

For Immediate Release

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### **High Heels to Hormones: A Woman's Guide to Spine Care Light, Humorous, Pain Relief**

SACRAMENTO, CA . . . Bra straps, high heels, hormonal swings--oh my aching back! Women are three times more likely than men to suffer from some types of back pain, they're more susceptible to a whiplash injury, and are prone to low back pain.

As a woman suffering from chronic low back pain herself, Christina Lasich, M.D., knows all too well how gender influences pain. Frustrated by the lack of gender-specific information available for women, Dr. Lasich was inspired to write *High Heels to Hormones: A Woman's Guide to Spine Care* (iUniverse, May 2008), a book they can turn to for advice about their spine.

Contents include information about bras, pregnancy, hormones, high-heeled shoes, shapely bodies, osteoporosis and other topics specific to women's health. She also discusses the impact of convenience foods, smoking, exercise, high-achieving, multitasking lifestyles, and more.

Highly informative, *High Heels to Hormones* is also a quick and easy read. It's laced with humor, charming cartoon illustrations, and a lighthearted tone, giving the reader a sense of optimism and hope.

In Dr. Lasich's discussion about posture she writes: "Did I threaten your sense of decency by telling you to stick your chest out with the shoulders back? Don't be shy, because shyness creates an unhealthy, slouched posture."

Dr. Lasich has practiced in the area of spine rehabilitation for over 10 years and is an award-winning graduate from the University of California, Davis School of Medicine. "Spine care needs to be gender specific," she advises. "Being one of those women with chronic low back pain, I have struggled and sacrificed to bring my discomfort under control.

"The concepts that I present in *High Heels to Hormones* are derived not only from evidence-based medicine, but also from my experiences as a woman with spine pain and as a physician who treats it. Never underestimate what the power of being a woman does to your spine."

Throughout *High Heels to Hormones* women will appreciate the fun manner in which Dr. Lasich presents the information. Cartoon book meets self-help book, Dr. Lasich gives women an opportunity for a healthier spine with a humorous twist.

## ADVANCE PRAISE:

"Christina Lasich, M.D. has created a book (*High Heels to Hormones*) that is very comprehensive, yet brief and easy to understand. Overall, this is an excellent self-care guide for anyone with neck or back pain, but is especially written for women." James B. Reynolds, M.D., Orthopedic Spine Surgery, Chairman and Program Director of SpineCare Medical Group (Seton Medical Center, Daly City, California)

"Informative and creative...*High Heels to Hormones* is like no other self-help book... I would highly recommend this book." Bob Thompson Jr., PT, DPT, MSPT (Thompson Physical Therapy, Yuba City)

"Great gender-specific information for women with back pain... (this information) is often overlooked or not discussed. (*High Heels to Hormones*) can be a great tool for women." Bryan Rodrigues, PT, DPT, MSPT (Thompson Physical Therapy, Yuba City)

## ABOUT CHRISTINA LASICH, M.D.

Christina Lasich, M.D., is a concerned physician with spine pain herself. She has practiced in the area of spine rehabilitation for more than 10 years and is an award-winning graduate from the University of California, Davis School of Medicine. Although she focuses on back, neck and other musculoskeletal injuries, she also meets the rehabilitative needs of people with spinal cord injuries, strokes, traumatic brain injuries, muscular dystrophies, ALS, multiple sclerosis, amputations and other painful conditions.

Prior to entering medical school, she worked as a firefighter for the California Department of Forestry. She loved the job and she found her husband. Loyal to her original dream of becoming a doctor, she hung her firefighting helmet in the closet forever in 1993. (Thankfully, she still has a great husband.)

Dr. Lasich currently has a private practice in Grass Valley, near Sacramento, CA. Her philosophy is simple: "Pain is your doorway to transformation." For more information, please visit [www.gvbacks.com](http://www.gvbacks.com) and [www.christinalasich.com](http://www.christinalasich.com).

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Christina Lasich, M.D.

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