

*The Surprising New Science of Uric Acid—
The Key to Losing Weight, Controlling Blood
Sugar, and Achieving Extraordinary Health*



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AUTHOR OF *GRAIN BRAIN*

WITH KRISTIN LOBERG

DROP ACID, by David Perlmutter, MD **KEY MESSAGING + TALKING POINTS**

Key Messaging David Perlmutter, MD

- David Perlmutter, MD is a Board-Certified Neurologist and five-time New York Times bestselling author. His books have been published in 32 languages and include the #1 New York Times bestseller *Grain Brain*, *The Surprising Truth About Wheat, Carbs and Sugar*, with over 1 million copies in print.
- He serves on the Board of Directors and is a Fellow of the American College of Nutrition.
- He is recognized internationally as a leader in the field of nutritional influences in neurological disorders.
- David Perlmutter, MD received his M.D. degree from the University of Miami School of Medicine where he was awarded the Leonard G. Rowntree Research Award.
- He serves as a member of the Editorial Board for the *Journal of Alzheimer's Disease* and has published extensively in peer-reviewed scientific journals including *Archives of Neurology*, *Neurosurgery*, and *The Journal of Applied Nutrition*.
- David Perlmutter, MD is host of *The Empowering Neurologist Podcast*.
- Other New York Times bestsellers include *Brain Maker*, *The Grain Brain Cookbook*, *The Grain Brain Whole Life Plan*, and *Brain Wash*, co-written with Austin Perlmutter, M.D. He is the editor of *The Microbiome and the Brain* authored by top experts in the field and published in December 2019 by CRC Press.
- David Perlmutter, MD is the recipient of numerous awards, including: the Linus Pauling Award for his innovative approaches to neurological disorders; the National Nutritional Foods Association Clinician of the Year Award, the Humanitarian of the Year Award from the American College of Nutrition, and most recently the 2019 Global Leadership Award from the Integrative Healthcare Symposium.
- David Perlmutter, MD has been interviewed on many nationally syndicated television programs including 20/20, CNN, Fox News, Fox and Friends, The Today Show, Oprah, The Dr. Oz Show, The CBS Early Show, and CBS This Morning.
- Dr. Perlmutter's constant review of the most cutting-edge research coupled with more than 30 years of clinical experience provides him with an empowering, forward-thinking approach as it relates to the impact of our lifestyle choices on our health, disease resistance, and longevity.

Key Messaging Drop Acid

- Drop Acid focuses on the pivotal role of uric acid in metabolic diseases. Offering an engaging blend of science and practical advice, Drop Acid exposes the deadly truth about uric acid and teaches invaluable strategies to manage its levels.
- High uric acid levels, so incredibly common in our modern world, directly contribute to our most feared metabolic conditions including type-2 diabetes, high blood pressure, obesity, cardiovascular disease, Alzheimer's disease, and even premature death
- Uric acid is a frequently overlooked "waste product" of metabolism that actually threatens so many aspects of our health.
- Lowering uric acid levels is the secret to unlocking extraordinary health.
- Many Americans don't know they are suffering from sky-high levels, putting them at risk for developing or exacerbating potentially life-threatening illnesses.
- Uric acid comes from only 3 sources: fructose, alcohol, and purines, a breakdown product of DNA and RNA in foods.
- Uric acid levels have increased dramatically in the last 100 years in lockstep with increases in sugar consumption.
- Drop Acid looks at how higher levels of uric acid are strongly related to death from any cause and are associated with being overweight or obese. Uric acid is a danger signal for the body that triggers fat production.
- The number one cause of death, worldwide, are the chronic degenerative conditions for which metabolic issues play a central role. These are issues related to lifestyle choices.
- Dietary sodium, by increasing uric acid, dramatically increases weight gain. For years we've known that excess dietary salt threatens metabolic health, leading to things like high blood pressure and weight gain. Now we've finally uncovered how this happens, and it directly involves uric acid!
- Drop Acid features dietary recommendations focused on reducing fructose and foods high in "purines" that can raise uric acid and offers natural hacks that lower levels such as consuming tart cherries, vitamin C, quercetin, and coffee, as well as lifestyle interventions, like restorative sleep and exercise.
- David Perlmutter, MD highlights how to easily test your uric acid levels at home—a test routinely performed in your doctor's office during regular check-ups but typically ignored. Drop Acid challenges the wisdom of focusing on the "normal range" and instead offers up the value of pursuing the "optimal range"
- Drop Acid features the groundbreaking "LUV" (Lower Uric Values) diet, 35 delicious recipes, self-assessment quizzes, and a 21-day program for dropping levels. Drop Acid empowers readers with the information they need to address this hidden danger and live longer, leaner, and healthier lives.