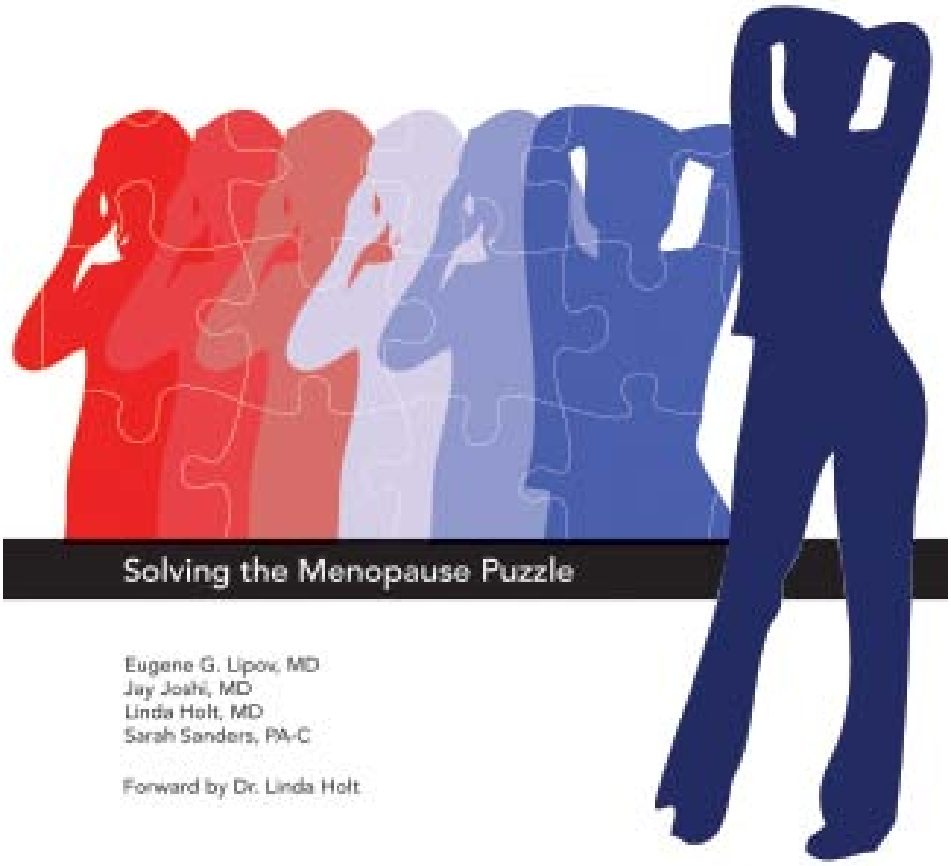
A Cool New You



Solving the Menopause Puzzle

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Forward by Dr. Linda Holt

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BACK COVER:

Hot flashes happen when your internal thermostat becomes overly sensitive to heat.

1. Exercise in a cool pool. If you sweat you will likely have a flash.
2. Do not smoke. Stop as soon as you can. Smoking increases your risk of hot flashes up to 4 times.
3. Make sure your flashes are not due to hyperthyroidism, leukemia, pheochromocytoma or another disorder.
4. Do not waste money on herbals—they do not work.
5. Minimize the use of neurontin and estrogen; they have some really bad side effects.
6. If you had breast cancer, do NOT take hormone replacement therapy—these can cause cancer recurrence. Instead, take estrogen blockers for 5 years to cut down risk of cancer recurrence.
7. Take melatonin every night, 1-3 mg is enough.
8. Exercise lessens depression and anxiety.
9. Consider a stellate ganglion block to control hot flashes, especially if you had breast cancer.

For more details please read our book.

Summary of Book Proposal

Please state in detail the subject of the proposed publication and indicate its academic level:
The book is geared to a wide audience range, from clinicians to patients. It provides a succinct overview of the physiology underlying hot flashes, conventional treatment approaches (and their limitations), and introduces a new technique which has demonstrated efficacy in reducing or eliminating hot flashes. This book is relevant to the 40 million women who experience hot flashes on a daily basis, their family and physicians.

Please include a 200-500 word descriptive paragraph which we could use for our website posting and brochures should **a contract be concluded (480 words):**
Hot flashes, the most common symptom associated with menopause, are particularly prevalent and severe in women who are in surgically-induced menopause. For breast cancer survivors, fully 90% suffer from hot flashes, and many find these hot flashes debilitating and destructive. Hot flashes are not only -- with sweating, anxiety, rapid heart rate, even palpitations -- but they also lead to sleep disruptions, fatigue, depression, even sexual dysfunction. Current treatment options have serious drawbacks, resulting in a pressing need for novel, non-hormonal therapies.

Dr. Lipov and his team have found a pioneering approach to eliminate hot flashes that is hormone-free, highly effective, and has few side effects. Stellate ganglion block is a complicated name for a relatively straightforward procedure. Essentially, it is an injection is administered into the side of the neck. The reason for this is that at this precise location on the side of the neck lies a grouping of nerves called the Stellate Ganglia. These particular nerves perform important functions such as regulating blood flow and sweating. They are also known to be connected to the body thermostat [the hypothalamus] and the center for heat perception [the insula].

The remedy used by Dr. Lipov is actually a nerve block injection. When administered into the Stellate Ganglia, it has the affect of numbing this area, much like a dentist's use of a Novocain shot, thus reducing its activity, leading to resetting of the sympathetic system and the temperature thermostat. This, in turn, makes the thermostat function normally or near normally, reducing or eliminating hot flashes.

The procedure is typically completed within about five minutes, and causes mild pain. Some times sedation is used for patients who are anxious, creating a sensation of pressure during the brief time that it is being administered. To ensure complete precision of where the injection needle is placed, Dr. Lipov always performs this procedure through X-Ray machine guidance. Patients often experience an immediate change in their "body thermometer." It can take anywhere from a matter of hours to a few days to experience the full effect. On average, hot flashes are reduced significantly or eliminated altogether. After the initial injection, relief from hot flashes usually last for weeks or months. It is common for a follow-up shot to be needed at some point to continue relief. With each subsequent shot, however, the duration of the benefit derived from the injection is greatly increased.

This research is tremendously exciting on many levels. The results of the procedure itself are almost immediate, with women experiencing relief from hot flashes within only hours of the treatment. The procedure, as a model, can be easily duplicated and, with brief training, could be utilized by health care professionals across the country. Finally, the impact on women, particularly breast cancer survivors, can be profound, allowing for far better quality of life and allowing easier adherence to various treatments regimens.

Please give details of the principal audiences for the publication. List relevant subject areas and job functions.
Lay audience (75% of menopausal women age 40-55; approximately 40 million women)
Clinicians – primary care, neurology, oncology

What competitive publications are available?
None – no other books in the genre are introducing this technique (injection to reduce or eliminate hot flashes).

What particular advantages does your publication have compared to the competitive publications?
N/A However, among the genre (books related to treatment for hot flashes) this book is succinct and practical. Other leading publications exceed 400 pages and do not leave the reader with hope or much help.

How quickly do you think your publication might become out of date?

As the literature develops to report new clinical trials, and the treatment technique is refined, this procedure will only be of greater interest. At that time it would make sense to expand the book based on results of additional clinical trials.

Recent Publications (past 5 years):

Lipov E, Lipov S, Joshi JR, Santucci VD, Slavin KV, Beck Vigus SG. Stellate Ganglion Block Relieves Hot Flashes by Interrupting the Sympathetic Nervous System. *Medical Hypotheses*. 2009;69(4):713-966.

Lipov E, Joshi J, Xie H, Slavin K. Updated Findings on the Effects of Stellate-Ganglion Block on Hot Flashes and Night Awakenings. *The Lancet Oncology*. 2008;9(9):819-820.

Lipov E, Joshi J, Sanders S, Wilcox K, Lipov S, Xie H, Maganini R, Slavin K. Effects of stellate-ganglion block on hot flushes and night awakenings in survivors of breast cancer: a pilot study. *The Lancet Oncology*. 2008;9(6):523-532.

Lipov E, Lipov S, Stark JT. Stellate ganglion blockade provides relief from menopausal hot flashes: a case report series. *Journal of Women's Health*. 2005;14(8):737-741.