



NeuroCranial Restructuring: Unleash Your Structural Power

Dean Howell, ND

NeuroCranial Restructuring: Unleash Your Structural Power is the definitive explanation of the powerful manipulation technique (NCR) that is revolutionizing physical medicine. NCR improves pain, facial beauty, postural patterns, mental and emotional clarity as well as a variety of physical health disorders. Developed over 22 years by Dean Howell, N.D., NCR creates permanent, incremental improvement in the body's structure. This allows the body to return to its original design—which is its most vibrant, harmonious, pain-free, and energetic mode of functioning.

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Author Resides: Snohomish, Washington

- Nationally distributed author interviews in 3 Last Chance Health Newsletters
- Websites www.HowellCanyonPress.com, www.DrDeanHowell.com and www.NCRDoctors.com
- Email and snail mail campaign to NCR patients all over the US
- Displays in NCR doctors' offices around the US

Competition:

- *Dynamic Healing through NeuroCranial Restructuring*: Susan Stockton, 2000, ISBN: 0962877034

Sales Material to support the book:

- Finished Books
- Promotional Flyers
- Reprints of 3 author interviews in 3 Last Chance Health Newsletters
- 1-hour videos, 2-hour videos, CD-ROMs

Marketing:

- National radio interview campaign
- National television feature campaign (Business World News)
- National television infomercial

Sales Handles:

- Definitive guide to the most powerful and effective physical manipulation technique in existence
- Nearly everyone can be healthier through NCR
- Inspiring, fascinating read

Audience:

- Anyone who has pain or 50+ physical, mental and emotional conditions that NCR effectively treats
- Anyone who desires optimal health
- Anyone wanting to explore the next frontier in medicine