



Victoria Bowmann, PhD

AUTHOR, WELLNESS EXPERT & HEALTH PRACTITIONER

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FOR IMMEDIATE RELEASE

Gutsy Health Expert Spills All about Importance of Gastro-Intestinal Care

Dr. Vicki Bowmann releases new book, *You Gotta Have Guts: The Natural Way to Enhance GI Health*

PHOENIX, Ariz. (January 19, 2010) - This week Dr. Victoria Bowmann, a pioneer in probiotic research and the benefits of detoxification, releases her first book, titled *You Gotta Have GUTS*, an explanation of the inner workings of the human digestive system and its important role in overall wellbeing. An owner's manual for the health-conscious individual, the book details the composition of the intestinal tract and how to effectively, and holistically, maintain digestive health.

Good-humored and enlightening, *You Gotta Have GUTS* will entertain even the most apprehensive readers, educating them about the generally unpleasant topic of the human digestive system, its constituents, and functionality. Interlaced with Bowmann's avant-garde research on the method of "Reflorastation," the process of reintroducing healthy bacteria into the colon, is vital information on overall gastro-intestinal health including:

- Physical characteristics, functions, and possible complications
- Proper nutrition and exercises
- Bacteria, parasites, and environmental toxins
- Dealing with chronic illness
- At home remedies
- Documentation and research for physicians

"Most people don't fully understand the importance of a healthy bowel," explains Bowmann, "In fact, many people still feel slightly embarrassed or uncomfortable seeking information on the topic because it's perceived as 'yucky.' With colon cancer on the rise, it's time to alter this sentiment. The purpose of my book is to educate and encourage everyone to take a proactive approach. Quite simply, gastro-intestinal health is fundamental to overall health and longevity."

For more information on Dr. Victoria Bowmann or to purchase *You Gotta Have Guts* visit: www.myrealhealth.com and click "Contact" to e-mail your purchase request. The book will also be featured at Vision Quest Bookstore.

ABOUT THE AUTHOR

Dr. Victoria Bowmann received her PhD in homeopathy and natural medicine from Westbrook University as well as a doctorate in homeopathic medicine from the British Institute of Homeopathy. She is also a certified massage and colon therapist in the state of Arizona. Bowmann is a regular contributor to several national publications, has been interviewed on television and radio, and has delivered numerous presentations internationally. She has personally trained colon technicians and wrote a widely used training manual on reflorastation of the colon. Her private practice is located in Phoenix, Ariz., and Bowmann lives by the motto, "Happiness is a choice."

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--AVAILABLE FOR INTERVIEW--

LOCAL AUTHOR RELEASES NEW BOOK: You Gotta Have GUTS

Colorectal cancer (cancer of the colon or rectum) is the third most common cancer in the U.S. in men and women, with nearly 150,000 new cases each year. Close to 50,000 people die of it each year, according to the American Cancer Society.

As the topic of digestive health can put most people off, the purpose of *You Gotta Have GUTS* is to alter the reader's outlook on the importance of gastro-intestinal health and forge a healthy, proactive lifestyle that incorporates regular care of the gastro-intestinal tract, or colon.

Offering a comprehensive look at the benefits of cleansing and detoxification and the various advantages of a healthy digestive system, this is a good-humored and informative handbook for the health-conscious individual. The book also breaks down the physiology and functionality of the lower digestive tract, and gives readers a heads up on possible long term health complications associated with the colon.

The healthy bacteria found in the colon, also called "microbiota," are a core component of supporting digestive and immune health. What most people don't know is that microbiota perform a host of useful functions, such as fermenting unused energy, training the immune system, preventing growth of harmful bacteria, regulating the development of the gut, producing vitamins and hormones.

In the book, Dr. Bowmann provides vital information on these healthy bacteria and shares her progressive research on "Reflorastation Therapy."

With more than 60% of the American public suffering from bowel issues, ranging from irritable bowel to constipation, the book provides highly valuable information pertaining to proper nutrition and exercises for disease prevention and restoring balance.

Interview Dr. Bowmann on any of the following topics:

CLEANSING AND DETOXIFICATION

- What everyone needs to know about the gastro-intestinal tract, or colon
- Benefits of regular colon detoxification to digestive and immune health
- Disease prevention

REJUVENATING IMPACT OF PROACTIVE COLON MAINTENANCE

- Weight loss
- Anti-aging benefits
- Absorption of essential vitamins and minerals

LEADING-EDGE COLON THERAPY

- Reflorastation Therapy

**To schedule an interview please call Victoria Bowmann at 602-971-8392,
or her PR representative Irwin Zuker, Promotions in Motion at 323-461-3921,
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HIGHLIGHTS

- New book released June 2009
- International expert on colon and GI health
- Pioneer in probiotic research

Victoria Bowmann is a health care professional, author and speaker with more than 30 years of expertise in cleansing, detoxification, digestive and gastro-intestinal (GI) health.

Growing up with allergies and a predisposition to arthritis and other genetic ailments, Bowmann began in earnest at a young age to research alternative treatments to invasive conventional approaches.

Bowmann honed in on the importance of cleansing and detoxification as a major factor in optimizing health. She created a widely used manual on refluorastation, a technique used to reintroduce healthy bacteria into the bowel.

Over the past three decades, Bowmann has successfully utilized her method of refluorastation and propriety blend of probiotics to treat and deliver the optimal results to her clients. Her technique is now used by natural therapists worldwide.

In fact, as a pioneer in probiotic research, Bowmann has traveled internationally to educate other colon therapists and physicians and has personally trained technicians at the Paracelsus Clinic in Lustmuhle, Switzerland.

She has been interviewed on television and radio and has delivered numerous presentations across the nation and abroad. She is also a regular contributor to several national publications, such as:

- *Explore! for the professional*
- *Public Health Alert*
- *Naturopathic Doctor's News and Review*

In her book released this June (2009), *You Gotta Have GUTS: The Natural Way to Enhance GI Health*, Bowmann shares her extensive knowledge in layman's terms and touts the relationship between GI health and overall well-being.

For three decades she has operated a private holistic therapy practice in Phoenix, Ariz., where she creates treatment plans designed to detoxify the body and restore a greater degree of vitality to the individual.

A self proclaimed "bodywork devotee," Bowmann is extensively educated on integrated healing and natural medicine. After first studying business at Arizona State University, she went on to become a licensed massage and colon therapist in the state of Arizona.

She earned her Ph.D. in Homeopathy and Natural Medicine from Westbrook University as well as a Doctorate in Homeopathic Medicine from the British Institute of Homeopathy.

Bowmann's interests include travel, mysticism, horseback riding, reading, and warm water sports. She is a vibrant individual who lives by a simple motto: "Happiness is a choice."

She currently resides in Phoenix and has one married son and four grandsons.

For more information about Victoria Bowmann, visit her website at www.myrealhealth.com