



# THE SOBERING TRUTH

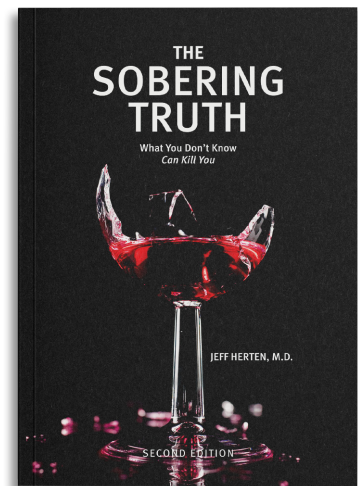
What You Don't Know *Can Kill You*

SECOND EDITION

## TALKING POINTS

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1. This is the only book to chronicle the devastating physical effects of alcohol. Alcohol is causative in 9 types of cancer including: breast, mouth, throat esophagus, stomach, colon, rectum, liver and prostate and is a suspected promoter of pancreatic cancer. Alcohol is the leading cause of osteoporosis.
2. *The Sobering Truth* is a highly engaging read that combines medical knowledge with case studies and personal exploits.
3. Up close and personal view of deaths caused by binge drinking as well as decades of alcoholism.
4. An unnerving step by step description of the process of a DUI arrest.
5. *The Sobering Truth* includes a questionnaire on drinking habits guaranteed to be denial-proof.
6. Employing an innovative tool, the chapter on Informed Consent elaborates each and every physical and social peril associated with drinking alcohol.
7. A thorough explanation of the mechanism of Fetal Alcohol Syndrome. The book explains how the introduction of alcohol to fetal brain development creates a variety of disabilities.
8. Stand alone chapters dedicated to each of many distinct physical consequences associated with alcohol.
9. 25% of all alcoholics are teenagers.
10. Frank and honest, *The Sobering Truth* is a must-read for every spouse, parent, child, employer, physician, and counselor whose life is touched by alcohol.
11. *The Sobering Truth* can be ordered from our website and sent anonymously to any-one you are concerned about. It will be sent with a statement, "This book was sent to you by someone who cares."



A BOOK BY JEFF HERTEN, M.D.

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