

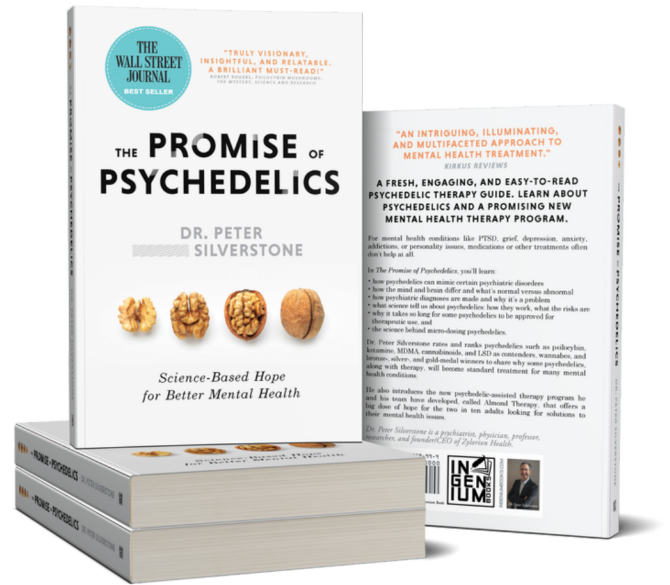


Nearly 40 years ago, Dr. Peter Silverstone was a young MD who took up a new position in psychopharmacology research at Oxford University. Since then, the field has bloomed into a spectrum of possibilities that includes the use of psychedelics as a treatment for depression, addiction, PTSD, grief, and anxiety.

And Dr. Silverstone has gone on to lead groundbreaking research into things like amphetamine interaction with the brain, mental health's impact on physical health, psychedelic use in psychotherapy, and to lead award-winning treatment breakthroughs in mental health therapy programs.

The Promise of Psychedelics is for you—if you or someone you know has not received successful treatment despite trying several mental health therapy programs and medication. You are not alone: one in five adults at any one time suffer mental health issues that impact their functioning.

The Promise of Psychedelics



The Promise of Psychedelics is truly visionary, and a must read; providing clinicians and lay-persons, with insightful perspectives, and positive solutions for today's numerous mental health challenges. Complex ideas and concepts are explained and better understood, through relatable, real-life examples. In one word—brilliant!

— Robert Rogers, author of *Psilocybin Mushrooms: The Mystery, Science and Research*

Promotion

- Social media engagement and visibility on various platforms to an engaged audience for launch and sustaining post-launch
- Speaking engagements
- TV, podcast, magazine interviews and features
- Book signing events and readings
- Social media advertising for launch and sustaining post-launch
- Targeted keyword ad campaign

About Dr. Peter Silverstone

Dr. Peter Silverstone is a physician, neuroscientist, entrepreneur, and author focused on designing and implementing new solutions to prevent and treat mental health disorders. He is chief executive officer and founder of Zylorion Health, and a professor in the Department of Psychiatry at the University of Alberta where he recently served as interim chair.

He's also author of the Wall Street Journal best-selling book, *The Promise of Psychedelics: Science-Based Hope for Better Mental Health*.



"Dr. Peter Silverstone provides hope for countless people who are struggling to find effective treatment for their mental health issues. His revolutionary approach promises support in order that people can live more fulfilling lives."

— Piet Langstraat, Deputy Commissioner, BC Ferry Commission

Target Audience

Readers in the US, Canada and the UK, ages 18-45 looking for an effective treatment for (persistent, major) trauma, depression, anxiety, or addiction; Those who have tried other treatments but found them unsuccessful; Friends and family of loved ones seeking treatment. Secondary audience are referral partners, such as physicians, therapists, clinicians and addiction treatment centers.

Categories

- Alternative Medicine
- Mental Health
- Mood Disorders
- Addiction and Recovery
- Experimental Psychology
- Neuroscience
- Cognitive Neuroscience and Cognitive Neuropsychology
- Personal Transformation
- Dysfunctional Families
- Pathologies

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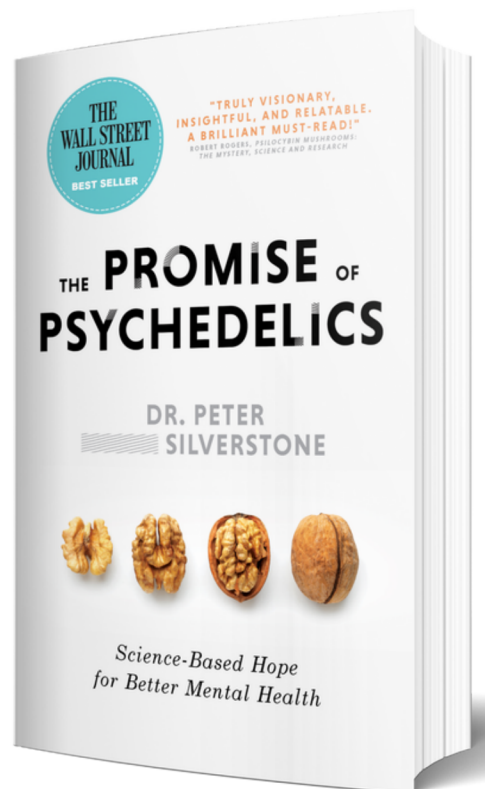
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