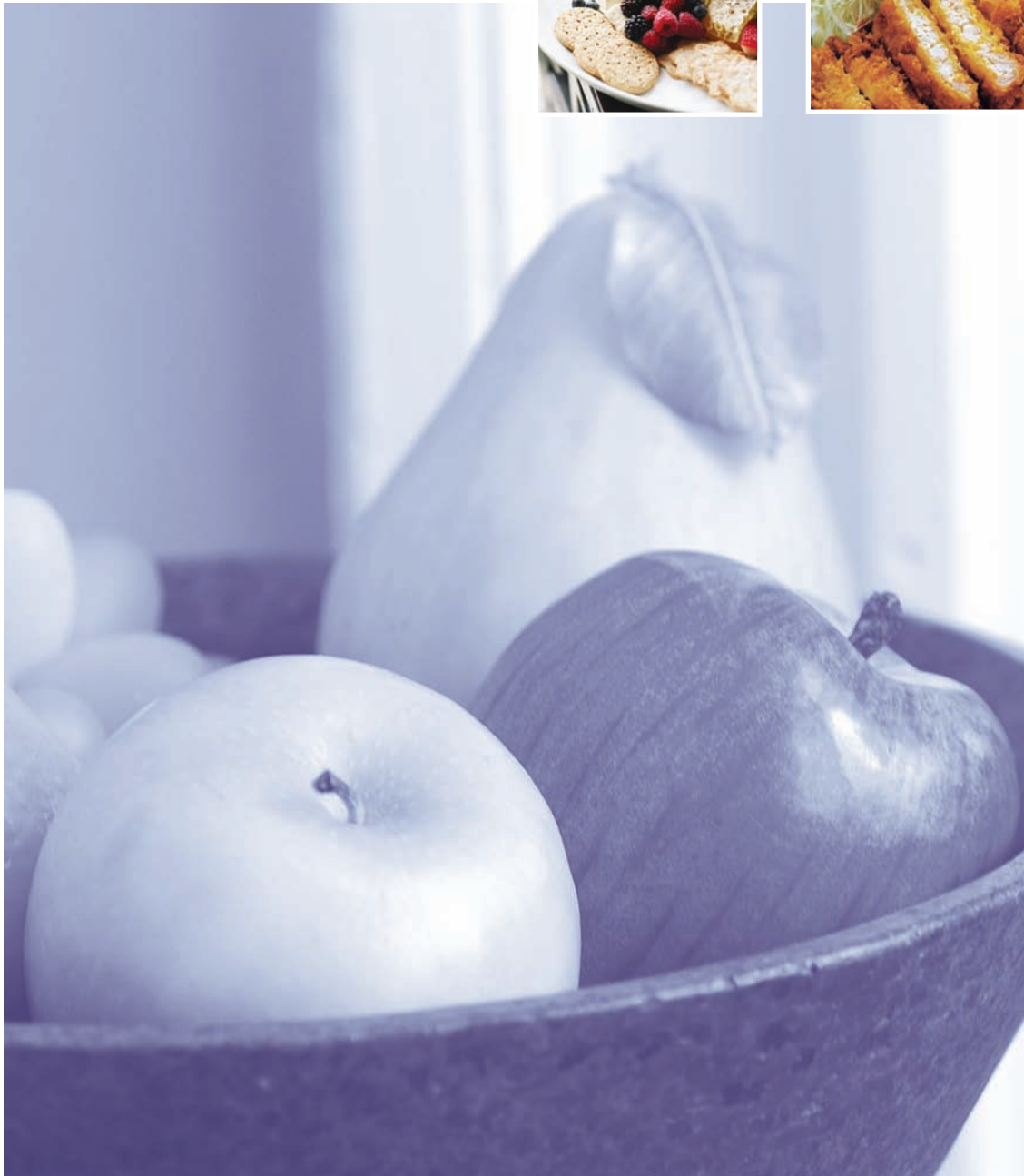


HealthyLifeWeigh®

Gain Control for Good ☆

The steps to permanent weight loss.



HealthyLifeWeigh®

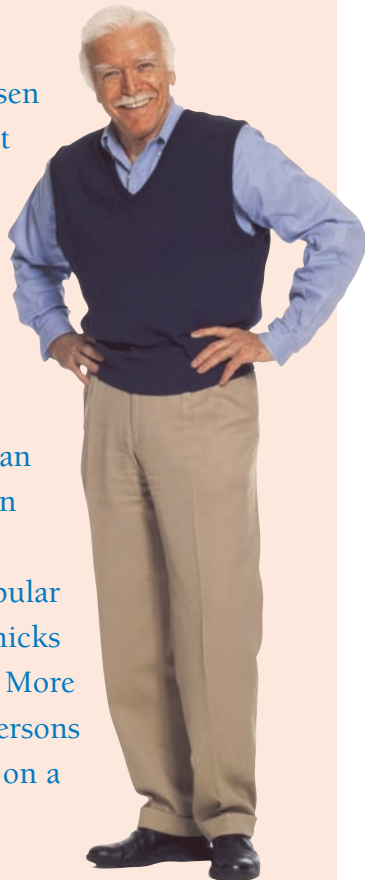
Overview

In the U.S., obesity has risen at an epidemic rate. It is overtaking smoking as the number one preventable, premature cause of death!

Americans spend more than 33 billion dollars a year on weight loss products and services. They turn to popular diets and advertised gimmicks that promote weight loss. More often than not, though, persons regain lost weight and go on a diet again.

Only one-fifth of persons trying to lose weight use the recommended combination of fewer calories and increased exercise. This is what HealthyLife® Weigh: Gain Control for Good does. It puts the focus on what is needed for permanent weight loss: The right balance of caloric intake from food and caloric output through physical activity. In addition, HealthyLife® Weigh promotes making permanent lifestyle changes to get to and stay at a healthy body weight. It can help an individual do this regardless of sex, ethnicity, or education level. All materials are formatted in an easy-to-read style.

The HealthyLife® Weigh program will work for people who have diabetes or high blood pressure or who live with those who do.



HealthyLifeWeigh®

Program Options

1. Guided Self-Help HealthyLife® Weigh

A self-administered version of the group program. Participants can call a toll-free telephone number for assistance from a registered dietitian.

This option allows a company to offer a weight control program to employees who choose not to participate in a group weight loss class. This includes employees:

- Who prefer to lose weight on their own.
- Who have busy schedules or travel a great deal and can't attend meetings.
- Who work at remote locations.
- Who do not want to lose a lot of weight, but want to learn about healthy eating and exercise habits.

2. Focused Telephonic HealthyLife® Weigh Counseling

A HealthyLife® Weigh counselor initiates outbound telephone calls to participants in the self-help program. These calls are placed over one year and will reinforce the materials in the self-help kit, help the participants set and reach goals, and problem solve.

3. Group HealthyLife® Weigh Program

People who want to become an instructor for the group program may take a training course through the American Institute for Preventive Medicine. Call for details and pricing.

The group program can accommodate 5 to 75 participants and consists of:

- Introductory meeting to explain the program to participants.
- Class sessions. The program is designed for ten, one hour class sessions. The number and length of class sessions can be tailored to meet an organization's needs.
- Data collection at the end of the program.



HealthyLifeWeigh® Kits

1. Guided Self-Help Program

- Welcome Letter
- Unlimited Toll-Free Inbound Calls
- HealthyLife® Weigh Workbook
- HealthyLife® Weigh Record Book
- HealthyLife® Weigh Menus and Recipes Book
- Dyna-Band® Exercise Band and Dyna-Band® Exercise Guide
- Urge Zapper Wrist Band
- Vinyl Case

2. Group Program

- Unlimited Toll-Free Inbound Counseling Calls
- Complete Set of Participant Materials (See Guided Self-Help Program above.)
- Instructor Manual for Teaching HealthyLife® Weigh Program
- Dyna-Band® Instructor Manual
- Advertising Material
- Program Record Keeping Forms
- Health Assessment Questionnaire
- HealthyLife® Weigh Evaluation Forms and Diplomas
- Data Collection Forms

3. Telephonic Program

- All Materials in the Guided Self-Help Program
- Outbound Telephone Counseling Calls
- Unlimited Toll-Free Inbound Calls



“HealthyLife® Weigh is the best weight management program to come along in years.”

-- Paul R. Cooper MS, RN
War Memorial Hospital;
Community Services Manager

“We recently purchased 400 HealthyLife® Weigh kits from you and we have received lots of positive feedback already. It’s a great program.”

-- Kelly Thurston
SLC Wellness Coordinator

HealthyLifeWeigh® Pricing

| Quantity | HealthyLife® Weigh | | | |
|-----------|----------------------|----------------------------|---------------------------------|-----------------------------|
| | Group Kits Price/Kit | Guided Self-Help Price/Kit | Focused Telephonic Price/Person | HealthyLife® Weigh Workbook |
| 1 - 24 | \$59 | \$64 | Call | \$12.95 |
| 25 - 49 | \$54 | \$59 | Call | \$10.95 |
| 50 - 99 | \$49 | \$54 | Call | \$ 9.95 |
| 100 - 249 | \$44 | \$49 | Call | \$ 8.95 |
| 250+ | Call | Call | Call | Call |

HealthyLifeWeigh® Content

- Reduced calorie eating plans
- Menus and recipes
- Record keeping
- Nutrition education
- Positive reinforcement
- Behavior rehearsal
- Cognitive restructuring
- Assertiveness training
- Thought control
- Self-esteem enhancement
- Health education
- Fitness and exercise education
- Stress management
- Attitudinal transformation
- Environmental support

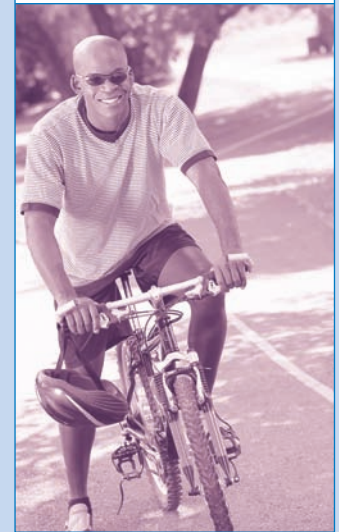
nutrition



behavior modification



exercise



“What I like most about the HealthyLife® Weigh program is that it offers a safe and effective approach to weight loss that emphasizes healthy changes for a lifetime, rather than rapid weight loss for the short-term. The HealthyLife® Weigh program incorporates the three important components necessary in any successful weight loss program: nutrition, exercise and behavior modification. It is not a “one-size-fits-all” approach, but allows participants to choose plans based on their preferences and lifestyles. For this reason, participants are much more likely to stick with the program and experience long-term success.”

*-- Jana Currie, M.Ed., CFT
Personal Wellness Coach, Certified Fitness Trainer*