

# LOSING WEIGHT: Investigation of a Discovery

— Advertising Feature —

## A Chicago Physician Reveals How He Enabled a Desperate Young Woman to Lose 47 Pounds in 9 Weeks Without Dieting, and...

... how he helped 3,193 other people melt away a total of 95,789 pounds (more than 43 tonnes) with the incredible discovery revealed below.

Few discoveries have received as much attention as that of the Chicago physician, Dr. Hirsch. It was broadcast on all major TV networks. Plus hundreds of articles have been published in all leading newspapers and magazines, like the New York Times, the Wall Street Journal, USA Today, Newsweek, Time, and Life... to name a few.

It doesn't happen every day that someone makes such an astounding breakthrough. Dr. Hirsch spent 11 years of his life developing and perfecting this discovery. He then tested it for 6 months on 3,193 people. And not the easy ones.

— people from families in which excess weight was a problem;

— people who had already tried a total of 66 diets and methods of different kinds to lose weight!

Plus, Dr. Hirsch asked them to do 2 things before starting:

(1) *Not* go on any diet and eat as usual

(2) Do *no* more exercise than they had been doing before

Naturally, there was absolutely no medication to take. The results? They exceeded everything Dr. Hirsch could imagine...

— More than 98% of these people lost weight. They lost a total of 95,789 pounds!!! That's more than 43 tonnes. And the most astonishing follows:

— One woman lost 38 pounds the first month.

— The others easily lost 20, 30, 50, 75 and more than 100 pounds.

— Some even lost *too much* weight and had to stop. *That's the main inconvenience of this discovery.*

And you? Do you want to lose weight? Really lose weight. Naturally. Easily. Quickly. With no diet and no effort. Eating everything you want, without ever feeling hungry... Then read the testimonial of Allison Angel below. As she herself says: "I thought I was a hopeless case." Today she's the happiest woman on earth. The following describes exactly how she lost weight so easily with Dr. Hirsch's discovery. And how she went from being "Miss Fatty" to "Miss Florida" in only 9 weeks.

**Exclusive: extracts from the testimonial of Allison Angel, Wilton Manors, Florida (USA)**

"One thing is sure, I didn't get to weigh 172 lbs. by eating carrot salads. I love cooking and I like to stuff myself. And like many women I gain weight easily. Too easily. I weighed 150 lbs when I was 24. That was certainly too much, but I wasn't worried.

Then, one day, I lost my job. I wasn't too worried at first. In fact, I was pretty happy just to stay at home. But I eventually began to get "cabin fever". That's when I really began to eat. Everyone could see me getting fat.

With all the fat I had to lug around with me, the slightest effort would exhaust me and leave me breathless.

The effect all this had on my morale was even worse. People called me "Fatty" or "Big Blondie." Everyone laughed. But me.

I felt really bad. I couldn't get into my clothes. I didn't know how to dress myself anymore.

My love life was almost nonexistent.

Then, one day, things completely fell apart

My boyfriend wrote me a "Dear Allison..." letter... and dumped me.

If you only knew what I suffered from my excess weight. You have to look at yourself in a mirror, as I did, without recognizing yourself and being ashamed of the way you appear, to understand.

I told myself that if I wanted to lose weight, I'd have to start eating less. I tried low calorie diet menus.

Two months later, I had lost 18 pounds.

So I started eating as I had before. And gained weight. Within a month, I weighed the same as I had before starting

**"In some cases patients lost too much weight and had to go off the program"**

Michael G. Sciorra Editor, Good Morning America  
— December 13<sup>th</sup> — 4.7 million viewers

to diet.

I tried every kind of diet there was during this period. And they all failed.

I began to take hunger suppressants. But that was the worst of all. I was nervous and irritable. I couldn't sleep. So I stopped taking these "drugs". Otherwise, it would have been a catastrophe.

I think I tried every kind of weight-loss product there was. In the best of circumstances I would lose 5 lbs. Then regain 6.

I was desperate. I was ready to accept it. Accept bearing my extra 47 lbs. for the rest of my life. But fate decided otherwise.

I'd lost all hope — then a "miracle" occurred

Like some 5 million other viewers, I tune into Good Morning America every day on TV. One Monday, a program feature caught my attention: a doctor had just demonstrated the effectiveness of a new scientific weight-loss discovery.

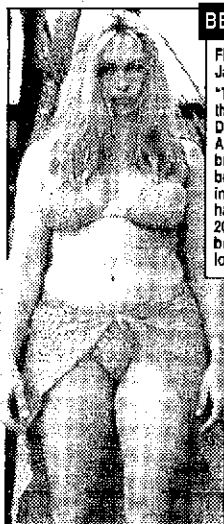
This new discovery had nothing to do with dieting. It was 3 small weight-loss devices: the Thin Scents Devices.

Each of these 3 devices emits a different and special odor, 100% natural. When you breathe these odors only three times as indicated, they work directly on the hypothalamus.

I admit, none of this was very clear in my mind. But I did recall this discovery lets you lose weight automatically.

This discovery was even more incredible because it didn't involve any diet. Tests conducted proved it resulted in weight loss with no effort, and eating all you like.

Yes. My new life began that morning, December 13, 1993.



**BEFORE**

Florida January 1st  
"This photo was taken the day I started to use Dr. Hirsch's discovery. At the New Year's brunch, my best friend bet me I couldn't get into the swimsuit she had given me for my 20th birthday. I won my bet, but see how I looked..."

odor that acts naturally and directly on the hypothalamus. By using the 3 devices at the indicated times, I was told I would obtain the *quickest and most effective results possible*, effortlessly.

In any case, since the trial was free, I didn't hesitate for a second

I ordered my 3 Thin Scents Devices. Just 10 days later, the mailman brought me a small package containing the 3 Thin Scents Devices.

Before starting, I showed Dr. Hirsch's discovery to my personal doctor. He was immediately impressed by it and strongly urged me to give it a go, particularly since it was 100% natural.

On January 1st, I began using the Thin Scents Devices, as indicated

I was afraid to weigh myself. I finally stepped onto the scale 48 hours later. I couldn't believe my eyes. The needle showed I had lost 4 lbs.!

Over the next few days, my weight continued to disappear as if by magic.

At the end of three weeks, everyone mentioned my clothing was looking baggy on me. My dresses were too big.

Then I steadily continued to lose 4 lbs. per week.

After 9 weeks, I had lost 7 inches from my waist, 8 off my hips, 5 off my breast and 4 off my thighs.

In a little more than 2 months, I went from 172 lbs. to 125 lbs. I couldn't believe it!

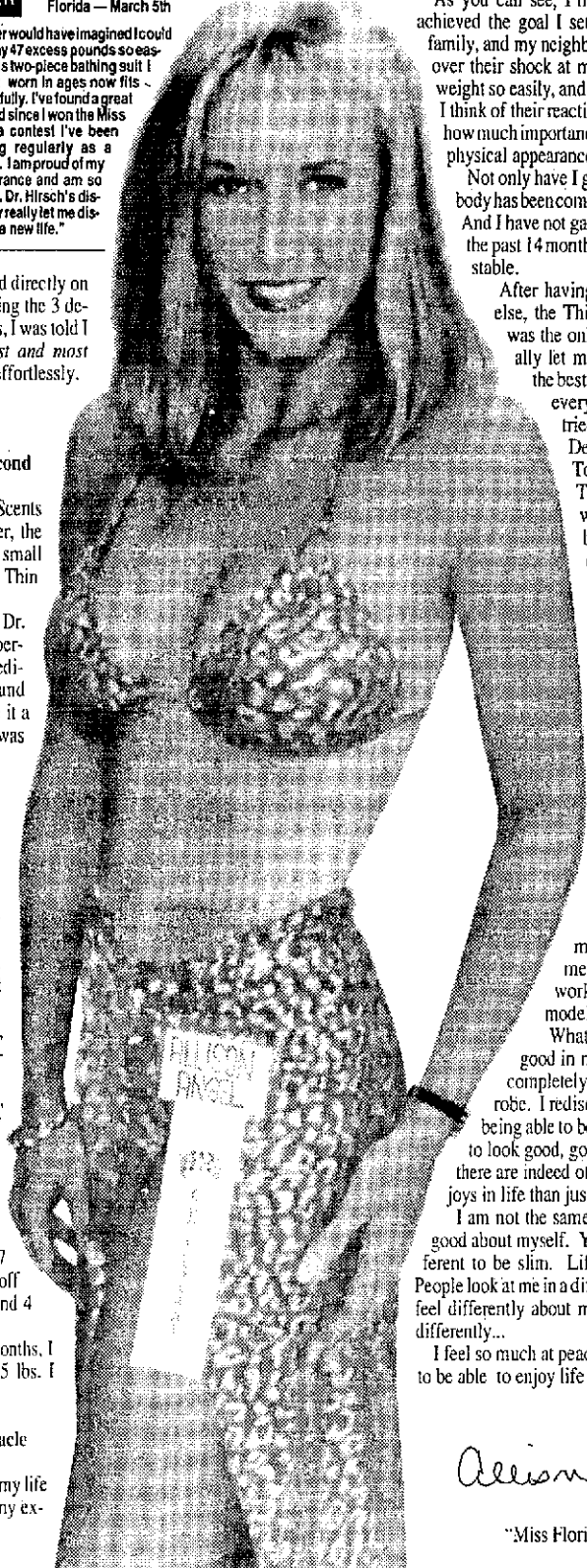
For me, it was a real miracle

This was the first time in my life I had managed to lose all my excess weight.

**AFTER**

Florida — March 5th

"I never would have imagined I could lose my 47 excess pounds so easily. This two-piece bathing suit I hadn't worn in ages now fits beautifully. I've found a great job and since I won the Miss Florida contest I've been posing regularly as a model. I am proud of my appearance and am so happy. Dr. Hirsch's discovery really let me discover a new life."



As you can see, I'm slim now. I've achieved the goal I set. My friends, my family, and my neighbors haven't gotten over their shock at my losing so much weight so easily, and so quickly. When I think of their reactions, today, I know how much importance people places on physical appearance.

Not only have I gotten slim, but my body has been completely remodeled. And I have not gained any weight in the past 14 months. It has remained stable.

After having tried everything else, the Thin Scents Devices was the only process that really let me lose weight. To the best of my knowledge, everyone I know who tried the Thin Scents Devices lost weight. Today, they are slim. This includes a woman I know who had been fat since childhood, and who had 50 excess pounds to lose. She said this was a real "miracle" for her.

I want to close by saying how difficult it is to express...

... how well you discover a new life when you are slim.

People became more interested in me. I finally found work I liked. I often model.

What a pleasure to feel good in my clothes. I have completely redone my wardrobe. I rediscovered the joy of being able to be flirtatious again, to look good, go out. To discover there are indeed other pleasures and joys in life than just food.

I am not the same anymore. I feel good about myself. Yes, it's really different to be slim. Life is so different. People look at me in a different way. They feel differently about me. They love me differently...

I feel so much at peace. And so happy to be able to enjoy life to the fullest."

Allison Angel  
"Miss Florida" — winner —

Important research notice for a study planned in Canada

**LOSE WEIGHT: Direct Health Organization Seeks 3,000 More People Who Wish to Take a Risk-Free Home Trial of the Thin Scents Devices...**

**ATTENTION: Only those with AT LEAST 10 pounds excess weight may participate in this new research project.**

The testimonial of Allison Angel that you just read may surprise you. However, it's really no surprise at all. Dr. Hirsch has already made 3,193 people easily lose a total of 95,789 pounds.

Direct Health Organization now wishes to pursue this research in Canada. Direct Health Organization has exclusive distribution rights for Thin Scents Devices for Canada. Thin Scents Devices are only available through the address appearing below.

**What are your real reasons for losing weight?**

Just think about this for

a moment. Think about all the good and all the joys you will discover once you lose your excess weight.

Do you *really* want to lose weight as well? Easily achieve long-lasting results? And rediscover your beautiful body? Do you want to help Direct Health Organization pursue this research study in Canada... and be part of the next set of successes? Yes...

**Here is how to take your risk-free home trial of Thin Scents Devices**

You must need to lose a *minimum* of 10 pounds. If that is so, answer YES today, because your request must be among the first 3,000 received to be accepted.

**Important**

If you want the *fastest possible results* — Direct Health Organization recommends you use the 3 Thin Scents Devices.

The price is \$49 for all 3 models (+ shipping and

handling + tax).

**Risk-free home trial**

Results are 100% guaranteed. If for any reason you are not completely satisfied, just return your Thin Scents Devices to receive an *immediate full refund*. This trial will then have cost you *nothing*.

Act right away. That way you won't forget and regret having missed this unique offer which may never again be repeated. Send your full name and address today to Canada's exclusive distributor: **Direct Health Organization (Dept. ZOVY) 38 Auriga Drive, Suite 264, Nepean, Ontario K2E 8A5.** Total price is \$49 + \$8.94 for shipping and handling + \$4.06 tax = Total = \$62 for the 3 devices. Make your cheque or money order out to Direct Health Organization. If you prefer paying on receipt (C.O.D.), it will

**Who is Dr. Alan Hirsch?**

■ A doctor of medicine from the University of Michigan, he holds 5 degrees in specialized medicine, 10 academic appointments, and 8 university distinctions and awards.

■ He is a member of 15 leading medical and scientific associations, author of numerous works, 40 scientific publications and co-author of at least 52 other publications.

■ He has hosted 84 conferences and initiated 42 research projects.

■ He is nationally renowned for his many endeavors. All those who know Dr. A. Hirsch respect him for the meticulousness and integrity of his research.

cost you \$7 more for C.O.D. charges and insurance.

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**Attention:**

Studies conducted by Dr. Hirsch have demonstrated that some people tend to abuse Thin Scents Devices and lose *too much* weight. Make sure you stop using Thin Scents Devices once you have achieved your ideal weight.