

Josephson Breathes New Life in Book

By TOM TOOLEN

NEW YORK—A groundbreaking book that marries traditional and alternative medicine offers hope to the millions of Americans who have respiratory diseases that are often ignored or misdiagnosed.

Jordan S. Josephson, M.D., a leading expert in respiratory medicine who is director of the New York Nasal and Sinus Center and attending physician at Manhattan Eye, Ear and Throat Hospital, has written a unique book that details a five-step program of both traditional and alternative medical knowledge.

The book, "Sinus Relief Now," has been hailed as the first book that explores both Eastern and Western treatments in a comprehensive approach.

"I believe the book has taken the best of both worlds in medicine to offer relief to the millions of sufferers of sinus and other allergies," said Josephson, who in the book spells out what victims of respiratory diseases can do to reduce the ill effects of their conditions.

Published only a few months ago, the book has drawn rave reviews in the medical and business worlds.

"If you suffer with sinus problems, allergies or asthma, you must read this book," said Richard Firshein, D.O., author of "Reversing Asthma" and other books.

He added: "Dr. Josephson's new way of connecting the seemingly unrelated health concerns that millions of people experience every day is the single most valuable sourcebook for patients and physicians on treating the patient as a whole."

The sales have been brisk for the book, whose official title is "Sinus Relief Now: The Groundbreaking 5-Step Program for Sinus, Allergy and Asthma Sufferers" (Perigee Books, 342 pages, \$15.95).

"The steps detailed in the book are very simple and clearcut, yet they are the best medical and lifestyle advice for all respiratory illnesses," Josephson said. "Basically, I have presented patients with a road map, and the success rate for those who have followed it has been encouraging."

Josephson is a well known and highly regarded nasal and endoscopic sinus surgeon who specializes in functional nasal and endoscopic sinus surgery and cosmetic nasal surgery revision. He has several times been featured on New York magazine's "best doctors" list. He was a pioneer in the procedure called FESS (functional endoscopic sinus surgery), which is now considered state of the art.

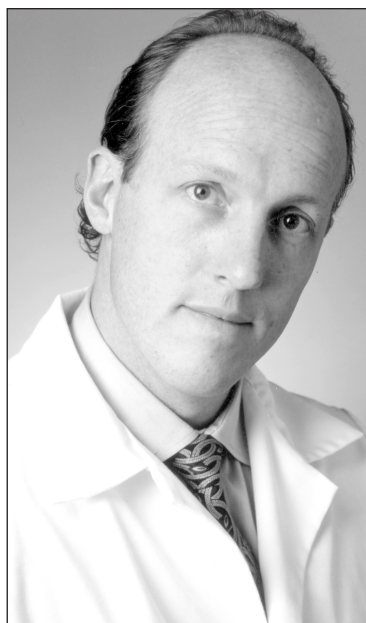
Total Body Health

The book's five main recommendations have drawn wide attention from the public and the medical community.

The five steps for people with respiratory ailments to take are:

- Maintain proper sinus care, including medical checkups.
- Remove mold and other irritants from the home, office or car.
- Follow a nutrition program that reduces irritating the respiratory system.
- Find the right medication and treatment from your physician and medical team.
- Practice a lifestyle that enhances total body health.

There has been a great deal of progress in the treatment of si-



Jordan Josephson, M.D.

nusitis in the past decade, he said, and he hopes the book gets everyone up to date with any, and all, medications and procedures used in treatment.

"Recent research shows that respiratory diseases are more related than previously thought," said Josephson. The physician said their common, underlying cause is what he called "chronic airway-digestive inflammatory disease," or CAID.

By combining all five steps in the book, he said, he took the approach to allow the patient to tackle the respiratory problem in a complete manner.

One of the key recommendations in the book is the use of nasal irrigation. "I use a nasal irrigation device every day and can attest to its effectiveness. I can also say that smokers with CAID problems simply must quit smoking," he said. "But I know that this can be difficult, so the book lists some guidelines for smokers

who want to stop."

But progress in combatting respiratory ailments is steady.

"We are learning more every day about sinusitis and other conditions," he said. "There has been remarkable work done by the Mayo Clinic about the effects of fungus on sinusitis. While the picture is still emerging, many medical experts believe there is a link between the two."

While still controversial, the Mayo Clinic research showed that an atypical immune response reaction in certain people to common fungus might be the root cause of sinusitis.

The book, which is a valuable research tool for anyone suffering from respiratory ailments, was written because of the great need across the nation, Josephson pointed out. The statistics back him up.

A total of 70 million people suffer from sinus disease in the United States alone, including victims of asthma, allergies, and reflux diseases GERD and LRPD as well as sleep problems like snoring and sleep apnea.

Inflammatory Process

"It is an enormous problem, and I believe all these conditions can be related because all are associated with parts of the body which are directly connected in the upper and lower respiratory and digestive systems."

Some of the steps to alleviate respiratory problems are common sense, he said. "Just by keeping a clean home and environment, you can greatly reduce the presence of molds," said Josephson, a pioneer in the medical procedure FESS, which uses an endoscope for both the diagnosis and the surgical procedure.

Molds, he added, can worsen

sinus problems.

"And I know some are fooled by it because mold is pretty much ubiquitous. You can smell it in the movies and in locker rooms, but you can't see it. Mold can not only aggravate asthma and allergy, but it can also worsen sinus problems," said Josephson.

"Most people are not aware that molds can cause such problems," he said. "But they definitely can."

Josephson also discusses the validity of alternative therapies for respiratory patients, including acupuncture, holistic medicine and chiropractic.

"What works for one patient may not work for another, and I have included the best alternative therapies in the world to merge them with traditional medicine. No one has done that before in a book."

Many agree.

"As a leading publisher of all kinds of health information, I have seen it all," said Martin Edelston, founder and president, Boardroom Inc., publishers of Bottom Line/Personal and Bottom Line/Health.

"And with Dr. Josephson's new way of connecting the seemingly unrelated health concerns that millions of people experience every day, the book is the single most valuable sourcebook for patients and physicians on treating the patient as a whole."

Edelston added, "It is about time that a physician has written about the inflammatory process that causes sinus allergies, asthma, bronchitis, snoring, sleep apnea, and GERD and treats them holistically."

To find out more about Josephson's book, please visit www.sinusreliefnow.com.