



# THE PLEASURE TRAP

A LECTURE BY

**DOUGLAS LISLE, PHD**

“There is a hidden force that has turned many smart, savvy people into unwitting saboteurs of their own well-being. When trying to make positive changes in diet and lifestyle, well-intentioned determination is, surprisingly, rarely enough. People who are chronically overweight, sick and ailing, or junk-food junkies are not that way because they’re lazy, undisciplined, or stuck with bad genes. They are victims of a dilemma that harkens back to our prehistoric past...the Pleasure Trap.”

Dr. Doug Lisle, a former lecturer in psychology at Stanford University and currently the psychologist for The McDougall Program explains a recent revolution in motivational psychology that can help people break free from the self-destructive rut. A new understanding of why we do what we do has yielded a dramatic new path toward lasting and positive change. His new book, *The Pleasure Trap: Mastering the Hidden Force that Undermines Health and Happiness* has been critically acclaimed.

“I found *The Pleasure Trap* to be the most compelling and interesting book I have ever read.”



**Howard Lyman**

“I love this book: it is brilliant.”

**Joel Fuhrman, MD**

“It is a must read for anyone interested in making healthier choices...”

**T. Colin Campbell, PhD**

“It will change your life...”  
**Neal Barnard, MD**

**SATURDAY, JANUARY 15, 7 P.M.**  
**MCCOY PAVILION, ALA MOANA PARK**

### Additional Talks in Kailua and on Maui

Dr. Lisle will be giving two more presentations in Hawaii. The first will be held on Maui on Wednesday, January 12 at 7 p.m. at the Cameron Center, 95 Mahalani St. in Wailuku.

The second will be in Kailua at the Castle Health & Wellness Medicine Center on Thursday, January 13 at 7 p.m. Call 263-5400 to register.



**Vegetarian Society of Hawaii**

Over 1700 Members Strong—Join Us!

For more info call 944-VEGI (8344) or visit [VSH.org](http://VSH.org).