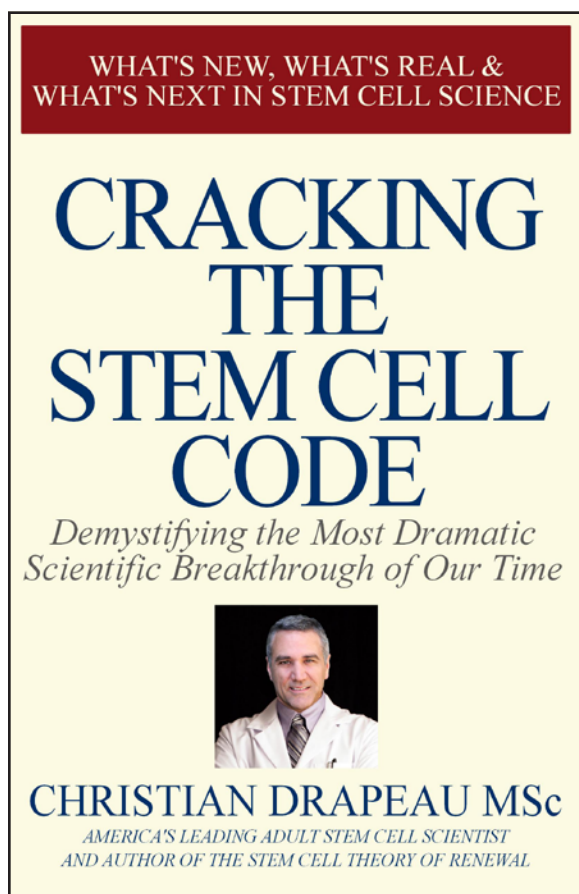


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SURPRISING AMAZON XMAS WINNER STEM CELLS UNDER THE MISTLETOE?

Stem Cell Book Hits Amazon Top 100 w/ pre-Christmas Debut for
Scientist Christian Drapeau's Newest



Portland, OR 12.29.09 - The most unlikely winner of the Christmas shopping season was a book about stem cells. *Cracking the Stem Cell Code* won Best Seller 100 spots in three Amazon category rankings just days before Christmas for its day-one debut at the online retailer. The pre-release coup spotlights strong public interest in the stem cell phenomenon and catapults scientist-author Christian Drapeau into the ranks of the coming year's non-fiction celebrities.

Cracking the Stem Cell Code, which answers the question "Are Adult Stem Cells the Prescription for Ultimate Health?", shot to #3 in Alternative Medicine & Healing, #49 in Medicine, and #79 on the first day of its Amazon listing. While hardly the typical yuletide purchase what makes its popularity even more surprising is the book doesn't release until January 1. It was paid pre-order purchases that leapt the book past 99.999 percent of Amazon's 8 million-plus titles.

"Launching a science book 4 days before Christmas was a gamble for us" said Jay Jessup, publisher at Sutton Hart Press, "but the advance demand by our wholesalers told us they were all forecasting a home run. All the big-interest indicators have been there with Time Magazine's cover story 'The Coming Stem Cell Revolution Can Save Your Life', Christian Drapeau's standing-room-only audiences for the last 18 months, and the big media outlets trumpeting every advance in this amazing field."

Author Christian Drapeau MSc, a leading advocate for the health applications of adult stem cells, has been saying for years that adult stem cells hold phenomenal promise in all areas of medicine and human wellness but his theory wasn't affirmed until recently. A recent Nobel Prize winning discovery and new studies demonstrate that adult stem cells work to regenerate damaged or diseased organs and tissues; confirming the author's theory.

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More information, visit Christian's website:
www.christiandrapeau.com

“The Amazon wins are terrific to me because they mean that more people are learning adult stem cell science holds phenomenal promise for millions of people experiencing health challenges but more importantly it spreads information that may very well end up changing the way we view health and practice medicine” said author Drapeau, just back from a four-continent speaking tour and readying for his U.S. book tour which starts early 2010.

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For More Information on Christian Drapeau: www.christiandrapeau.com

For Sample Chapter, Synopsis, Cover Art & Media Kit: www.crackingthestemcellcode.com



About Your Guest – Christian Drapeau MSc

Christian Drapeau is America’s best known advocate for Adult Stem Cell research and the health applications of Adult Stem Cell science. He gained worldwide recognition when a Nobel Prize winning discovery in 2008 affirmed what Christian had been advocating for years: the role of Adult Stem Cells in the body is nothing less than its natural healing system.

Christian co-founded Southern California-based STEMTech HealthSciences, now a multi national research and supplement manufacturing-distribution firm focused on adult stem cell science and stem cell nutrition. He remains its Chief Science Officer and creator of several products designed to naturally enhance stem cell production and their effective distribution in the body.

He travels more than 100,000 miles each year speaking at medical, scientific, public, and business events on six continents. A featured Mensa national event speaker, he is known for a unique ability to present a scientific subject in a manner fascinating to all audiences. Christian holds a BS in Neurophysiology from McGill University and a Master of Science in Neurology and Neurosurgery from the Montreal Neurological Institute.

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