

Industry Veteran and Public Relations Guru James Hester co-authors Best Seller, **"21 Pounds in 21 Days: The Martha's Vineyard Detox"** with Dr. Roni De Luz

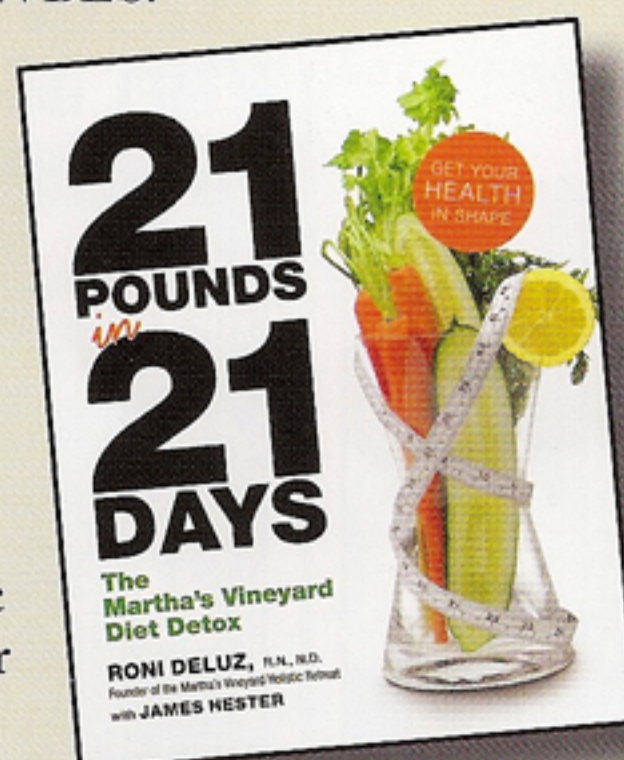
James Hester met the legendary Frankie Crocker at age 14 and he began to organize parties for the New York Giants and New York Jets with Crocker and WBLS.

He later went on to represent such high profile celebrities as Kadeem Hardison, Naomi Campbell and Beverly Johnson while executing producing numerous musical acts such as C&C Music Factory, Mary J. Blige, Aretha Franklin and Natalie Cole. He also facilitated the collaboration of Music One's Jeff Majors and Luther Vandross.

James Hester decided to cleanse himself of the pressures and stress of the entertainment industry. Doing so required him to eliminate his body of

the accumulation of toxins that living a high powered, high stress lifestyle can create. In 2002 James Hester found Dr. Roni DeLuz on Martha's Vineyard — DeLuz promised Hester that if he stayed at her retreat for 21 days he would not only get healthy but he also would *lose 21 pounds in 21 days*. Hester said if he *actually lost 21 pounds in 21 days* he would tell the world about it by doing a book with her — 4 years later — **"21 Pounds in 21 Days: The Martha's Vineyard Diet Detox"** is born. The book came out on May 8, 2007 and has been on the *National Bestseller List* for the last 2 weeks.

Hester and DeLuz just spent the last 3 weeks detoxing **Howard Stern's** on air co-



host Robin Quivers — LIVE on the air with Howard Stern every day Quivers shared her detox experience. Robin Quivers lost 24 pounds in 21 days and now is healthier than she has ever been. The two have detoxed **Cathy Hughes, Chairwoman of Radio One** 2 times in the last 2 years, Jonnetta Patton, Usher's mother/manager, **Wendy Williams** for 21 days live on her radio show, **Jamie Foster Brown** of **Sister 2 Sister**, entertainment manager **Bethann Hardison** (Naomi Campbell, Tyson Beckford, Kadeem Hardison) and a slew of other CEO's and everyday people across the country.

The two authors have appeared in *Vogue*, cover of *Woman's World*, cover of the *Boston Globe*, featured in the *New York Daily News*, *New York Post*, *Page Six*, *Boston Herald In Touch*, *Sister 2 Sister*. Additionally, both *Extra TV* and *Inside Edition* have featured the Martha's Vineyard Diet Detox. Hester and DeLuz were honored to be interviewed by **Mr. Larry King Live**. Upcoming appearances include, **"The View"** with **Barbara Walters** and **Whoopie Goldberg**. ■

ARTIST: CHOP SHOP CARTEL



JON DOE AND TREW ARE THE MEMBERS OF THE NOTORIOUS RAP GROUP CHOP SHOP CARTEL. THE CHOP SHOP CARTEL'S SOUND HAS INFLUENCES FROM THE MIDWEST AND THE EAST COAST. TREW HAILS FROM ST. LOUIS MO, BUT HE HAS A UNIQUE STYLE, TREW'S INFLUENCES ARE PIMP C, LIL JON AND MJG GIVING YOU THAT "DERRTY" SOUTHERN MIDWEST DRAWL. JON DOE THE "SUPER PRODUCER" CAN ALSO ROCK THE MIC LIKE NO IS HOLDING DOWN FOR WASHINGTON, DC. DOE'S INFLUENCES ARE BIGGIE, NAS AND SCARFACE REIGNING HIM TO BE THE NEW KING OF THE EAST.

"GO HARD" IS THE CURRENT HIT SINGLE OFF THE SLICK MONEY ALBUM" WITH GUEST APPEARANCES BY: B.G., PROPHET, SKINNY DEVILLE (OF NAPPY ROOTS) AND STATIC MAJOR. **"GO HARD"** IS THE FOLLOW-UP OF THE HIT SINGLE **"TRICKIN'"** AND **"DON'T TRIP"** WHICH RECEIVED NUMEROUS SPINS FROM CITIES ALL ACROSS THE MID-WEST AND SOUTH.

CHOP SHOP CARTEL HAS PERFORMED TOUR DATES WITH TWISTA, JUELZ SANTANA, AND YUNG JOC, YOUNG JEZZY, E-40, AND RAY J. JUST TO NAME A FEW



CONTACT INFO: 314.397.2901

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WWW.CHOPSHOPCARTEL.COM



JJONESENT@GMAIL.COM

The detoxing pair have extended an invitation to the the Radio One Family and their loyal listeners to teach them how to get their health in shape. Hester has expressed a dream to detox Tom Joyner and Russ Parr for 21 days with a contest for who is losing the most weight — but most importantly get healthy.

If anyone would like to interview the authors or find out more about 21 Pounds in 21 Days: The Martha's Vineyard Diet Detox please go to:

www.mvdietdetox.com

or

email: mvdietdetox@aol.com.

