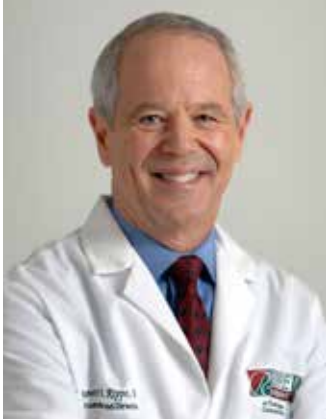


# James M. Rippe, MD

FOUNDER OF THE RIPPE LIFESTYLE INSTITUTE AND RIPPE HEALTH



***Dr. Rippe is a world-renowned cardiologist and Harvard Medical School graduate with post graduate training at Massachusetts General Hospital and a leading authority on preventive cardiology, health and fitness, nutrition and healthy weight loss.***



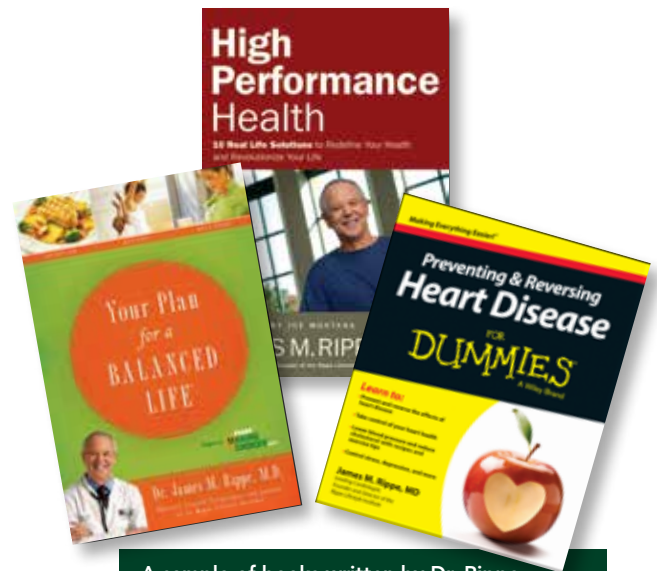
RLI research laboratory, Celebration, Florida.

Under Dr. Rippe's leadership, the Rippe Lifestyle Institute (RLI) team has conducted numerous research projects on cardiovascular risk factor reduction, proper nutrition, fitness walking, joint health and weight loss.

Dr. Rippe has written over 500 publications on issues in medicine, health and fitness, nutrition and weight management. He has also written 61 books including 38 medical texts and 23 books on health and fitness for the general public.

The Rippe Lifestyle Institute team takes great pride in conducting high level scientific research projects and linking results of these projects to impactful communications to multiple audiences. RLI has conducted science based communications programs for numerous packaged goods, pharmaceutical, weight management and fitness product companies.

**We have had the pleasure of working in collaboration with numerous public relations and marketing companies to articulate positive, science based messaging based on research carried out in our laboratory.** Our unique, integrated, "one stop shopping" approach to scientific research and communication of results sets Dr. Rippe and RLI apart from all other research organizations.



A sample of books written by Dr. Rippe.



Dr. Rippe swimming daily for health and wellness, practicing what he preaches.



**RLI is the research division of Rippe Health.**

Find more information about Dr. Rippe and the RLI research team at **RippeHealth.com**. Visit Dr. Rippe's author page and see his books at **amazon.com/author/jamesrippemd**.

# Lifestyle Medicine

THE UNIFYING THEME OF THE RIPPE LIFESTYLE INSTITUTE AND RIPPE HEALTH

**Dr. Rippe coined the term “lifestyle medicine” which defines the discipline of how daily lifestyle habits and actions including proper nutrition, weight management and physical activity impact on short and long term health and quality of life.**

The RLI team has been the worldwide leader in developing the academic concept of lifestyle medicine through research, books and reports for medical professionals and the general public.

Dr. Rippe edits the major academic textbook in this area *Lifestyle Medicine, 3rd Edition*, CRC Press, 2019; a comprehensive, two volume encyclopedia, *Encyclopedia of Lifestyle Medicine and Health*, Sage Publishers, 2012; and the only academic peer reviewed journal in lifestyle medicine, *American Journal of Lifestyle Medicine*.

In addition, Dr. Rippe and the RLI team have edited single topic textbooks in lifestyle related areas such as *Lifestyle Nutrition*, *Lifestyle Weight Management*, and *Obesity Prevention and Treatment*.

## IN THE MEDIA

Dr. Rippe and his research work with RLI have been featured on *The Today Show*, *Good Morning America*, *PBS BodyWatch*, *CBS News*, *CNN* and in a wide variety of print media including *The New York Times*, *Los Angeles Times*, and *Wall Street Journal*.

In addition to serving three years as medical editor for the *Television Food Network*, he comments regularly on health and fitness for *USA Today*, *American Health* and *Prevention*. Dr. Rippe has conducted over 30 satellite media tours and participates in over 200 media interviews each year.



Recent books and publications edited and written by Dr. Rippe.



PBS



The New York Times

Los Angeles Times



WALL STREET JOURNAL

Prevention

WebMD

Dr. Rippe has been featured on television and in print media.



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Find more information about Dr. Rippe and the RLI research team at [RippeHealth.com](http://RippeHealth.com). Visit Dr. Rippe's author page and see his books at [amazon.com/author/jamesrippemd](http://amazon.com/author/jamesrippemd).

# RLI Clients and Partners

## A SAMPLE OF OUR CLIENTS AND PARTNERS AT A GLANCE

The Rippe Lifestyle Institute team has had the pleasure of working with a wide variety of research sponsors in the packaged goods, pharmaceutical and fitness products industries. Here is a partial listing:



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# What can RLI do for you?

## A SAMPLE OF PUBLIC RELATIONS AND MARKETING FIRMS WE HAVE WORKED WITH

The Rippe Lifestyle Institute team has worked with many public relations and marketing firms to close the loop with impactful communications based on RLI research studies.



Ogilvy Public Relations



Edelman

MWW



HILL+KNOWLTON  
STRATEGIES



FLEISHMANHILLARD



The RLI research team with support from the **Rockport Company** created the scientific basis for the modern walking

movement. The RLI team conducted numerous research studies, published 5 books, 34 abstracts and 12 academic papers, as well as multiple media activities in support of this initiative.



The RLI researchers provided the underpinnings for health benefits of both oatmeal (on behalf of **Quaker**) and orange juice (on behalf of **Tropicana**) and built and ran the Breakfast Research Institute website.

The RLI team conducted numerous research studies for **Roche Pharmaceuticals**, **Weight Watchers** and others in the area of healthy weight management.

RLI published over 60 abstracts, 12 academic articles, 5 books and a journal supplement in support of these programs.



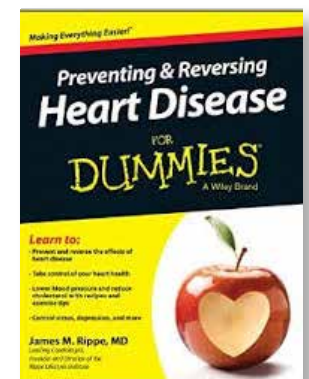
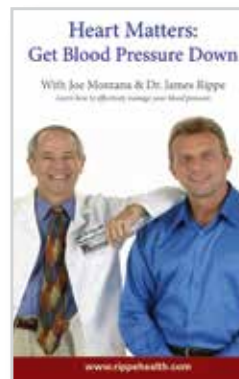
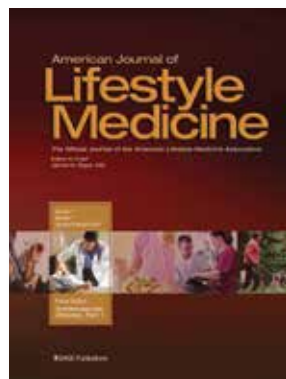
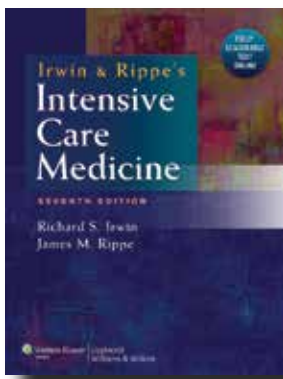
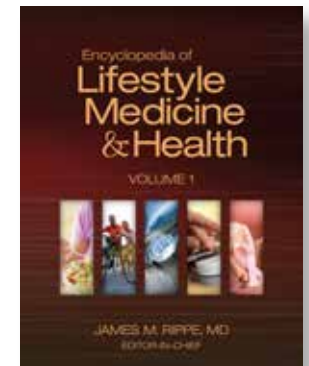
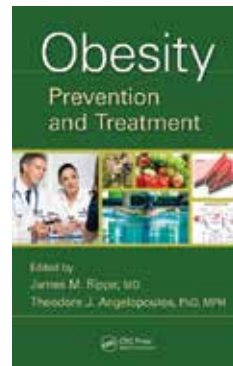
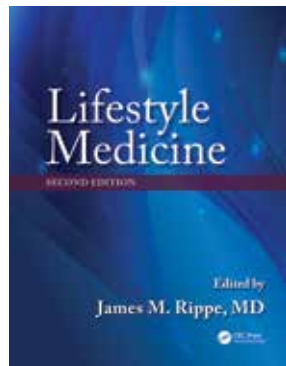
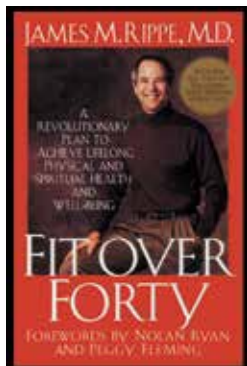
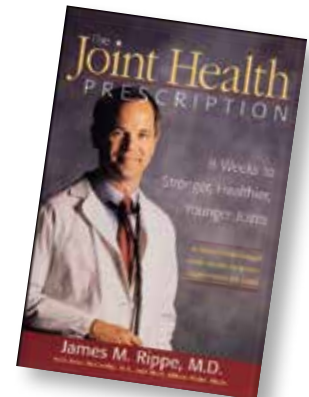
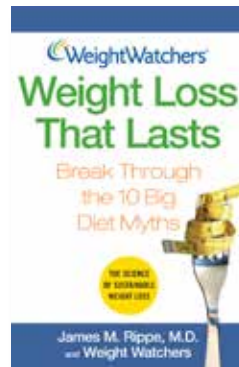
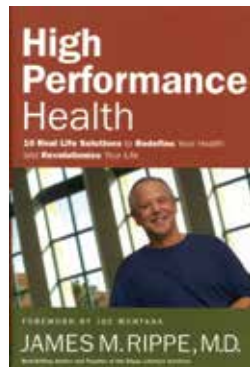
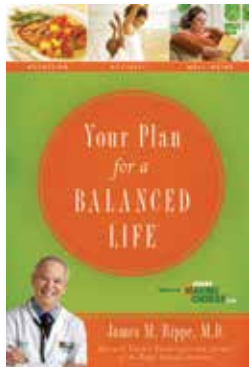
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# Rippe Health Publishing

A SAMPLE OF TITLES EDITED OR WRITTEN BY DR. RIPPE

Dr. Rippe and the Rippe Lifestyle Institute team have worked on numerous publishing projects include writing or editing 50 books. Further information concerning Dr. Rippe's books may be obtained by visiting [amazon.com/author/jamesrippemd](http://amazon.com/author/jamesrippemd). Here is a sample of Dr. Rippe's books:



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