

MD Review: THE 17 DAY DIET

GUIDE TO RAPID, HEALTHY WEIGHT LOSS

New York Times bestseller THE 17 DAY DIET

Now available: **Exclusive Publisher's Edition**

How Did Sally Patton LOSE 90 LBS on THE 17 DAY DIET?

PAGE 7 INSIDE

"Sally went from a size 24 to size 12 and she's a perfect example why losing weight FAST is better. Fast means MORE pounds gone. FAST burns more belly fat. And FAST will LAST." —Michael Moreno, M.D.



IN THIS SPECIAL REPORT

The #1 BEST way to beat your BELLY FAT—fast. Recent research unlocks secret to losing up to 25% of your belly fat rapidly and forever. **PAGE 3**

How NAPPING leads to rapid weight loss. Scientists discover hormonal connection between sleep patterns and fat storage. **PAGE 9**

How food toxins and pollution make you fatter. And how THE 17 DAY DIET helps flush out toxins—so your metabolism can do its job burning fat. **PAGE 11**

"My patients look 10 to 20 years younger on this diet." Dr. Moreno reports on the age-erasing effects of THE 17 DAY DIET on his patients. **PAGE 6**



MICHAEL MORENO, M.D.

"Everybody wants to lose weight fast," says Michael Moreno, M.D. "They want see to that scale spin like a top in *reverse*. It makes you feel better about yourself and gives you the inspiration you need to continue."

How *much* weight can you lose, and how *fast*? "My patients are currently losing as much as 15 pounds in just 17 days, and their health and self-confidence is *soaring*," Dr. Moreno reports.

Based on his patients' experience, Dr. Moreno recently made his unconventional program—THE 17 DAY DIET—available to the general public, and it became an immediate *New York Times* bestseller. The public acceptance of this program has been phenomenal and seems to be growing exponentially.

As seen on CBS News, Good Morning America, Dr. Phil, and The Doctors

The diet was soon featured on CBS News, *Good Morning America*, *Dr. Phil*, *The Doctors*, and virtually (Continued inside)

LOSE UP TO 15 POUNDS in Just 17 Days, continued...

every major news outlet. Soon after, the reports started coming in from the weight loss public, and the buzz became even hotter. But is THE 17 DAY DIET the real thing? Or simply the latest weight loss fad that makes a big promise and fails to deliver?

THE 17 DAY DIET goes against the conventional weight loss doctrine that you must lose weight slowly.

"Conventional wisdom is that rapid weight loss always fails," says Dr. Moreno. "The old guard says you might lose a few pounds, but they just come roaring back *plus* a few extra pounds to boot. Now we know that's just *wrong*." Dr. Moreno continued by citing the substantial scientific evidence that supports the rapid weight loss benefits of THE 17 DAY DIET.

(Editor's note: Journal readers and/or their patients interested in trying THE 17 DAY DIET may receive a free-preview copy with zero cost or obligation as part of the next wave of nationwide testing. Details follow later in this report.)

Research proves it: FAST losers lost more weight and kept it OFF longer.

A 2010 study from the University of Florida concluded that **the KEY to long-term weight loss and maintenance is to lose weight quickly, not gradually.**

Among 262 obese, middle-aged women, FAST losers lost much *more* weight overall, maintained their weight loss longer, and were *less* likely to put the weight back on. The findings were published in the *International Journal of Behavioral Medicine*.

(Continued on page 3)

MEET MICHAEL MORENO, M.D., a different kind of doctor who doesn't believe in WAITING



MICHAEL MORENO, M.D.

Michael Moreno, M.D., is a different kind of doctor. He's had the best medical training money can buy. He's a graduate of the University of California at Irvine and the Drexel University College of Medicine. Following his residency at Kaiser Permanente in California, Dr. Mike moved to San Diego, where he practices family medicine.

In 2008, Dr. Mike launched "Walk with Your Doc," where he walks with his patients every Tuesday and Thursday morning. The program began when Dr. Mike offered to walk with a patient to motivate her to exercise and has since grown into a thriving community. Dr. Mike takes pride in being viewed not only as a doctor but also as a friend and confidant.

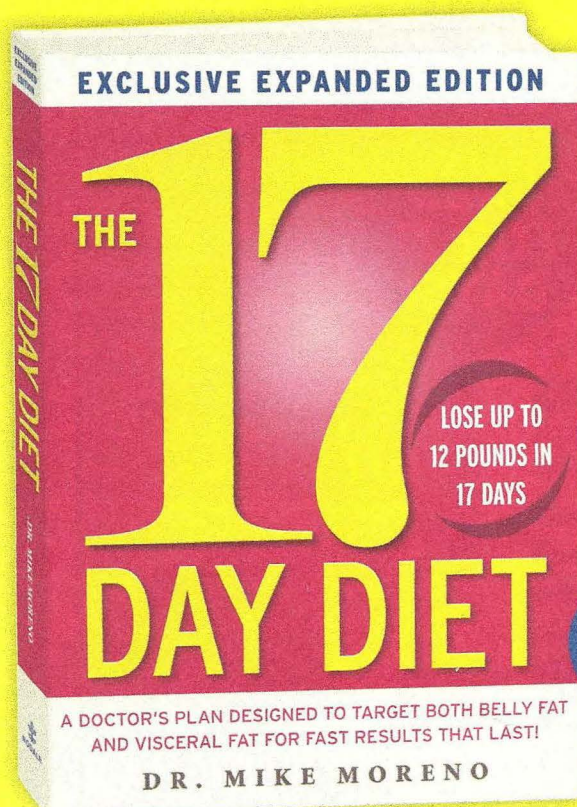
He also doesn't believe in *waiting*. He serves over 2,000 patients in his practice and has a policy that *no one waits to see him*.

"I do things differently in my office," says Dr. Mike. "My patients don't wait forever and don't even sit on an examining table. I sit on the table and give the patient a comfy chair."

It's the same for weight loss, according to Dr. Mike. "Why should you wait to lose weight?" he says. "I created THE 17 DAY DIET because my patients needed to get real results (and encouragement) FAST."

To request a free-preview copy, please detach and return the certificate in the back of this journal.

**You are cordially invited to
home-test a special, expanded
edition of America's
hottest weight loss guide!**



THE 17 DAY DIET
by Michael Moreno, M.D.

FREE
FOR 21 DAYS

**EXPANDED EDITION
NOT AVAILABLE
ANYWHERE ELSE!**

Over 47 Straight Weeks as a National Bestseller!

When Michael Moreno, M.D., first developed THE 17 DAY DIET for his patients, he had NO idea it would soon become a national phenomenon. It was simply a way to make a profound, positive difference in his patients' lives IN JUST 17 DAYS. We are proud to announce the release of a SPECIAL, expanded edition of this life-transforming volume that's not available in stores...and delivers MORE of the fat-melting breakthroughs you need to fit into your skinny jeans in no time flat! Please RSVP today and remember: There is ZERO obligation to buy a single thing. You'll get 21 days to try THE 17 DAY DIET! What could possibly be more fair?

(Over, please...)

Please R.S.V.P. Today

THIS MAY BE YOUR LAST CHANCE

Dear reader who wishes to be thinner,

I hope you'll take a few moments today to read this journal and seriously consider trying THE 17 DAY DIET. It has truly become a national phenomenon... and for good reason. Lots of people just like you are losing a LOT of weight, and it's happening faster than they ever dreamed possible.

But you and I both know that the only way to know if it will work for you is to actually TRY IT. So we're making it as easy and carefree as possible. Simply detach and mail the certificate in the back of this journal and you can home-test this exclusive publisher's edition of THE 17 DAY DIET.

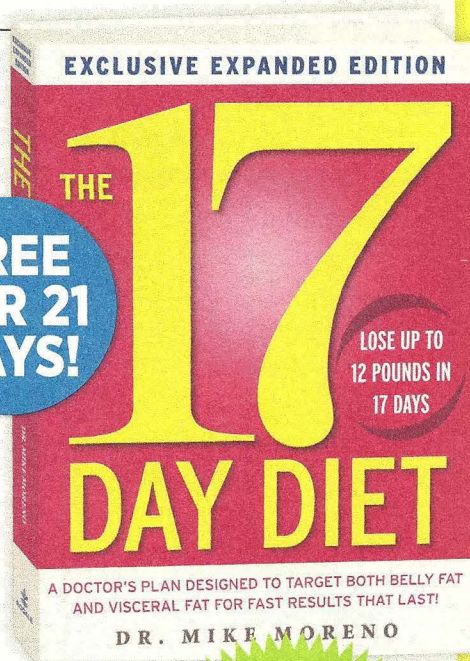
Don't miss your chance to try THE 17 DAY DIET completely risk-free. Since you risk absolutely nothing, doesn't it just make sense to give it a try?

I look forward to hearing from you SOON.

Sincerely,

Anne Egan

Anne Egan
for Rodale Books



**Exclusive
Publisher's
Edition—
NOT AVAILABLE
IN STORES**

Try THE 17 DAY DIET with **ZERO** obligation to buy a thing and you'll also receive...

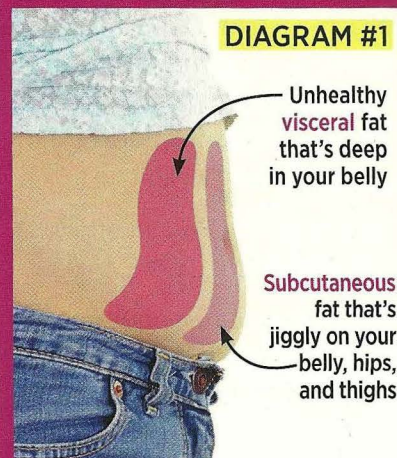
**3 BONUS
GUIDES
FREE**
just for looking



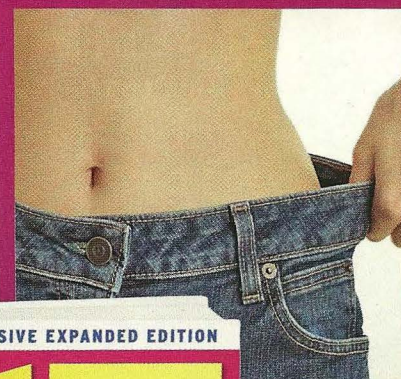
Exclusive
Publisher's
Edition

THE 17 DAY DIET REDUCES BOTH TYPES OF BELLY FAT FAST

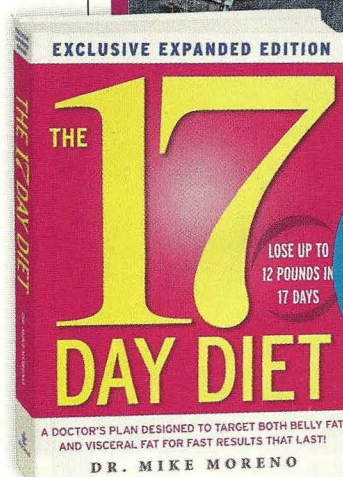
DIAGRAM #1



17 Days from Now,
You Can Say **GOODBYE**
to Your Belly Fat.



**FREE
FOR 21
DAYS!**



“Losing weight fast is healthier, it lasts longer, and you’re less likely to put the weight back on. That’s not an opinion. It’s results from a landmark recent study...”

—Michael Moreno, M.D.

Another good reason to lose weight FAST: Rapid weight loss targets your BELLY FAT—the unhealthiest fat of all.

There are *two* types of belly fat. (See diagram #1 at right.) One type collects around your internal organs and is known as *visceral* fat. This type of fat raises blood pressure and cholesterol levels and increases your risk for diabetes, Alzheimer’s, and even cancer. **Visceral fat is, by far, the most dangerous fat in your body.**

The other type of fat is just under the skin and is known as *subcutaneous* fat. It’s the “jiggly” fat that’s so hard to lose around your stomach, hips, and thighs.

BELLY FAT was reduced by 25 percent.

Unlike conventional, “slow” weight loss plans, *rapid* weight loss is enormously effective at targeting *both* kinds of belly fat. In a Finnish study published in the *International Journal of Obesity and Related Metabolic Disorders*, a rapid weight loss diet followed for only a few weeks *trimmed visceral*

fat by 25 percent and reduced subcutaneous fat by 16 percent.

How MUCH thinner would you be today if you lost 25 percent of your belly fat?

How much easier would your pants zip up? How much easier would it be to wear a bathing suit on a beach? How much *better* would you feel when you looked in the mirror every day?

Even more important, how much *healthier* would you be without that toxic, visceral fat wrapped around your organs? And how much healthier would your cholesterol, blood pressure, and blood sugar numbers be right now? (More about *this* later in this report.)

THE 17 DAY DIET can help make all this happen... **fast.** You don’t have to count calories or sweat all day in a gym. You simply have to follow a few simple guidelines, enjoy the best recipes you’ve ever tried, and let your scale deliver the good news faster and faster.

Please **TURN** the page...

Just HOW fast is THE 17 DAY DIET? Healthy results begin in just MINUTES.

“Being overweight is a symptom of being unhealthy,” reports Dr. Moreno. “[If you] focus on your weight...your *health* will improve [almost] instantly.” THE 17 DAY DIET recipes and food guidelines not only satisfy your desire for real food but also *flood* your body with the fat-fighting nutrients you need to lose weight fast.

Discover the instant effects of THE 17 DAY DIET:

Within 15 minutes, your energy can soar: After the very first 17 DAY DIET breakfast, your body’s internal chemistry begins to improve and you’ll feel more

energized and alert—instead of feeling sluggish and fatigued.

After 3 hours, your arteries begin to relax and expand: This helps *lower* blood pressure and increase blood flow to your tissues and organs.

After 6 hours, your cholesterol numbers begin to improve: How does this happen? Your HDL (good cholesterol) begins scouring your arteries and dumping your LDL (bad cholesterol) into your liver where it’s flushed away.

After 12 hours, the weight loss BEGINS! Your body begins to burn the fat stores in your belly and every corner of your body. Why? Because you’re reprogramming your body to burn fat naturally.

After 24 hours, you’ve lost up to 2 POUNDS: Your body has begun to *flush* excess water and stored toxins.

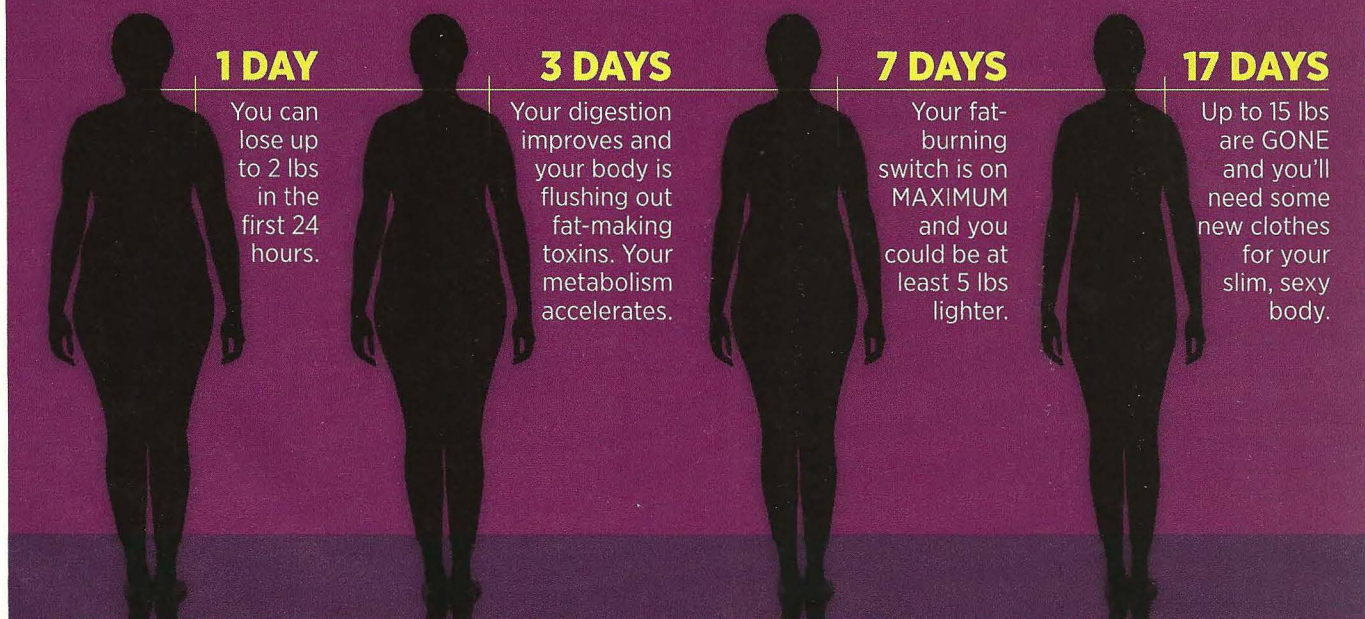
After 1 week, you should be at least 5 pounds lighter: Your blood levels of disease- and fat-fighting nutrients like vitamins C and E will be higher. And your bowels will be in *much* better working order...*with smooth, trouble-free digestion.*

After 17 days, you can lose up to 15 pounds. And you can start looking for new clothes to fit your *new* body.

If you continue on THE 17 DAY DIET, the weight loss and health benefits just keep coming. **Within 6 weeks, you can easily lose up to 20 pounds** and see your LDL (bad) cholesterol drop almost

FAST is good. FAST will last.

University of Florida study: FAST is better and healthier when it comes to losing weight. THE 17 DAY DIET can help you lose up to 15 pounds in 17 days...and results begin in minutes.



Illustrated for demonstration purposes.

30 percent. That's a similar drop to what you might expect from prescription drugs. Plus your blood pressure, triglycerides, and blood sugar could easily *normalize* and take you out of the danger zone.

So losing weight *fast* is much better for you, your body, your confidence, *and* your health. Best of all...

There's NO calorie counting. No hunger. No crazy exercise plan.

But how does THE 17 DAY DIET WORK? How does it manage to trigger such rapid and *significant* weight loss?

The remarkable BODY CONFUSION BREAKTHROUGH helps your body grow relentlessly thinner.

"THE 17 DAY DIET is designed to produce quick results," explains Dr. Moreno, "NOT because it starves you down to size but because it delivers a careful balance of food and very light exercise that dial UP your metabolism and burn fat 24/7.

"By adjusting your calorie count, recipes, and exercise routine, your body never has a chance to adapt and slow down or even stop your fat loss. That way, you avoid getting stuck and continue to grow relentlessly thinner.

"I call it 'body confusion,' and it's the only serious way to lose weight NONSTOP until you reach your goal. As an added

bonus, you never get bored on this program—so you're far more likely to stick with it."

It's almost impossible to get discouraged on THE 17 DAY DIET.

Dr. Moreno's plan is cleverly organized into *four* 17-day cycles. "Anyone can follow a plan for 17 days," says Dr. Moreno. "And you can lose a *ton* of weight in that time." That's why each cycle is designed to help you *reach your target weight faster than any diet you've ever tried before*. YOU choose the number of cycles you need, depending on the amount of weight you want to lose (and how fast you want to lose it).

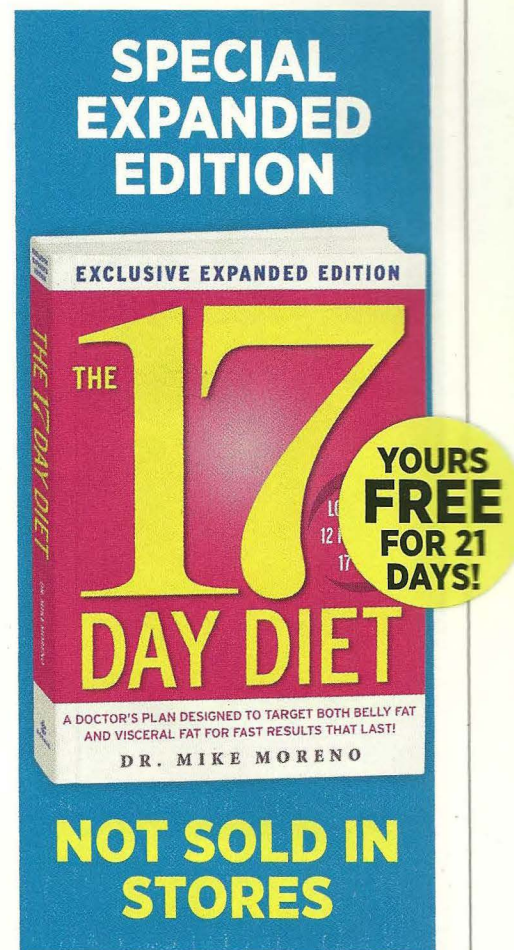
Here's how they work.

CYCLE 1: Accelerate

This 17-day cycle promotes high-speed fat loss so you see results FAST. It also helps clear sugar from the blood to boost fat burning and slow down fat storage. **If your goal is to lose up to 15 pounds as fast and painlessly as possible, this cycle is perfect for you!**

CYCLE 2: Activate

This cycle is designed to "confuse" your body and metabolism—so you never hit a weight loss wall. During this period, you will be alternately increasing and decreasing your calorie consumption so your metabolism is shifted into *high gear*. **You never go hungry during this cycle.** You'll simply make small changes that deliver *big* results on the bathroom scale.



CYCLE 3: Achieve

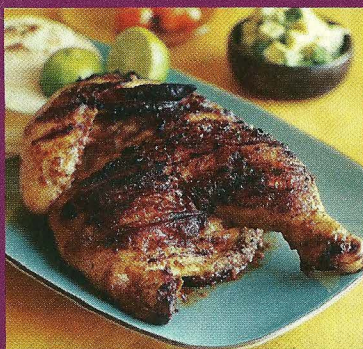
This cycle kicks in when you're close to your ultimate weight loss goal. During this phase, you'll be adding more and more delicious foods to your daily diet and training your body and metabolism to *keep burning extra fat*.

CYCLE 4: Arrive

This is where you learn how to maintain your slimmer, sexier body by enjoying healthy foods during the week...and then indulging in your favorite foods on weekends. Frankly, it's the most sensible way to stay slim and *still* enjoy great food.

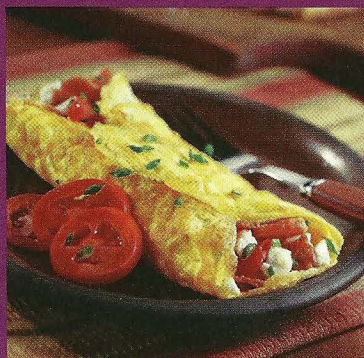
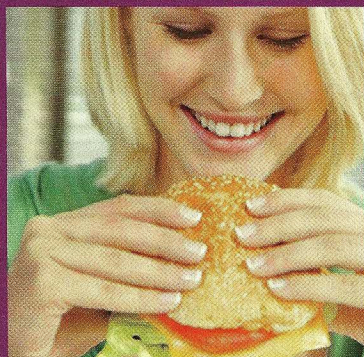
Continued...

“My patients are stunned when they discover they can still eat many favorite foods and lose weight FAST.”



“Barbecued chicken, burgers, omelets are all perfectly OK on THE 17 DAY DIET.”

—MICHAEL MORENO, M.D.



You enjoy complete flexibility.

Remember, **THE 17 DAY DIET plan is completely flexible. You are NOT required to follow all four steps.** You simply lose the weight you want and you're set! You can lose up to 15 pounds in 17 days and then go *straight* to the maintenance phase (Cycle 4). Or you can aim to lose 30, 40, even 50 pounds or more by following each cycle one after the other.

There's no frustration. No plateaus. No hunger. No calorie counting. Just a rapid, healthy decline in belly fat—and fat all over your body.

“It's simple, quick, and my patients adore it.”

“My patients adore THE 17 DAY DIET because it's so darn simple and quick,” explains Dr. Moreno. “After they try the diet and return to my office, they are totally transformed human beings.”

“Instead of feeling sluggish, tired, and unattractive, they positively *glow* with self-confidence. I just love saying ‘Wow!’ when they walk into my office.”

“It looks like they've ‘de-aged’ 10 or 20 years—they look THAT good.”

“Then when we check their blood tests, the good news just gets better and better. Cholesterol and triglycerides look healthier. Blood pressure improves. And I must say that many of my patients look

10 or 20 years younger.”

Twenty years younger? Twenty pounds thinner fast? Better health, energy, and vitality? **THE 17 DAY DIET** is the first doctor-created program that delivers all these benefits safely—and effectively.

Let's look at *exactly* what happens when you decide to try **THE 17 DAY DIET**.

Let's start with the fastest 15 pounds you'll ever lose...and NO limits on your food intake!

Second, you're going to eliminate *seven fat-making foods* from your diet. Yes, you might miss some of these foods, but remember: This phase lasts only 17 days. After that, you can start adding these foods *back* into your diet—but in a way that renders them *powerless* to pack on extra pounds. **This step will force your body to start burning the stored fat on your belly, hips, thighs, and everywhere.**

In *combination*, these two steps will have a fast and profound effect on your body:

- You'll begin to feel lighter the very first day.
- Your digestion will improve and become far more efficient and trouble free.
- Your cravings for sugar, sweets, candy, and carbs will fade as your blood sugar starts to normalize.
- Your body will begin flushing out cellular toxins that can interfere with your thyroid gland (which helps control

Sally Patton LOST 90 POUNDS.



She's half the woman she used to be and TWICE as happy!

Sally Patton discovered THE 17 DAY DIET last March after a good friend told her it had changed her life. Sally had tried other weight loss plans without much success, but in the first 17 days on Dr. Mike's program, she dropped 18 pounds.

Inspired by her rapid results, she stayed on the plan, and now Sally is half the size (literally—she melted from a size 24 down to a 12!) and has twice the energy.

"I didn't know I was going to have this success when I started the plan," she says. "[After losing] 50 pounds, people really noticed."

Plus after a few months on THE 17 DAY DIET, Sally noticed all kinds of changes in addition to her shrinking waistline: Her skin became clearer, her cholesterol dropped back into the healthy range, and she no longer needed to take antacids.

In fact, she no longer needed to rely on any of her medications, including her antidepressants.

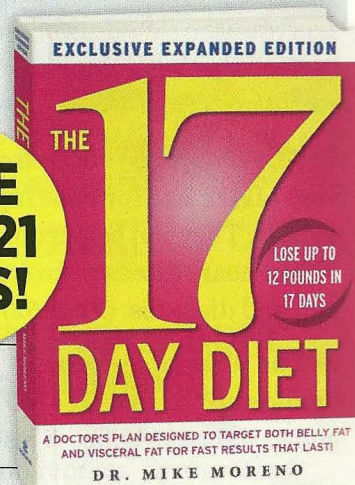
Most important, she has the energy to keep up with her young grandkids, who have found a new playmate in their grandma.

"I've been on diets, and this one was simple to understand. The directions are easy, and if you follow it, you get immediate results. It gives you the blueprints for the rest of your life."

Exclusive Edition—NOT AVAILABLE IN STORES

► **Send for your free 21-day preview today!**

**FREE
FOR 21
DAYS!**



your metabolism) and your cellular *mitochondria* (which convert fuel into energy).

**Plus you'll actually
ENJOY the foods as
your fat melts away.**

"Most of my patients are stunned when they discover what foods they can enjoy during the *Accelerate* phase," says Dr. Moreno. "On THE 17 DAY DIET, you can still enjoy an omelet for breakfast, barbecued chicken,

burgers, and a wide variety of snacks as the pounds just vanish.

"This is not an exercise in self-denial and willpower; it's just *very smart eating*."

Everything you need to know—including daily menus and recipes—is included in your free-preview copy of THE 17 DAY DIET. In the same section, you'll also discover the *extra* tips, tricks, and secrets Dr. Moreno shares with his patients. Some examples...

■ **The ONE food you should never eat after 2 P.M. if you want to lose weight—it just packs on extra belly fat.** (Page 45)

■ **The eleven top fat-melting foods.** You can eat them all day if you want. They're *freebies*. (Page 47)

■ **The hands-down BEST immunity- and digestion-boosting foods.** They patrol your digestive system, defending

Continued...

against disease and indigestion, *plus* many scientists believe they help burn belly fat. (Page 46)

■ **The four most toxic proteins on Earth.** It's *not* beef or poultry, it's actually... (continued on page 47).

■ **The world's most powerful cleansing vegetables.** They help purify your blood and cleanse your liver and intestines. Just a serving or two is all you need. (Page 47)

■ **How to tell if those "fresh" fruits and veggies at the market are *still* bursting with nutrients.** Ignore this trick and you could be spending money on food that's nutritionally *worthless!* (Page 48)

■ **The *only* two (very surprising) oils to use for cooking and salads.** They can help reduce your risk of heart disease, stroke, cancer, and diabetes. (Page 52)

■ **The ultimate morning "wake-up" drink.** (It's NOT coffee, although coffee is just fine

on this diet.) It tastes great and *instantly* stimulates your digestive system. (Page 54)

There are dozens more tips and tricks like this in your free-preview copy of THE 17 DAY DIET. If you're interested in losing a lot of weight rapidly, we urge you to request a copy today.

You can try Cycle 1 COMPLETELY FREE.

As part of the next wave of nationwide product testing, you are free to home-test THE 17 DAY DIET for 21 days free with no obligation to buy a single thing. That's more than enough time to try the *Accelerate* cycle and see positive results on your scale.

But why stop at losing just 15 pounds?

Here's how to activate your "skinny gene" and drop 20, 30, 50 or even more.

If you're happy losing as much as 15 pounds rapidly, congratulations! But if you need to lose

more weight (maybe a *lot* more), then the *Activate* phase is exactly what the doctor ordered.

This is where we start "confusing" your body—so it can't halt the weight loss process and hold on to that fat for dear life. Technically it's called *alternate-day fasting*. But don't worry! *There's never any fasting on this diet.* We're simply going to adjust your calorie consumption UP or DOWN on alternate days—while making sure you never go hungry.

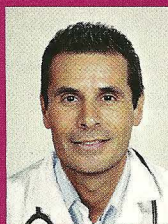
A scientifically validated way to lose a LOT of weight rapidly.

"Scientists at the University of California have led the way in this cutting-edge [weight loss] research," explains Dr. Moreno. Much of their research has been published in the *American Journal of Clinical Nutrition*—the gold standard for weight loss science.

Perhaps the most remarkable discovery was that by alternating your calorie consumption from day to day, you are actually activating your "skinny gene," which tells every cell in your body to burn fat instead of protecting it.

But that's just the beginning. This discovery also helps you:

- **Completely sidestep those frustrating weight loss plateaus.**
- **Ensure you burn *fat* instead of muscle.**
- **Dial UP your metabolism and dial DOWN your appetite.**

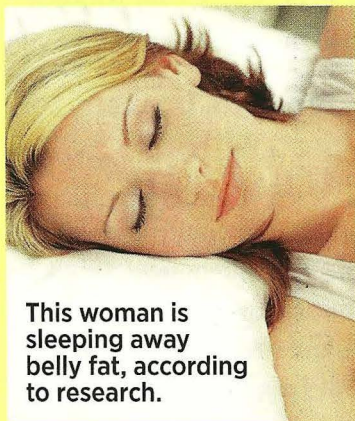


THE 17 DAY DIET Ask Dr. Moreno

Q Everyone in my family is fat. Are my "fat genes" holding me back?

A Yes, your genetic roots can make it harder to lose weight. But a British research study has shown that you can beat your fat gene by being more active—with the kind of activities I recommend in THE 17 DAY DIET. On page 286 in your free-preview copy, I'll tell you exactly how to help "deactivate" your fat gene...and activate your *skinny gene!*

The science behind **THE 17 DAY DIET**



This woman is sleeping away belly fat, according to research.

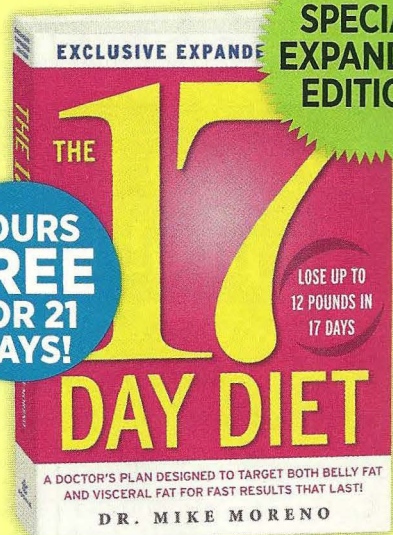
The more you SNOOZE, **THE MORE YOU LOSE**

Researchers are learning more about how critical sleep is to slimming down. Adequate sleep keeps important appetite and weight loss hormones in balance so you stay satisfied by what you eat.

Lack of sleep throws off levels of these hormones. Also, people are less likely to make healthy choices when they're tired.

If you don't have enough time to sleep at night, try to schedule at least a short power nap during the day. Napping can contribute to weight loss, according to a study in the *American Journal of Physiology, Endocrinology, and Metabolism*.

The study looked at hormone levels in 41 men and women who were part of a 7-day sleep-deprivation experiment. Those allowed to nap for 2 hours following a night without any sleep showed a significant drop in cortisol, a hormone related to high levels of stress and weight gain around the belly. So forget counting calories; start counting sheep.



**SPECIAL
EXPANDED
EDITION**

**YOURS
FREE
FOR 21
DAYS!**

**LOSE UP TO
12 POUNDS IN
17 DAYS**

THE 17 DAY DIET takes full advantage of this research and does all the thinking for you. You *never* have to worry about counting calories on alternate days; our menus have *already* done that for you. You simply enjoy the great foods and keep losing weight.

There's still MORE good news.

Even better, you'll find that many of your favorite *carbs* are back during the *Activate* phase—so the dining just gets better and *better*.

You'll also discover...

■ **The herbal breakthrough that automatically reduces your fat and calorie intake.**

Just a pinch 30 minutes before mealtime is all it takes. (Page 92)

■ **The sweet spice that fights diabetes and blood sugar problems,** according to a landmark study. (Page 92)

■ **The TRUTH about high-fructose corn syrup.** Is it really as *bad* as people say it is? Here's the shocking research. (Page 94)

■ **Dr. Moreno's uncensored review of today's popular diet pills.** Here's what the drug companies do NOT want you to know. (Page 77)

20, 30 Pounds GONE in about a month

"After about a month," Dr. Moreno reports, "many of my patients have lost 20, 30 pounds or more and they're absolutely walking on air." Now the goal is to start reintroducing their favorite foods gradually.

"This helps prevent them from falling off the wagon and gaining those pounds back."

If you still need to lose a few pounds, the next phase will trick your metabolism again, and you'll start enjoying more and more of your all-time favorite foods—like *pasta and bread*.

Continued...

Mary LOST 30 pounds on the diet and has “customized” it to fit her life...and maintain her weight loss.

“My patient Mary is a perfect example of how THE 17 DAY DIET can be customized to fit your lifestyle,” says Dr. Moreno.

Mary lost 30 pounds and has decided to stay on the *Accelerate* (the first) phase from Monday

through Friday and then enjoy *whatever* she wants on weekends.

“If you use *Accelerate* during the week,” explains Dr. Moreno, “it’s almost impossible to over-indulge on the weekend. Mary found a solution that works for her and **doesn’t force her to limit herself on weekends—especially on social occasions.**”

“It was important for me to know that I had these little treats coming,” Mary says. “But it was

even more important to know that I would get right back on THE 17 DAY DIET on Monday, and I always did.”

“Dr. Moreno, is exercise required with THE 17 DAY DIET?”

“As an M.D., I would be kicked out of my profession if I didn’t recommend exercise for losing weight,” says Dr. Moreno.

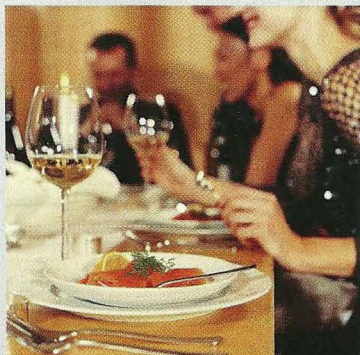
“But I *also* know that you don’t

Do you LOVE dining out with friends? No problem with THE 17 DAY DIET.

“Dining out with friends is one of life’s great pleasures,” says Dr. Moreno. “That’s why I’ve included some simple tricks in THE 17 DAY DIET that will help you enjoy yourself—without the embarrassment of ordering a side salad as your main course!”

According to Dr. Moreno, today’s restaurants use a host of tricks to get you to eat more and more food. Once you know these tricks, you have a fighting chance to identify the healthy choices and avoid overindulging. **Here are some tricks you can try right away.**

► **Ask for a “quiet” table in the far corner.** Clever restaurant designers know that people who sit in the louder, more distracting areas of a restaurant—especially near a TV—eat a LOT more food. Why? Because all the distractions make it easy to ignore what’s going in your mouth! You’ll find full details on page 200 in your free-preview copy of THE 17 DAY DIET.



► **Be the FIRST person to order your entrée.** Let’s say you’ve decided to pick something light on the menu. But everyone else orders steak dinners smothered with onions and french fries. Suddenly, you start to *rethink* your healthier choice and “give in” or feel embarrassed by not joining the feast.

But if you order *first*, you just might turn the tables on everyone else and encourage them to make healthy choices too! (Page 200)

In the same section, you’ll *also* learn...

► **How to resist the bread basket without feeling denied.** (Page 202)

► **How to avoid getting sabotaged by a “healthy” salad** that’s packed with hidden fat and calories. (Page 203)

Plus you’ll get *complete* calorie counts for your fast-food favorites. You’ll learn which choices are best at your favorite ethnic restaurants. And you’ll see why you never have to say “No, thanks” to a delicious dessert!

need nearly as much exercise as people think to lose weight. THE 17 DAY DIET recommends you enjoy some light exercise (like a fast walk) for no more than 17 minutes at a time."

Dr. Moreno explains that by exercising for 17 minutes, you actually signal your metabolism to start burning the fat in your cells for energy. Even better, the fat-burning benefits last for hours after you stop.

If you *really* hate to exercise, that's no problem. On page 150 in your free-preview copy of THE 17 DAY DIET, you'll find a special section created especially for you...

17 ways to burn more calories WITHOUT jogging

Our favorite "I hate to exercise" exercises!

There's just no need to lace up track shoes and kill yourself anymore. The "no pain, no gain" philosophy is *finally* dead. Thanks to recent research, there are at least 17 simple ways to burn a ton of extra calories almost by surprise! Some examples:

Fidget away an extra 800 calories a day!

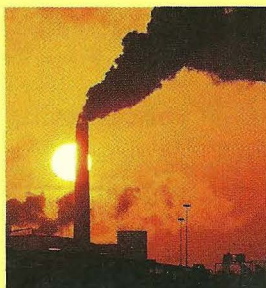
Research has shown that fidgeting, such as tapping your toes and fussing with your hands, blasts off up to 800 extra calories per day.

Massage away 230 calories.

A gentle massage has got to be the *most* relaxing way on Earth to burn extra fat! Everything you

Continued...

The science behind THE 17 DAY DIET

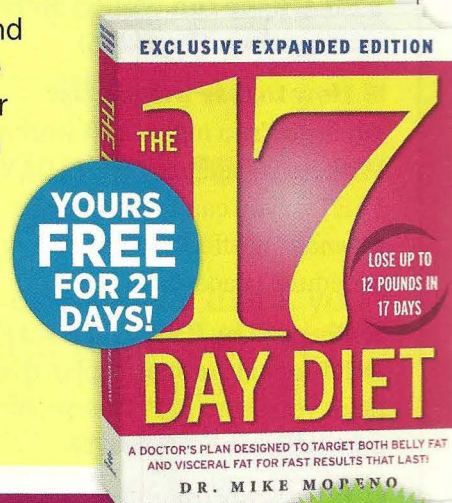


Environmental and dietary toxins can actually slow down your metabolism.

How Hidden Toxins and Pollutants Make You Fatter

I wouldn't be surprised if our livers went around saying, "I get no respect!" Day in and day out, we're exposed to toxins through drinking water, some foods, and other sources. The liver, the primary organ of metabolism, has to work overtime to detoxify your body of these things. Also, these particular toxins are stored in your fat cells—so as you start to shed pounds, they're released into your bloodstream.

A team of Quebec researchers found that when toxins are released while overweight people are dieting, their metabolic rate—the speed at which calories are burned—slows down considerably, even more than the slowdown often caused by dieting. Fortunately, many of the foods, particularly fruits and vegetables, on THE 17 DAY DIET are heroes at cleansing the body of toxins.



THE 17 DAY DIET Ask Dr. Moreno

Q Do I have to exercise while on THE 17 DAY DIET?

A Yes, but ONLY for 17 minutes at a time! Anything beyond that can become too strenuous and lead to overexertion and fatigue. When you're losing weight FAST, you don't want to get overtired.

Can you spare 17 minutes for a stroll or fun activity of your choice? I hope so!

**SPECIAL
EXPANDED
EDITION**

need to know is on page 151 in your free-preview copy of THE 17 DAY DIET.

You'll also discover: How to UP the calorie burn and pleasure during sex. Why music automatically boosts your calorie burn by 25 percent. How to kiss away excess calories. How community service can help burn an extra 372 calories in just 60 minutes.

There's STILL so much more you'll discover with THE 17 DAY DIET.

Here are just a few examples!

■ **How NOT to get fat and STILL have fun while you're on vacation.** (Page 246)

■ **How to lose weight fast** when you're a night-shift worker. We help you adjust THE 17 DAY DIET so you can overcome the fat-making effects of your crazy schedule! (Page 253)

■ **Plagued by PMS?** THE 17 DAY DIET includes a special plan that helps you eat to BEAT the problem once and for all. (Page 176)

■ **Does your digestion go out of whack during your period?**

We help you solve the problem with a few healthy foods and some medically proven secrets. (Page 183)

■ **How to bust your bloating problem FAST.** Here are 17 easy-does-it answers that really work—so your clothes fit like a dream at any time! (Page 192)

■ **How to burn OFF the fat-making effects of that GIANT burger you just ate.** It's the best way to heal the harm done! (Page 215)

■ **Plus dozens more...**all in your free-preview copy of THE 17 DAY DIET.

It's not a one-time solution but a healthy way of eating for LIFE.

"THE 17 DAY DIET is not just a quick weight loss solution," says Dr. Moreno. "It's really a *lifetime* plan for healthy living.

"Yes, you'll lose a LOT of weight fast. But you'll also grow healthier at the same time."

In addition to losing weight, Dr. Moreno reports his patients have experienced...

- **Better blood sugar control**
- **A healthy drop in blood pressure**
- **Better cholesterol and triglyceride numbers**
- **Much more energy and far less fatigue**
- **A huge surge in self-esteem**
- **Deeper, more natural sleep patterns**
- **Renewed and rejuvenated sex lives**
- **Sharper mental clarity**
- **Better job performance**
- **And so much more**

What more could you possibly want from a diet plan? How about the opportunity to try it without risking a single penny?

Right now, as part of the next wave of nationwide testing, THE 17 DAY DIET is available for 21 days free to any of our readers who return the certificate in the back of this report. (You'll also receive three free gifts just for looking—more about these in a moment.)

First, it's important to know that there's zero obligation to purchase THE 17 DAY DIET when you reply.

You'll have a full 21 days to try the first cycle of the program!

That's enough time to lose up to 15 pounds and a LOT of inches from

(Continued on page 14)



THE 17 DAY DIET Ask Dr. Moreno

Q I'm gluten sensitive. Can I use THE 17 DAY DIET?

A Yes, you can! On page 292 in the book, I explain exactly how to make a few simple substitutions. That way, you can keep your stomach running smoothly and lose all the weight you want fast.

SPECIAL EXPANDED EDITION NOT AVAILABLE IN STORES

EXCLUSIVE EXPANDED EDITION

THE 17 DAY DIET

**YOURS
FREE
FOR 21
DAYS!**

LOSE UP TO
12 POUNDS IN
17 DAYS

A DOCTOR'S PLAN DESIGNED TO TARGET BOTH BELLY FAT
AND VISCERAL FAT FOR FAST RESULTS THAT LAST!

DR. MIKE MORENO

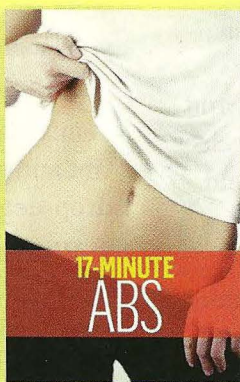
By special arrangement with Dr. Moreno, this edition of THE 17 DAY DIET has been expanded and updated to make it even more valuable than ever. It will NOT be sold in stores.

- ✓ **DISCOVER HOW TO LOSE UP TO 15 POUNDS IN 17 DAYS!**
- ✓ **MELT BELLY FAT!**
- ✓ **KEEP IT OFF FOR GOOD!**

PLUS, as a special thank you for trying THE 17 DAY DIET completely risk free, you'll also receive **3 FREE bonus guides that are yours to keep no matter what!**

Don't wait another second! You may never see this invitation again.

**3 FREE
GUIDES**
just for looking!



DETACH AND MAIL YOUR CERTIFICATE IN THE BACK OF THIS REPORT TODAY!

your belly, hips, and thighs.

What happens if you don't lose the weight you want or the program isn't a good fit for your life? *Nothing*. Just send it back and that will be that. **You get to keep your three free gifts with our compliments.**

At *Prevention*, we have always believed that no one should have to pay for any program, plan, or book if it doesn't deliver positive results. That's the *only* fair way to do business. It's also why our readers have come to trust the *Prevention* name when it comes to healing, repairing, and rejuvenating their bodies *naturally*.

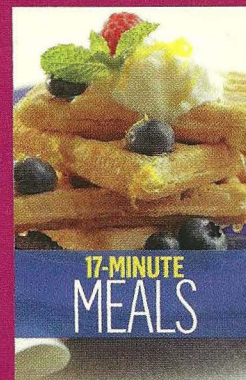
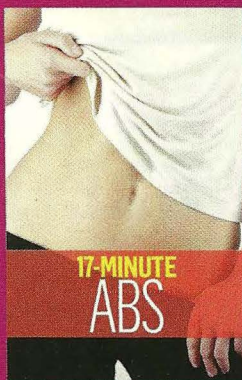
Your satisfaction is guaranteed for LIFE.

Okay, suppose you decide to *keep* your free-preview edition of THE 17 DAY DIET—what happens then? Simple. Your satisfaction is guaranteed for LIFE. **That means at any time, and for any reason, you can receive a full, no-questions-asked refund.**

I think you'll agree that's a fair invitation any way you look at it. But it gets even better...

May we send you 3 FREE gifts, just for returning your certificate?

To compensate you for your time, we've recently put the finishing touches on a set of three valuable health guides that are *perfect* companions to THE 17 DAY DIET.



Your 3 FREE bonus guides THEY'RE YOURS TO KEEP NO MATTER WHAT!

FREE GUIDE #1: 17-Minute Abs

The research is OUT: Ordinary crunches just don't deliver the truly flat abs you crave. So our editors decided to seek out *all* the latest research on what *really* works—and then combined it into a simple, amazingly effective flat-ab workout.

Your free guide delivers step-by-step instructions and photos that work like a personal trainer to focus your effort where you need it most.

You'll discover a little-known trick that *doubles* the ab-flattening power of exercise. Why just focusing on your ab muscles is a *bad* idea. The hands-down best exercises for your entire core—including your front, lower back, midback, and sides. How *arm* and *leg* exercises help whittle your middle. And much more.

You'll also discover the absolute worst drink if you want to flatten your abs. The #1 treat you *think* is healthier for you—until it triggers unattractive *belly* *bloat*. How to counteract the

belly-bulging effects of a desk job. And how to defuse the fat-making stress you face every day!

FREE GUIDE #2: 17-Minute Makeovers

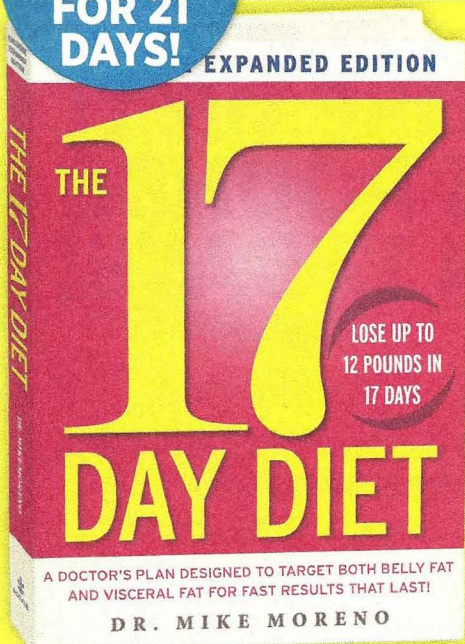
When it comes to makeup magic, no one knows how to fix your “flaws” better than Bobbi Brown! Your free guide delivers the step-by-step advice and photographs you need to look dazzling in just 17 minutes. For instance:

- Blotchy skin? Bobbi demonstrates how some light “camouflage” transforms your skin from dull to *dazzling*.
- Want a smaller nose without plastic surgery? *No problem*. Bobbi reveals how to accentuate your natural beauty and make your whole face look fabulous.
- Wish you had fuller lips? Bobbi demonstrates how to adjust the tint and sheen of your lipstick for drop-dead-gorgeous results.
- Want a stronger, more defined chin? Learn how to subtly define your jawline with makeup and look years younger!
- *Plus so much more—including*

(Continued on page 17)

**TRY IT
FREE
FOR 21
DAYS!**

**EXPANDED EDITION NOT
AVAILABLE IN STORES!**



**How much
weight would
YOU like to
lose in the
next 17 days?**

**HOW DOES 15 LBS
SOUND?!**

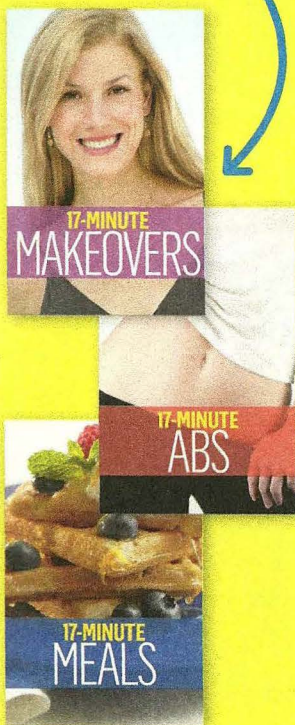
PLEASE DO NOT SEND MONEY NOW!

Just detach and mail this certificate to claim
your free-preview copy of THE 17 DAY DIET
and your 3 FREE Bonus Guides!

**3 BONUS
GUIDES
FREE**

just for looking.

They're yours to keep
no matter what!



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 177 EMMANUS, PA

POSTAGE WILL BE PAID BY ADDRESSEE

RODALE BOOKS

PO BOX 378

EMMANUS PA 18099-0378

RSVP

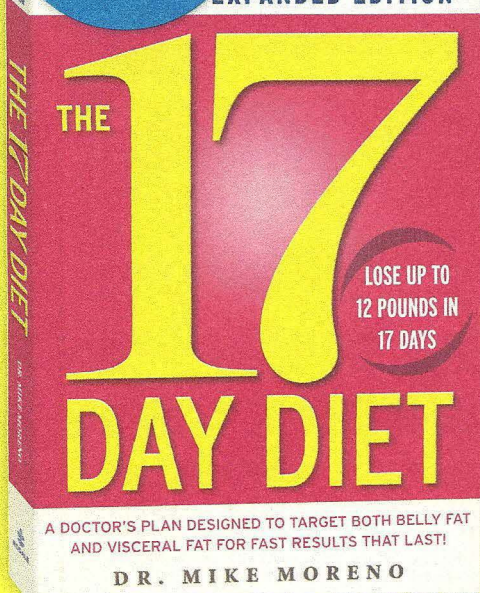
FREE PREVIEW/FREE GIFTS CERTIFICATE

Join the next wave of nationwide testing for THE 17 DAY DIET completely risk free.

YES! I want to lose up to 15 pounds in the next 17 days. Please send me THE 17 DAY DIET by Michael Moreno, M.D., for 21 days FREE—with NO obligation to buy. If I keep it, I'll pay for it in 4 easy installments of only \$7.99 each, plus shipping and handling. If I'm not delighted, I'll return the book within 21 days and owe nothing. **The three Bonus Reports** are mine to keep no matter what.

**FREE
FOR 21
DAYS!**

EXPANDED EDITION



**EXPANDED EDITION NOT
AVAILABLE IN STORES!**

Discover how to

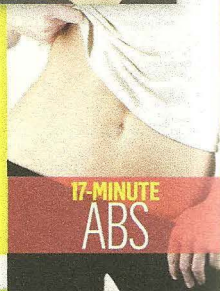
LOSE UP TO 15 POUNDS IN 17 DAYS!

- ✓ **ZERO** Risk
- ✓ **ZERO** Obligation

**This is a *real*, old-fashioned,
risk-free invitation!**

Detach and mail this certificate to
home-test THE 17 DAY DIET and
learn how to lose fat faster than
you ever thought possible!

FREE
just for looking!



how to *DRESS* away the pounds instantly.

Your free guide is the next best thing to sitting in front of a mirror and having Bobbi at your side, making you more beautiful than ever!

FREE GUIDE #3: 17-Minute Meals

We know how busy your life is. So we decided to create a special, EXTRA group of recipes for THE 17 DAY DIET that take only minutes to prepare!

When you don't have time to spare, these meals are the perfect solution that keep you on track to losing those extra pounds FAST—and they taste SO good, your whole family will be asking for seconds.

How would you like to lose weight as you savor...

■ Mouthwatering **Waffles**, a **Scrambled Egg Wrap**, or

an **Italian-Style Omelet** for breakfast

■ A **Smoked Salmon and Egg Salad** or a **Texas Tuna Burger** for lunch

■ **Pan-Seared Scallops**, **Asian-Mexican Tostadas**, or **Lemon Chicken Oregano** for dinner

Your free guide delivers quick-fixin' recipes for elegant entrées, quick lunches, hearty breakfasts, satisfying salads, and SO much more. *It's the ultimate companion to your free-preview copy of THE 17 DAY DIET.*

Please RSVP today.

If you're interested in giving THE 17 DAY DIET a completely risk-free trial in your home, we have only one request: *that you RSVP today*. If you need to lose 10, 20, 30 pounds or more, you've waited long enough. Why not take just 17 days of your life *right now* and

start to lose those pounds fast and forever?

It's the healthiest way to lose weight, and you'll feel just fabulous faster than you ever dreamed possible.

We promise that you risk absolutely nothing. So go ahead, please detach and mail your RSVP certificate today. You'll be very glad you did.

Sincerely,

Anne Egan

Anne Egan
Rodale Books

P.S. This May Be Your Last Chance! We are not obligated to repeat this risk-free invitation in the future. Don't miss your chance to try the exclusive publisher's edition of THE 17 DAY DIET and 3 FREE GIFTS!

FREE
FOR 21
DAYS!

EXCLUSIVE EXPANDED EDITION

THE **17**
DAY DIET

LOSE UP TO
12 POUNDS IN
17 DAYS

A DOCTOR'S PLAN DESIGNED TO TARGET BOTH BELLY FAT
AND VISCERAL FAT FOR FAST RESULTS THAT LAST!

DR. MIKE MORENO

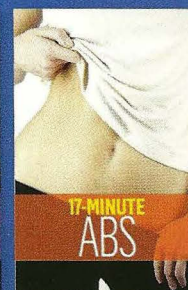
NOT
AVAILABLE
IN STORES
—Exclusive
Expanded
Edition

Please RSVP

Return this certificate right now to claim your free-preview copy of THE 17 DAY DIET plus your **3 FREE bonus guides**.

PLEASE DO NOT SEND MONEY NOW.

ZERO obligation to buy a thing—ever



FREE
just for looking!

RODALE BOOKS
400 South Tenth Street
Emmaus, PA 18098

PRSR STD
U.S. Postage
PAID
Rodale

Over 47 weeks on *The New York Times* Bestseller List
and seen on *Dr. Phil*, *The Doctors* & *Good Morning America*



Dieters report astounding results
with Dr. Michael Moreno's

THE 17 DAY DIET

**"You can safely lose up to
15 pounds in the first
17 days," says Dr. Moreno.**

YOU are cordially invited to home-test the exclusive
publisher's edition—**NOT AVAILABLE IN STORES**—for 21 days
FREE—as part of our next nationwide testing program.

See details *INSIDE...*