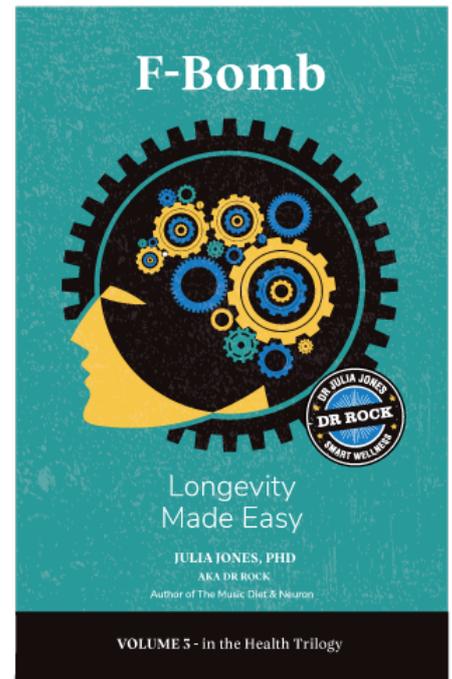
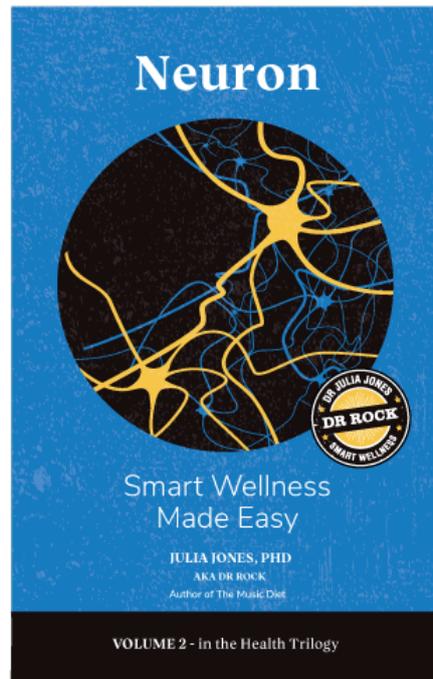
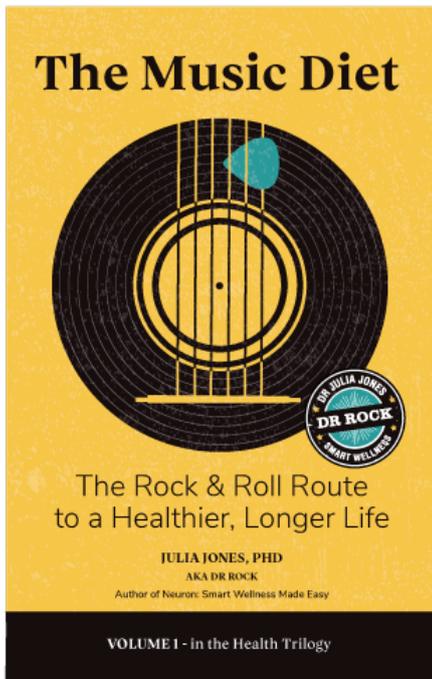


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# NEUROSCIENTIST DR. JULIA JONES DROPS THE F-BOMB BOOK AND UNIQUE LIVE SHOW



**LONDON- SEPTEMBER 2022:** Neuroscientist Dr. Julia Jones aka Dr. Rock is back with a revolutionary new book - the third in her health and wellbeing trilogy - and a groundbreaking new live show.

F-Bomb: Longevity Made Easy is the final volume in the series which focuses on smart wellness biohacking techniques which aim to improve health and longevity in simple ways.

The book and live show draw attention to the shortcomings of previous diet and fitness approaches to health and the failure of all these multi-billion trends to produce healthy nations. The book will be published by This Day In Music Books on September 29 2022.

It will be launched at the first in a series of Dr. Jones's Smart Wellness Experience Live events where the scientist demonstrates her techniques in front of an audience. It promises to be an interactive hybrid, innovative blend of science, tech and music.

This builds on Dr. Jones's first book The Music Diet and she aims to teach the science to help encourage people to recognise and use music as a wellness tool. The show has gathered the support of industry veterans

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including music entrepreneur Sir Harry Cowell, who signed Katherine Jenkins and Heather Small.

Sir Harry said: “This Smart Wellness Experience live format by Dr. Rock is a great formula bringing music, science and tech to multi-gen audiences through a fast-growing info/edutainment format.”

Dr. Jones undertook a 12-month experiment on her own health using such smart wellness techniques - combining basic science knowledge, simple habits, the latest tech devices and lab tests of gut health and biological ageing speed.

Channel 4 TV host and journalist Steph McGovern has penned the book’s foreword. The Steph’s Packed Lunch star transformed her own health after Dr. Jones appeared as a guest on the show. She subsequently enrolled in Julia’s wellness programmes and has now invested in her business Neuron. The pair recently opened a wellness centre and the country’s first live bacteria bar in Folkestone, Kent.

Dr. Jones, whose individual and corporate programmes focus on using the latest technology, combined with biological science, to keep our in-built, evolutionary, biological, wellness systems ticking, says: “In my third book, I aim to make your journey into smart wellness easier than ever before thanks to some of the latest longevity science insights published over recent years.

“I will also show readers how we got into this health mess in the first place by charting 6 million years of things that we now know played a role in our health downfall. I hope that by reading this book people will feel fully up-to-speed with the new knowledge relating to health and longevity and will decide to start adopting these smart wellness habits in their own daily routine. The way we live our lives and daily habits have big consequences.

“The health sector is on the verge of a monumental disruption that will change how we view modern medicine and wellness forever. F\*ck is the word that sums it up rather effectively and it’s something I’ve uttered regularly throughout my research whenever I stumbled on new science that suggested staggering findings. It’s also the word I’ve frequently heard from many leading medical and longevity science experts I’ve spoken with who agree our traditional health system is “f\*cked” right now. That’s why it is time to drop the F-Bomb.”

Lord Tim Clement-Jones CBE, Liberal Democrat spokesman for the digital economy in the House of Lords, has also taken part in Dr. Jones’s programme and said: “I am a huge admirer of what Julia is doing, her pioneering books and the Wellness centre.

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“Julia truly is a trailblazer in this area. Her first book which focused on the power of music on mental wellbeing was ground-breaking and really resonated. And now her biohacking work, documented in this excellent new book, provides us with habit changes we can easily embed into our lifestyles and help transform personal health and the wellbeing of the wider population.

“Many businesses and individuals are really focused on such neuroscience and how such techniques can give them that extra edge and improve their own and their workforce’s lifestyles. Julia captures this perfectly.”

Neuron offers in-person or online programming for corporations or individuals who wish to transform their workforce’s or their own physical and mental wellbeing. It offers gut health tests and a 30 Diversity fruit and vegetable subscription box to promote gut health diversity. The only fruit and veg box to hit the new recommended minimal nutritional intake of 30 different types of plants per week.

Dr. Jones launches her book at the Smart Wellness Experience Live event on September 29 at The Camden Club, London NW1 at 6.30p.m.

She adds: “Join me to discover the latest breakthroughs in longevity science and learn how to easily embed these simple hacks into your daily routine to slow your biological ageing rate. I’m going to show you why 50 years of huge diet and fitness trends FAILED to produce healthy nations (and will never succeed in doing so).

“I’ll also explain what a biohack is and how I’ve used them to transform my own health and the health of my clients. This live show is unlike any other. A fun hybrid, innovative blend of science, tech and music. I’m going to make the new and complex science simple to understand. You’ll never need a gym or diet again.”

Register here for free tickets to the show:

<https://www.eventbrite.co.uk/e/the-smart-wellness-experience-live-f-bomb-book-launch-tickets-410309726437>

### **NOTES FOR EDITORS:**

#### **ABOUT DR. JULIA JONES:**

Julia has been studying health and wellness for 30 years. As an academic her PhD, MSc, MBA, PG Cert and BA (Hons.) studies and research all examined various aspects of neuroscience and psychology. She began her professional career as a

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Sport & Exercise Psychologist and Physiologist in the early 1990s, working with Olympic squads and still works with professional sports performers today. Her PhD examined the lifelong effect of music memories from youth and led to her NHS work in dementia care. Her books and smart wellness programme are effectively a dementia prevention toolkit targeting biological ageing drivers that are also the risk factors for many chronic diseases.

Her post-doctoral studies examined the neuroscience of mental health at the Institute of Psychiatry, Psychology & Neuroscience (King's College London). As a consultant and coach she advises business leaders, elite sports, health organisations, government groups and celebrities. She sits on the Education Task Force of the UK Parliamentary Group for Artificial Intelligence. Julia has recently written innovative wellness and care strategies for the new £5bn Brent Cross Town development and the NHS's first dementia village.



[www.neuronwellness.com](http://www.neuronwellness.com)

MEDIA CONTACT: [dominicmohan@dominicmohanmedia.com](mailto:dominicmohan@dominicmohanmedia.com) +44 (0)7824 428240

**Dominic Mohan Media.**