



## FOR IMMEDIATE RELEASE

*Treatment Alternatives for Children: Reduce Serious Side Effects with Natural Equivalents to Conventional Remedies for Common Childhood Ailments*

ISBN: 9781615641819

Alpha Books, August 2012, \$19.95

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## **New Book Provides Grocery Store Cures for 100 Common Childhood Ailments**

Parents concerned about the side effects of commonly used over-the-counter and prescription medicines are in search of safe and effective natural treatment alternatives. The National Institutes of Health reports one in nine children use some form of complementary or alternative medicine. A new resource, ***Treatment Alternatives for Children: Reduce Serious Side Effects with Natural Equivalents to Conventional Remedies for Common Childhood Ailments***, co-authored by leading integrative pediatrician Lawrence Rosen MD, will help parents find science-based natural solutions to childhood illnesses.

Holistic-minded parent Jeff Cohen first felt the need for an alternative to prescription treatment when his son was diagnosed with seasonal allergies. Cohen turned to his children's pediatrician, renowned holistic physician Dr. Lawrence Rosen.

"Rather than immediately prescribing a potentially harmful drug, I seriously consider each child's unique situation and the safest, most effective solution," explains Dr. Rosen. "Often, this prescription is all-natural and can be found in your kitchen cabinet."

Impressed by the effectiveness of these holistic solutions, Cohen teamed with Dr. Rosen to publish *Treatment Alternatives for Children*.

This new book is an easily accessible reference guide that helps parents find natural solutions to nearly 100 childhood ailments. Health concerns addressed include asthma, ADHD, autism, dehydration, the flu, swimmer's ear, burns, bug bites, stomach aches, growing pains, and more. Treatment alternatives include herbal, nutritional, homeopathic, and mind-body remedies and the authors provide side-by-side comparisons of the conventional remedy and the treatment alternative. Dr. Rosen documents the science behind his recommendations so parents can rest assured they are treating their children with safe and effective alternatives to conventional medicines.

Each ailment is discussed in-depth and includes:

- The generic and common brand names of each treatment
- Active ingredients
- How each treatment works including dosage, where applicable
- Treatment efficiency and timing
- Common mild and rare side effects

The book also includes helpful top ten treatment lists, including Ten Spice Rack Resources, Ten Curative Foods and Beverages, and Ten Healing Herbs and Plants, all supported by the most current scientific research.

Endorsed by household name medical professionals including Dr. Alan Greene and Dr. Bob Sears, with a forward by Deirdre Imus, *Treatment Alternatives for Children* is revolutionary, taking a look at the health of the “whole child” and encompassing both a pediatrician’s and parent’s perspectives. The book is a contemporary resource for parents seeking natural remedies for the health of their children.

### **About the Authors**

Lawrence Rosen, M.D. (Oradell, N.J.) is a nationally recognized expert in Pediatric Integrative Medicine and a founding member and Chair of the American Academy of Pediatrics Section on Integrative Medicine. Dr. Rosen started one of the country’s first “green” pediatric practices – The Whole Child Center - and consults at the Joseph M. Sanzari Children's Hospital at Hackensack University Medical Center, serving as Medical Advisor to the Deirdre Imus Environmental Health Center. He is appointed as Clinical Assistant Professor in Pediatrics at UMDNJ/New Jersey Medical School. Dr. Rosen is a graduate of New York Medical College and the Massachusetts Institute of Technology, and he completed his residency and chief residency in pediatrics at Mount Sinai Hospital in New York. Dr. Rosen has been featured on Good Morning America, CNN’s Larry King Live and Imus in the Morning and he is a frequently cited expert on children’s and environmental health matters. He is a contributing editor and pediatric columnist for *Kiwi Magazine*, as well as a contributing author/editor for several books, including *Integrative Pediatrics*, *Green Baby*, and *Pediatric Clinics of North America: Complementary and Alternative Medicine*.

Jeff Cohen (Washington Township, N.J.) is a nationally recognized author as well as the proud holistic parent of two young kids with his wife, Carol. His first book, *Dating, Inc.: How to Recruit, Select, and Retain the Right Man for a Relationship*, achieved bestseller status on Amazon. He's subsequently written two books for Alpha Books in their best-selling Complete Idiot's Guide® series (*The Complete Idiot's Guide® to Working Less, Earning More*; *The Complete Idiot's Guide® to Recession Proof Careers*). Jeff has nearly 20 years experience in the field of personal growth and motivation, leading career, love and personal growth seminars throughout the country. He has spoken to audiences ranging from five to 5,000. He also freelances for magazines and web sites like [Yahoo.com](http://Yahoo.com). Jeff has shared his insights through appearances on CNN, CBS, NJN, and "Voice of America," and through interviews with USA Today, the NY Daily News, the Denver Post, the Chicago Tribune, and the Boston Herald. He earned a dual-degree in Psychology from the University of Pennsylvania and Marketing from the Wharton School of Business.

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To interview the authors, or to request a copy for review, please contact Bre Whalen at [bre@wilkSpr.com](mailto:bre@wilkSpr.com), or call 708.434.5006.

**About the Book**

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