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# Westport-Based Plastic Surgeon James R. Lyons, M.D., Author of the Only Diet and Exercise Books on Brown Fat, Launches Nationwide Diet and Fitness Program

Connecticut Doctor Leads the Brown Fat Revolution



Author James R. Lyons, M.D.  
February 10, 2012 11:50 AM

WESTPORT, CT--(Marketwire -02/10/12)- James R. Lyons, M.D., plastic surgeon, former clinical instructor at Yale and author of "The Brown Fat Revolution: Trigger Your Body's Good Fat to Lose Weight And Be Healthier" (St. Martin's Press/2010) -- the **only** book that has been written on the benefits of increasing brown fat -- has launched the **Brown Fat Diet Across America Program**, a 3-month diet and exercise program to take place in 11 American cities. Geared for women between the ages of 35 and 65, the program is based on the contrarian notion that fat is the key to shedding pounds and years off the body. But it has to be the right kind of fat -- calorie burning brown fat.

Said Dr. Lyons, "As a plastic surgeon who has practiced for over 30 years, my interest in brown fat began during surgeries when I noticed different qualities of fat in the body from literally holding it in my hands -- one type of fat that was yellow and mushy, while the other was firm, resilient and brown. In these surgical settings, I was able to determine that my patients who had healthier lifestyle habits including quality diet and exercise regimes had more brown fat than those folks who were less health-oriented."

## New Scientific Research Supports Benefits of Brown Fat

Dr. Lyons' groundbreaking **Brown Fat Diet Across America Program** comes on the heels of a recent media frenzy that was prompted by 2 new research papers on how brown fat, when triggered by cold or exercise, can help you look lean and toned. One study, published in The Journal of Clinical Investigation showed that cold can induce brown fat to burn "yellow" fat in humans. A flurry of article ensued in The New York Times and Time, among other major news sources.

Dr. Lyons has a unique understanding of the psychology of motivation and commitment and the physiology of muscle development and fat loss. Said Dr. Lyons, "I have spent years studying the health benefits and beauty secrets tied to brown fat -- a journey has been fueled by my passion for my roles as a plastic surgeon, seasoned body builder and champion ballroom dancer. I am thrilled to see so much of the world finally jumping on the brown fat bandwagon."

To demonstrate that Dr. Lyons was ahead of the curve, "The Brown Fat Revolution" was being printed in 2009 at the same time that The New England Journal of Medicine published an important article linking brown fat to weight maintenance. "The Brown Fat Revolution" was then voted as one of the "Top 10 Notable Diet Books of 2010" by Time magazine. "Lose The Fat, Lose The Years," a soft cover edition on "The Brown Fat Revolution," was recently released in the fall of 2011.



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## Poll

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Get Brown Fat Now

Much of the current news stories focus on the possibility of a wonder drug based on the newly discovered hormone Irisin, which was shown in the science journal Nature to induce the creation of brown fat. Irisin also exists in people as well as mice.

But Dr. Lyons says, "Why wait for the miracle pill?" He is encouraging people who want to lose weight, look fit and obtain a radiant youthful glow associated with brown fat to take a proactive approach right now by using his **Brown Fat Method** to increase brown fat naturally and quickly. His **Brown Fat Diet Across America Program** includes:

- **The Brown Fat Diet: a 4 week-program (alternating carbohydrates and protein while also embracing nutritious, healthy fats to keep blood sugar at an even keel to avoid fat production)**
- **The Brown Fat Exercise Method: A 30-minute training program in a cold temperature environment that includes a routine centered on weights and bungee cords -- not cardio -- keeping metabolism up continuously (not temporarily as cardio does) to burn more fat.)** Go here to see Dr. Lyons performing this workout on YouTube: [http://www.youtube.co/watch?v=RdFw\\_ovrlal](http://www.youtube.co/watch?v=RdFw_ovrlal)

To learn more about the **Brown Fat Revolution** and **The Brown Fat Diet Across America Program**, visit <http://thebrownfatrevolution.com>.

James R. Lyons, M.D.:

Dr. Lyons is the author of "The Brown Fat Revolution: Trigger Your Body's Good Fat to Lose Weight And Be Healthier" (St. Martin's 2010) and "Lose the Fat, Lose The Years" (St. Martin's 2011).

He is a former clinical instructor in plastic surgery at Yale University. Dr. Lyons is currently a practicing surgeon in Westport, Connecticut, and a Diplomat of the American Board of Plastic Surgery. He is an active member of the American Society of Plastic Surgery, the American Society of Aesthetic Plastic Surgery, the Connecticut Society of Plastic Surgery, the New Haven County Medical Society, and the Yale Surgical Society. In 1977, he received the Yale Plastic Surgery Residents' Award for Teaching Excellence.





Dr. Lyons was the National Junior Ballroom Champion in Latin and International styles and appeared on the Ed Sullivan show in 1966. He is also a seasoned bodybuilder, and a fitness and nutritional expert.

For more on Dr. Lyons and the Brown Fat Revolution, visit: <http://thebrownfatrevolution.com>.

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