

The Eugene Veg Education Network (EVEN) is proud to sponsor

Dr. Alan Goldhamer

in a lecture - presentation

**Escaping the Pleasure Trap -
Mastering the Hidden Force that
Undermines Health and Happiness**



Saturday, 8/18/18, 2:00 P.M.

**Eugene Library
100 W. 10th Av, Eugene OR**

*☼ Parking is free on Saturdays in the library's basement garage.
Enter from Charnelton Street. ☼*

Presentation is free and open to the public.

This is the perfect opportunity to hear an illuminating lecture by this compelling speaker. Please spread the word to those in your circle about this EVENT. We hope to see you there!!

Every once in a while, a landmark book on health comes along---

that's so original and innovative---

it makes you reconsider your fundamental beliefs about the subject.

After reading it---

you find yourself questioning behaviors that all of your life you had taken for granted were good for you---

until now.

***The Pleasure Trap* is such a book.**

- "Investing a few hours in *The Pleasure Trap* can be your defense against the temptations of modern life. Regardless of where you have looked for better health and how much trouble you are in now, you can begin to put it behind you by reading *The Pleasure Trap*...and put yourself on a path to enjoy the life you deserve." —**John McDougall, M.D., The McDougall Program**
- "*The Pleasure Trap* is a bold, fresh look at the collisions between our culture and our health that take so many victims, despite modern medicine's best efforts to limit the damage of illness and injury. I recommend this book to anyone seeking a clearly written and innovative guide to the very best of health. It will change your life." — **Neal D. Barnard, M.D. President, Physicians Committee for Responsible Medicine**
- "This is a must-read for scholars of nutrition, physicians, students, health care personnel, and anyone who is caught in or wants to avoid the pleasure trap." —**Caldwell B. Esselstyn, Jr., M.D., Department of General Surgery, Cleveland Clinic Foundation**

Escaping The Pleasure Trap

Mastering the Hidden Force that Undermines Health and Happiness

by **Dr. Alan Goldhamer**

Author, Educator, Clinical Researcher, Founder and Director
of TrueNorth Health Center

Today we battle excess, not deficiency. For the first time in over three billion years of life on earth, the well-being of a species is no longer dependent upon the success of individuals solving problems of deficiency. **Instead, the issue is how well we can manage our excesses and, in particular, dietary excesses.**

With a health-promoting diet you can:

- lose weight
- overcome common disorders
- delay death
- avoid disabilities



Attend this illuminating and revealing lecture to learn about the 4 major components of healthy living:

Diet- what and how we eat;

Environment- how we select and modify our surroundings;

Activity- how we exercise, rest and sleep; and,

Psychology- how we view ourselves and interact with others.

Health is rarely the consequence of expensive or complicated medical care. It is the natural, spontaneous consequence of healthful living. Health and happiness are the foundations of a good life. Your health is largely in your own hands and no one else's.

Saturday, August 18, 2018, 2:00 pm
Eugene Public Library • 100 W. 10th Ave. • Free
Sponsored by the Eugene Veg Education Network (EVEN)

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Eugene Veg Education Network---EVEN---serving as a vegan resource since 2005.

www.eugeneveg.org

The **Eugene Veg Education Network (EVEN)** is a **501(c)(3)** non-profit serving as a resource for those seeking information on a **healthful, vegan lifestyle**. EVEN's emphasis is one of **non-violence, compassion and sustainability**. Focus is on the **interconnectedness of all life** and how a plant-based diet benefits the earth, non-human animals, and the individual. EVEN's Mission Statement is **to inform, educate & encourage our members**--- as well as the larger community ---by providing information on veganism and its positive impact on the health of the planet and all its inhabitants. www.eugeneveg.org **Peace.**