



Press Release

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FOR IMMEDIATE RELEASE

BioPhotonic Scanner Featured on Dr. Oz Show Now Available in St. Petersburg

LaTorre Wellness Center offering Antioxidant Readings with Revolutionary New Device

St. Peterburg, FL (June 20, 2011) – They're found in sports drinks, face creams and even body washes and we're taught they're extremely beneficial to us, but when asked what antioxidants actually are or what they do, most Americans likely can't give an answer. The truth is, antioxidants are DNA protecting molecules that fight cancer, heart disease and diabetes, to name a few. **A revolutionary new device called the BioPhotonic Scanner measures a person's overall antioxidant levels, has been featured on Dr. Oz's national television show and is now available at LaTorre Wellness Center in St. Petersburg.**

"In reality, it's very easy to get antioxidants," explains Dr. William A. LaTorre of LaTorre Wellness Center, which houses the BioPhotonic Scanner. "What surprises our patients most, is in hearing how few antioxidants they are actually receiving." With a simple blue-light test, our BioPhotonic Scanner reads what's called a Skin Carotenoid Score. Carotenoids are the red, yellow and orange pigments found in edible fruits and vegetables and each carotenoid molecule can generally hold off more than 20 free radical hits before destroyed. "To date, the Bio Scanner's score is the most accurate marker of a person's overall antioxidant health status in the world."



The Bio Scanner gives personalized, instant results, is non-invasive and requires no bodily fluids, tissue samples, or a laboratory.

Dr. LaTorre Top Antioxidant to Consume List:

- **VEGETABLES:** Carrots, squash, sweet potatoes, broccoli, tomatoes, kale, collard greens and corn
- **FRUIT:** Vitamin C rich citrus fruit, peaches, cantaloupe, berries and strawberries (look for

bright colors)

- **NUTS/SEEDS:** Nuts, seeds and whole grains
- **PROTEIN:** Fish, shellfish, red meat, eggs, chicken
- **RED WINE:** Red wine is a particularly rich source of antioxidants

Every day, we each receive an average of 70,000 free radical hits. "That's an incredible amount and people need to know the dangers they're facing each day," warns Dr. LaTorre. "I hope this information and brand new, state-of-the-art technology encourage people of all ages to get their own scores and create a personalized plan of action to consume more fruits and vegetables and the right supplements. If you want to be healthy, there is no denying that beefing up antioxidant levels is the way to do it."

Dr. William A. LaTorre is available for interview along with on camera or in-studio BioPhotonic Scanner demonstrations. Media requests: Please contact publicist Julie Robbins at (646) 981-3342 or Julie@Icon-B.com.

***About LaTorre Wellness Center:** For more than thirty years, thousands of patients of LaTorre wellness center have been healed, taken control of their health and begun to enjoy lives of optimum wellness and vitality. The center treats people of all ages and levels of health differently than most chiropractic service providers. Before they respond to any condition or symptoms, they first look at the whole person, uncovering the root causes of problems. They do this by taking the time to listen and by using safe, proven, non-invasive diagnostics. All of their chiropractors are certified. LaTorre Wellness Center specialized in chronic ill-health from stomach problems, migraines, fatigue, asthma and allergies, hormonal imbalances, pain caused by trauma, accidents or disease, emotional difficulties and more. LaTorre Wellness Center is located at 2150 49th Street North in St. Petersburg, Florida. For more information, visit www.latorrewellnesscenter.com or call (727) 321-6130.*

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