Few people would dispute the fact that there is a bewildering array of books available on the business of eating, fitness and nutrition, many of them, unfortunately, with (hidden) vested interests in the food industry and singular theories.

But every now and again a refreshing and ethical book based on sound, proven scientific principles comes onto the market, which is more than just another trendy diet book. Wholesome Nutrition is such a book. In it, nutritional therapist and exercise physiologist Ian Craig and his co-author, health food specialist and sports scientist Rachel Jesson, cover in detail the emotive topics of nutrition and health from a scientific perspective. They neatly unwrap all the jargon and pseudo-mystique, offering sensible, practical, economical everyday dietary approaches in a book that’s not only enjoyable and informative to read, but at the same time accessible to all South Africans who care about optimum health and the business of living life to the full. And most importantly, Wholesome Nutrition stresses the fact that we are all different, and therefore a one-size-fits-all approach is counter productive to good health.

“You will leave much more informed and more intelligent as a result of reading this book, as well as armed with practical suggestions and delicious recipes to delight your palate and transform your health.”

Patrick Holford

Ian Craig BSc MSc, CSCS, INLPTA is an exercise physiologist, nutritional therapist and NLP practitioner. As a former middle-distance athlete, he specialises in functional nutrition, a fast-evolving discipline that considers both the health and performance of an individual from an integrative health perspective. He is the editor of UK nutrition magazine Functional Sports Nutrition and writes for several South African publications. He is a professional member of the South African Association of Nutritional Therapists [SAANT] and runs a private nutrition practice in Johannesburg.

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