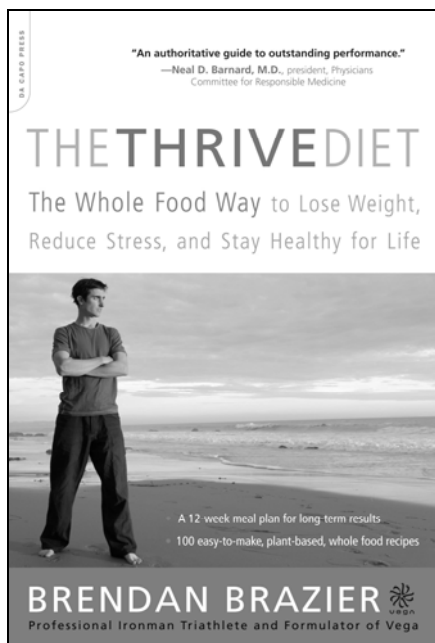


Author

Brendan Brazier



Brendan Brazier is one of only a few professional athletes in the world whose diet is 100 percent plant-based. He's a professional Ironman triathlete, bestselling author on performance nutrition, and the creator of an award-winning line of whole food nutritional products called Vega. He is also a two-time Canadian 50km Ultra Marathon Champion In 2003 and 2006 Brendan won the National 50km Ultra Marathon Championships.

Brendan's self-published edition of *Thrive* (out of print as of 2007 with 30,000 copies sold – evolved into with *The Thrive Diet*, (Penguin, 2007, Da Capo USA 2008) and became a Canadian bestseller within five months. Brendan then partnered with a sport nutrition company and produced a commercial replica of his blended drink formula that he had been making for himself for 15 years, one of the reasons for his quick improvements. VEGA launched in Canada in late 2004 and became one of the bestselling health food products on the Canadian market. It received the prestigious *Nutrition Business Journal* merit award. In 2005 Brendan then launched his 100% raw whole food energy bar, again a commercial replica of what he made to support his intense training.

Now in over 1200 Canadian health food stores, VEGA launched in the US in March of 2006, winning the "best in show" award from VegNews Magazine. In 2007 Brendan returned to Capital Hill to lobby against the Farm Bill and was named one of the most 25 Fascinating Vegetarians by *VegNews* magazine

Reviews of *The Thrive Diet*:

Library Journal (starred review)

"Ironman triathlete Brazier is proof that you can compete as a vegan"

VegNews magazine

"[Brazier's] simple, easy-to-swallow book is guaranteed to be stress-free."

The G Living Network, gliving.com

"Quite simply, *The Thrive Diet* is the most comprehensive nutrition and lifestyle program we've ever seen."