



## December 14, 2005

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### Smells like Chanukah spirit

By Andrew Silow-Carroll

#### Press release of the week:

Those deliciously special holiday foods we enjoy at Chanukah have an unspoken dark side, one that's among society's last taboos: the flatulence that results from gastrointestinal distress.

Instead of spreading Chanukah's miracle of light, we're spreading Chanukah gas. But flatulence, irritable bowels, heartburn, indigestion, and growling guts are all conditions that can be treated without polluting our bodies with antacids and other over-the-counter drugs that, for many people, don't even work.

Interview Bill Downs, one of the world's foremost experts on diet and digestion, and find out how your audience can avoid this year's Chanukah eating hazards. Bill can provide a wealth of suggestions that will help people keep their taste buds and their digestive systems happy during (and after!) holiday festivities.

Downs has over twenty years of expertise in diet, digestion, nutrition science, and biological chemistry. He's also published several peer-reviewed studies, and is the author of the Trafon blog ([Trafon.Blogspot.com](http://Trafon.Blogspot.com)), the first blog to tackle the last taboo: serious, open discussion about why we 'fart', and the root causes of digestive disorders, gastrointestinal diseases, and what people can do about it.

Downs can also discuss:

- \* What Jewish foods are most likely to cause indigestion
- \* Why people tend to get gassy around Jewish holidays
- \* What's the best way to tell someone they have offensive gas
- \* How to survive holiday feasts without over-stressing your digestive system
- \* The biochemical processes that cause indigestion

- \* How to control indigestion over the long-term
- \* What causes flatulence (farting)
- \* Why farts are funny to everyone except the person suffering with them
- \* Why some foods cause GI distress in some people, but not all people

To arrange an interview with Bill, call Jackie Zima at 610-642-8253 x138, or write to Jackie@GregoryFCA.com.

Thank you for your consideration!

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Gregory FCA  
27 W. Athens Ave., Suite 200  
Ardmore, PA 19003  
610/642-8253 (p); 610/642-1258 (f)  
www.GregoryFCA.com

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