



# Ideal Health Scientific Advisory Board

The Ideal Health Scientific Advisory Board is made up of well known and respected health care, nutritional and fitness professionals whose primary function is to make sure that the science behind Ideal Health products is sound. In addition, the Board serves in an advisory capacity to the company in matters of product efficacy, new product introductions and compliance with national and international scientific standards.



**J. Alexander Bralley, PhD,  
Chairman of the Ideal Health Scientific Advisory Board**



Dr. Bralley has worked and published in the area of nutritional biochemistry since 1984. As founder and C.E.O. of an internationally recognized medical testing laboratory specializing in nutritional and metabolic profiling, he has been instrumental in developing tests and interpretation guidelines for leading-edge analysis. His extensive experience and knowledge gained through physician and patient consultations and from medical literature research, has made him an expert in the use of laboratory testing to define individualized nutrient needs and design nutritional therapies for treating chronic illnesses. As a founding board member of the International and American Association of Clinical Nutrition, he served as one of the writers of the certification exam which qualifies Certified Clinical Nutritionists in the U.S. He has served as a reviewer for several peer-reviewed journals focusing on nutritional therapies and research. As a lecturer and researcher, his interests lie in examining the relationship between nutritional/metabolic and toxicity factors affecting chronic disease processes and health. Dr. Bralley received his B.S. in Biology from the University of Illinois in 1975 and his Ph.D. in Medical Sciences from the University of Florida College of Medicine in 1980.



## Robert M. David, PhD



Dr. David is currently the Laboratory Director for one of the world's leading metabolic and nutritional testing laboratories. His varied experience includes achieving the distinguished position of technical director for one of the largest reference laboratories in the nation at the unusually young age of 30. Other experiences include the directorship of a large pharmaceutical testing laboratory and a fellowship at a leading university teaching hospital laboratory. His primary research interest continues to be the development and implementation of new clinical and nutritional laboratory procedures. Among his numerous publications are innovative methodologies for iron, magnesium, myoglobin, salicylates, and acetaminophen determinations. Dr. David received his Master of Science in biochemistry from Mississippi State University and his Ph.D. in biochemistry from Creighton Medical School.



## Richard S. Lord, PhD



As Director of Science and Education at an internationally recognized medical testing laboratory, Dr. Lord brings unique experience to teams of professionals seeking to develop worldwide leadership in nutritional and metabolic testing. After receiving a B.S. in Chemistry from Georgia State University, he pursued studies of protein structure at the University of Texas at Austin leading to the Ph.D. in Biochemistry. Dr. Lord studied nutritional biochemistry under a faculty who co-discovered pantothenic (vitamin B5) acid and elucidated the role of vitamin B6. A postdoctoral fellowship at the Clayton Foundation Biochemical Institute was followed by a National Institutes of Health postdoctoral fellowship at the University of Arizona where work on the mechanism of action of insulin was conducted and then by studies of the transport of the thyroid hormone at the NIH campus in Bethesda, MD as a staff fellow. Dr. Lord has served as executive and laboratory director at leading laboratories and at his own laboratory. He was Professor of chemistry for 10 years at Life University where he was instrumental in the initiation and design of a Bachelor of Science degree program in nutrition. During this time he also built a private practice of clinical nutrition counseling. He has been working for the past fourteen years on laboratory testing for determining unique individual nutritional needs.



## Ruth Clark, RD, MPH



Ruth Clark is a Registered Dietitian with a B.S. in Human Nutrition, a Master's degree in Public Health from Boston University and over 30 years of experience in the health care field in which she has held several positions. Some of her positions in health care administration have included

Executive Director of Wellness Programming for a Harvard teaching hospital in Boston. She is a nationally known nutrition lecturer, has authored several articles in medical journals and the lay press and produced a series of audiotapes on nutrition which are distributed nationally.

Previously in her private practice, Nutrition Works, she provided clinical services in medical nutrition and obesity therapy to individuals. In addition, she provided consulting to businesses and medical practices regarding nutrition products and programs.



## Nancy Link



Nancy Link is an exercise physiologist with a B.S. in Physical Education and a Master's degree in Sports Science with an emphasis in Corporate Wellness. She has over 22 years' experience focusing on preventative and rehabilitative health with a strong emphasis in the area of nutrition. As a member of the American College of Sports Medicine and the American Council on Exercise, she has been recognized several times for her contributions to fitness in Hawaii. As Director of Body Link Hawaii, Inc. she consults with the state of Hawaii and with several corporations, domestically and internationally, regarding corporate fitness and wellness programs.



## Jack Tips, PhD, CCN



Dr. Tips is a licensed clinical nutritionist, nutritional researcher, and an author of 9 widely known books on natural health, including “The Pro-Vita Plan For Optimal Nutrition” and “Your Liver - Your Lifeline”. Dr. Tips is a leading voice for nutrition and its role in health and disease. He holds a BA degree from the University of Texas and Ph.D. in nutrition science from the Roger Williams School of Nutrition Science. He is a New York state-licensed dietitian and nutritionist, and is certified as a clinical nutritionist by the International and American Associations of Clinical Nutrition. He has developed courses in nutrition. Additionally, his background in naturopathic healing techniques (herbology, detoxification, homeopathy) has led to the development of comprehensive health improvement systems practiced by many doctors across the country. He also serves as a consultant to colleges and product manufacturers.

Dr. Tips teaches seminars around the world and is a featured speaker for Anthony Robbins’ Life Mastery University. With over 15 years experience in clinical nutrition, he maintains a private practice at the Apple-A-Day clinic in Austin, Texas.



## Denise Autry, RN, CCN



Director of Clinical Services for Ideal Health from 1998 to 2002, Denise Autry now holds the position of Director of Research and Development and chairs the Ideal Health Scientific Advisory Board.

A registered nurse since 1972, Denise has diverse medical experience in such areas as coronary intensive care, cardiac catheterization, surgical intensive care, neonatal intensive care, renal dialysis, and rehab medicine. As a natural complement to her nursing practice, she pursued nutrition education in her special interest areas of organic chemistry, food science, and nutritional biochemistry. In 1997, Denise became a Certified Clinical Nutritionist after sitting for the Clinical Nutrition Certification Board examination. She is a member of the International and American Association of Clinical Nutritionists. For the five years prior to her fulltime employment with Ideal Health, Denise held a position at Metametrix Clinical Laboratory as Director of Special Projects. She worked closely with Dr. Bralley in interpreting metabolic test results and administering the customized nutrition programs based on testing that were designed by Dr. Bralley, including the PrivaTest and Custom Essentials.



## Jessie Keener, Nutritionist



A practicing naturopathic physician for over 12 years and the host of a television health talk show for over 5 years, Dr. Jessie Keener brings valuable clinical and real-world experience to the Ideal Health Scientific Advisory Board. She has been an instructor of nutrition at Austin Community College in Texas and, as an accomplished public speaker, has a long history of organizing and participating in various lectures, trainings, seminars, and radio shows for the public focusing on health, well-being and natural medicine. In 1989, Dr. Keener co-founded The Healthy Practice, a 13-member holistic health facility specializing in total health care, including internal medicine, acupuncture, and naturopathy. Currently, Dr Keener functions as primary physician and director of a large clinical naturopathic practice in Austin, Texas.



## David Macallan, NMD



Dr. Macallan is a principal of HealthBridge Resources, which provides expert consulting services in integrative medicine, its application and implementation. He has played a role in developing or managing a wide range of facilities combining alternative and conventional medicine, and has served in both the commercial and academic sectors. His most recent academic management appointment was as Chief Medical Officer of Southwest College of Naturopathic Medicine and Health Sciences in Tempe, Arizona. He has been a Clinical Associate Professor at Southwest College and an Instructor at his alma mater, National College of Naturopathic Medicine in Portland, Oregon. Dr. Macallan is licensed to practice medicine as a naturopathic physician in Arizona and retains a naturopathic medical license in Oregon. He served for eight years as a Trustee of National College of Naturopathic Medicine, and currently serves on the Board of Advisors of Rainstar University in Scottsdale, AZ. An accomplished writer and broadcaster, Dr. Macallan, a native of Scotland, previously worked as a journalist for the British Broadcasting Corporation. He received his undergraduate degree in Industrial Science from the University of Stirling, Scotland in 1976.



## David Love, DC



Dr. David Love, DC, has been in full-time clinical practice in chiropractic medicine since 1983. He has developed a large patient base with an emphasis on enhancing athletic performance through proper biomechanical/nervous system function, and nutritional support. Dr. Love is also on the faculty at Palmer College of Chiropractic where he helps transition and train chiropractic interns who need to develop the skills necessary for their own successful clinical practice. In addition to his clinical and academic duties, he has lectured extensively throughout Santa Cruz County (CA) to thousands of people on the importance of complimentary alternative medicine and proactive preventative wellness strategies to improve a person's health.



## Patricia H. Baldwin, RN, MS, MP



Patricia Baldwin is a nurse practitioner with advanced medical training in primary healthcare and functional medicine, as well as extensive experience in OB/GYN ultrasound and colposcopy cervical cancer screening. With her husband Dr. Davis Baldwin, MD, she is a co-founder of LifeSpan, a pro-active women's health center established more than 30 years ago as a way to help women prevent illness and preserve wellness across the lifespan.

Patricia holds a strong belief in sharing healthcare knowledge with women, and has pioneered the development of several education programs currently offered by LifeSpan, including the LifeSpan Health Renewal Program - a natural approach to recovery from stress overload, depression, chronic fatigue, and disorders of immune function.

Patricia received her undergraduate degree in nursing from Mount Saint Mary's College in Los Angeles and her master's degree from the University of California, San Francisco, where she specialized in women's reproductive health. She is a certified Lamaze childbirth instructor and has a national certification from the American Nurses Association as a Woman's Healthcare Nurse Practitioner.

She has completed postgraduate training in Neuro-feedback therapy; and for the past ten years, she has completed numerous postgraduate training programs at the Functional Medicine Clinical Program and The Institute for Functional Medicine on subjects ranging from biohealth diagnostics to Modifying Factors Beyond Cholesterol, and Reversing the Pandemic of Diabetes.

Patricia has a passion for realizing each woman's natural resources, empowering them to embrace a body, mind, spirit approach to health. As a mother of three, Ms. Baldwin is a working professional dedicated to educating women about the many physiologic, emotional and social changes they experience from teenage years through menopause and the years beyond.

Well-renowned for their outstanding clinical skills and compassion, the Baldwins continue work in equal partnership with women who are striving to achieve optimal health and well-being.



## Davis W. Baldwin, MD



Dr. Baldwin has been practicing in obstetrics and gynecology for more than 40 years and has a strong commitment to providing personalized care. As a personable and seasoned physician, Dr. Baldwin is skillful at sharing his knowledge of female physiology with his patients and tailors his recommendations to promote a women's healthy transition from reproductive through mid-life and post-menopausal years. His extensive surgical experience also provides an exceptionally skilled and thoughtful approach to addressing problems in women that require surgical diagnosis and treatment.

He currently serves as clinical associate professor at the Stanford University Medical School where he instructs and supervises residents in obstetrics and gynecological surgery. Dr. Baldwin also formerly served as a director of the Gynecologic Pathology Laboratory at Stanford for eight years.

With his nurse-practitioner wife Patricia, Dr. Baldwin co-founded LifeSpan, a pro-active women's health center established more than 30 years ago as a way to help women prevent illness and preserve wellness across the lifespan. Well-renowned for their outstanding clinical skills and compassion, the Baldwins work in equal partnership with women who are striving to achieve optimal health and well-being.

Dr Baldwin is the principal investigator of LifeSpan Research, which conducts cutting-edge clinical trials around issues affecting women and their health.

Dr. Baldwin received his undergraduate degree from Stanford University and his medical degree from Northwestern University Medical School. He received his specialty training at Stanford University Medical Center. Recently, Dr. Baldwin also completed additional training in Functional Medicine.

As a father of six children, Dr. Baldwin is devoted to the concept of family. The Baldwin children span 30 years and provide him with a rich understanding of the joys and challenges of parenthood and grandparenthood.