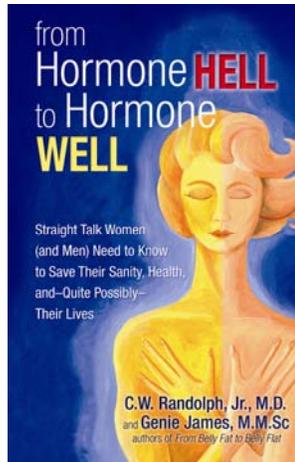


For Immediate Release

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## **From Hormone Hell to Hormone Well** **Straight Talk Women (and Men) Need to Know to Save** **Their Sanity, Health, and – Quite Possibly – Their Lives**

*C.W. Randolph, Jr., M.D. and Genie James, M.M.Sc*  
authors of *From Belly Fat to Belly Flat*

For much too long the traditional medical community has ignored, misdiagnosed, and mistreated millions of women suffering from symptoms of hormone imbalance. Now, a world-renowned expert explains a safer and more natural approach to treating hormone related conditions like PMS, weight gain, mood swings, and hot flashes. The controversy continues to rage like hormones: The safety and efficacy of synthetic hormone replacement therapies (HRT) versus human-identical hormones.

In this Second Edition of the widely successful guide **From Hormone Hell to Hormone Well (HCI -- \$17.95)**, world-renowned physician expert, C.W. Randolph, Jr., M.D., and Genie James team up to challenge the pharmaceutical industry's -- and the physicians they have brainwashed – continual promotion of dangerous synthetic hormones.

In this hard-hitting book, Dr. Randolph and Ms. James expose the shocking truth that for decades, whenever most women have complained to their doctor about menopausal symptoms, the traditional approach treatment has put both their health and their lives at risk. As a board certified gynecologist who has treated women with hormone balances for over a decade, Dr. Randolph contends that there is – and has been – safe and effective alternative to synthetic hormones: Bio-identical hormone replacement therapy (BHRT).

## **FROM HORMONE HELL TO HORMONE WELL – 2**

**From Hormone Hell to Hormone Well** shows readers how to:

- Eradicate a "one-size-fits-all" approach to HRT and empower women to discover and maintain her 'hormonal equilibrium' through her changing lifecycle
- Understand the new breakthroughs and discoveries in human-identical hormone therapy
- Naturally replace the hormones that have decreased with age – with the science that supports the health benefits of bio-identical hormone therapy
- Enjoy vast improvements in mental and emotional health as well as resolving physical issues, including weight gain, depression, osteoporosis, hot flashes, low sex drive, and fatigue

The goal of the authors in this book is to expose the truth about hormone replacement options so that readers can make informed choices. They also hope that after reading their book, that people will never let any medical expert or outside entity usurp their responsibility for personal health and well being.

**Genie James** is nationally acknowledged as a change agent for improved women's health. She serves as the executive director of Women Evolving, LLC, an organization that educates women to use their choice, their voice, and financial power to enhance their healthcare while positively impacting our nation's health care. She is the coauthor of *From Belly Fat to Belly Flat*.

**C.W. Randolph, Jr., M.D.**, is an internationally renowned expert in the field of bio-identical hormone replacement. He is a board certified obstetrician and gynecologist who also practiced as a compounding pharmacist. He is the co-founder of The Natural Hormone Institute of America, a Diplomate of the American Board of Holistic Medicine, and a member of the International Academy of Compounding Pharmacists. He is the coauthor of *From Belly Fat to Belly Flat*.

### **AUTHOR INTERVIEW**

**How did you come up with the title, “From Hormone Hell to Hormone Well?”**

“Actually, we didn’t come up with the title, our patients did. We can’t tell you how often women and men who come to us because they are suffering from the symptoms of hormone imbalance, tell us they feel as if they are ‘trapped in their own personal hell’. Our good news is, after being treated with bio-identical hormone replacement therapies (BHRT), they come back and tell us: “I feel like myself again” and “I have my life back.””

**Why did you decide to write this book?**

“We decided to write this book because both patients and their physicians need to know that bio-identical hormone therapy is a safe and effective option for anyone suffering from the symptoms of hormone imbalance.

By now, most people have heard of the Women’s Health Initiative study findings that synthetic hormone therapy replacement can have many harmful side effects including increased risk of heart disease, stroke, breast cancer and Alzheimer’s. Patients and physicians are confused as to how to safely treat symptoms of hormone imbalance, such as hot flashes, memory loss, night sweats or decreased libido. The purpose of this book is to help them

understand the benefits of another- and better- option, bio-identical hormone therapy.”

### **What is the approach used in treating patients?**

“We look at each patient as a unique and original person; in our practice ONE SIZE DOES NOT FIT ALL! The human ovary produces three important sex hormones - estrogen, progesterone and testosterone. These hormones change as we age. Usually, progesterone levels drop first, then estrogen, then testosterone; however, there is no set schedule as to when and how these ratios will change. It is different with every individual.

### **FROM HORMONE HELL TO HORMONE WELL – Q&A – 2**

Synthetic hormone therapy treats every woman the same and typically focuses primarily on estrogen replacement. These drugs may provide some relief because they mask the symptoms of hormone imbalance but they do not treat the underlying health issue.

In contrast, with BHRT the goal is to treat every woman as an individual and address her underlying hormonal imbalance as the real health concern. By replacing what the body is missing with exactly the same hormones the human ovaries and testes produce, the body gets what it needs and the symptoms- such as hot flashes, night sweats, and memory loss, weight gain and low libido or erectile dysfunction - are eliminated.”

### **What is the difference between human identical hormone therapy vs. synthetic hormone replacement therapy?**

“The big difference is that synthetic hormones are pharmaceutically developed and patented drugs that have a different molecular structure than the hormones produced by the human ovaries. Bio-identical hormones have exactly the same molecular structure as those produced by the human ovaries. The molecular structure is very important.

Think of it this way. In the human body, the hormone receptor is the lock and the hormone is a specific key that fits that lock. Bio-identical hormones are the exact fit for the lock. Synthetic hormones almost fit, but not quite. In the human body, “almost” is not a good thing and that is why synthetic hormones can trigger a host of negative side effects.”

### **Dr. Randolph, did you ever prescribe synthetic hormone therapies?**

“Yes I did. Just like most of my physician peers, I was trained in medical school to prescribe synthetic hormones.”

### **Why did you stop?**

“I stopped because, over time, I saw too many of my patients return with adverse side effects. They gained weight, had fibrocystic breasts and seemed to evidence a higher incidence of breast and uterine cancers. I knew something was not right. I began to search for an answer and came across a book by Dr. John Lee’s that opened my eyes to the benefits of bio-identical hormone therapies and particularly bio-identical progesterone therapy.”

### **Why do you think other physicians haven’t made the switch?**

“We believe today, more and more physicians are choosing to prescribe bio-identical hormone therapies. We have physicians across the country who have heard about our work or this book and want to know more.” A lack of understanding and awareness are the real reasons more doctors don’t prescribe bio-identical hormone therapies.”

### **How can we be sure that natural hormones work and are safe?**

“The reality is that there is a great deal of medical research and clinical evidence to support how safe and effective bio-identical hormones are. Much of this research comes from well-respected physician scientists and out of well respected academic medical centers- such as Dr. Joel Hargrove at Vanderbilt University Medical Center.

### **FROM HORMONE HELL TO HORMONE WELL – Q&A – 3**

The problem is that it has been hard to get the word out. Think about it: pharmaceutical companies have big budgets to support large sales forces to hit the streets to tell physicians about their patented synthetic hormone therapies. Academic medical centers publish research on bio-identical hormone therapy but they don't have sales forces out there to tell busy physicians who might not have time to review all the clinical literature for themselves.”

### **What is the big deal about progesterone?**

“That is a very good question. Remember how we talked about the three sex hormones produced by the ovaries- estrogen, progesterone and testosterone- and that progesterone levels are usually the first to decline within the body? Well, when progesterone levels decline, the body's natural hormone balance is upset and the body is left with too much estrogen. When estrogen levels are not balanced by progesterone, bad things can happen. For instance, too much estrogen in the body causes cells to proliferate, or grow too rapidly. Unchecked cell proliferation is often a precursor to cancer. Progesterone plays a critical role in that it opposes estrogen and neutralizes its damaging and carcinogenic effects”.

### **Breast Cancer is a health risk that worries most women in mid life. How does human identical hormone therapy address that?**

“As a woman moves into mid-life, it is very important to monitor the ratio of all her hormones and make sure they stay in a healthy balance. If a woman becomes estrogen dominant, she will be at greater risk for developing breast or uterine cancer. Bio-identical progesterone replacement can help to counter the cancer-causing effects of too much estrogen.”

### **How is a woman's – or man's -sex drive related to hormone levels?**

“Age-related hormone level decline is the most common medical cause of low sex drive, or libido. As I stated earlier, hormone levels begin to shift and decline in a woman's thirties. In a man, the shift of hormone levels typically begins in the early forties. Most men who have 'lost that urge' are unaware that they are actually suffering from male menopause, or andropause.”

### **Is there such a thing as male menopause?**

“Absolutely! In addition to a loss of libido, men may suffer abdominal weight gain, memory loss, mood swings and depression. An age-related decline in testosterone levels has also been linked to an increased risk for heart disease and prostate cancer.”

### **How do you diagnose a hormone imbalance?**

“Many people can diagnose themselves. This book provides a simple Hormone Imbalance Quiz to help. However, before I will prescribe an individualized prescription of BHRT, I have to do tests to find out exactly which hormones that person is deficient in. Both blood work and salivary testing can give you that data.”

**What is the one thing that you would like readers of this book to come away with?** “We’d like for both physicians and patients to realize that BHRT is THE SAFE AND EFFECTIVE CHOICE. Today, there is no reason to suffer unnecessarily from the symptoms of hormonal imbalance.”

C. W. Randolph, Genie James. For much too long the traditional medical community has ignored, misdiagnosed, and mistreated millions of women suffering from symptoms of hormone imbalance. Now, a world-renowned expert explains a safer and more natural approach to treating hormone-related conditions like PMS, weight gain, mood swings, and hot flashes. The controversy continues to rage like hormones: The safety and efficacy of synthetic hormone replacement therapies (HRT) versus human-identical hormones. In this second edition of the widely successful guide *From Hormone Hell to Hormone Well*, world