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**#1 New York Times Bestselling author is BACK!**

“*The 3-Hour Diet* is sensible and simple, practical and powerful, innovative yet intuitive. In the challenging quest for lifelong weight control, there are few who can guide us with the understanding, caring, and experience of Jorge Cruise.”  
-- David L. Katz, M.D., Yale University School of Medicine

## **THE 3-HOUR DIET™**

*How Low-Carb Diets Make You Fat and Timing Makes You Thin*  
**By Jorge Cruise**



Muscle loss happens on most fad diets, as shown in this cross-sections of thighs (by magnetic imaging).

Despite the recent rage in **low-carb diets**, a whopping 65 percent of Americans are either overweight or obese. Our epidemic of massive proportions is no small matter. More than 300,000 adults in the United States die each year from obesity-related illnesses. Why? They **cause you to lose precious fat-burning lean muscle**. And that slows down your metabolism and speeds up your weight gain. But with the 3-Hour Diet™ you will lose 2 pounds every week, starting first with belly fat.

Jorge Cruise reveals the answer – and presents a scientifically sound, deliciously deprivation-free alternative – in **THE 3-HOUR DIET™: *How Low-Carb Diets Make You Fat and Timing Makes You Thin*** (HarperResource; March 2005; \$24.95). As the *New York Times* bestselling author of the *8 Minutes in the Morning®* fitness series and, according to *Yahoo!*, the world’s #1 online weight-loss specialist, Cruise has been helping people lose weight, safely and successfully, for years. **The key to the 3-Hour Diet™ is to reset your metabolism with Jorge’s revolutionary *Visual Timing™* formula that has already helped millions of his online clients. This secret allows you to eat anything by ensuring you automatically eat every 3 hours. Based on the latest**

**science this plan will also reduce the stress hormone *cortisol*, which is responsible for stubborn belly fat.** Imagine preserving your metabolism, having a flat belly and never depriving yourself of the foods you love. So get ready to start losing 2 pounds every week by eating the foods you really love like bread, pasta, chocolate and even fast food. No foods are off limits with the 3-Hour Diet™. It's time to lose the weight and bring back the *joy of eating*.

Based on the evidence of scores of research studies and the success stories of thousands of men and women, **THE 3-HOUR DIET™** clearly explains the slimming, energy-boosting impact of eating a blend of carbohydrates, fats, and proteins, in the right portions, every 3 hours. In a nutshell, eating every 3 hours stops the body from switching “on” its natural “starvation protection mechanism” – or what Cruise likes to call its SPM.

When the SPM kicks in, the body starts working to stave off famine by storing its most caloric rich tissue – fat – and consuming lean muscle tissue instead. Each pound of muscle burns about 50 calories every day just doing nothing. So, the erosion of lean muscle leads directly to the destruction of the body's resting metabolism. That's the real reason, *not* lack of willpower, why diets that preach starvation or abstinence from an entire food group, like Atkins and South Beach, produce only short-term weight loss, and leave dieters vulnerable to gaining back more pounds than they lost. And, as Cruise demonstrates, that's the amazingly simple reason why eating every 3 hours guarantees a steady loss of 2 pounds of excess fat per week – without forcing dieters to slash carbs, count calories, or deny themselves chocolate and other favorite treats.

Packed with practical advice and inspiring testimonials from Cruise's online weight-loss clients, **THE 3-HOUR DIET™** makes the principles of timing easy to grasp, easy to follow, and altogether appetizing. To get dieters going, Cruise provides:

- Jorge's revolutionary *Visual Timing™* formula for easily eating on schedule – starting with breakfast
- A 3-Hour Plate™ for filling up on ideal portions from different food groups
- Tips on making time to eat, regularly and healthfully, in a hectic schedule
- Helpful insights and strategies for overcoming emotional urges to over-eat
- A 28-day success planner, complete with daily visualizations and “Jorge-isms”
- An effective and satisfying maintenance plan, leaving room for dessert
- Bonus exercise options for boosting metabolism and building muscle
- An all-new 3-Hour Food List, including fast-food and frozen meals

- Sample tempting menus, featuring recipes for Scallop Kabobs, Cheese Stuffed Pasta Shells, Turkey Chili, Rosemary Lamb Chops, and more

For everyone fed up with fad diets, not to mention all the dieters craving a slice of bread, **THE 3-HOUR DIET™** offers a much better way to shed pounds, gain vitality, and enjoy a healthy life, without sacrificing the pleasure of eating well and right.

**JORGE CRUISE** personally struggled with weight as a child and young man. Today he is recognized as America's leading weight loss expert for busy people. He is the #1 New York Times bestselling author of *8 Minutes in the Morning®* (HarperCollins, 2003) published in 14 languages and the author of the new #1 bestseller *The 3-Hour Diet™* (HarperCollins, 2005). Jorge has also coached over 3 million online clients at [JorgeCruise.com](http://JorgeCruise.com) and is the exclusive weight loss coach for AOL's 23 million subscribers. Each Sunday his USA WEEKEND magazine column is read by more than 52 million readers in 600 newspapers nationwide. Jorge is also First for Woman magazine's "Slimming Coach" columnist with over 3 million readers each month. He has appeared on Oprah, CNN, Good Morning America, The Today Show, Dateline NBC, and The View with Barbara Walters.

Utilizing the knowledge and credentials that he has gained from the University of California, San Diego (UCSD), Dartmouth College, the Cooper Institute for Aerobics Research, the American College of Sports Medicine (ACSM), and the American Council on Exercise (ACE), Jorge is dedicated to helping busy people lose weight without fad dieting. Jorge lives in San Diego, California, with his wife and son. Visit [JorgeCruise.com](http://JorgeCruise.com) for his free weight loss profile.

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By Jorge Cruise

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