

For Immediate Release

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Happiness is Linked to DNA:

We are Wired for the Pursuit of Happiness!

"...like reading an instruction manual that tells you how to reprogram your genes for a happy life. It's time for new thinking. This book is your wake-up call." — Bruce Lipton, Ph.D., *New York Times* best-selling author

San Francisco, CA (March 1, 2010) — An inventor-engineer, author and researcher who has studied the subject of happiness for more than 20 years, James D. Baird, Ph.D. together with co-author Laurie Nadel, Ph.D., proves in his new book, ***Happiness Genes Unlock the Positive Potential Hidden in Your DNA***, that there are definitive links between science and well-being.

We Americans have a constitutional right to "life, liberty, and the pursuit of happiness" and every day, thousands of advertising images seduce us into believing that happiness can be bought. So, with all these guarantees, why is that most of us are still searching for the key to contentment and joy?

Happiness Genes examines the nature and the source of happiness, from ancient times to the present, presenting epigenetic and other biological research that shows that DNA contains genes for natural happiness. Baird describes the revolutionary **science of epigenetics**, revealing that within our DNA there are reserves of natural happiness that we can control. We are biologically wired for natural happiness!

By engaging in Baird's 28-day "natural happiness" program, readers will learn to switch on their happiness genes and program their emotions, their beliefs and their behaviors to create a steady stream of well-being.

Holding a doctorate in Natural Health, Baird is the author of:

The Happiness Plan

The Modern Christian's Happiness Plan

The Mindful Meals Diet ("the chance to leave current habits behind and learn healthier ones through a comprehensive approach using multiple techniques . . . usable material to effect life-altering changes.")

Co-author of *Happiness Genes*, Laurie Nadel holds doctorates in psychology and clinical hypnotherapy. She has studied mind-body medicine at Harvard and trained with shamans in South America. Nadel has written for *the New York Times* and other major publications, and she hosts *The Dr. Laurie Show* on Genesis Communications Network.

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Title: *Happiness Genes Unlock the Positive Potential Hidden in Your DNA*

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