

Steven Rosenblatt MD, PhD

The Birth of Acupuncture in America: The White Crane's Gift

By Ed Bertha

Before there was OPRAH's Dr. Mehmet Oz, before Dr. Andrew Weil started his own product line and before Dr. Robert Atkins became a household term that meant 'cut the carbs'. Before all these so called health-oriented brand names landed on bookshelves and filled the supermarkets with their version of Alternative Medicine there was Dr. Steven Rosenblatt.

Based on both the development and creation of his best-selling book THE STARCH BLOCKER DIET (HarperCollins) and tied in with one of the hottest natural weight loss products currently on the market, 'Starch Blocker', DR. Rosenblatt embarked on a series of guest spots



on such blue-chip talk shows as: THE TODAY SHOW (NBC), REGIS PHILBIN SHOW (ABC), DAYBREAK LA (CBS), and even the newly-revamped version of IN SEARCH OF (NBC).

Dr. Rosenblatt was approached to become the National Spokesperson for the trailblazing new weight-control product, "HEALTHY CURB", along with Celebrity Spokesperson MARIEL HEMMINGWAY. The two hit it off so well during one of their many infomercials (soon to air throughout the United States and UK), they decided to develop some exciting new Reality Health Programming together.

Which just HAPPENED to coincide with the Good Doctor being invited to star in his very first television series, as co-host of an already- successful talk show series, BEDSIDE MANOR, in its second successful season for the Veria Channel, produced by one of the leaders in medical reality programming, Echo Productions. On the show, DR Rosenblatt stands for the Eastern medical point-of-view, and goes head-to-head every week with his opponent, who argues "Siskel & Ebert" style from a more Western p.o.v. about various health topics, taking questions and fielding comments from their viewing audience.

One would think this (in addition to a thriving private medical practice located in West LA), might be enough to keep Dr. Rosenblatt busy. But no. To this already-impressive list one must be sure to add the over 400 Radio interviews, including several guest spots on KABC, KIIS, KMPC, KHJ, and KRLA. The over 100 print interviews and newspaper and magazine articles including THE LOS ANGELES TIMES, WALL STREET JOURNAL, ESQUIRE, and PLAYBOY to name a few. So just when you think there is nothing left to do Dr. Rosenblatt announces his latest book:

"The Birth of Acupuncture in America: The White Crane's Gift" (Balboa Press). This is the first accessible and entertaining introduction to Acupuncture and Traditional Chinese Medicine for the ordinary reader. A basic overview of the field that has long been missing; a short and readable, but authoritative guidebook that thousands of Americans who rely on acupuncture have always wanted. Even better, Dr. Steven Rosenblatt is one of the actual founders of the Acupuncture field in the U.S.

Among its many virtues, The Birth of Acupuncture in America, is a narrative story of Dr. Ju Gim Shek. As revealed in this book for the first time, Dr. Ju was a real-life medical hero, a deeply devoted teacher who first brought the gift of acupuncture and Chinese medicine to America. Beginning with a chance meeting in 1968, Dr. Ju passed his knowledge to the author, Dr. Rosenblatt—who he affectionately called "The Chairman"—and to a handful of other students. This small group of bold pioneers was the first "graduating class" in a field that has now grown to over 18,000 licensed practitioners in the U.S.

"The white crane is the symbol of the doctor in China. The myth of the flying stork bringing the baby is the Western adaption of this symbol. Acupuncture is truly a gift from the storehouse of ancient Chinese knowledge. It is the White Crane's gift."

The Birth of Acupuncture in America: The White Crane's Gift is available at [Amazon.com](https://www.amazon.com).

