

Thrive

A Guide to Optimal Health and Performance Through Plant-based Whole Foods

Brendan Brazier

Brendan Brazier is a world class tri-athlete (and 2003 Canadian 50km Ultra Marathon Champion) who spent one year recovering from a major injury to write his guide to healthy vegetarian eating. He has sold more than 15,000 copies of *Thrive* and the world English rights have been sold to Penguin Canada for an updated and revised edition for 2007. As one of the few professional vegan athletes in the world, his plant-based “stress reduction nutritional program” has taken his performance to a new level, enabling him to compete and succeed in one of the world’s most demanding sports.

It is estimated that as much as 40% of the average North American’s overall stress can be categorized as nutritional. With stress-related illness constantly on the rise, we have the power to take control of our health by simply improving our diet. In this book, Brendan shows how his favourite plant-based foods can help reduce nutritional stress and promote optimal health.

His nutritional plan will help:

- ✓ Increase energy and vitality without stimulants
- ✓ Reduce visible signs of aging and lower biological age
- ✓ Increase muscle tissue and reduce body fat
- ✓ Better sleep quality and quicker recovery from exercise
- ✓ Improve productivity and enhance mood
- ✓ Eliminate junk food cravings and hunger
- ✓ Strengthen immune system function

Included in the original edition is a sample meal plan and 15 unique, nutritionally balanced, delicious whole food recipes – all gluten free.

"Brendan has written a remarkable book, both in its simplicity and insightfulness."

Swim News Magazine, March, 2005
(review by Canadian Olympic swimmer
Nikki Dryden)

"You don't have to be a high performance, competitive athlete to benefit from the excellent advice in this small book."

VegNews Magazine, Jan/Feb, 2005



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