



Media Contact
Kimberly Tobman
Director of Public Relations
310.683.0940 ext. 145
Ktobman@ibinc.com

ALAN R. HIRSCH, M.D., F.A.C.P.
Founder of Sensa Weight-Loss System

Dr. Alan Hirsch is a Neurologist and Psychiatrist who specializes in the treatment of smell and taste loss, is the Neurological *Director of the Smell & Taste Treatment and Research Foundation* in Chicago, IL. He is a Faculty Member in the Department of Medicine at Mercy Hospital and Medical Center, and Assistant Professor in the Department of Neurology and Department of Psychiatry at Rush Presbyterian St. Luke's Medical Center.

Since entering medical school at the age of 16, Dr. Hirsch's entire career has been dedicated to studying the sensory system of the human body. He lectures frequently around the country, and has conducted and published over 180 research studies on sensory phenomena. His 20-plus years of research regarding the impact of smell and taste on weight loss led him to develop the patent-pending technology used in the **Sensa Weight-Loss System**.

As America's foremost researcher on the effects of odors and flavors on human emotion, mood and behavior, Dr. Hirsch has helped create the sensory experiences for thousands of products and places, from the refreshing fragrance of your favorite shampoo to the welcoming scent in a hotel lobby. In fact, there's an excellent chance that at least once in the past four days, you've come in contact with a product or place he's helped to odorize!

Dr. Hirsch has been featured in major magazines and has appeared on Dateline NBC, CNN, Good Morning America, Extra and the Food Network. He has also authored, *Dr. Hirsch's Guide to Scentsational Weight Loss*, *Scentsational Sex*, *What Flavor is Your Personality*, *Life's A Smelling Success*, *What's Your Food Sign* and *What Your Doctor May Not Tell You About Sinusitis*.

For additional information, visit his website,
www.scienceofsmell.com or www.trysensa.com