

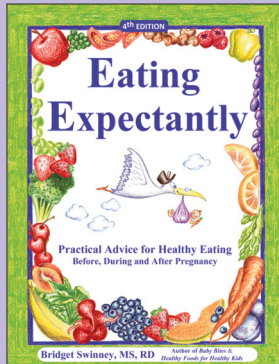


For Release: May 1, 2013
or anytime thereafter

PR contacts: Kate Bandos, KSB Promotions
800-304-3269 • kate@ksbpromotions.com

Eating Expectantly

Practical Advice for Healthy Eating Before, During and After Pregnancy



Eating Expectantly Practical Advice for Healthy Eating Before, During and After Pregnancy 4th Edition

by Bridget Swinney, MS, RD
458 pages • 7 x 10 • Quizzes
Food comparisons • Meal plans
Charts • References • Index
Recommended Resources
ISBN: 978-0-9632917-0-7
\$19.95 trade paperback
Publication Date: May 1, 2013
(just in time for Mother's Day 5/12/13)

~ ~ ~

Published by Healthy Food
Zone Media. Available at
bookstores, libraries and online,
or go to healthyfoodzone.com.

~ ~ ~

PR contacts:

Kate Bandos, KSB Promotions,
800-304-3269 or 616-676-0758
kate@ksbpromotions.com

Please send copies of any review
or mention to KSB Promotions or to
kate@ksbpromotions.com.

KSB Promotions
Visibility Specialists

55 Honey Creek NE, Ada, MI 49301
616-676-0758 • pr@ksbpromotions.com

Contains
QR codes (that can be
read with a smart phone) that
link to websites, videos and
updates. It's the first
interactive pregnancy
book of its kind!

Nothing is more important than a mom's diet and lifestyle before and during pregnancy: it can set the stage for a lifetime of good health for her baby. But if mom (or dad's) diet are lacking, it could “program” their baby for birth defects, obesity or chronic health problems like diabetes, high blood pressure and asthma. Each year approximately 4 million women give birth in the US. Those moms-to-be struggle with often-conflicting and confusing advice about what to eat (and especially what not to eat), how much to gain and how to conquer eating challenges like morning sickness, heartburn, gluten intolerance and eating for a high-risk pregnancy.

Bridget Swinney, MS, RD wanted to make it easy for pregnant mothers to eat better when she wrote **Eating Expectantly: The Essential Eating Guide and Cookbook for Pregnancy** back in 1990. Second and Third Editions were released over the years and there are more than 120,000 copies of all editions in print. The new **Eating Expectantly 4th Edition** has been thoroughly updated and expanded. An e-book and the companion **Eating Expectantly Cookbook** will be delivered in late summer.



The new **Eating Expectantly** gives moms-to-be the tools, tips and tricks they need to eat well from preconception through postpartum. Highlights include:



How to have a healthier lifestyle and diet before conception to improve fertility and the odds of delivering a healthy baby--including advice for women with PCOS.

—over—



Step-by-step advice for each trimester-- including power nutrients and super foods.



How to gain just the right amount of weight with the "smart carbs" approach.



How to eat "cleaner" and "greener" by limiting pesticides and other chemicals.



Diet and lifestyle tips to prevent high-risk conditions like gestational diabetes, hypertension, pre-eclampsia and preterm birth.



Contributions from other RD experts, including Dave Grotto, Tammie Lakatos Shames, Connie Evers, Angela Grassi, Diane Welland, Dr. Jo Lichten, Sharon Palmer, Judy Simon and Tamara Duker Freuman.



Eating Expectantly

contains QR codes (that can be read with a smart phone) that link to websites, videos and

updates. It's the first interactive pregnancy book of its kind!

In addition to *Eating Expectantly*, Swinney is the author of several other books, including **Baby Bites: Everything You Need to Know about Feeding Babies and Toddlers in One Handy Book**, winner of an *iparenting.com* Media Award. ###

To arrange an interview with Bridget Swinney, to receive a review copy of **Eating Expectantly**, or for any additional information, contact Kate Bandos, KSB Promotions at 800-304-3269, kate@ksbpromotions.com

In a Nutshell: Greener Living

Follow these diet and lifestyle tips from *Eating Expectantly* during pregnancy to give your baby a healthier start.

- For any product that touches your body, including lotions, sunscreen and makeup, avoid those with fragrance, triclosan, BHA, DEHP, CBP and BBP and oxybenzone.
- Use plastics cautiously—don't cook with them and avoid those with #3, #6 & most #7 recycling codes.
- Buy products with the least packaging.
- Use filtered water.
- Use greener cleaners (buy certified green.)
- Avoid pesticides, insecticides and herbicides in and around the home.
- If you must use toxic cleaners, have someone else do the cleaning or follow safety precautions like wearing gloves and opening windows.
- Use paint that is low- or no-VOC.
- Avoid air fresheners.
- Stay away from nail salons and choose water-based or less toxic nail polish.
- Choose organic produce for foods highest in pesticides and for foods you eat daily.
- Choose organic cotton when possible. (25% of worldwide pesticide use is for growing cotton!)