

## **5W Public Relations Expands Health & Wellness Practice, Adding The Salerno Center and founder Dr. John Salerno, to Client Roster**

NEW YORK, January 21, 2014 -- 5W Public Relations, one of the 25 largest independent public relations firms in the U.S., today announced the addition of The Salerno Center to its diverse roster of health, wellness and nutrition clients. 5W Public Relations will execute a comprehensive public relations program designed to increase awareness for its founder, Dr. John P. Salerno, as well as the practice's product line, with the goal of becoming recognized as the go-to doctor for everyone, regardless of age, gender, culture or income.

Through the careful application of preventative, whole-person, patient-centered care, Dr. Salerno's tried-and-true techniques have helped individuals improve symptoms related to aging, and encouraged overall well-being. His approach to healing does more than improve how you generally feel and look, it can help patients regain the confidence, desire, and drive to further their future health goals. To help grow his practice and expertise, Dr. Salerno built a range of best-in-class vitamin products and supplements, specifically, his world renowned, complete multi-vitamin; Salerno Ultra Daily Essentials. Additionally, Dr. Salerno released three books, *The Salerno Solution*, *The Silver Cloud Diet* and his newest book, *Fight Fat with Fat*.

"Dr. Salerno, his renowned supplements and his practice are part of an all-encompassing facility for a multitude of health needs from anti-aging to bio identical hormones and at-home Vitamin IV Therapies to heavy metal detox, which has yet to be offered by any other practice in New York City," said Ronn Torossian, president and CEO of 5W Public Relations. "Given our expertise in creating and sustaining successful public relations programs for a variety of health practices and organizations, we are confident 5W PR will drive outstanding results for The Salerno Center and help bring Dr. Salerno and his brand to the forefront of the health and wellness arena."

With over 25 years' experience, and the go-to doctor for professional, comprehensive, and full-service care, Dr. John P. Salerno offers life-changing health solutions. Dr. Salerno's extensive, cutting-edge medical approach embraces all-encompassing observation and state-of-the-art medical testing, enabling him to pioneer a treatment plan which is exclusive, restorative, and beneficial. Dr. Salerno informs and educates patients and physicians about the benefits of complementary medicine. Dr. Salerno has helped spark a worldwide movement, where patients and physicians alike can grow, heal, and learn. For more information about Dr. Salerno or his Silver Cloud Diet, please visit [www.salernocenter.com](http://www.salernocenter.com) or [www.thesilverclouddiet.com](http://www.thesilverclouddiet.com).

### **ABOUT 5W PUBLIC RELATIONS**

5W Public Relations ([www.5wpr.com](http://www.5wpr.com)) is a full-service agency known for cutting-edge programs that engage with businesses, issues and ideas. With more than 90 professionals serving clients in B2C (Beauty & Fashion, Consumer Brands, Entertainment, Food & Beverage, Health & Wellness, Travel & Hospitality, Technology, Nonprofit), B2B (Corporate Communications and Reputation Management), Public Affairs, Crisis Communications and digital strategy, 5W brings leading businesses a resourceful, bold and results-driven approach to communications.