[PDF] The EAT-CLEAN DIET For Men

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Books Details:

Title: The EAT-CLEAN DIET For Men

Author

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Released: 2011-10-19

Language: Pages: 349 ISBN: ISBN13: ASIN: B00607EW02

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Description:

Most diets don't work for men because men don't eat the way women do. Men don't like to go hungry, they don't like to live on salads, they don't like excluding food groups and they don't like counting calories.

Luckily, The Eat-Clean Diet for Men isn't like any other diet. Originally developed by and for men, Eating Clean allows men their meat and potatoes in man-sized portions and keeps them satisfied, with no calorie counting. It also helps with some very manly issues, such as sexual health and avoiding prostate cancer. Get:

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☐ 50 man-friendly recipes	
☐ Training for muscle	

 \sqcap Use food to improve your sex life

Author Residence: Robert Kennedy is the publisher of MuscleMag International, Reps! and Maximum Fitness and has been an advocate for men's health and fitness for over 50 years. Tosca Reno has helped millions of people lose weight permanently and develop the bodies of their dreams. Tosca is the author of the very popular Eat-Clean Diet series of books, and writes for Reps!, Clean Eating, Maximum Fitness and Oxygen magazines. Robert and Tosca live north of Toronto.

Marketing:
☐ Co-op available
☐ Full-scale marketing, including editorial and advertising, in the following glossy international
magazines: MuscleMag International, Maximum Fitness, Reps!, Oxygen, and Clean Eating.
☐ Jane Wesman commissioned publicity
Appearances on local and national TV and radio
☐ Promotion in major newspapers, magazines and websites
Sales Handles:
☐ 60 percent of men want to lose weight
☐ Men don't like buying women's diet books
☐ Robert Kennedy is a highly trusted name in men's fitness
Audience:
☐ Men wanting to lose weight and/or get in shape.

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