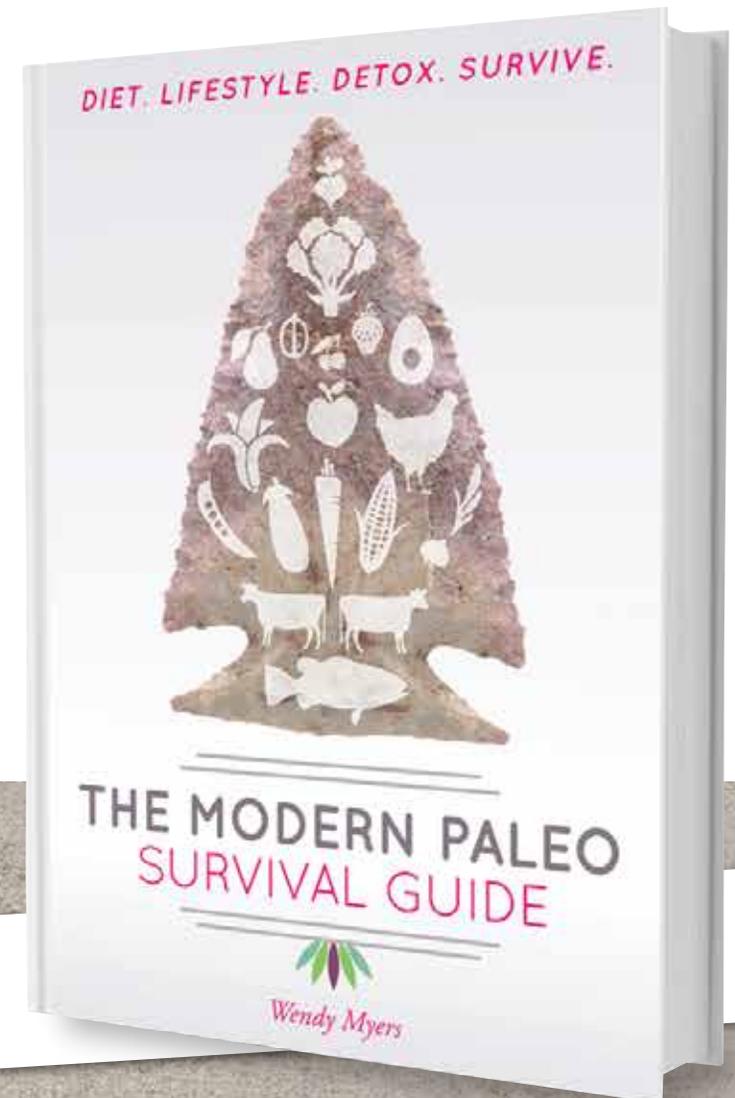
# THE MODERN PALEO MOVEMENT

Have you ever wondered why so many are sick at younger and younger ages? A big factor is an unnatural diet out of sync with our biological needs, but a major underlying reason is heavy metal and industrial chemical toxicity. Even if you eat the healthiest Modern Paleo diet, one is still faced with the deleterious effects of modern toxicity and pollution. This is why many find that they eat a healthy diet and live a healthy lifestyle but still develop health issues.

The Paleo Diet is the most searched diet on the Internet. Word is getting around that one can vastly improve their health eating foods that could be hunted, fished, and gathered during the Paleolithic era, including meat, fish, seafood, eggs, tree nuts, seeds, vegetables, roots and fruit.

Wendy believes there is no need to exclude perfectly healthy foods from the diet just because a caveman could not enjoy them! One can develop their own individualized Modern Paleo diet to include foods not available in the Paleo era.

Wendy is excitedly awaiting the publication of her new book, *The Modern Paleo Survival Guide*, which takes Paleo to the next level. Modern Paleo is more than a book (or a cooking show). It is a movement. It's about how to survive in our toxic modern world.



DIET. LIFESTYLE. DETOX. **SURVIVE.**

## MEET WENDY MYERS

Wendy Myers, CHHC, NC, is a certified holistic health and nutrition coach. She is the founder, head writer and Chief Eating Officer of Liveto110.com. She is passionate about spreading her health message through her writing, podcast, speaking and her Modern Paleo Cooking show.

Wendy attended the Institute for Integrative Nutrition in New York and has a degree in Entrepreneurship from the University of Southern California. She is certified in Hair Mineral Analysis and is currently seeking her masters in clinical nutrition at Bridgeport University in Connecticut.

Wendy's interest in nutrition began with the death of her father from esophageal cancer. She vowed to find out what made him sick, what role his treatment and medications played in his demise, and how she could avoid the same fate. The more Wendy learned, the more she realized that all the answers to health do not lie in our medical system. Food, detoxification and natural healing modalities must be used to compliment the advances in modern medicine.

Thus, Liveto110.com was born. Wendy's site aims to inform readers about how to achieve optimum health, energy and vitality. Liveto110.com empowers readers to improve their health through the Modern Paleo diet, hair mineral analysis, detoxification and natural treatments for their health conditions. Wendy urges visitors to take responsibility for their health by learning about alternative treatments for their health conditions. Most doctors are only trained to offer medications or surgery, which are not an appropriate first line of treatment for many health conditions. Health is not merely about the absence of disease or symptoms.



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# PRODUCTS & PROGRAMS



## MINERAL POWER PROGRAM

A Mineral Power program replaces vital minerals and detoxes heavy metals and chemicals. A custom supplement program is designed based upon your hair mineral analysis to heal your body and reverse health conditions. It can reverse any kind of health condition including diabetes, autoimmune, chronic fatigue, adrenal fatigue, thyroid issues and much more. A Mineral Power program will do far more than symptom removal and reverse disease, it will vastly improve your vitality, energy, mood, mental functioning and more.



## THE MODERN PALEO SURVIVAL GUIDE

This book is about how to survive in our toxic modern world. *The Modern Paleo Survival Guide: Diet. Lifestyle. Detox. Survive.* takes Paleo to the next level. Not only does it go into minute detail about the Modern Paleo diet, a less restrictive, updated version of Paleo based on the latest cutting-edge science, but it gives you evolutionary lifestyle tips and explains why you must detox to live a healthy, disease-free life. This is your survival guide!



## MODERN PALEO COOKING

Wendy's Modern Paleo Cooking Show teaches you how to eat the most nutrient dense Paleo diet. She not only teaches you how to cook Paleo food, but also teaches about nutrient density and how to eat foods in ways that maximize nutrient density - all with a wit and humor not common for a cooking show host. She cooks recipes from her upcoming book, *The Modern Paleo Survival Guide*.

# IN THE MEDIA

## ONLINE SUMMITS

- 9-1-14 | Jennifer Fugo's *Women's Gluten-free Summit: "How to do a Food Elimination Diet"* | [womensglutenfreehealthsummit.com](http://womensglutenfreehealthsummit.com)
- 7-21-14 | Taunya Foerster's *The Weigh You Do Food is the Weigh You Do Life* | [yourwhatyoueat.com](http://yourwhatyoueat.com)
- 5-1-14 | Sean Croxton's The Second Opinion Series: The Thyroid "*Toss your Hormones Forever and Heal Your Thyroid*" | [thethyroidsessions.com](http://thethyroidsessions.com)

## PUBLIC SPEAKING

- 11-26-14 | Dave Asprey's Bulletproof Executive Biohacker Conference "*Near Infrared Saunas*"
- 5-18-14 | Jimmy Moore's Livin' la Vida Low Carb Cruise "*Obesogens: Chemicals that Make you Fat*"

## PODCASTS

- 9-2-14 | Dave Asprey Podcast "*Mineral Power using Hair Mineral Analysis*"
- 5-1-14 | Ameer Rosic's Optimal Health Podcast "*Are Potatoes a Superfood for Optimum Health?*"
- 3-19-14 | Not Just Paleo Podcast "*Evan Brand gets the results of his Hair Mineral Analysis*"
- 1-12-14 | Paleo Runner Podcast "*Optimal Health for Athletes*"
- 1-12-14 | Natural Baby Podcast "*Natural Child Birth*"
- 10-27-13 | Paleo Runner Podcast "*Adrenal Fatigue, Mineral Deficiencies, Modern Paleo*"
- 9-18-13 | Not Just Paleo Podcast "*Toxic Skin Care Products and How Smelling Good Can Kill You (Slowly)*"
- 3-22-13 | Not Just Paleo Podcast "*Gluten Affects 1 in 3, Can a Vegan Eater Thrive, and Healthy Cookware*"
- 2-6-13 | Not Just Paleo Podcast "*Stress, Depression, Supplements and Lifestyle Habits to Treat Them*"
- 1-19-13 | Not Just Paleo Podcast "*Estrogen Dominance*"
- 1-5-13 | Not Just Paleo Podcast "*Featuring Nutritional Coach Wendy Myers*"

## PRINT/ONLINE

- 6-30-14 | Ameer Rosic.com "*Is Soy Poisoning your Body?*"
- 6-1-14 | Paleo Diet Magazine "*Denise Minger Interview on Death by Food Pyramid*"
- 5-1-14 | Health Coach Magazine "*Roasted Cauliflower with Cilantro Vinaigrette Recipe*"
- 5-1-14 | AmeerRosic.com "*Potatoes are a Superfood*"
- 2-2-14 | AmeerRosic.com "*How Infrared Saunas Kill Cancer, Parasites, Yeast and Chronic Infection*"
- 11-8-13 | HealthAmbition.com "*Hormones and Weight Loss – 10 Tips to Biohack Ghrelin and Leptin to Lose Weight*"
- 9-6-13 | HealthAmbition.com "*Heal Your Adrenals – Recovering From Adrenal Fatigue*"
- 8-2-13 | HealthAmbition.com "*Tired all the time? It's Likely Adrenal Fatigue*"

## Q&A

### **Why has the Paleo Diet become so popular?**

Have you ever wondered why so many are sick at younger and younger ages? A big factor is an unnatural diet out of sync with our biological needs and ancient bodies. Word is getting around that one can vastly improve their health eating foods a caveman ate! The Paleo Diet consists of foods that could be hunted, fished, and gathered during the Paleolithic era, including meat, fish, shellfish, eggs, tree nuts, seeds, vegetables, roots and fruit. The Paleo Diet is the most searched diet on the Internet for a reason. It can reverse disease and vastly improve your health, energy and mental functioning.

### **How is the Paleo diet different from Wendy's Modern Paleo diet?**

The Modern Paleo Diet is a modern take on the traditional Paleo diet. We would never have survived as a species had we not adapted to new foods! There is no need to cut out perfectly nutritious modern foods simply because cavemen could not enjoy them. This idea is too simplistic and frankly outdated. *The Modern Paleo Survival Guide* tells you how to identify food sensitivities and add foods to your diet that work for you. Paleo provides a template. *The Modern Paleo Survival Guide* takes this template to the next level – a guide on how to eat the most nutrient dense Paleo foods.

### **What is Hair Mineral Analysis?**

A hair mineral analysis reveals your mineral deficiencies and heavy metal toxicity. It's an incredibly powerful tool that is used to design a comprehensive Mineral Power program to recover and improve your health.

### **Why is it essential to do a long-term detox?**

It is imperative that one removes heavy metals and toxins from the body before they cause disease or to reverse disease. You have been exposed to toxins in the air, food and water for decades. It takes 2-3 years to remove the bulk of these heavy metals and chemicals on a Mineral Power program. This program teaches you the essentials of detox so you can use these skills to detox for life.

### **Why do a Mineral Power program?**

A Mineral Power program replaces vital minerals and detoxes heavy metals and chemicals. A custom supplement program is designed based upon your hair mineral analysis to heal your body and reverse health conditions. It can reverse any kind of health condition including diabetes, obesity, autoimmune, chronic fatigue, adrenal fatigue, thyroid issues and much more.

### **What causes mineral and nutrient deficiencies?**

Sadly, almost everyone today is mineral deficient. The main reason is a nutrient deficient diet. However, even if you eat a perfect organic Modern Paleo diet, you will still be mineral deficient. Reasons include: Genetically Modified food, Even organic food is deficient, Hybridized foods, Super Phosphate Fertilizers, Chelating Pesticides, Refined Food, Food Additives and Gluten consumption.

# TESTIMONIALS

“I would recommend Wendy Myers over and over again for ALL HEALTH ISSUES + SOLUTIONS!!!! After experiencing months of fatigue and not sleeping properly, I contacted Wendy on the advice of a friend. She immediately informed me that my lifestyle was causing adrenal fatigue and contributing to my sleep problems and fatigue – something my doctor only prescribed sleeping pills for. No thanks! He didn’t even bother to figure out what the problem was. She suggested a few lifestyle and diet changes that were easy enough to do. She also had me do a hair mineral analysis do check my mineral and toxic metals levels. Thank god I did this! I found out that most of my minerals were extremely low and I had mercury toxicity. This was also contributing to my problems. Now I am on a custom Mineral Power supplementation program based on my hair test. I am feeling better and better every day. I’m sleeping through the night. I am forever grateful. I used to just starve myself, being a former model. Now I know the foods to eat to nourish my body while losing weight. I never knew you could eat plenty of food and stay slim. It’s really not that hard, but Wendy helped me wade through all the information that’s out there about diet and nutrition. I HIGHLY recommend her!!!” *Vanessa | Flintridge, CA*

“Wendy is a godsend. I don’t have enough words to describe how grateful I am to have her as my nutritionist. I am now more educated and informed about health and diet, it has truly enhanced my life. I have been experiencing fatigue, depression and anxiety so much so that it has affected my marriage and job performance. After consulting with Wendy, we found my lifestyle was causing most of my symptoms. My doctor put me on two antidepressants, which I have now been able to get off of with Wendy’s help. The meds helped but Wendy informed me of their potentially dangerous side effects. Since Wendy put me on her diet plan and supplements, I am feeling more energy and less fatigued and depressed. Her plan is working and I have never felt better in my life. Wendy is a professional expert who devotes her time to your health and needs. Her nutritional knowledge is impressive and the way she communicates and executes her plans are flawless. Anyone would be so lucky to have her!” *Annie | Los Angeles, CA*

“I have been dealing with IBS my entire life. I have been to doctor after doctor, who just told me to take Imodium for the diarrhea and that there was nothing more that could be done except for stopping dairy. I knew there had to be more that could be done for my condition. Wendy gave me a complete plan with so many things that I could try to pinpoint the cause of my IBS. After a bit of trial and error, I finally pinpointed the cause. I needed probiotics and have a sensitivity to dairy. I also needed to do a few other things like avoid certain foods until my digestion improved and quit a few lifestyle issues like smoking. She motivated me to commit to a long-term plan to resolve my IBS, as she assured me it would not clear up over night. Today, I only have issues occasionally, but am not tortured like I was my whole life. My life has improved dramatically! Thank you so much, Wendy!!!” *Wendy | Los Feliz, CA*

## MORE TESTIMONIALS

“Battling serious autoimmune disorders is a burden that I have had to deal with for most of my life. I had been feeling unhealthy and ill for many years, until now, under Wendy Myers’ care, I finally know what it’s like to be healthy, full of life and finally well. Wendy has helped me discover the underlying causes of my poor health, which are all interconnected, and has put me on a custom, easy to do program that has since changed my life dramatically. Through a hair mineral analysis and her Mineral Power program we found that my adrenal glands were burnt out, my body was in an exhaustion stage, and my thyroid was barely working. I was basically a walking time bomb for another major autoimmune attack!! With Wendy’s profound knowledge I found out how and why I am sick all of the time. She has taught me how to harmonize my mind and body so I can prevent future disease and illness. In just a few months, on her easy to follow diet and vitamin program, I am blooming with energy and life again. My insomnia, depression and anxiety have been lifted, my vitality restored, and my overall wellness rejuvenated. The best part is that all of this work will add years to my life! Wendy is so easy to talk to. She is compassionate, understanding and works with you on such a personal and supportive level. She is also well read on the latest nutrition and is there for you 100% through the whole process. **Wendy has truly saved my life.** I HIGHLY recommend her for all of your nutritional needs!” *Karrie | Echo Park, CA*

“**Wendy helped me lose 40 lbs!** She made it seem so easy. Every week she added one or two more things I needed to do. Over the course of six months, I was easily able to slowly incorporate each step into my health routine. Her continuous encouragement kept me motivated. I’ve tried Weight Watchers, Jenny Craig, Lindora, you name it. She helped me realize that those starvation diets make you rebound eat when you’re done with the diet. Wendy saw the mistakes I was making in my weight loss efforts and helped me understand what I was doing wrong that was preventing me from losing weight. I could not have done it without her! She developed an eating plan for me of healthy, whole foods that I can continue for the rest of my life – not a temporary diet to just lose weight. I never thought I could ever eat this healthy and love it!” *Tess | Oceanside, CA*

# SPEAKING TOPICS

## PALEO/NUTRITION

Wendy's Upcoming book, *The Modern Paleo Survival Guide*  
Paleo is Not Enough to Achieve True Health (you must also detox)  
Modern Paleo Diet vs. Paleo Diet  
Threats to Health in our Food Supply  
Red Meat Does Not Cause Disease

## NATURAL HEALING

Wendy's Mineral Power Program using Hair Mineral Analysis  
Heavy Metals & Chemicals are the Underlying Cause of Disease  
The Importance of Supplementing Minerals  
How to Heal your Thyroid Permanently  
Adrenal Fatigue and How to Heal your Adrenals Naturally

## DETOX

Infrared Saunas  
Coffee Enemas  
Copper Toxicity is the #1 Health Problem in our Society  
Mineral Supplementation is the #1 Way to Detox

## NATURAL BEAUTY PRODUCTS

How Chemicals in Cosmetics put Junk in Your Trunk  
Wendy's Favorite Natural Beauty Products  
Obesogens in Beauty Products: Chemicals that make you fat

## FOOD SENSITIVITY

Food Sensitivities Make you Sick and Fat  
How to do a Food Elimination Diet  
1 out of 10 are Gluten Intolerant  
Why You Want to go Gluten Free

## MENTAL HEALTH

Depression & Anxiety are Caused by Copper Toxicity

## PREGNANCY/MOM

Prepregnancy Planning – the importance of detox  
How to fix your thyroid and lose weight after pregnancy  
How to feed your baby an healthy Paleo diet

## SEX

How to Increase your Libido Naturally

## WEIGHT LOSS

Little Known Weight Loss Tips  
When Diet & Exercise are Not Enough to Lose Weight  
How to Heal your Thyroid Permanently  
Obesogens: Chemicals that Make You Fat

# CONTACT

For speaking or other media appearances, contact Stacey Barker at [stacey@jadeumbrella.com](mailto:stacey@jadeumbrella.com) or 323-833-8358.

A large graphic of five stylized leaves arranged in a fan shape. The central leaf is dark purple, while the other four are in various shades of green. The text 'LIVE TO 110' is printed in white on the second leaf from the left.

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110™