

TEDx NASHVILLE 3/31/2012

PRESS RELEASE

TEDxNashville 2012–Brain surgery without a scalpel: Nashville neurosurgeon Dr. Jack Kruse’s third experiment revealed

Nashville, Tenn.—In June of 2011, Dr. Jack Kruse began blogging about his findings as a neurosurgeon and formerly-obese American. After tearing the meniscus in his knee, he wasn’t satisfied with the prognosis from conventional medicine about his obese condition, experiencing the frustration of a debilitated patient firsthand. Determined to find a path back to health, he read over 5,000 articles in 18 months and set up three ground-breaking “thought experiments” to explore key neurological pathways affecting optimal health and longevity. Two were validated first using himself as the experimental subject, when he subsequently lost 77 lbs in three months and 133 lbs in a year, forever changing the way he treated his patients.

Dr. Kruse’s first experiment was the now-popular Leptin Rx Reset, a step-by-step process which leverages circadian biology to reset leptin sensitivity, the key to metabolism, optimal health and longevity. Within three months of the blog’s release, www.JackKruse.com was getting over 10,000 unique visitors a month and a thread was started on a popular forum about his Leptin Rx Reset that to date, has received over a million visitors and 21,000 comments.

In February 2012, Dr. Kruse revealed his second experiment, The Cold Thermogenesis Protocol which opens a metabolic trap door that forces epigenetic changes (key changes in our genes) to our DNA to support optimal health and longevity. Immediately, traffic to his blog surged to over 120,000 unique monthly visitors with more than 6,500 visitors in one day. A single recent post on Cold Thermogenesis garnered over a

thousand comments, including numerous success stories worldwide. This enormous internet buzz preceded a huge splash at PaleoFX in Austin, Texas, where he was the opening keynote speaker in March.

Dr. Kruse's life purpose is to educate and empower "the people" with key biomarkers for managing their own health, reversing disease, and creating optimal longevity. On Saturday, March 31, 2012 at TEDxNashville, he is going to reveal details of his ground-breaking third experiment, concluded on January 9, 2012. He will share what Michael Phelps, Lance Armstrong, sherpas, winter, circadian rhythms, chronic pain, leptin, and Ferrari engines all have in common – and how their collective wisdom can revolutionize healthcare in America from the outside in by empowering patients to reverse their diseases and change their lives for good without drugs, surgery or doctors.

TEDxNashville, in partnership with Tennessee Performing Arts Center, is in its third year. With 1,000 attendees, TEDxNashville is one of the largest TEDx's in the world. For more information or to schedule an interview, contact **Jeffrey Horne** at TEDxNashville, jeffrey.horne@gmail.com or **Misty Williams**: 615-400-7538, misty@mystrategicmarketer.com or misty@jackkruse.com

About Dr. Jack Kruse

New York native Dr. Jack Kruse is a respected neurosurgeon from Nashville, TN and a member of the American Association of Neurological Surgeons, the Congress of Neurologic Surgeons, and the Congress of Neurologic Surgeons, and Age Management Medicine Group. His ideas are a web 2.0 sensation, and his popular blog, www.JackKruse.com, gets over 120,000 unique worldwide visitors monthly from countries like Australia, Russia, and Zambia.

