**Interactive Webcast Saturday, October 24, 2020**

You will need a computer with internet access and speakers or headphones to participate in the webcast.

**On-Demand Webcast Thursday, October 29, 2020 – Sunday, November 29, 2020**

Participates interested in on-demand, self-study learning including continuing education credit may register to download the recording of the program from Thursday, October 29, 2020 through Sunday, November 29, 2020. The program plus in-class exercises will be available in four convenient segments.

**Home Study Recordings**

Valid for CE until February 23, 2021

You may listen to or view the recorded lecture at your convenience and earn home study credit. Expiration date: February 23, 2021

**Psychological and Medical Benefits of a Plant-Rich Diet**

- Interactive Webcast with CE Credit: Saturday, October 24, 2020
- On-Demand Webcast with CE Credit: October 29, 2020 – November 29, 2020
- Purchase of Recordings with Home Study CE Credit: through February 23, 2021
- 4 Audio CDs
- 4 Audio-Visual DVDs
- Purchase of Recordings without CE Credit: $74 Group Rate (3 or more persons registering together)
- Tuition is in US dollars.

**Interactive Webcast**

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**Pre-Registration**

- $76 Individual Rate
- $74 Group Rate (3 or more persons registering together)

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**Four Ways To Register**

1. Internet: www.ibpceu.com
2. Mail: PO Box 2238, Los Banos, CA 93635
3. Fax: (866) 652-7414
4. Phone: (888) 202-2938 to ask about course content, costs, acceptance of continuing education units (CEUs) for completion, registration, or remove your name from a list. For other questions, call (866) 652-7414.

**User-Friendly Technical Support**

- If you are not computer savvy, we can assist by the User-Friendly Technical Support number 565, for 6 hours of Category 1 distance education credit. Please note that live credit is not available for this webcast.

**On-Demand Webcast**

- Transfers and Cancellations: Registrants can transfer to another live seminar or webcast if space is available.
- Confirmed Notices and Certificates of Completion: We will confirm your registration by email or by letter.
- User-Friendly Technical Support: If you are not computer savvy, we can help. Just call us anytime at (650) 458-5532. We have presented webcasts to over 100,000 health professionals since 2013.

**Psychological and Medical Benefits of a Plant-Rich Diet**

A 6-Hour Program for Health Professionals

**Interactive Webcast Schedule:** The date of the interactive webcast is Saturday, October 24, 2020, 9 AM - 4 PM (PDT), program starts: 9 AM, lunch break: 11:30 AM, online Q & A: 12 – 12:30 PM, lecture resumes: 12:30 PM, adjournment: 4 PM. Please register early and in 30 minutes before the time of the webcast.

**Transfers and Cancellations:** Registrants can transfer to another live seminar or webcast if space is available. Registrants canceling up to 48 hours before a seminar or webcast can request a full refund less a $15 processing fee or an audio CD or DVD recording of the program with the instructional outline for home study credit. Alternatively, a full-value voucher can be obtained good for one year for a future program. In the unlikely event that the program cannot be held (e.g., an act of God), registrants will receive free admission to a rescheduled program or a full-value voucher, good for one year, for a future program. All requests must be made in writing or online. No IBP program has ever been cancelled as the result of low attendance.

**User-Friendly Technical Support:** If you are not computer savvy, we can help. Just call us anytime at (650) 458-5532. We have presented webcasts to over 100,000 health professionals since 2013.

**427 Customer Service:** Call (888) 202-2938 to ask about course content, costs, acceptance of continuing education units (CEUs) for completion, registration, or remove your name from a list. For other questions, call (866) 652-7414.

**Institute for Brain Potential:** Since 1984, our non-profit organization (tax ID 77-0028630) has presented interactive and on-demand webcasts. IBP is the leading provider of accredited programs concerning the brain and behavioral sciences.
Humans and Plants

- **Phytochemicals:** how the chemical compounds found in fruits, vegetables, nuts, legumes, and grains benefit the survival of plants and humans who consume them.
- **Survival Value:** how bitter-tasting chemicals improve survival value of the plants in the wild and of humans that consume them.
- **Plant Polyphenols, Stress, and Longevity:** protective effects of environmentally-stressed plants through bioactive compounds.
- **Understanding Phytochemicals:** four major categories are the carotenoids, flavonoids, ellagic acid and allium compounds.

**Sources and Benefits of Key Phytochemicals**

- **Carotenoids:** beta-carotene, lycopene, and lutein protect fat cells, blood, and other bodily fluids.
- **Flavonoids:** best-known examples include quercetin, (e.g., in onions), catechins (e.g., in tea), and anthocyanidins (red, purple or blue pigments such as berries, red cabbage and radish).
- **Ellagic Acid:** a natural antioxidant found in numerous fruits and vegetables including nuts, selected berries, and grapes.
- **Allium Compounds:** e.g., onion, garlic.

### Benefits of a Whole Food Plant-Rich Diet

- **Longevity:** results of long-term studies for protection against specific diseases and overall survival benefits.
- **Disease Prevention:** the conditions you are least likely to develop by virtue of adopting a plant-based diet.
- **Preventing Disease Recurrence:** how a plant-rich diet can help prevent recurrence of life-threatening and benign conditions.
- **The Most Anti-Inflammatory Foods:** the Dietary Inflammatory Index and curcumin (curcuminoids), tea (catechins), cocoa (epicatechin), chili (capsacin), garlic (allicin), selected vegetables, fruit, grains, and legumes.

**Benefits for Specific Conditions**

- **Gut Health:**
  - Promotion of gut health and integrity
  - Promotion of protective gut microbial diversity
  - Anti-inflammatory benefits
- **Cardiovascular Health:**
  - The gut-heart connection
- **Benefits for reducing chronic inflammation (inflammaging) including coronary arteries**
- **Brain Health:**
  - **Inflammation:** by limiting GI inflammation, neuroinflammation is inhibited due to reduced blood-borne immune system messengers (cytokines).
  - **Neuronal Health:** plant-based foods are critically involved in synthesizing neurotransmitters (e.g., melatonin, serotonin, and dopamine).
  - **Mood:** by reducing brain inflammation, phytochemicals (e.g., turmeric) can elevate mood.
  - **Psychological Wellbeing:** a diet based entirely on plant consumptions has been linked to a greater sense of “thriving” and “wellbeing.”
  - **Cognition:** recent research supports the finding that even modest amounts of plant-based foods can substantially slow the rate of cognitive decline.

### Adoption of Plant-Rich Diets

- **Dietary Acceptability:** how plant-based foods reduce cravings, e.g., for meat.
- **Overcoming Barriers to Adoption:** how the habit of enjoying plant-rich diets is developed and maintained.
- **Common Concerns and Misconceptions:** how much protein is too little; fear of insufficient calcium, iron, and other nutrients.
- **Tryptophan:** sleep-inducing effects of foods rich in tryptophan; how to combine tryptophan-rich foods.

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**FREQUENTLY ASKED QUESTIONS**

**Q:** Is there a way to enjoy this seminar without being at my computer for 6 hours? What if I am not free on October 24, the date of the broadcast?

Yes! First, register for the program. You will receive a link to view the program starting October 29 until November 29. The program will be divided into four segments of approximately 75 minutes for user-friendly viewing.

**Q:** What if I have technical issues getting and staying connected, difficulty seeing the slides, or hearing the speaker?

We have an expert videographer to capture the sound and slides. We will make copies of the outline available to the participants. Further, in the unlikely event that you have connection problems, IBP will provide registrants with a free set of 4 CDs or DVDs of the entire program.

**Q:** I’d like to view the program and receive credit but without watching the live program or downloading it and still receive continuing education credit. Can I do this?

Yes! The cost of the DVD or CD set will be the same as the cost of the live program. Register now, let the operator know you will want the CD or DVD set (specify which), and make sure your profession is included in our online brochure.

**Q:** Can I attend this program live?

Yes, but only if you live in a city where IBP is currently presenting this seminar.

**Q:** My profession is not included on the brochure. Can I receive continuing education credit?

Maybe. Please contact our customer service at (888) 202-2938.

**Q:** How long does it usually take to receive a certificate of completion?

Typically, within 3 or 4 business days.

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**This new program is designed to provide health professionals with a detailed and practical understanding of plant-based diets. Emphasis is placed on sources and properties of key phytochemicals.**

Participants completing this 6-hour program should be able to:

1. Describe how plants confer nutrients that protect human health.
2. Identify the sources and benefits of key phytochemicals.
3. Discuss how longevity, and disease prevention and recurrence can be provided by a plant-rich diet.
4. Describe how the health of the GI tract, heart, and brain can be enhanced by a plant-rich diet.
5. Outline several steps to help a client adopt a plant-rich diet.

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**ABOUT THE INSTRUCTOR**

Sally Fisher, MD, MS is an Assistant Clinical Professor at the University of New Mexico in Preventive and Integrative Medicine, a Division of Internal Medicine. She is board certified in Preventive Medicine, in Integrative and Holistic Medicine, and as a Physician Nutrition Specialist. She also serves as the Medical Director at Sunrise Springs, a Santa Fe, NM wellness resort. She teaches evidence-based, innovative lectures in nutrition to health care professionals at national conferences. Health care professionals attending her programs appreciate her clinical wisdom, compassion and humor.

In addition to Q & A sessions in class, Dr. Fisher will answer your questions during the second half of the lunch break and by email after the program concludes.