

Why a Billionaire Bought 10,000 Copies of This Health DVD

On a warm summer night 5 months ago, hotel mogul and billionaire Steve Wynn, and his then-girlfriend (now wife) Andrea Hissom, were visiting St. Tropez. It was June 22, 2010 and the couple had plans to dine with their friends ... heiress and socialite Carol Asher and her multimillionaire boyfriend Gulu Lalvani, Bombay-born entrepreneur who founded Binatone, one of the world's largest manufacturers of digital cordless phones.



Upon seeing Gulu, Steve didn't recognize him at all -- mistaking him for a man no older than 50. When he took a closer look, he was amazed to discover that it was indeed the 70-year-old Gulu ... looking at least 20 years younger than the last time Steve saw him. Gulu had lost 30 pounds, his eyes were clear and he had a spring in his step.

Steve was convinced Gulu had had some work done, and demanded to know who his cosmetic surgeon was. To which Gulu just laughed and proceeded to reach into his pocket, pulling out a DVD titled [Eating](#), a DVD created by medical researcher Mike Anderson. He said the DVD changed the way he ate, and that has made the startling difference in his health and youthfulness.

Gulu made Steve promise to watch the DVD.

Steve and Andrea watched the DVD that night, and were initially dismayed to find out, after watching the first 5 minutes, that it was about some kind of diet. But they continued watching ... and about a half-hour into the 88-minute video, they began to realize that this was no ordinary DVD, and no ordinary diet.

The DVD made a huge impact on Steve that the very next day, he decided never to eat meat again. Instead, he began following the "rave" diet presented in the DVD -- and he never looked back. The diet consisted of plant-based food, and no animal-produced products or foodstuffs whatsoever.

In fact, on Steve's yacht was a walk-in cooler that was full of prime steaks he had bought for the trip. Andrea and he never touched any of it, but instead asked their chef on board the yacht to prepare vegan meals, and both were surprised to find that the meals were delicious ... and that they didn't need to eat meat to feel satisfied.

What caused this billionaire, who could afford to eat anything he wanted, change his ways and turn completely vegan? And what caused Andrea to do the same without so much as a second thought?

More importantly, what made Steve Wynn **order 10,000 copies of the [Eating](#) DVD and companion book** to give away to all his employees, as well as his friends and family?

Could it be because the DVD gave compelling evidence that most meat products -- especially beef -- are covered with *animal feces* ... which is why you need to cook meat thoroughly?

Could it be because eating animal products (even the occasional chicken and fish) was shown convincingly to be the biggest reason for *disease*, *disability* and *death* -- and that meat-eating is the most popular form of "unassisted suicide?"

Could it be because the inhumane treatment of animals raised for human consumption are equivalent to "concentration camps" for animals?

Could it be because the DVD showed unequivocally that eating a plant-based diet could single-handedly **cure diabetes in 7 days** (or 14 days at most) -- and reverse other diseases like heart disease and cancer almost as rapidly?

According to the cover story in *Las Vegas Weekly* (November 4, 2010), Steve admits he was deeply inspired by the apparent **"fountain of youth" effect** that the diet had on his friend, Gulu Lalvani, who looked like he stepped out of the pages of *GQ Magazine*.

He was also painfully aware that aging is inevitable, even among his millionaire friends who could

afford the best anti-aging and rejuvenation procedures. He tells the story of seeing his friend, Kirk Kerkorian, another Las Vegas hotel magnate, on October 9 at the Andre Agassi Grand Slam for Children, and couldn't help but notice how the once-energetic and active Kerkorian had "slowed with age."

Steve attributes his own former health problems -- not the least of which were his *chronic knee pain, degenerative spine damage and staph infection* (all of which required multiple surgeries and the constant use of pain medication) to his former meat-heavy diet.

Ever since he made the abrupt lifestyle change that fateful day in June, just a few months ago, the skin of this 68-year-old billionaire is smooth and radiant, his hair a lighter shade of brown, and like his friend Gulu, now looks closer to 50 than 70. As he nears the "big 7-0" mark, it appears that he's decided to remain vigorous and youthful as he gets older.

And by all indications, he wants everyone he knows to follow suit. He has instructed the executive chefs of all 18 restaurants in his hotel empire -- including his famed steakhouse SW -- to include a plant-based (vegan) menu in addition to their regular menu. Wynn's employee dining room, plant-based dishes have also been added to the food choices -- such as zucchini lasagna and vegetable and tofu stir fry with brown rice.

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Eating
Third Edition

It's the biggest cause of disease, disabilities and death in the U.S. today.

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Testimonials:

- "A mind-blowing video experience that will forever change the way you think about food."
Joel Fuhrman, M.D., author of Eat To Live
- "Eating is a brilliant program."
Neal Barnard, M.D. author of Program for Reversing Diabetes
- "Thank you. You've done us all a major service."
John Robbins, author of Healthy at 100
- "The best tape on the subject I have ever seen."
Hesh Goldstein, Health Talk Radio
- "A compelling and often shocking look at the standard American diet. Asserts that following federal nutrition guidelines can kill you."
American Library Association

Subtitles in Spanish, French, German, Dutch and English (for the deaf)

Approximate running time: 88 minutes

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If you EAT... You need to see this film



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www.ClergyHealthCouncil.org