

Learn From 88 Renowned Experts in Nutrition, Health, and Business

HEALTH
COACH
TRAINING
PROGRAM
2012



Andrew Weil MD
Expert in Integrative Medicine
NY Times Bestselling Author



David Katz MD
Director of Yale University's
Prevention Research Center



Geneen Roth
Pioneer of Emotional Eating
& Empowerment



David Wolfe
Authority on Superfoods
& Raw Food Nutrition



Deepak Chopra MD
World leader in the field of
mind-body medicine



Mark Hyman MD
Leader in Functional Medicine
NY Times Bestselling Author



INSTITUTE FOR

**INTEGRATIVE
NUTRITION®**

THE WORLD'S LARGEST NUTRITION SCHOOL

Launch an exciting
new career in nutrition

Earn up to **\$200 per hour**
as a Certified Health Coach

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the groundbreaking **IIN Education app**



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IN PARTNERSHIP WITH THE STATE UNIVERSITY OF NEW YORK PURCHASE COLLEGE

LEARN ONLINE
FROM ANYWHERE IN THE WORLD



Welcome to the future of nutrition



The world is in a vulnerable place right now. The Standard American Diet of processed, chemicalized foods is not just in America anymore. Fast food can be found in every corner of the globe. Global rates of obesity, diabetes, and other chronic disease are on the rise. We get a friendlier welcome when we go to a coffee shop than we do when we're at the hospital or the doctor's office.

But in a world full of medications and operations, there are signs of hope.

Awareness around food and health issues is coming to light through documentaries such as *Food, Inc.*, *Fresh*, and *Forks Over Knives*. The health crisis is being discussed in magazine articles, on the news, and in reality shows like *Jamie Oliver's Food Revolution* and *The Biggest Loser*. There are more farmers' markets than ever showing up in cities across the country, and urban farming is a growing trend. People are catching on and becoming more aware.

We are at the forefront of the health revolution. And it continues with you.

I have a goal for the year 2020: to have the world see clearly, with 20/20 vision, that food changes everything. We started more than 20 years ago, and have continued to educate thousands of students

on the vital importance of true nourishment. In turn, our Health Coaches have gone on to educate tens of thousands more people. Together, we have created a ripple effect that is bringing health and happiness to the world.

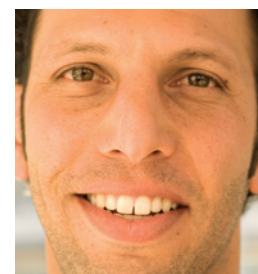
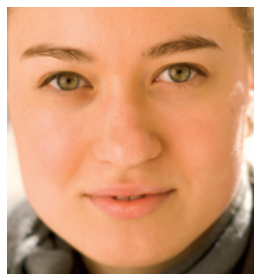
As you read through this Program Guide, I invite you to imagine how the education and training at the Institute for Integrative Nutrition can help you reinvent your life. Health and happiness are inextricably linked. The better you feed yourself, the better you feel and the bigger the impact you can have on the world.

Your life is happening right now. There is no dress rehearsal. Now is the time to take action toward accomplishing whatever dreams or aspirations are lingering in the back of your mind. Our admissions team is available to talk, listen, and prepare you for a powerful education that will open new and exciting opportunities for your future.

Wishing you a wonderful year of opportunity,


Joshua Rosenthal, MScEd
Integrative Nutrition Founder,
Director and Primary Teacher

Our mission is to play a crucial role in **improving health and happiness,** and through that process, create a ripple effect that transforms the world.





Integrative Nutrition trains students how to give good advice about nutrition, how to deliver it well, and how to make it stick.

David Katz MD, Yale University of Medicine & Guest Speaker



You've come to the right place

Each year, our graduates go on to impact countless lives, creating a ripple effect around the world.

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A dozen differences

We are not your ordinary nutrition school. Find out what sets us apart, and how this education will allow you to make a huge difference.

1. CAREER IN A YEAR

Looking for a career change? The accelerated pace of our program allows you to start a new career in nutrition and health in less than a year.

2. FLEXIBLE LEARNING

This program fits seamlessly into your life. You can continue working, and you won't need to take prerequisite courses or take out expensive loans.

3. YOUR OWN IIN EDUCATION APP

No online learning program has done this before! You'll receive a downloadable IIN Education app loaded with audio and video classes, so you can study anywhere, anytime.

4. LAUNCH YOUR PRACTICE

You will have all of the tools you need to start building a practice and seeing clients even while you're still in school.

5. BUSINESS SUPPORT

You'll get step-by-step business training to create and run a successful practice when you graduate. Many of our graduates work as their own boss, create their own schedule, and earn up to \$200 an hour in a career they are passionate about.

6. WORLD-FAMOUS GUEST SPEAKERS

Your IIN Education app features lectures from the world's leaders in nutrition and wellness. From authors to doctors to inspirational speakers, you'll learn from the best of the best. They will be an important resource during your education and beyond.

7. OVER 100 DIETARY THEORIES

Unlike most nutrition programs, we go beyond the USDA government guidelines and teach you more than 100 different dietary theories. You'll be trained to help clients discover what way of eating works best for them.

8. A HOLISTIC APPROACH

Our approach focuses on lifestyle factors that create optimal health: relationships, career, physical activity, and spirituality. You will encourage your clients to look at these aspects as a form of nutrition, a way to feed themselves at a much deeper level than food.

9. LIVE EVENTS

Our live events are the best way to experience the inspiring energy of Integrative Nutrition. You'll expand your knowledge of nutrition, boost your business skills, connect with like-minded people, and become empowered to create the meaningful career that you've been dreaming about.

10. EARN WHILE YOU LEARN

You will begin practicing health coaching with fellow students immediately, and start seeing clients halfway through the program. Our students take on paying clients while they are in school, and some even earn back their entire tuition before graduation.

11. A SUPPORTIVE NETWORK

You'll join a network of more than 20,000 IIN students and graduates who are committed to improving the health of their family, friends, and communities. Imagine how much we can accomplish together!

12. GET STARTED NOW

At other schools, you have to wait for classes to start. Our program begins right away. As soon as you enroll, you receive your downloadable IIN Education app, start learning with Fundamentals classes that lay the foundation for your Integrative Nutrition education, begin setting up your own health coaching website, and connect with students and staff on live webinars and the Online Education Forum. What are you waiting for?

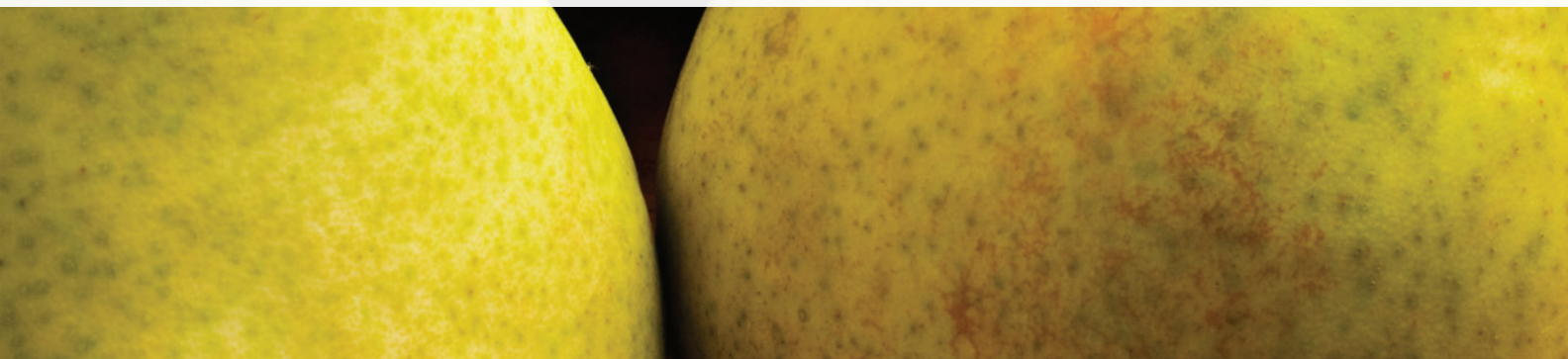
Are you ready to become a part of the future of nutrition?



Integrative Nutrition teaches the new ambassadors of wellness to have an impact on the health of our nation.



Walter Willett MD
GUEST SPEAKER





Change your diet and dramatically reduce the risk of cancer, diabetes, heart disease, and obesity.



T. Colin Campbell PhD
AUTHOR, *THE CHINA STUDY*

Food changes everything

Not long ago, people simply *knew* what to eat. They ate what was local, seasonal, and healthy.

NUTRITION TODAY

The world of nutrition has become incredibly complex. We're constantly hearing about new studies proclaiming the health benefits of a certain food: one day dairy is good for you, the next day it's bad. It's the same with coffee, red wine, and eating meat.

With so much conflicting information about food and so many choices in the supermarket, it's no surprise people are confused.

The food industry doesn't make our job as consumers any easier. Have you ever noticed that unhealthy foods are cheaper and more accessible than healthy foods? Why is it easier to buy sugary, processed snacks than local, organic produce?

Good nutrition is straightforward and simple, yet public nutrition policy has been dictated by a corporate agenda to maximize profits. What did we end up with? Confusing dietary advice, a marketplace saturated with low-quality food, and a population of sick, overweight people.

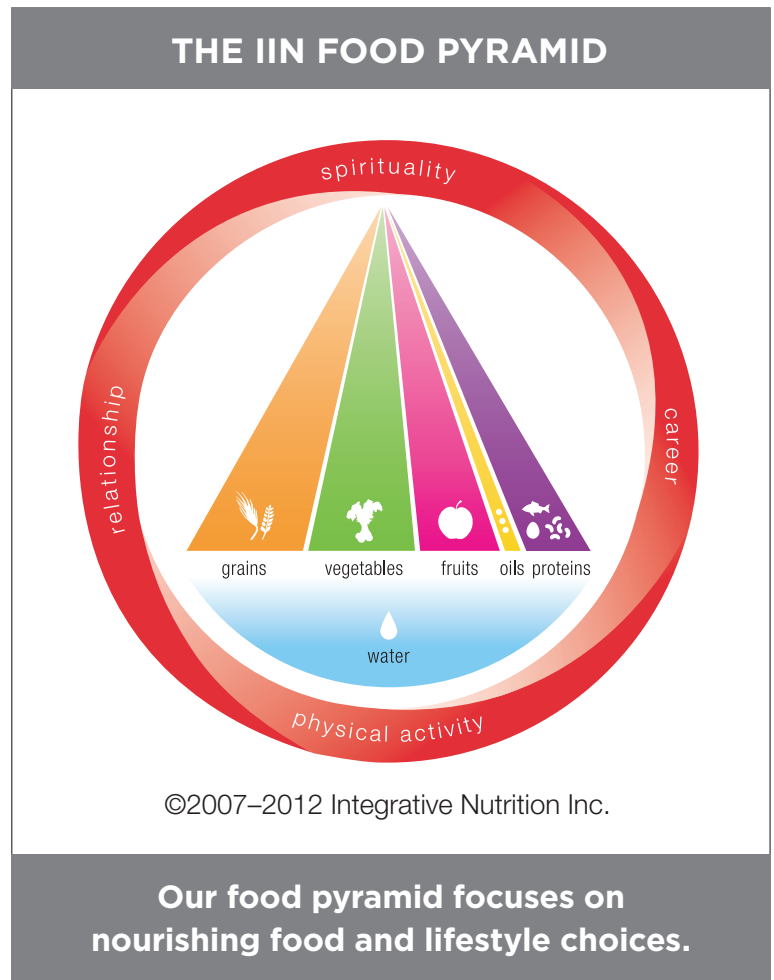
We can do better. We must recognize the fundamental relationship between poor nutrition and the lamentable state of the public's health. What we eat makes a huge difference; yet very few doctors, corporations, or politicians stand for this truth. Isn't it time you joined the health revolution?

THE INTEGRATIVE NUTRITION FOOD PYRAMID

Adapted from the original USDA Pyramid, this version emphasizes the importance of high-quality vegetables, fruits, complex carbohydrates, proteins, healthy fats, and water. To complete the picture, the pyramid is surrounded with lifestyle factors that create optimal health: relationship, career, physical activity, and spirituality.

In 2011, the USDA upgraded their Pyramid to a Plate. While the change was a step in the right direction, the plate still fails to distinguish between the quality of foods we eat. Nowhere does it show the difference between healthy and unhealthy fats, the quality of protein, or even include healthy oils or water.

At Integrative Nutrition, we are a community of passionate people committed to changing the status quo. Together, we are making a big difference in the world through improving nutrition and wellness. Are you ready to take the leap with us into the future of nutrition?



What if our government subsidized fruits and vegetables instead of meat, milk, and sugar?

The world needs Health Coaches

Integrative Nutrition Certified Health Coaches are trained to educate and support people to find their way to better health.

HEALTH CRISIS

America spends more than \$2.5 trillion a year on healthcare, yet chronic diseases are still the epidemic of our generation.

>65%

of adult Americans are overweight⁽¹⁾

33%

of children in America are overweight or obese

Every 39 seconds

one American adult dies from heart attack, cardiovascular disease, or stroke

The health crisis is also growing worldwide:

502,000,000

adults worldwide are obese⁽²⁾

366 million

people worldwide have diabetes⁽³⁾

13.5 million

people worldwide die of heart disease and stroke per year⁽⁴⁾

CAREER CRISIS

We are also experiencing a career crisis. Record numbers of people are unemployed or underemployed. Whether it's the fear of an impending layoff, the stress of a huge workload, or an unfulfilling job, more people are dissatisfied and it's taking a toll on their health and well-being. Are you satisfied with your current job?

CHANGE IS UNDERWAY

Our world is in the midst of a massive shift — people are waking up to the importance of whole foods, sustainable choices, and preventative healthcare. Check out these recent developments:

February 2009 Wouldn't it be a lot easier to eat whole grains, fruits, and vegetables than go in for quadruple bypass surgery? Dr. Andrew Weil, Dr. Mehmet Oz, Dr. Dean Ornish, and Dr. Mark Hyman testified before the U.S. Senate about shifting our healthcare efforts from disease intervention to health promotion.

October 2009 The healthcare debate gets national attention. CBS News reports: "Chronic diseases such as obesity, hypertension, and diabetes wreck our quality of life and cost a fortune. In recent years, a new and intriguing concept has emerged in the prevention and treatment of chronic illness: the Health Coach."

January 2010 First Lady Michelle Obama announced a major initiative to combat childhood obesity.

February 2010 Food documentary *Food, Inc.* received an Oscar nomination for Best Documentary Feature, bringing the truth about the food industry to potentially billions of new viewers.

August 2010 Jamie Oliver, chef, media personality, and school food advocate, received an Emmy Award for the show, *Jamie Oliver's Food Revolution*, in which he campaigns for healthy eating in rural American towns and tackles heavy reliance on fast food.

May 2011 Farmarazzi legislation, which would make taking photos of meat-producing farms (and documenting animal cruelty) a criminal act, is pending in Iowa.

June 2011 In an attempt to upgrade food policy, the USDA gives up the Food Pyramid for MyPlate.

A Los Angeles school district bans chocolate and strawberry flavored milk from the cafeteria menu.

August 2011 Former President Bill Clinton is interviewed by CNN about how, after two heart procedures, he changed his diet from processed to plant-based, lost over 20 pounds, and lowered his cholesterol levels to manage his heart condition.

If these changes are any indication, then we're only at the tip of the iceberg. Five years ago these developments would have been unimaginable. So just imagine what is possible in the next five or 10 years!

Sources: 1. CDC Vitalsigns 2. Fightchronicdisease.org
3. International Diabetes Federation 4. World Health Organization

Are you ready to
make a difference?



Wellness and prevention, to me,
is one of the true keys to changing
the health paradigm in this country.

First Lady Michelle Obama



A Health Coach is a wellness authority and supportive mentor

WORKING AS A HEALTH COACH

Are you the go-to person for nutrition advice at work, at home, or in your community? Many prospective students don't realize it, but they are already working as Health Coaches for their friends and family — they're just not getting paid for it. Integrative Nutrition will provide you with the tools and skills you'll need to turn your passion into a career.

CAREER FLEXIBILITY

Health Coaches have the flexibility to choose when and where they work. Many of our graduates work at doctors' offices, gyms, or spas. Some work from the comfort of their own home, so they can be closer to their children or simply to avoid hectic commutes. You can choose to work:

- Full-time or part-time
- As a complement to your current practice
- As a supplement to your current income

YOU ARE NEEDED!

More and more scientific research shows that with simple diet and lifestyle changes, we could prevent many chronic health conditions. With all the tools you will gain to coach others to become healthier and happier, imagine the impact of this work on your friends, family, community, and the world.

Integrative Nutrition is committed to your success.





In our current healthcare system, almost no time is spent discussing daily diet and lifestyle, and that's where you come into the picture. The world needs well-trained professionals to teach people how to adopt a healthier lifestyle. Integrative Nutrition educates our students to do just that. People work with Health Coaches to achieve their goals in areas such as weight management, food cravings, sleep, energy, and digestion, just to name a few.

A Health Coach offers guidance and inspiration to help clients shift their behavior to healthier habits. Clients develop a deeper understanding of the foods and lifestyle choices that work best for them, and implement lasting changes that improve their energy, balance, and health. Instead of prescribing one diet or one way of exercising, Health Coaches focus on teaching clients to become self-sufficient by observing the body's responses to various modifications and choosing health-promoting behaviors that work for them.

POSSIBLE AREAS OF FOCUS

FOOD

- Cravings
- Coffee / Sugar
- Grocery Shopping
- Healthy Cooking

LIFESTYLE

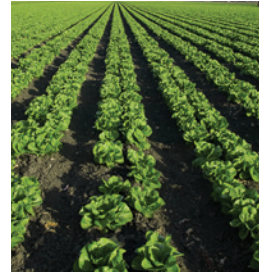
- Relationships
- Exercise Routine
- Career
- Spirituality

HEALTH

- Allergies
- Anxiety
- Digestion
- Energy
- Sleep
- Stress

GOAL SETTING

- Weight Loss
- Time Management
- Planning for the Future



Health Coach Training Program 2012



Launch your career in nutrition and wellness

At Integrative Nutrition, you'll receive the nutrition education and business training to start a health coaching practice.

THE PROGRAM

Health Coach Training

Since 1992, The Institute for Integrative Nutrition has been at the forefront of holistic nutrition education, offering comprehensive cutting-edge training in health coaching. Our online learning format allows students from all over the world to experience our curriculum.

The program allows for maximum access and flexibility, so you can balance this education with your busy lifestyle. As a student, you'll receive the downloadable IIN Education app that is loaded with audio and video classes with top experts in nutrition and wellness. Now you can build a health coaching practice at home or on-the-go.

Around-The-Clock Support

No matter where you live, you'll feel connected through our Online Education Forum (OEF). As soon as you enroll, you'll get support from our staff, faculty and your fellow classmates. Students use the OEF to spark discussion, get support around health concerns and working with clients, and strategize business development.

You'll receive guidance from a personal advisor, who is a successful graduate of our program. You'll connect on scheduled phone sessions throughout the school year.

Each month, you'll have the opportunity to attend a Live Web Class, a webinar led by our staff. You can ask questions, get support and hear about experiences from classmates and graduates.

Time Requirement

The core curriculum of the program takes 12 months to complete. During those 12 months a course schedule is provided which allows students to move ahead or play catch up to better fit their busy schedules.

A typical student spends about 5–10 hours per week on the coursework.

PROGRAM INCLUDES

- Welcome package with books, and DVDs
- Downloadable IIN Education app with audio and video lectures with world-class speakers
- Fast Track business training
- A certificate halfway through the program making it possible to start seeing clients
- A customizable website to promote your practice
- Personalized business cards, brochures, and newsletters
- Comprehensive library of forms to set up your practice
- Your own personal advisor throughout the school year
- 24-hour access to our Online Education Forum to connect with fellow students and staff
- Fundamentals classes to start learning as soon as you enroll
- Optional live conferences
- Additional advanced training for students who wish to expand their coaching and business skills

IIN GRADS SPEAK



“I chose Integrative Nutrition because of the incredible detailed content, the wide range of philosophies they expose students to and teach on, the format the content is delivered, the caliber of the speakers and teachers, and the sense of community they provide.”

—Elizabeth Rider

Denver, CO, Class of 2011

Virtual learning from anywhere in the world

Study at home or on-the-go.



At Integrative Nutrition, we're here to support your success in school and beyond. With the IIN Education app, you will be on the leading edge of technology and nutrition

education, and you can join the nutrition revolution from anywhere in the world:

- Attend class without traveling or commuting
- Build your study time around your busy schedule
- Meet peers and potential business partners around the globe
- Have your study materials at your fingertips in one convenient package
- Enjoy the pleasure of using an easy, new technology

YOU ASKED. WE LISTENED

For 18 years, people traveled from across the globe to attend our Health Coach Training Program in New York City. Over the years, we received countless requests from people who wanted to participate in our program, but were not able to travel to New York. So we committed to making our program accessible to everyone with a passion for health and wellness.

FLEXIBLE ONLINE LEARNING

How did we do it? We loaded the lectures and curriculum from our live classes onto a downloadable IIN Education app and our Online Education Forum (OEF). We have designed a portable classroom that will allow you to learn where ever and whenever you like, and with the latest technology. Now you can take the core curriculum from the world's largest nutrition school with you while you commute, run errands, travel the world or relax in your own home.

HOW IT WORKS

Getting Started: As soon as you enroll at IIN, you'll receive a welcome package that includes your books, and DVDs. You'll download the IIN Education app and start learning with Fundamentals classes, which will introduce you to our curriculum. You will also have your personalized website to customize, and over 100 different dietary theories to discuss on the Online Education Forum.

Online learning with your IIN Education app: Your IIN Education app is your portable, high-tech classroom with everything you need to experience our dynamic program. It contains all the audio and video components of our curriculum so you can watch and listen to lectures whenever you like. Complete new weekly assignments released on the Online Education Forum, where you will also find all of your handouts, powerpoints, additional resources, and online discussions closely moderated by our staff. Its wifi capability allows you to go online to manage your email and schedule, set up your own customizable website, and stay in touch wherever you go. Each week it will take 5-10 hours to listen to lectures and complete your assignments.

Tests: About every 10 weeks, there will be a test that focuses on the course content you have just completed.

IIN GRADS SPEAK



“IIN's holistic approach resonated with me. Having spent years trying to blend seemingly disparate things together, I wanted an environment that encouraged awareness and understanding. The 24/7 online education was priceless. I enjoyed my on-the-go lifestyle, traveled often, and did not miss anything.”

—Renu Daga

Sarasota, FL, Class of 2010



Rosangel Perez
Class of 2010

Meet the revolutionary



Arielle Fierman
Class of 2008

IIN Education app

The future of nutrition meets the future of education.

At Integrative Nutrition, we're committed to staying on the cutting edge of technology to ensure our students' success in their education and careers. With the IIN Education app, you can access the entire Health Coach Training Program (and more!) from wherever you are. The custom IIN Education app provides an incredible multimedia learning experience unlike anywhere else.

HEALTH COACH TRAINING AT YOUR FINGERTIPS

All of your Fundamentals introductory classes, core lectures, and additional Focus classes on nutrition, wellness, and business development are downloadable through your IIN Education app.

- **Learn from anywhere** — your materials are available right at your fingertips
- **Run your green + paperless practice** — use calendar and email on your on your device to manage your schedule and connect with clients. Learn with the app and build your business all in one place
- **Decide what's right for you** — enjoy even more flexibility by choosing the device that works best for your life — big screen, extra portability — it's up to you

And coming soon...

PRACTICE MANAGEMENT!

The Practice Management app is an IIN exclusive, designed to make it simple for students and grads to build thriving, paperless health coaching practices. In one custom app, you'll have everything you need to launch your business while you're still in school and continue running it long after you graduate! The app will work seamlessly with your health coaching website to make it easy for you to work with your clients and help ensure your success!



A close-up portrait of a woman with long, wavy brown hair and green eyes, smiling warmly. She is wearing a light grey cardigan over a white top. In the foreground, she is holding a bouquet of flowers, including several tall green stalks and a large, vibrant red chrysanthemum. The background is a soft, out-of-focus grey wall.

Sandra Keros
San Francisco, CA
Class of 2005

Health Coaches are shaping the future
of healthcare. Join the movement.

Health Coach Certification of the highest caliber

The world's largest nutrition school and leading Health Coach Training Program is known for its high-caliber graduates who become leaders in their communities.

COLLEGE CREDIT



Integrative Nutrition graduates are eligible to apply for college credit recognition for both the Health Coach Training Program (29 credits) and Immersion Program (11 credits), for a total of 40 credits as recommended by the National College Credit Recommendation Service. The National College Credit Recommendation Service is an internationally recognized organization that partners with over 1500 colleges and universities in the U.S. and Canada to establish college credits for non-traditional programs.

CERTIFICATIONS



Integrative Nutrition® Health Coach Certificate

Upon graduation, you will become an Integrative Nutrition® Registered Health Coach, representing the breadth and depth of your education, knowledge, and experience. Integrative Nutrition graduates are known for their high-caliber education, ability to improve clients' lives, and leadership in their communities.



The State University of New York (SUNY) Purchase College

You can also receive a certificate from Purchase College, State University of New York, certifying the high caliber of your nutrition education. SUNY is the largest and most comprehensive university system in the U.S. and our dynamic partnership allows you to earn 15.5 Continuing Education Units (CEUs).



American Association of Drugless Practitioners (AADP)

Get board certification by registering with the AADP, an independent professional association for holistic healthcare professionals.



New York State Department of Education

The Institute for Integrative Nutrition is a licensed vocational school with the New York State Education Department as of 2009.

“Integrative Nutrition delivers a dynamic and transformative online program for adult learners passionate about holistic nutrition and a future in health coaching.”

Kelly Jackson, Director of Continuing Education - Purchase College, State University of New York



Our curriculum teaches a wide variety of skills in business, coaching, nutrition, and lifestyle choices

We teach you how to work with clients in a one-on-one setting, as well as run group programs and workshops in corporations, spas, health clubs, doctors' offices, schools, and more.

Integrative Nutrition covers cutting-edge nutrition concepts and modern health issues that you won't always find in a traditional nutrition program. Topics include:

NUTRITION CONCEPTS

Bio-individuality

No one diet works for everyone. We explore different ways of eating in order to help clients discover a personalized approach that is appropriate for the individual depending on their age, health, activity level, where they live, lifestyle goals, personal tastes, and preferences.

Primary Food

We are fed not only by food but by other factors in our lives. Healthy relationships, regular physical activity, a fulfilling career, and a spiritual practice can impact your health, fill your soul, and satisfy your hunger for life.

Deconstructing Cravings

Many people believe cravings are a problem, but cravings play a critical role in understanding what the body needs. You will learn why people desire certain foods—like chocolate, French fries, and coffee—and when to give into these cravings.

Crowding Out

Most nutrition experts give their clients a list of foods to avoid, which explains why so many people are turned off by nutrition. Crowding out means you add more healthy food to your diet rather than focus on cutting out the foods you enjoy.

Energetics of Food

All food has distinct qualities and energetic properties that affect your body depending on where, when, and how it's grown and prepared. We will discuss how different foods and growing conditions may affect the way you feel.

Food/Mood Connection

Scientific research and personal experience both demonstrate that what we eat affects how we think, feel, and act. We will give you the tools so you can deconstruct why you feel a certain way after eating a certain food.

Superfoods

Certain foods are powerful enough to help you lower cholesterol, reduce your risk of heart disease and cancer, and improve your mood. You will learn about the powerful, antioxidant-rich fruits, vegetables, and whole grains that will boost your health and improve your mood.

NUTRITION SCIENCE

Our curriculum reviews basic concepts in science and anatomy to provide you with a general understanding of how our bodies function and how certain dietary habits might impact individuals. We provide a general introduction to the following topics:

- Inflammation
- Blood sugar balance
- Digestion
- Toxins
- Metabolism
- Influence of food on genes

MODERN HEALTH ISSUES

Health Crisis

Rates of obesity, diabetes, and cardiovascular disease continue to increase. We spend an exorbitant amount of money on medications and operations and virtually nothing on prevention, education, and holistic health. Learn how you can help reverse this trend.

Food Corporations

Food corporations are big business; the fast food and restaurant industries generate billions of dollars in annual sales. Learn how companies spend their advertising dollars to influence the public to buy their products.

Government Policies

Why are unhealthy foods cheaper than healthy foods? Learn about government subsidies, campaign contributions, and the pros and cons of the USDA Dietary Guidelines.

Homeostasis

When the body is out of balance, the imbalance usually manifests as symptoms that affect our lives. Explore how whole foods and healthy behavior choices can help restore the delicate balance to blood sugar, stress levels, and other basic systems of the body.

Organic vs. Non-Organic Foods

Discover the difference between organic, non-organic, commercial, and locally raised produce and how these methods affect your overall health.

Emotional Eating

Many people turn to food to heal emotional problems. This can lead to overeating and unwanted weight gain. Explore the connection between food and other life factors.

School Food

School food has long been blamed as a major cause of childhood obesity. You will learn about the different programs being developed in schools and how you can make a difference.

PROFESSIONAL PRACTICE

Fast Track

With our business coaching and Fast Track program you will be given the tools to grow your practice even after you graduate. Specific topics include:

- Attracting perfect clients
- Elevator speech

- Goal planning
- Money management
- Referral building
- Registering your business
- Teaching classes
- Client retention
- Closing the deal
- Contracts & handouts
- Internet presence
- Networking

Health Coaching

You will be trained in the art of listening in order to hear your clients' every need and learn how to effectively guide them through a six-month program to reach their health, lifestyle, and personal goals. Specific coaching skills include:

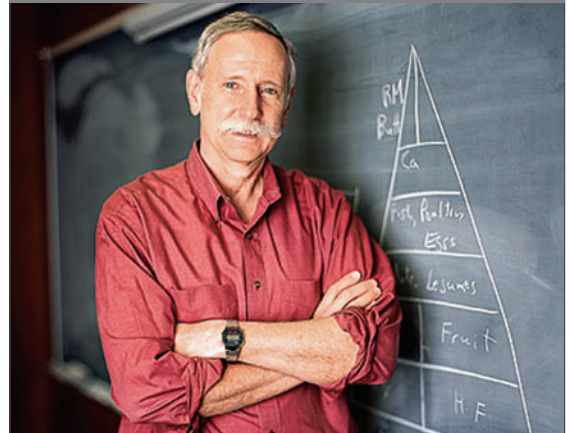
- Art of listening
- Beginner's mind
- Communicating about diet
- Consultation demonstrations
- Coaching skills
- Six-month program
- High mileage questions
- Magic of mirroring
- Corporate wellness
- Group programs
- Coach/client relationship
- Working with children and teens

Healthy Lifestyle

You will learn to eat healthier and live happier with tools you gain in school, so you can offer the same to your clients. Specific topics include:

- Designing your future
- Family relationships
- Food quality and quantity
- Self-care
- Seasonal cooking
- Achieving balance
- Attitude and energy of the cook
- Circle of life
- Food selection
- Healthy snacks
- Intimacy, love, touch
- Simple eating
- Quick meals for busy people

SAMPLE MODULE



Walter Willett MD

In this module, you'll be introduced to our unique nutrition theory by founder and director, Joshua Rosenthal, as well as our Fast Track business training program. You'll also listen to a lecture by Walter Willett MD, Chairman of Nutrition at the Harvard School of Public Health.

Unique Nutrition Theory

Listen: IIN Education app audio (22 minutes)

A Career in Health with Robert Notter

Listen: IIN Education app audio (12 minutes)

Walter Willett MD

Listen and watch: IIN Education app audio and video (90 minutes)

Login to the Online Education Forum

Read: Dr. Willett's answers to student questions

Review: Dr. Willett's presentation

Share: What you learned from Dr. Willett

Assignment

Read: Chapter 1 from the *Fast Track Workbook* and complete the exercises.
Total Audio/Video Content: 102 minutes

guest speakers



Andrew Weil MD



Deepak Chopra MD



Neal Barnard MD



David Wolfe



Walter Willett MD



Sally Fallon Morell



Joel Fuhrman MD



Andrea Beaman



Gary Taubes



Joshua Rosenthal MScEd



Geneen Roth



Robert Notter



Howard Lyman



David Katz MD



Annemarie Colbin PhD



Arthur Agatston MD



Lynn Goldstein MS, RD, CDN



John Douillard PhD



Mark Hyman MD



Barry Sears PhD



Michael Jacobson PhD



Bernie Siegel MD



Paul Pitchford MS



Harville Hendrix PhD

A strong school begins with powerful teachers

Our students are inspired by more than 80 experts who are at the forefront of nutrition, health, and business. Our distinguished speakers are the leading doctors, PhDs, researchers, and authorities in nutrition today.

Andrea Beaman

A successful Integrative Nutrition graduate and author of *The Whole Truth*, *The Eating and Recipe Guide* and *Health is Wealth*, she teaches the art of cooking whole foods in a simple, fun, and quick way. She was featured on Bravo's *Top Chef* and is host of *Wise Up!* and the award nominated *Fed Up!* on Veria television network.

Andrew Weil MD

A Harvard Medical School graduate, Dr. Weil has traveled the world experiencing and studying healers and healing systems. He is a world-renowned, bestselling author. He is founder and director of the Program in Integrative Medicine at the University of Arizona.

Annemarie Colbin PhD

Founder of the Natural Gourmet Institute for Health and Culinary Arts, she is an internationally recognized health educator, author, consultant, and speaker, specializing in food and its effects on health. She is the author of *The Whole-Food Guide to Strong Bones: A Holistic Approach, Food and Healing*, and *The Natural Gourmet*.

Arthur Agatston MD

A cardiologist and author of the bestselling *South Beach Diet*, which has become one of the most popular diets worldwide, he is Associate Professor of Medicine at the University of Miami and a pioneer in non-invasive cardiac diagnostics and imaging. His goal is to educate and empower both his patients and the public about healthy lifestyle choices and prevention.

Barry Sears PhD

Founder of the *Zone Diet*, he is a pioneer in biotechnology and nutritional research, developing drug-delivery systems for heart

patients. Dr. Sears is a former MIT researcher, holding 13 patents for cancer treatments and the dietary control of hormones. He is the author of the #1 *New York Times* bestseller *The Zone*, as well as 12 other nutrition books, including *Mastering the Zone*, *The Anti-Aging Zone*, and *The Omega RX Zone*.

Bernie Siegel MD

A physician who embraces a philosophy of living and dying that stands at the forefront of medical ethics and spiritual issues, he is the author of several bestselling books, including: *Love, Medicine & Miracles*; *Peace, Love & Healing*; and *How to Live Between Office Visits*.

David Katz MD

Author of the *Flavor Point Diet* and the *Flavor-Full Diet*, he is an Associate Professor of Public Health and Director of the Yale Prevention Research Center. He is a medical contributor for *ABC News*, writes a nutrition column for *O*, *The Oprah Magazine* and the *New York Times*, and is a renowned expert on weight control, nutrition, and preventative medicine.

David Wolfe

Considered by his peers to be the world authority on raw food nutrition, he is a passionate and informative speaker, and the author of the bestselling books *Naked Chocolate* and *Eating for Beauty*. Wolfe works to locate and distribute some of the world's highest quality raw foods.

Deepak Chopra MD

The world leader in the field of mind-body medicine, he is the Founder of the Chopra Foundation, and Founder and Co-Chairman of the Chopra Center for Wellbeing in Carlsbad, California. Chopra integrates the best of Western medicine with natural healing

traditions. He has authored over 60 books with 18 *New York Times* bestsellers, including *Perfect Health: The Complete Mind/Body Guide*; *Ageless Body, Timeless Mind: The Quantum Alternative to Growing Old*; and *Reinventing the Body, Resurrecting the Soul*.

Geneen Roth

A pioneer in distinguishing the link between our emotions and hunger, Roth leads workshops and retreats nationwide. She is the author of eight books, including *New York Times* bestsellers *When Food Is Love* and *Women, Food and God: An Unexpected Path to Almost Everything*. She has appeared as an expert in her field on *Oprah*, *NBC Nightly News*, and *20/20*.

Harville Hendrix PhD

Harville Hendrix is a Clinical Pastoral Counselor who is known internationally for his work with couples. He is the author of the *New York Times* bestseller, *Getting the Love You Want: A Guide for Couples*. He and his wife co-created Imago Relationship Therapy and developed the concept of "Conscious Partnership." Their partnership and collaboration has resulted in nine books on intimate relationships and parenting.

Howard Lyman

Howard Lyman is a fourth-generation family farmer in Montana, former president of Earth-Save International and the activist that turned Oprah Winfrey against hamburgers. He authored the book *MAD COWBOY: Plain Truth from the Cattle Rancher Who Won't Eat Meat* and is currently President of Voice for a Viable Future.

Joel Fuhrman MD

Fuhrman is family physician who specializes in preventing and reversing disease through nutritional and natural methods, one of the



Integrative Nutrition offers a comprehensive holistic approach to not just nutrition but lifestyle management.

Deepak Chopra MD

country's leading experts on nutritional healing and bestselling author of several books including *New York Times* bestseller *Eat to Live: The Amazing Nutrient-Rich Program for Fast and Sustained Weight Loss*. Fuhrman is also a public speaker who educates and motivates audiences to make life-saving changes.

John Douillard PhD

Author of *The 3-Season Diet; Body, Mind, and Sport; Perfect Health for Kids; and The Encyclopedia of Ayurvedic Massage*. Douillard has been teaching Ayurvedic medicine, natural health, fitness and nutrition internationally for over 20 years.

Julia Ross MA

She is a nutritional psychologist, working with people to eradicate food cravings, addictions, and eating disorders. In her bestselling book, *The Diet Cure*, she explains how food allergies, hormonal irregularities, blood sugar swings, and thyroid dysfunction cause biochemical imbalances that lead to food addiction and weight gain, and can usually be lessened or eradicated with the proper diet and supplements.

Lynn Goldstein MS, RD, CDN

Graduate of the Institute of Integrative Nutrition and NYU's clinical nutrition program, she is a registered dietitian who developed and runs a nutrition program at the Jay Monahan Center for Gastrointestinal Health. She also has a private practice and leads seminars at doctors' offices, corporations, and medical conferences.

Mark Hyman MD

He is a leader in the emerging field of functional medicine, a combination of conventional and alternative medicine with cutting-edge science. He is founder and Medical Director of The UltraWellness Center where he treats patients using this comprehensive approach to health. He is author of several bestselling books including *Ultrametabolism: The Simple Plan for Automatic Weight Loss* and *Ultraprevention: The 6-Week Plan That Will Make You Healthy for Life*.

Michael Jacobson PhD

He is the Co-Founder and Executive Director of the Center for Science in the Public Interest,

an independent consumer advocacy organization that conducts innovative research in health and nutrition. He is the coauthor of *Restaurant Confidential* and *Six Arguments for a Greener Diet*.

Neal Barnard MD

He is the founder of the Physicians Committee for Responsible Medicine (PCRM), an organization in which doctors and laypersons work together for compassionate and effective medical practices, research, and health promotion. PCRM promotes preventative medicine and has led the way in reforms of federal nutrition policies.

Paul Pitchford MS

His landmark book, *Healing with Whole Foods: Asian Traditions and Modern Nutrition*, forms the foundation of his unique dietary teachings which unify Eastern and Western therapies including Traditional Chinese medicine, nutrition, and Tai Chi and Zen meditation. Pitchford's work has become a primary force behind the most fundamental, clinically effective, and innovative dietary movement today, widely known as "whole foods nutrition."

Robert Notter

An IIN graduate with a thriving practice in Manhattan as a business and marketing coach, he shares his wealth of networking, marketing, and business building knowledge as the primary teacher of Fast Track business training program.

Sally Fallon Morell

She is a nationally known nutrition researcher, community activist, and the author of *Nourishing Traditions: The Cookbook that Challenges Politically Correct Nutrition and the Diet Dictocrats*. She is also the founding president of the Weston A. Price Foundation for Wise Traditions in Food, Farming and the Healing Arts.

Walter Willett MD

Chairman of Nutrition at the Harvard School of Public Health and a professor of medicine at Harvard Medical School, he is the author of several books, including *Eat, Drink, and Weigh Less*.

Note: Speaker list subject to change.

JOSHUA ROSENTHAL, PRIMARY EDUCATOR



Joshua Rosenthal, MScEd, is the Founder, Director and Father of the Institute for

Integrative Nutrition. He has been working in the nutrition field for 30 years and is the driving force behind the school. He holds a master's degree in education with a special focus on counseling. His experience spans the fields of curriculum development, nutrition theories, nutritional counseling, whole foods, and life coaching.

Since 1992, Joshua has been the primary teacher at Integrative Nutrition, a school at the forefront of the health and wellness movement. He teaches about half of the curriculum, covering nutritional theories and counseling techniques that he has developed. He is joined by top leaders in the nutrition and wellness fields who teach about their areas of expertise. He includes these speakers so that students receive an in-depth nutrition education from leading authorities. While most programs teach one philosophy (usually based on the USDA Dietary Guidelines), Integrative Nutrition covers all the dietary theories.

Joshua has reinvented nutrition education, teaching in a style that is revolutionary in the field of adult learning. His lectures are engaging, thought-provoking, energizing and fun. He is an insightful healer whose simple approach allows people to quickly and successfully reach improved levels of health and happiness.

Study at the only school in the world teaching 100 different dietary theories

We teach the pros and cons of dietary theories, so you can guide clients to find what works for them.

EVERY BODY IS DIFFERENT

We are too unique to eat the same exact food. Ever notice that men eat differently than women? Children, teens, and adults all have very different preferences. People who work in an office eat differently than those who do physical labor. Our personal tastes and preferences, blood types, metabolic rates, and genetic backgrounds influence what foods will and won't nourish us.

So, when the experts say, "dairy is good for you" or "fat is unhealthy," it's too much of a generalization. That's why fad diets don't work in the long run. They are not based on the reality that we all have different dietary needs. One person's food is another person's poison. We call this concept bio-individuality and we will teach you how to use this approach with your clients.

90/10 Theory

A flexible approach to eating that strives for eating healthy foods 90 percent of the time, and allowing 10 percent of the time to eat whatever you desire.

Anti-Aging Diet

This diet is based on the idea that foods high in fats and sugar accelerate the aging process whereas foods with antioxidants like fish, fruits, and vegetables are anti-inflammatory and slow the onset of aging.

Atkins Diet

This diet restricts carbohydrates, causing the body to burn its own fat for fuel, instead of carbohydrates.

Ayurveda

This ancient healing system from India emphasizes eating in accordance with your individual body type and the seasons.

Blood Type Diet

An individualized approach to eating, depending on blood type, that combines anthropology, medical history, and genetics.

Calorie Restriction

A diet that aims to extend life expectancy through limited caloric intake.

Gluten-Free Diets

A diet omitting the protein gluten which is found in wheat, barley, and rye.

High-Carbohydrate Diets

This modern take on traditional diets relies on whole grains, beans, and vegetables.

Macrobiotics

A philosophy based on balancing yin and yang through eating natural, whole foods.

Mediterranean Diet

Based on the traditional foods of Italy and Greece, this diet consists mostly of fruits, vegetables, whole grains, and olive oil, and emphasizes exercise.

Raw Food

Raw or living food diets are based on eating unprocessed and uncooked plant foods.

South Beach Diet

A low-carb diet that distinguishes the right kinds of carbohydrates and fat, while emphasizing lean proteins.

Traditional Chinese Medicine

An ancient belief system which looks at health holistically and uses diagnosis as a way to assess overall health of the body.

Vegetarian/Vegan Diets

A vegetarian diet restricts eating meat. A vegan diet restricts the use of all animal products.

Wise Traditions

Based on the work of Dr. Weston A. Price, this diet emphasizes nourishing traditional foods and farm produce for optimal health.

The Zone Diet

A diet based on regulating blood sugar levels with a balance of carbohydrates, fats, and proteins at every meal, enabling the body to burn fat more efficiently.



Eat food. Not too much.
Mostly plants.



Michael Pollan

AUTHOR, *THE OMNIVORE'S DILEMMA*





Healthy relationships, regular exercise, a fulfilling career, and a spiritual practice can satisfy your hunger for life.



Joshua Rosenthal MScEd
FOUNDER AND PRIMARY TEACHER

What feeds you?

Food is critical for health and happiness, but primary food makes your life extraordinary.

WHAT IS PRIMARY FOOD?

We have a philosophy about food — everything we consider a source of nutrition is really just a secondary source of nourishment. The foods you eat are secondary to all the other aspects of life that feed you. We call these parts of life primary food.

Healthy relationships, regular physical activity, a fulfilling career, and a spiritual practice can fill your soul and satisfy your hunger for life. When primary food is balanced and satiating, your life feeds you, making what you eat secondary. Food can fill you, but it cannot fulfill you.

For example, many people spend hours each day watching television and surfing the internet. You can eat all the broccoli and brown rice in the world, but if you are isolated and lonely, you won't be living life to the fullest.

We take in the experiences of life in thousands of ways. We hunger for play, fun, touch, romance, intimacy, love, success, art, music, adventure, and spirit. All of these are essential forms of nourishment. Everything is food.

You will become skilled in talking to clients about primary food so they can reach new levels of health and wellness.

RATE YOUR PRIMARY FOOD

Want to see how you rate with your primary food? Turn to page 53 and fill out the Circle of Life.



Relationships

The quality of relationships with friends, family, and coworkers can explain a lot about the quality of a person's life. Start to notice which relationships truly feed you in your life and which relationships drain your energy.

Career

Most people spend 8-10 hours a day, five days a week at work. That adds up! Are you passionate about your job and do you love the people you work with? If not, chances are that takes a toll on your health. Finding work you love is essential to living a healthy, balanced life.

Spirituality

Some people follow the spiritual path their parents grew up with, while others explore new traditions. Almost all forms of spiritual practice come down to one thing: the more we bring our individual lives into alignment with the whole of existence, the more we feel nourished and at peace.

Physical Activity

Our bodies thrive on movement and quickly degenerate without it. Exercise can take simple forms, like getting off the subway or bus one stop earlier and walking farther to your destination. Making physical activity a simple, daily habit greatly increases your health and happiness.

IIN GRADS SPEAK

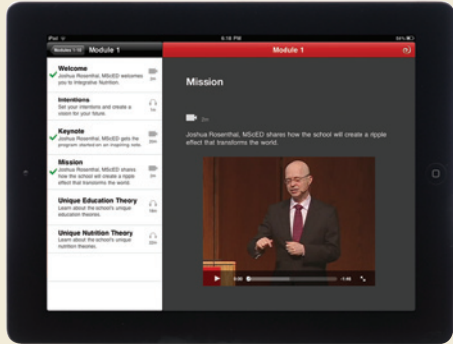


“Integrative Nutrition is the only school that truly customizes health and nutrition to the individual. I LOVE their primary food approach and how their program invites a total perspective transformation around not only nutrition, but all aspects of life.”

—Christa Orecchio
Cardiff, CA, Class of 2006

Classes designed to fit your life

Stay connected and study from anywhere in the world.



Healthy Cooking

You will learn the importance of home-cooked meals. We teach you how to make easy, tasty meals in 20 minutes or less and how to lead inspiring cooking classes that motivate people to cook.

Healthy Shopping

You will receive our *Healthy Shopping* DVD, which guides you through the secrets of efficient high-quality shopping. Plus, we'll teach you how to lead a health food store tour for your own clients.

YOUR INTERACTIVE EDUCATION

At Integrative Nutrition, we say that no one way of eating is right for everyone. It's also true that no one way of learning is right for everyone. We incorporate diverse styles of teaching to engage all the senses, which is the most effective way to educate adults.

Our curriculum supports your own educational bio-individuality. It is designed for visual, auditory, and kinesthetic learners. Visual learners learn by seeing, reading, and watching videos. Auditory learners learn by listening to lectures, MP3s, and conference calls. Kinesthetic learners learn by practicing what they learn with other students. By incorporating a variety of teaching techniques, all types of learners can thrive in this dynamic educational environment.

Study from anywhere at any time with your downloadable IIN Education app that contains all the classes and lectures you need throughout the year. No matter where you are, you will be able to connect with the community and have an in-person feeling unlike any other online learning program. Our group discussion webinars, an Online Education Forum, and buddy system foster an educated, energized community empowered to create change.

IIN GRADS SPEAK



“IIN is not your average school. The flexibility allowed me to work and study simultaneously without any added stress. With the ability to see clients before graduation, my education was paid for before it was completed. Now I have a personal practice that is growing consistently. I control my income, my work hours, and my favorite part of all — my vacations!”

—Kevin Briscoe
Jamaica, Class of 2007



Our students are intelligent and passionate people ready to transform the health of our planet.



From Left, **Lisa Fabrega**,
Class of 2010 and
Lois Brown, Class of 2009

Develop a successful business with Fast Track training

You'll gain confidence and get the support you need to create a thriving health coaching practice.

BUSINESS DEVELOPMENT

Fast Track Training

No other school offers so much support in getting you off the ground with a thriving practice. We train you to offer a six-month health coaching program which includes: meeting clients in one-on-one sessions, running group events, and providing tools to support your clients in achieving their health goals. We realize that starting a business can be difficult, but we guide you every step of the way to ensure you have all the tools to create a prosperous career.

BUILDING BLOCKS FOR YOUR PRACTICE

We provide students with a business building program, along with exercises so they have the confidence to become Health Coaches. The Fast Track training prepares students to step out and work with the public. We accommodate students who are new to starting a practice and students who want to build their existing practice.

GRADUATE SUPPORT

Integrative Nutrition is committed to free ongoing learning for our graduates. As a part of our community, you can stay motivated to enhance your business and personal life.

Advanced Business Training

We offer second year advanced business training at no cost where graduates can deepen their studies in coaching and business skills while they build their practice.

THE FAST TRACK PROGRAM

Each student receives a *FastTrack Workbook* to keep them focused on building their career throughout the year. Each chapter has content and exercises to help students develop their practice.

The Fast Track program includes:

- Step-by-step instructions on how to start a practice
- Finding and keeping clients
- Identifying your target market
- Working in corporate health
- Writing press releases
- Achieving work/life balance
- Keys to economic success
- Setting clear business goals
- All the paperwork you need for client sessions
- Building a referral network
- Social networking

IIN GRADS SPEAK



“The world is hungry for Health Coaches and the opportunities are numerous. Being a Health Coach has allowed me to pursue old dreams of film work and writing, and explore new dreams of public speaking and coaching individuals. I love being a Health Coach and spreading my nutrition knowledge to help others. I am having so much fun!”

—Holli Thompson

Washington, DC, Class of 2009

Start seeing clients while in school and earn back the cost of your tuition.

Create your dream career

Endless possibilities for building your business.

Career in a Year

Whether you want to be practicing part-time or full-time, Integrative Nutrition helps you set your goals so that you can earn an excellent income as a Health Coach.

At Integrative Nutrition, you can earn while you learn. Students start seeing clients while they're still in school, and many even earn back their entire tuition before graduation.

Become Part of the Solution

There's a great demand for the services our graduates offer. People desperately need nutrition education and high-quality personal care to find their way back to health. That's where you come in.

You have the opportunity to truly make a difference and also build the life you want to live. Both can start now! The world is ready for change and we encourage you to jump on board and start your career in nutrition and health!

As you train to be a Health Coach, you will begin to learn how to articulate life-changing health information, share your knowledge with others, and become a critical part of the solution to our healthcare crisis.

Are you ready to transform your health and happiness and jumpstart a meaningful career?

FLEXIBLE SCHEDULE

Graduates often start health coaching while enjoying the stability and income of their current career. Some use their education to contribute to family, friends, or others. Some start a part-time practice to earn extra income in the evenings and on weekends. The flexibility allows them to gradually grow their full-time health coaching practice and leave their current full-time job.

Some graduates already have a practice in a complementary career in the field of health and wellness, and this education takes it to a whole new level.

DESIGN YOUR OWN PRACTICE

Where can you work as a Health Coach? The best part of this career is that you have the ability to shape and personalize your practice into whatever works for you. Our graduates work in a variety of settings — from doctors' offices to spas and wellness centers to their own homes. Some places you might want to work could include:

- Your Home
- Clinical Setting
- Gym
- Chiropractor's Office
- Yoga Studio
- Day Spa
- Natural Food Store
- Restaurant
- Corporation
- School

The possibilities are endless! To see where some of our successful graduates are working, turn to page 42.

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle.”

—Steve Jobs

Earn while you learn.

EARN EXCEPTIONAL INCOME AS A HEALTH COACH

WHEN YOU ENROLL

Receive your IIN Education app and course materials
Start learning with the Fundamentals classes



PROGRAM STARTS

Practice health coaching with classmates
Set up your personalized website



MONTH 6

Network and give workshops
to build your practice
See clients at an introductory rate
of \$25-50 per hour



MONTH 12

Graduate as a Certified Health Coach
Earn \$75-100 per hour



POST GRADUATION

Grow your practice and keep learning with advanced business training
Earn up to \$200 per hour

YOUR NEW CAREER STARTS HERE

From left, **Andrea Beaman**,
New York, NY, Class of 1999, and
Pablo Garcia, New York, NY, Class of 2009



I had all of this knowledge I wanted
to share, and I learned how to in
a professional and effective way.

Andrea Beaman, Guest Speaker

With the best tools and training, nothing can hold you back

Get the support you need to succeed in your career and beyond.

We will provide you with a wide array of tools to facilitate building your health coaching practice. When you're ready to work with clients, you'll have everything you need.

BUSINESS CARDS

Your contact information is always at your fingertips with personalized business cards. You'll receive 250 business cards with the design of your choice.

MONTHLY E-NEWSLETTERS

We provide monthly content for an e-newsletter that you can send out to your contacts. Keeping clients, prospects, and friends up-to-date on health news, recipes, and your health coaching practice is easy to do.

INFORMATIVE CLIENT HANDOUTS

We supply you with dozens of helpful, easy-to-read handouts for your clients on topics ranging from sugar substitutes, how to prepare leafy greens, calorie consumption, and healthy shopping. Clients will walk away with tangible information they can reference between health coaching sessions.

WEBSITE

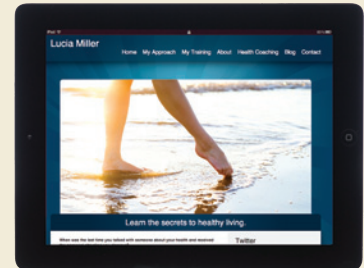
One of the most valuable tools we provide for our students is a personally-branded health coaching website. Building a website is an expensive and time-consuming endeavor and we've done the work for you! Your website will never stop

improving because we're continually enhancing the system with exciting new features. You can choose from a variety of beautifully designed themes and customize your website to fit your health coaching style.

All themes can be integrated with social media, so you can connect your Facebook and Twitter account to your site, and easily create new events and blog posts. You can even share your favorite recipes on your own recipe page!

Increase your client base with a built-in lead capture form, allowing you to gather names of interested visitors to your site. When you're ready to work with clients, they can access essential health coaching forms right on your site, along with any audio and video content you choose to post.

Stay on top of your web traffic and most popular content with analytics integrated directly into your website. To maximize your website's views, we've designed all health coaching sites so that they are mobile-friendly for your readers who are on-the-go.



DID YOU KNOW?

- You could invest \$3,000–\$5,000 to have a site like this built for you, but you still wouldn't have access to the unique social media content we publish for you, website updates, client tools and resources, hosting, and more!
- To host a website with this level of design, customization, and built-in content, it can cost up to \$100 per month.
- This is all our gift to you to ensure your success as a Health Coach!

IIN GRADS SPEAK



“I was formerly a retired marketing executive and stay-at-home mom not looking for work when I discovered Integrative Nutrition. Now I have a thriving health coaching practice, have been featured in *The New York Times* and on Martha Stewart Radio.”

—Nancy Weiser
Mamaroneck, NY
Class of 2005

From San Francisco to Singapore, our community of students crosses the globe

Now anyone can experience Integrative Nutrition from anywhere in the world.

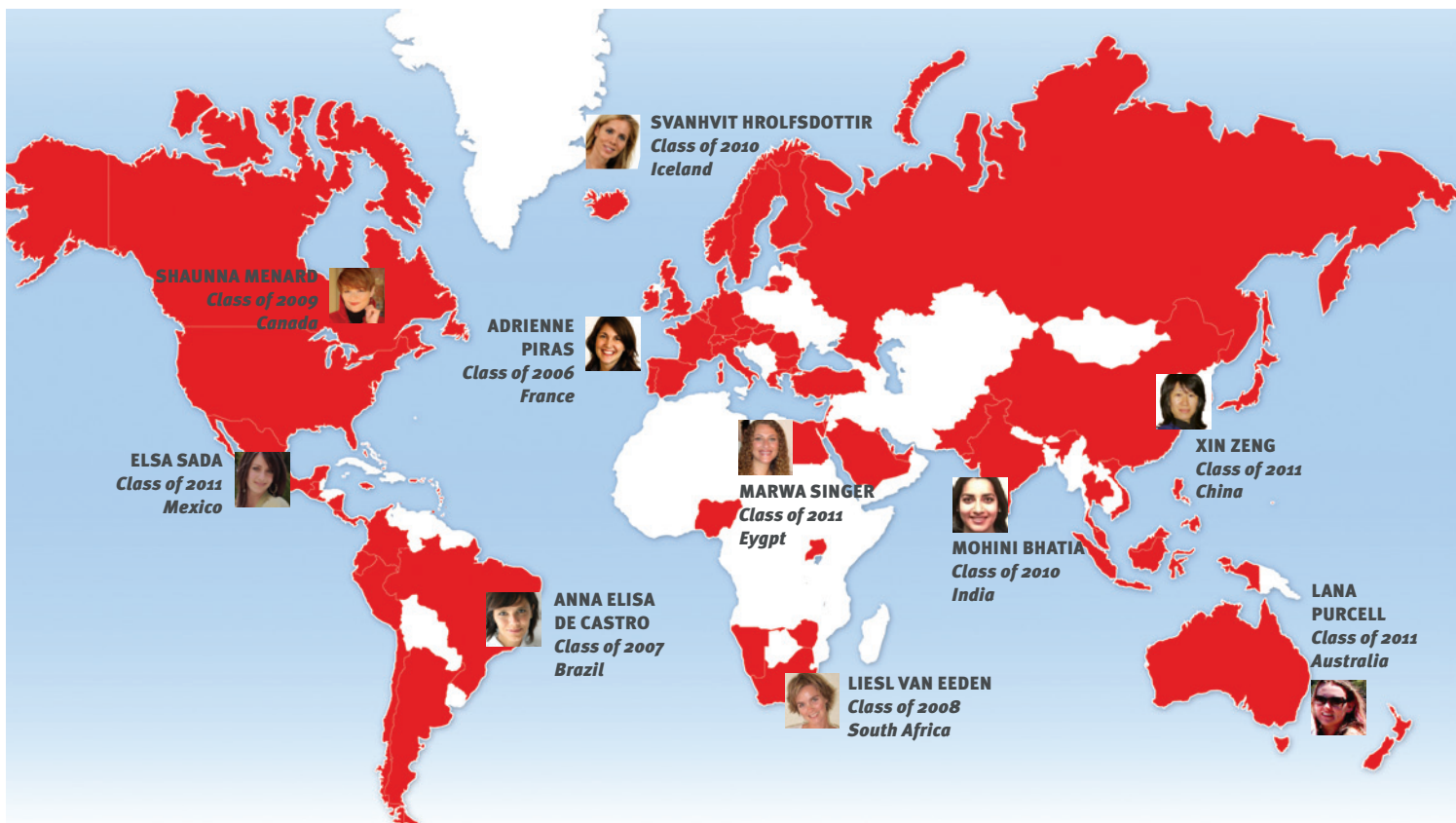
As we spread our message to a global audience, the Integrative Nutrition community continues to grow exponentially. Our community is over 20,000 strong, in all 50 states and over 90 countries — and counting! Our students come from diverse backgrounds including busy professionals, entrepreneurs, medical practitioners, and stay-at-home moms. While the list keeps growing, they have one thing in common: the desire to improve the health and well-being of their families and communities.

There is so much more to come as our network expands and people embrace the need for our training. The future of health coaching and Integrative Nutrition is bright, and we're spreading the ripple effect like never before.

Integrative Nutrition welcomes all nationalities, cultures, religions, academic backgrounds, and abilities. We encourage students to reach across barriers of race, religion, gender, age, and economics. We recognize

that just as different people thrive with different ways of eating, students flourish with a diverse educational approach and we accommodate everyone.

Integrative Nutrition does not discriminate on the basis of race, color, age, religion, national origin, sexual orientation, gender identity, sex, marital status, disability, or status as a U.S. veteran.



Join the movement.

Spreading health and happiness — now in Spanish!

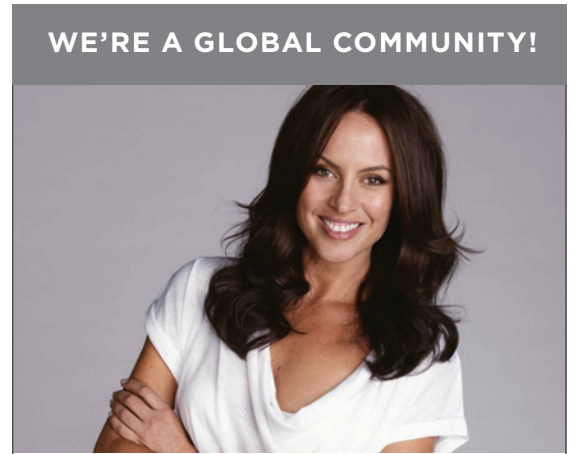
Now more than ever, the world needs Health Coaches. To help overcome the global health crisis and spread the ripple effect of health and happiness, we have created resources in Spanish.

To support our Spanish-speaking prospective students, we now offer:

- A Spanish version of our website: integrativenutrition.com/espanol
- Recorded Q&A Webinar in Spanish to help them determine if our program is right for their needs and goals
- Spanish-speaking admissions team members to help potential students discuss how the program may support their health and career aspirations

To support our Spanish-speaking students and graduates, we have:

- Health coaching websites translated into Spanish to help them better advertise their services online to Spanish-speaking clients
- Coaching materials translated into Spanish to help Health Coaches work more effectively with their Spanish-speaking clients
- Spanish-speaking personal advisors to guide bilingual students through their IIN experience



WE'RE A GLOBAL COMMUNITY!

Sarah Wilson, Class of 2010, Australia

Students have joined us from:

Antigua & Barbuda	Kuwait
Argentina	Lebanon
Aruba	Liechtenstein
Australia	Lithuania
Austria	Luxembourg
Bahamas	Malaysia
Bahrain	Malta
Barbados	Mexico
Belgium	Namibia
Bermuda	Netherlands
Botswana	New Zealand
Brazil	Nicaragua
Bulgaria	Nigeria
Canada	Norway
Cayman Islands	Pakistan
Chile	Panama
China	Peru
Colombia	Philippines
Costa Rica	Portugal
Curacao	Puerto Rico
Cyprus	Qatar
Czech Republic	Romania
Denmark	Russia
Ecuador	Saint Kitts & Nevis
Egypt	Saint Lucia
El Salvador	Saudi Arabia
Estonia	Singapore
Finland	Slovakia
France	Slovenia
French Guiana	South Africa
Germany	South Korea
Greece	Spain
Guadeloupe	St. Maarten
Guam	Sweden
Guatemala	Switzerland
Guyana	Thailand
Honduras	Trinidad and Tobago
Hungary	Turkey
Iceland	Uganda
India	United Arab Emirates
Indonesia	United Kingdom
Ireland	United States
Israel	Uruguay
Italy	Vietnam
Jamaica	Virgin Islands
Japan	Zimbabwe

Get up close and personal with our students and graduates

Learn how they are using their education to create their dream career in health coaching.



◀ JENNIFER CASSETTA

Nutrition and Fitness Coach

jennifercassetta.com

Los Angeles, CA, Class of 2005

Jennifer's Health and the City Bootcamps help clients get fit. She has also created the *Stilletos and Self Defense* DVD, and developed nutrition and fitness training guidelines for the Ultimate Fighting Championship's video game, *The UFC Personal Trainer*.

JOSEPH VARGHESE ▶

Peer Success Circles

successcircles.com

New York, NY, Class of 2005

Joseph is the owner of Peer Success Circles, a goal realignment and accountability organization to help entrepreneurs and business owners stay on course to achieve their dreams and goals.



CHRISTA ORECCHIO ▶

The Whole Journey

thewholejourney.com

San Diego, CA, Class of 2005

A certified clinical nutritionist, registered yoga teacher, and Health Coach, Christa tailors nutrition and lifestyle recommendations using whole foods and supplementation to meet her clients' unique needs.



◀ RESE YOUNG

Rese Young My Living Healthy

mylivinghealthy.com

Jamaica, Class of 2010

With her background in health, lifestyle coaching and herbology, Rese coaches individuals and groups, and offers detoxing and decluttering sessions for clients in Jamaica and abroad.

You could be our next success story!



◀ **HOLLY GONZALES**

Your Wellness Tree
yourwellnesstree.com
Los Angeles, CA, Class of 2009

After a life-changing elimination food cleanse, Holly learned which foods work for her unique body, lost over 30 excess pounds, and now helps women do the same.

ZOHAR ZEMACH WILSON ▶

Alok Health
alokhealth.com

New York, NY, Class of 2000

Since graduating, Zohar has led health and nutrition retreats around the globe in places such as Costa Rica, the Egyptian Sinai Desert, and Israel.



▲ **DARSHANA WEILL**

darshanaweill.com
Berkeley, CA, Class of 1998

Turning to whole foods, self care, and a deepening yoga practice to end years of chronic dieting, Darshana teaches women how to overcome emotional eating.



◀ **MAKENZIE WEIGAND**

Glow
glowsydney.com

Sydney, Australia, Class of 2010

Combining nutritional coaching and Pilates, Makenzie's Glow studio shows clients how to eat cleaner, live better, and feel happier.



◀ **JENNIFER KASS**

kasshealth.com

New York, NY, Class of 2010

Trading in a career in women's magazines that focused on beauty and weight loss, Jennifer launched Kass Health to show women how to live healthier, happier lives naturally.

Watch out world!

Our business training empowers graduates to start their own health coaching practice...and so much more!



▲ YVETTE ROSE

Joule Body Cleanses

joulebody.com

New York, NY, Class of 2009

Yvette created Joule Body Kickstart Food Cleanses to help clients cleanse and get energized without feeling hungry. The personalized food-based cleanses of three, five, or 20 days in length are delivered to your door and include fresh juices, smoothies, and raw and cooked foods. The gluten, wheat, and nut-free vegan meals have been created to detoxify and curb cravings for sugar, carbs, and wheat... and are totally customizable.



◀ JENNIFER LOVE AND HEATHER K TERRY

NibMor

nibmor.com

Huntington, NY, Class of 2009

Jennifer and Heather's line of high-quality chocolate bars and drinking chocolate is for people who love healthy treats that taste great, too. All of their products are organic, vegan, and free of refined sugar, dairy, gluten, and GMO ingredients.



ADINA GRIGORE ▶

Sprout Wellness Skincare, sproutskincare.com, Brooklyn, NY, Class of 2007

Adina started Sprout Wellness after being unable to find healthy beauty products that didn't hurt her sensitive skin. Sprout believes beauty and true health are synonymous and is opposed to dangerous synthetics of any kind. All of their products are safe, effective, and made from organic, local, and fair trade ingredients.



◀ VANESSA BARG

Gnosis Chocolate, gnosischocolate.com, Brooklyn, NY, Class of 2007

Vanessa started making healthy chocolate as a gift for her clients to help them replace the unhealthy sweets in their diet. Gnosis chocolate is now carried in over 200 stores.

It is made 100% by hand from raw cacao sourced from Bali, Ecuador, and Peru and includes superfoods, low glycemic sweeteners, nutrient-dense fruits, nuts, and medicinal herbs.



JENA LAFLAMME ▶

**Jena Wellness Center
pleasurableweightloss.com
New York, NY, Class of 2010**

The Jena Wellness Center is home to Jena's Pleasurable Weight Loss programs. The center has a spa-like atmosphere that soothes the senses and is an oasis of healing in the concrete jungle. The programs help women learn how to lose weight without suffering, deprivation, or giving up chocolate.



Our alumni are creating buzz!

Graduates are making the news and making a difference in a big way.



▲ ELIZABETH STEIN

Purely Elizabeth

As seen in O, The Oprah Magazine

Class of 2007

Elizabeth's line of all-natural and organic foods—free of sugar, dairy, wheat, and gluten— were featured in *O, The Oprah Magazine!*



▲ ANDREA NAKAYAMA

Replenish PDX

Featured in Martha Stewart's Whole Living

Class of 2009

"Andrea became a functional nutritionist after learning how to use food to help her husband, Isamu, boost his immunity when was given a diagnosis of a fatal brain tumor and six months to live."

FOUR OF OUR GRADUATES WERE FEATURED IN O, THE OPRAH MAGAZINE, AND OPRAH.COM!

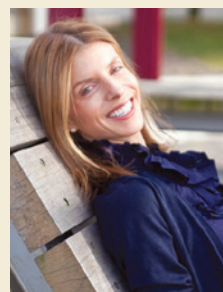
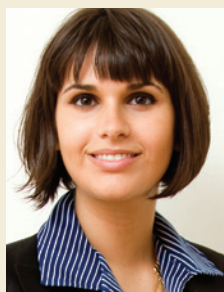
"If you're having trouble meeting a health goal, or if you've tried in the past and failed, you might benefit from an increasingly popular new resource—a health coach."

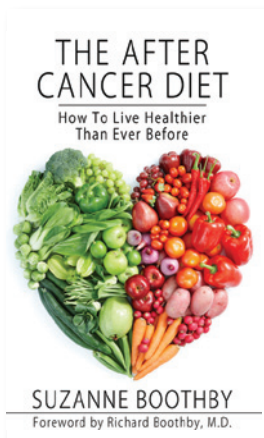
JULIANA BRAFA, Class of 2009

LISA CUMMINGS, Class of 2009

TERRA PFUND, Class of 2009

JENNIFER FORD, Class of 2007





▲ **SUZANNE BOOTHBY**

suzanneboothby.com

The After Cancer Diet

Class of 2007

Written for cancer thrivers who want to begin their journey to healthy living with easy recommendations from father-daughter Health Coaches, cancer physician Richard Boothby, MD, and Suzanne Boothby, wellness writer.



▲ **JEANNETTE BESSINGER**

balanceforlifellc.com

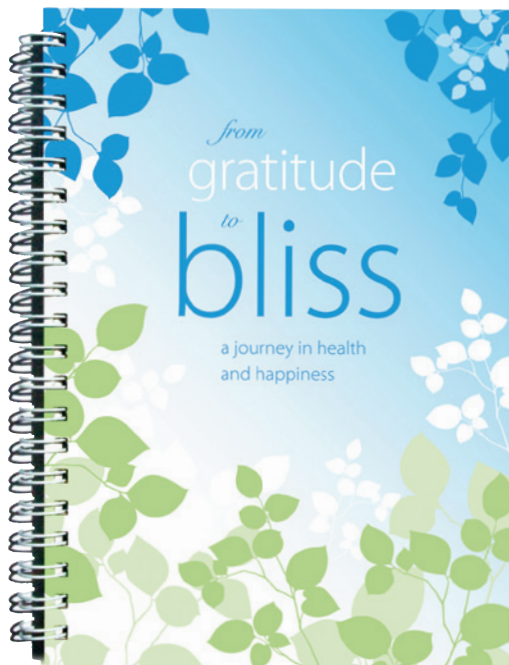
Co-Author of

150 Healthiest Comfort

Foods on Earth

Class of 2005

Savor the taste of 150 warm, delicious, and comforting classics that are transformed into good-for-you dishes without sacrificing flavor.



◀ **LORRAINE MILLER**

nourishbynature.com

From Gratitude to Bliss

Class of 2011

Discover how a daily gratitude practice can create greater health and happiness with this magical journal.



▲ **ALEX JAMIESON**

deliciousvitality.com, ***Living Vegan for Dummies***, **Class of 2004**

Create a balanced, nutritious vegan diet from the Health Coach featured in the documentary *Super Size Me*.



▲ **JARED KOCH**

cleanplatesnyc.com, ***Clean Plates NYC***, **Class of 2005**

The essential guide to the healthiest and tastiest restaurants in Manhattan.



▷

working with clients



Jessica Thomas

Fit 2 Wed provides nutritional seminars, grocery store trips, a blog, and a community of women all working towards the same goal—being healthy and feeling confident.

The personal attention you give each client will transform their life

With your assistance, clients can significantly improve eating habits, become more physically fit, deepen relationships, and love their lives.



Melanie Albert

Melanie Albert, Founder & CEO of Experience Nutrition. Official Health & Wellness Partner of the NFL Alumni Association, creates a healthy roots and veggie stir-fry with NFL veteran quarterback, Dave Krieg.

Healthy Lifestyle

I contacted Alexandra Jamieson at a low point in my physical and mental well-being — I was pretty much living on coffee, diet sodas, donuts, and cheeseburgers. My energy and mood see-sawed throughout the day, my skin was splotchy, and I was very badly informed about nutrition. Alex gave me exactly what I needed: gentle but firm guidance over 12 weeks during which I gradually changed my eating habits, not by banning “bad foods,” but by discovering better ones. In just a few months of working with Alex, I turned my health and mood around so I can put my energy where it belongs... into living a better life.

— *Martin*

Weight Loss that Lasts

I first visited Eileen Vollmer on April 6, 2010, and at my first weigh-in, I weighed 314 lbs. My joints, especially my knees, were always sore and stiff, and physical activity of any sort was just plain hard to do. In fact, my first month’s goal was to be able to tie my shoes! I met that goal, and together we kept raising the bar. With Eileen’s encouragement, I entered my first 5K. Since then my running has taken off to include over a dozen 5Ks, a 10K, a half marathon, and recently, I completed my first marathon. Oh yeah, and I lost 100 pounds! Eileen has helped me gain my life back, and I’ve learned to appreciate that I’m worth the time and effort to be healthy and active. — *Jon*



Mariska Breland

After being diagnosed with MS in 2002, Fuse Pilates founder and instructor Mariska Breland found personal strength in yoga, Pilates, and a healthy diet. Her education at the Institute for Integrative Nutrition further inspired her transformation and motivated her to create her own contemporary style of Pilates.

Complementary Care

I have been battling Crohn's disease for close to 20 years. When I decided to try a new approach to treat my illness, I was overjoyed to meet Emily Butler. Immediately, she put me at ease with her calm, compassionate attitude and positive energy. Emily supported me step by step and helped me reach small, attainable goals throughout my journey. Within a month, I felt like a new person with more energy than I could remember having since my youth. Our sessions have strengthened my mind, body, and spirit, and I am so grateful that she gave me my life back. — *K. Brim*

Easing Chronic Conditions

For over six years, I struggled with celiac disease. I spent a lot of time completely confused despite reading books and websites and was still unknowingly eating a lot of food that contained gluten. Working with Jennifer Fugo has been the light at the end of my dark tunnel! With her help, I learned how to incorporate healthy, whole gluten-free foods into my diet to replace all the unhealthy ones I'd been eating. Jennifer communicates and teaches in a way that is understandable... breaking down each step in a brilliant way. — *Marianne*

Resource for Busy Individuals

Jennifer Kelly's program is about more than food, but also about motivation and creating a greater awareness of loving and caring for one's body and oneself. I get so caught up with work, kids, a busy schedule, etc... that I always ended up putting myself last. The calls were one hour a week which worked great with my busy schedule, but were also enough to bring me back down to earth, to allow me the time to start thinking of myself again, and to put my desire to be healthy, feel good, and look good as a higher priority in life. I love that her philosophy is not about a "diet," but about whole body, whole life living. — *Jeanine*

Strength in Body and Mind

I hired Karen Bayard to come to a yoga retreat I was hosting and teach a Whole Body Laughter class. Karen came up to the retreat and led the most amazing experience! Karen made us all feel very comfortable while inviting us to explore our own radiant joy, which takes courage to move past layers of cynicism and fear. Karen's Whole Body Laughter bonded us together as a group. To look over and see other others also weeping with gales of laughter instantly transported all of us from acquaintances to the best of friends. — *Scott*

Gaining Happiness

Working with Alyse Rynor has been a privilege! I got the kind of support I needed to make changes on so many levels. Through her gentle suggestions and non-judgemental technique, I learned things I could not have imagined about food, about caring for myself, about opening spaces to grow. I have not only been able to create a deeper relationship with my husband, but am also beginning to be able to do the work I feel destined to do. — *Andrea*



Heather Pierce

Heather Pierce teaches her students how to find fresh ingredients at the farmer's market and transform them into simple and energizing dishes during her monthly seasonal cooking class in Fairfield, CT.

Integrative Nutrition's 2020 Vision

Spread the ripple effect to bring health and happiness to the world.

CHARITABLE GIVING

Since 2010, we've donated more than \$250,000 to organizations working to make our vision of a healthy world into a reality.

Some recipients of our charitable giving include: Wellness in the Schools, The Nature Conservancy, Food for the Poor, City Harvest, The Fruit Tree Planting Foundation, Health Corps, Farm Sanctuary, and many more.



2020 VISION

Today, all of us know someone that does not understand that food affects everything — our health and happiness, our planet, our future, and our connection to each other. This can change.

Our goal is to have the world see clearly — with 20/20 vision — that food changes everything. We started more than 20 years ago, and have continued to educate thousands of students in all 50 states and over 85 countries of the vital importance of true nourishment. In turn, our students and graduates have gone on to educate tens of thousands more people. Together we have created a ripple effect that is bringing health and happiness to the world.

Over the past year, we have planted more seeds for our 2020 Vision, which will continue to grow over the next decade. To kick start the project, we've done several exciting things:

- We have given numerous scholarships to principals, superintendants, and food service directors across the country, impacting over 125,000 children by bringing healthier lunches and greater awareness to schools.
- The Integrative Nutrition Foundation was established to fund the 2020 Vision.
- In 2011, we launched a Seed Grant Program to fund extraordinary students and graduates of our program who have created innovative projects that will spread health and happiness throughout the world.
- More than \$1 million has been allocated to our 2020 Vision.

And that is just the start of it. We will continue to work hard to create a healthier and happier future for you, your family and friends, and for the vision of one peaceful world. Are you IIN?



From left: Chelsea Jowell does a farmers' market cooking demo; a take-home meal from Back to Basics; Alissa Bilfield shows local youth how to cook.

Creating Change with Seed Grants

Our graduates create a ripple effect by serving communities.

Our graduates represent some of the most creative, powerful agents of change. We launched the Seed Grant Program in 2011 to support graduate projects that have the potential to spread the ripple effect of health and happiness through their communities and beyond. Out of hundreds of inspiring applications, we awarded seed grants to five exceptional recipients who are making healthy living more accessible for everyone. Here's what they're doing with the funding:



ALISSA BILFIELD
**The Cookbook Project's
Local Leader Program
Solon, OH
Class of 2011**

The Cookbook Project offers interactive nutrition and food prep workshops to underserved youth. Alissa will provide online training to help volunteer leaders around the world to run their own local Cookbook Project workshops.



SAMANTHA LEBEAU
**Revive the Roots
Foundation
Greenville, RI
Class of 2011**

Revive the Roots builds local and sustainable solutions for food production and distribution. Samantha will expand her restoration and community-building initiatives to ensure local and global land remains livable for humans and wildlife.



LAURIE YOUNG
**NutriCurious
Reston, VA
Class of 2010**
NutriCurious inspires curiosity and excitement about health and nutrition for families who have children with Down syndrome or that are on the autism spectrum. Laurie will continue to expand her programming in the special needs community.



CHELSEA JOWELL
**Back to Basics Kitchen
Boulder, CO
Class of 2006**
Back to Basics Kitchen is a culinary hub for healthy, locally sourced food in their community. Chelsea will develop online meal ordering/tracking software to share with like-minded nonprofit culinary hubs around the country.



LINDSEY WITMER
**MyOmBody
Washington, DC
Class of 2012**
MyOmBody is an app that helps people track their food and health-related behaviors over time. Lindsey will develop the app to help support communication between Integrative Nutrition Health Coaches and their clients.



It's never too late or too early.
Right now is a good time.
Life is now.

Circle of Life

The Circle of Life will help you discover which primary foods need attention in order for you to create a life you love.

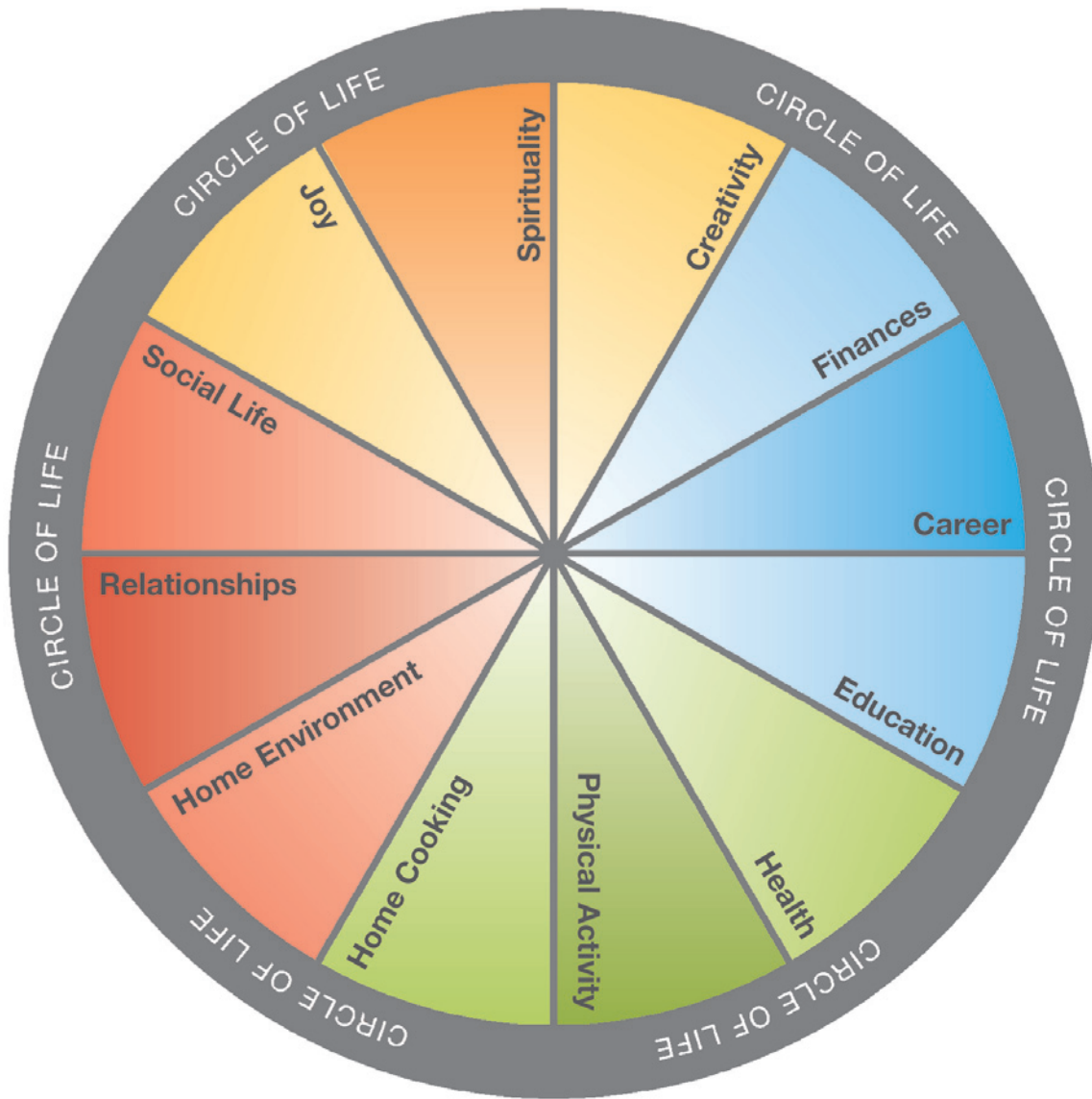
TRY THIS EXERCISE

The Circle of Life has 12 sections. Place a dot on the line for each section to designate how satisfied you are with each area of your life.

A dot placed towards the center of the circle indicates dissatisfaction, while a dot placed towards the periphery indicates ultimate happiness. When you've placed a dot on

each of the lines, connect the dots to see your Circle of Life. Now you have a clear visual of any areas that may need your attention. Remember, everything is connected!

At Integrative Nutrition, you'll get the tools to make improvements in these areas of your own life. Plus, you'll get the training to help your clients make changes in these areas.



Call us so we can talk more about your results.

Integrative Nutrition 2012

Are you ready to take the first step toward changing your future?

ADMISSION

To become eligible for admission, you must complete a career phone consultation with a member of the admissions team. Acceptance is not contingent on academic prerequisites or scholastic achievement. However, we do seek passionate and motivated people who are deeply committed to improving health and happiness throughout the world. If this sounds like you, call us to determine if our program is right for you.

ENROLLMENT

Our admissions team members are graduates of the program who are eager to answer your questions, help you apply over the phone, and get you set up for an incredible year. They will walk you through the enrollment process and get you learning right away with the Fundamentals classes. After you enroll, you'll receive the IIN Education app and a welcome package with your books and DVDs. Ready to get started? Call us at (877) 730-5444.

TUITION

We recognize that financing an education is a major commitment. We are dedicated to maintaining affordable tuition and financing options for you to continue your education regardless of your financial circumstances. We offer flexible financing options to help you fit the tuition into your monthly budget. Our aim is to make this unique education available to everyone. Call us to learn more.

STAFF COMMITMENT

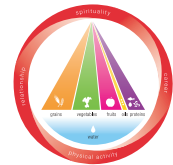
Each prospective student has the capacity to impact hundreds of lives. We pledge to provide you with outstanding service and support. From your first phone call to graduation and beyond, we are here for you every step of the way.



Integrative Nutrition admissions team

HEALTH COACH STARTER GUIDE

To get your **FREE** Health Coach Starter Guide, visit us at integrativenutrition.com



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Join Our Community

If you want to connect with a warm community of healthy, happy people, join the conversation!



Like our Facebook page:

www.facebook.com/NutritionSchool



Follow us on Twitter:

@NutritionSchool

Did you just read our Program Guide cover to cover? Call us to enroll today.



Together, let's create a ripple effect that brings health and happiness to the world.



HERE ARE JUST A FEW OF THE EXPERTS YOU'LL LEARN FROM ...



Andrew Weil MD
Director of Integrative Medicine at University of Arizona; NY Times Bestselling Author



Geneen Roth
Pioneer of Emotional Eating & Empowerment; NY Times Bestselling Author Featured on Oprah



Neal Barnard MD
Founder of Physicians Committee for Responsible Medicine; President of the Cancer Project



David Wolfe
Authority on Superfoods & Raw Food; Bestselling Author of *Eating for Beauty*



Walter Willett MD
Chair of Nutrition, Harvard School of Public Health; Bestselling Author *Eat, Drink, and Weigh Less*



Joshua Rosenthal MScEd
Integrative Nutrition Founder & Primary Teacher; Author & Innovative Educator



Sally Fallon Morell
Founder of Weston A. Price Foundation; Nutrition Researcher, Activist and Bestselling Author



Joel Fuhrman MD
Expert in Nutrition-Based Disease Prevention & Reversal; Bestselling Author *Eat for Health*



Andrea Beaman
Natural Food Expert Featured on *Top Chef*; Host of Award-Nominated TV Series: *FED UP!*



Deepak Chopra MD
World Leader in Mind-Body Medicine; Bestselling Author of over 45 Books in Health and Healing



Barry Sears PhD
Creator of the Zone Diet; NY Times Bestselling Author; Holds 12 Patents for Cancer Treatments



Annemarie Colbin PhD
Founder of Natural Gourmet Institute; International Health Educator & Author



Robert Notter
Founder of Robert Notter Coaching Integrative Nutrition Business & Marketing Coach



Howard Lyman
Nationally Acclaimed "Mad Cowboy" and Vegan Rancher; Featured on Oprah



David Katz MD
Director of Yale Prevention Research Center; Authority on Weight Management & Nutrition



Gary Taubes
Author of *Why We Get Fat and Good Calories, Bad Calories*



Arthur Agatston MD
NY Times Bestselling Author of *South Beach Diet*; Assoc. Professor of Medicine at University of Miami



Lynn Goldstein MS, RD, CDN
Lead Nutritionist at Jay Monahan Center; 2005 Integrative Nutrition Graduate



John Douillard DC
Founder of LifeSpa; Expert in Ayurveda; Author of *The 3-Season Diet*



Mark Hyman MD
Leader in Functional Medicine; Bestselling Author of *Ultrametabolism & Ultraprevention*



Michael Jacobson PhD
Director of Center for Science in the Public Interest; Author of *Six Arguments for a Greener Diet*



Bernie Siegel MD
Leading Expert in Medical Ethics; Bestselling Author of *Love, Medicine & Miracles*



Paul Pitchford MS
Expert in Eastern and Western Nutritional Therapies; Author of *Healing with Whole Foods*



Harville Hendrix PhD
Creator of Imago Relationship Therapy; NY Times Bestselling Author

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