For over 30 years Dr. Alan Goldhamer has been the director of the TrueNorth Health Center and the TrueNorth Health Foundation in Santa Rosa, CA.

TrueNorth Health Center is an integrative medical facility whose staff includes a dozen clinicians representing medicine, osteopathy, naturopathy, chiropractic and psychology. Its 56-bed facility admits over 1000 inpatients per year and specializes in medically supervised water-only fasting.

The non-profit, TrueNorth Health Foundation, provides internship and residency training to over 30 doctors per year, and its clinical research team continues to conduct and publish clinical research on the application of fasting to the treatment of high blood pressure, diabetes, autoimmune disorders, and lymphoma.
Dr. Goldhamer is the author of The Health Promoting Cookbook and co-author of The Pleasure Trap. He was the principal investigator in a number of studies that have appeared in peer-reviewed literature including 2 papers on the use of fasting in the treatment of high blood pressure and a recent report that appeared in the British Medical Journal on the treatment of Lymphoma cancer with fasting and an exclusively plant food diet.

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EVEN: How did veganism become part of your life?

Alan: In an attempt to become a better basketball player I read books on health, including those by Herbert Shelton, and I became interested in the benefits of a vegan diet and fasting.

If you desire truly to live you will cease trying to find magic tricks and short-cuts to life and learn the simple laws of being, and order your life in conformity with these. Realign your life with the laws of nature—this and this alone constitutes living to live.

- Dr. Herbert Shelton, Getting Well

I still just want to be able to beat Lisle* in basketball.

*Dr. Doug Lisle, TrueNorth Clinical Psychologist

Exclusive EVEN Interview with Dr. Alan Goldhamer, May 2016
EVEN: Who was an influential person in your life earlier on that led you to veganism?

**Alan:** Dr. Gerald Benesh inspired me to become a doctor. He said it was the best job because the patients did all the work, the body did the healing and the doctor took the credit. I thought…That’s the job for me!

Also, **Dr. [Alec] Burton**---I studied with him when he was President of the Pacific College of Osteopathic Medicine in Sydney, Australia. He taught me how to get sick people well. I think I have the best job in the world.

...So the Hygienist is constantly getting back to the fundamental principle: what are the causes of the problem? ...Removing the cause of disease is really what is necessary. When the cause is removed, recovery will then be spontaneous. – **Dr. Alec Burton, M.Sc., D.O., D.C., Arcadia Health Center, Sydney Australia**

EVEN: What advice would you give to a vegan advocate wanting to become more of an activist?

**Alan:** Set a good example and don’t say too much.

You can encourage others and help the moral, ethical, spiritual person, but we need to focus on the critical --- health! True health will be achieved by plant-based food free of SOS (Sugar, Oil, Salt).

Some people only hear what they want to hear and not what they need to know.
Anyone interested can contact our health center for a free consultation at healthpromoting.com

EVEN: What do you think makes veganism hard for people?

Alan: They are caught in the pleasure trap and do not want to give up their addictions. They keep eating to keep from feeling bad, but eating junk food results in the artificial stimulation of dopamine in the brain similar to the effect of drugs and can result in a form of addiction.

We have become ingenious at inventing magic buttons, each of which is its own potential pleasure trap. Recreational drugs, fast foods, television, modern medicine, the electric light bulb, and the glorification of casual sex and gambling are powerful features of our societal landscape that can be deceptively dangerous.

– Dr. Alan Goldhamer

While innovation is often useful and important in human life, many of our modern “advances” have been problematic. They often trap our motivational machinery into inducing self-destructive behavior. As a result, they have been extremely deleterious to our collective health and happiness.
EVEN: What, in your opinion, is the most misunderstood idea about veganism?

Alan: Adopting a vegan diet is the beginning, not the end. Just not eating animal foods is not enough to ensure health. You also have to eat whole plant foods but avoid Sugar, Oil and Salt (SOS). Most vegans do not eat health-promoting diets as they tend to include highly-processed vegan junk food in their diets.

Health is the natural spontaneous consequence of healthful living. It is rarely the consequence of expensive or complicated medical care.

– Dr. Alan Goldhamer

EVEN: What one thing from your thinking in childhood do you wish you could change?

Alan: My childhood was great! There was a lack of negative and evil forces. Influences from family, school and other institutions were all positive. I know many kids are devastated by these forces, but for me, good habits were reinforced. I was 16 when I committed to a vegetarian diet, and I developed a 50 year plan!
EVEN: If you were to mentor a younger person today, what guidance might you offer? What encouraging words might you share with a newbie?

Alan: Make friends with people who are health conscious (or who are at least willing to tolerate you) where it is okay with them to have you in their circle.

I would tell a younger person it is good to have loving people in their lives, but not to compromise their health if they don’t. Avoid energy vampires.

For me personally, I don’t care what other people think.

I have a 29-year-old son who is conscientious, very focused and a lifelong vegan. For him, those are wired-in characteristics.

EVEN: Do you have a favorite vegan meal or food you can tell us about that really makes veganism work for you?

Alan: I tend to like whatever is being served that day. I relish a wide variety of food. Our chef at TrueNorth, Ramses Bravo, understands food chemistry and offers hundreds of recipes. He always creates delicious, vegan SOS-free meals. When I walk in and hear what Ramses has prepared, I think ‘that is exactly what I am in the mood for.’
EVEN: What one thing makes veganism worthwhile for you?

Alan: Never having to say “I am sorry” to myself or anything I eat.

EVEN: Any opinion or insight on the future of veganism in today's world?

Alan: The average person eats over 150 pounds of sugar per year. We are in the midst of a self-generated epidemic of compromised health issues which is going to get worse before it gets better.

But I do see we are making slow but steady progress in exposing more people to the power of an exclusively plant-food diet that is free from added Sugar, Oil and Salt. (vegan and SOS-free)

Are we going to make changes or keep making a mess of it?? I’m optimistic that we can do a much better job of protecting the planet.

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In *The Pleasure Trap*, Drs. Douglas Lisle and Alan Goldhamer provide detailed advice on how to recognize the patterns of this trap in your own life and overcome its negative influence. They explain:

- The unexpected twist in the relationship between happiness and pleasure and why so many lives are ruined because of it.

- Why we're poorly equipped psychologically to understand that it's the excesses in our diets, not the deficiencies that are killing us and how to overcome this mental blind spot.

- Why taking supplements and vitamins can be counterproductive to good health.

- How the secret to maintaining optimum weight doesn't lie in how much you eat, but in what you eat.

- The sumptuous, health-promoting diet that nature intended and modern society has forgotten, and how to bring its life-enriching benefits into your own home.

- How to maintain your strength and integrity in the face of social pressure opposing healthy living.

- Why animal products are such tempting Pleasure Trap foods and how to overcome those overwhelming cravings.

- This cookbook is designed for people who want to eat to live—and live healthfully.
The recipes in this book completely avoid the use of all animal products, including meat, fish, fowl, eggs and dairy products as well as the use of added oil, salt and sugar. Most recipes are also wheat-free. All of the recipes use readily available ingredients derived exclusively from whole natural foods such as fresh fruits and vegetables, whole grains, beans, and raw nuts and seeds.

*The Health Promoting Cookbook* provides you with a week-long menu of integrated recipes designed to minimize your time in the kitchen. Each recipe includes an estimate of the required preparation and cooking time. The book includes special recipes that are good for holiday feasts, feeding children, losing weight and dealing with food sensitivities and allergies.

Detailed Nutritional information is included for each recipe and the weekly menu. Comprehensive shopping lists of all the ingredients you need are included in the appendix. The recipes in this book work and have been extensively taste tested by hundreds of patients that have completed the residential health education program at TrueNorth Health.

>>MORE [GQ Article: How the Terrible, Insufferable Six-Day Water Fast Made Me a New Man by Ben Marcus](#)

>>MORE [Fasting for your Health - Lifestyle Magazine](#)
Modern-day heroes like Drs. Dean Ornish, John McDougall, T. Colin Campbell, Caldwell Esselstyn, Jr., William Castelli and others are conducting path-breaking research that consistently points to the same conclusion—that we were designed by nature for a way of living, and a way of eating, that has almost disappeared from our culture.

Dr. Ornish’s research at the University of California has shown that severe coronary artery disease can be prevented and reversed through dietary changes alone.

Meanwhile, the investigations of world-renowned Cornell University nutritional biochemist, T. Colin Campbell, have shown that the consumption of dairy products is one of the most questionable nutritional practices of modern times. – Dr. Alan Goldhamer
If we then follow the evidence and the logic, we can assume that the solution is to subtract foods of excess from our daily fare. And, as we subtract meat, fish, fowl, eggs, dairy products, oil, salt, sugar, and refined carbohydrates from our diet, what remains are foods that promote health.

Fresh fruits and vegetables, tubers, whole grains, legumes, and nuts and seeds fill the void after the subtraction has taken place. In response, the previously overburdened body begins to regain its health.

— Dr. Alan Goldhamer