

Even if you've failed at losing weight and *keeping* it off before...

**"Now it's YOUR turn to succeed and you'll
feel fit and fabulous as the inches
melt away FOR GOOD!"**

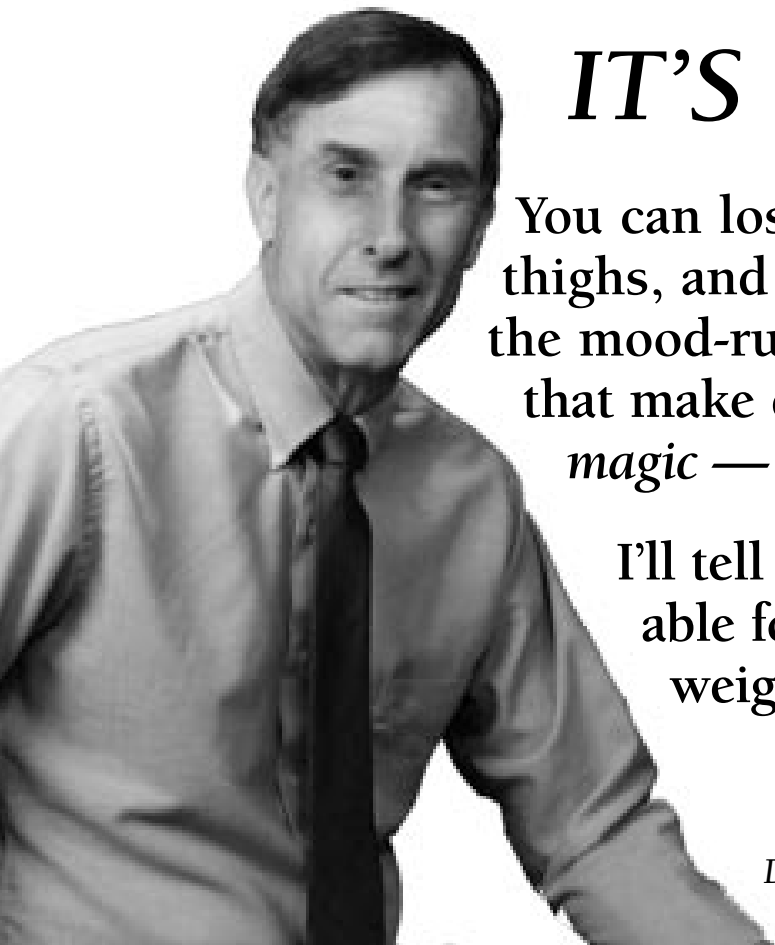
IT'S TRUE!

You can lose the fat around your belly, thighs, and rear like never before — *without* the mood-ruining, energy-draining side effects that make dieting seem like torture ... *It's not magic — but it might feel like it!*

I'll tell you all about this safe and remarkable formula that will supercharge your weight-loss efforts today!

LOOK INSIDE...

Dr. Allan Spreen, MD, America's "Nutrition Physician!"



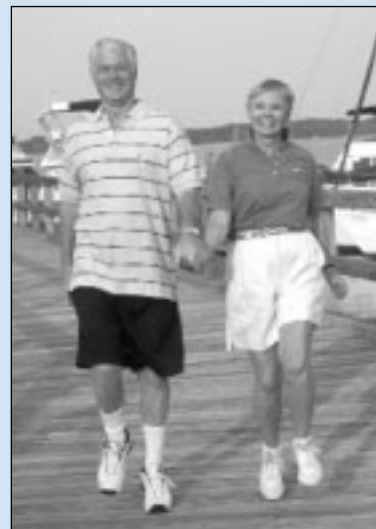
INTRODUCING

The Weight-Loss Breakthrough That Lets You ...

Get rid of the “gain” *without the pain!*

YOU’LL BE SMILING, TOO, when you can also ...

- Turn back the “snack attacks!” *Like Amelia on Page 3*
- Beat ephedra results — without the rattled nerves! *Like Whitney on Page 5*
- Break free of bad eating habits for good! *Like Tom on Page 6*
- Squash midnight cravings and sleep like a baby! *Like Steve on Page 7*
- Banish diet “blahs” and bounce with energy! *Like Gabriele on Page 8*
- Lose weight and feel satisfied! *Like Elise on Page 10*



NorthStar Nutritionals
P.O. Box 925
Frederick, MD 21705

***See inside for details — and save up to \$60.00
with this special introductory offer!***

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If you think losing weight has to be a struggle, *think again!*

See how you can shed your unwanted fat ... and jump-start healthy eating that will *keep it off forever!*

Dear Friend,

Diet books are flying off the shelves in record numbers.

Weight-loss centers are thriving from coast to coast.

People from all walks of life are taking up one diet or another, and the latest national pastime is debating which one is best!

*So why, in a country that's in the grip of diet madness, are two-thirds of us **still overweight?***

You know the answer as well as I do.

Dieting, for most of us, is about misery. Tasteless food. Tiny portions. And excessive exercise only a high-performance athlete could love. And when we finally reach our goal and start "living" again, you know what



usually happens. Before you can blink, it's "darn it, these clothes are getting tight again." Of course, any successful weight-loss program involves a change in both eating and exercise habits. But that always sounds easier than it is.

**That's the bad news.
Now here's the
GOOD news!**

In fact, it's GREAT news — because now nature and sci-

ence have joined hands to make weight-loss *easier* and more effective than ever before...

You *can* lose weight and conquer unwanted fat without the cravings, gnawing stomach, and fear of failure — and achieve better more healthy results.

Best of all, you can take the weight off — *and keep it off for the long term!*

**Sound impossible?
Let me back up
a bit to explain ...**

For the longest time, health experts have looked at weight-loss through the prism of self-denial. Simply eat less of this or that and the results will justify the means.

They brushed off the fact

weight

that cutting back suddenly and severely on fat, sugar, carbohydrates, or calories makes us feel irritable, sluggish, and drained. Many of these fad diets feel like self-imposed starvation that require superhuman willpower to succeed.

When you're feeling like that, *it's no wonder your weight goes up and down like a roller coaster!*

Me? I'll run a marathon in the desert heat before I put myself through that again!

Only recently have researchers discovered how certain nutrients and herbs, when used together, can ease the annoying, uncomfortable 'side effects' of dieting.

Amazingly, these all-natural compounds keep your spirits high *without* ephedra or other copycat stimulants, even while you're dropping pounds and melting away inches of fat off your problem areas!

That's when I challenged my team at Northstar Nutritionals to develop a supplement worthy of being called "the dieter's best friend."



One that blends the best and most powerful of these "weight-loss warriors" into a breakthrough supplement that works night and day to promote your metabolism, boost your energy and morale, and help you feel fit and fabulous every step of the way.

Their efforts have really paid off for all of us who want to...

Drop the inches — lose the WAIT!

We call this cutting-edge new formula *Weight Guard Plus*. You'll call it a weight-loss wonder!

Later in this letter I'll tell you about our unrivaled 60-Day Money-Back Guarantee that lets you judge for yourself how well *Weight Guard Plus* works for you — and how you can get a full refund if you're not 100% satisfied with the results you experience.

But first let me show you how the remarkable combination of herbs, botanicals, and nutrients in *Weight Guard Plus* works

(continued, on next page)

Puts an end to snack attacks!

"I've noticed that my appetite has decreased. Usually, about an hour or so after I eat dinner, I crave some sort of snack. But since I started taking *Weight Guard Plus*, I haven't had (or more importantly, wanted), that evening snack."

— Amelia Russon, PA

together in perfect synergy to:

- Control your cravings without dangerous stimulants like ephedra or PPA (phenyl-propanolamine)
- Promote your body's natural fat-burning metabolism to help trim inches off your belly, rear, hips, and thighs
- Stabilize your mood so that your mind and body work together in powerful tandem to help achieve your goals

- Enjoy increased energy, rather than the usual run-down, irritated feeling you normally experience on a weight-loss program

- Control your mood and cravings — helping to prevent binges and putting yourself on the path to healthier eating habits, today and for the long haul

- Fire up your body's natural defenses and keep your immune system strong as you

continue to lose weight

- And much more!

Does it work?

Does it ever!

Read on and discover how *Weight Guard Plus* helps you ...

Maximize your fat-burning potential with garcinia cambogia

For thousands of years, India's traditional Ayurvedic healers have prescribed ***garcinia cambogia*** as a potent energy tonic. Only recently has it become popular in the west to support your body's fat-burning process.

When paired with a healthy eating plan you'll eventually *convert fewer calories to fat* — which forces your body to *burn stored fat* to get all the energy it needs.

And that, in a nutshell, is the essence of successful weight-loss. Keep your fat-burning furnace stoked up and the inches and pounds melt away. Instead of packing it on, you're burning it off!

What's more, researchers at Creighton University believe ***garcinia*** may further help suppress appetite by promoting healthy serotonin levels in the brain to help spark natural appetite control.

No wonder ***garcinia cambogia*** is already hugely popular in

Meet the Chief Research Advisor for *Weight Guard Plus*



DR. ALLAN SPREEN, MD

Few people have done more to help Americans live healthier, richer, and more fulfilling lives than **Dr. Allan N. Spreen** — nationally famed as “*The Nutrition Physician*.”

After helping thousands of patients heal themselves naturally in his private medical practice, Dr. Spreen went on to help millions of Americans live disease-free through his cutting-edge nutritional research. Today's he's so widely respected that:

- **TV'S DISCOVERY CHANNEL** has retained him to serve as Advisor on Alternative Medicine
- **AMERICA ONLINE** sought his expertise to develop an acclaimed natural health website
- **HEALTH SCIENCES INSTITUTE (HSI)** has asked him to join their all-star Advisory Panel

Dr. Spreen has also authored some of the most definitive consumer guides to nutritional medicine, including *Nutritionally Incorrect* — *Why the Modern Diet is Dangerous & How to Defend Yourself* and *Smart Medicine for Healthier Living*.

A graduate of both the Georgia Institute of Technology and the University of Tennessee before obtaining his MD from East Tennessee State University, Dr. Spreen is also a Certified Nutritional Consultant (CNC). NorthStar Nutritionals is very proud to have Dr. Spreen as Chief Research Advisor for *Weight Guard Plus*.



Wear your favorite clothes again!

You know — the ones you’ve saved just waiting for the day you can wear them again. Pair Weight Guard Plus with your weight-loss program and “unretire” your favorites or better yet, treat yourself to a shopping spree to celebrate your new smaller size!

Europe and Japan, and is quickly gaining a strong following here in the United States as well. Because it’s a safe and terrific way to naturally aid your weight-loss efforts!

This is just the beginning of the *Weight Guard Plus* story. Wait until you read about the next ingredient, a powerful nutrient that helps you fight off the snack attacks and will help you put an end to mindless munching ...

Conquer cravings with the hunger-satisfying compound that comes from chocolate!

Ever notice how eating chocolate somehow makes you feel more content? Happier, even?

Well, it’s not your imagination!

You see, recent medical research has uncovered over 300 different compounds in chocolate. Many of them provide an array of important health benefits individually.

But one — ***theobromine*** —

No more nasty jitters from ephedra!

“The only thing that worked for me previously was ephedra. I knew it was nasty stuff, but when you’re desperate to lose weight, you’re willing to try anything. But *Weight Guard Plus* gives me better results without the ephedra jitters. Mentally and physically, I feel great!”

— Whitney Satchwell, NJ

seems to possess an incredible ability to boost our levels of serotonin, an important neurotransmitter in the brain that elevates our mood and makes us “feel good” no matter what stresses or temptations fall our way. That’s why ***theobromine*** plays such an important role in helping you steer clear of eating urges, binges, and cravings.

Many scientists believe that the urge for sweets like choco-

late, for example, is actually a signal that your brain needs certain chemicals. If you try to stall off the cravings, what happens next is predictable. Your mood drops sharply and your brain’s subconscious “solution” to the problem is to binge your way back to happiness.

However, give your body the chemicals it craves, and the urges fade away. Thanks to ***theobromine***, you can help manage those cravings without the added fat and sugar!

What’s more, ***theobromine*** helps tackle the problem of bloating, too. It works as a mild diuretic that can help reduce the pounds of excess water you may be carrying at any given time on your belly, hips, thighs, or backside.

Amazingly, the amount of ***theobromine*** you get in a daily serving of *Weight Guard Plus* is nearly as much as you get in two full tablespoons of Hershey’s chocolate fudge topping! (Didn’t I tell you it would

(continued, on next page)

make you feel good?)

Keep hunger pangs at bay the natural way

What we commonly call “hunger pangs” are actually contractions in the digestive system. Needless to say, they’re not easy to ignore when we’re dieting!

The solution? *Chamomile*, an herbal remedy used for thousands of years to soothe, relieve, and silence the stomach and intestinal tract.

Astute natural healers have only recently discovered its valuable contributions to the weight-loss process. The mild

Overcomes “comfort food” cravings!

“Coming from an Italian family — where everything revolves around food — maintaining a healthy weight has always been a challenge for me. With *Weight Guard Plus*, I lost 7 pounds in two weeks ... I feel great!”

— Tom King, CA

calming action of *chamomile* works wonders to ease the pangs and gnawing stomach

upsets associated with diet changes. It also improves digestion, calms stomach spasms, and induces a mild state of relaxation ... which is why millions of people worldwide rely on this gentle herb as a tried-and-true sleeping aid.

That’s important too, because *chamomile*’s calming effects will help you drift off to sleep, without a growling stomach. You won’t be tempted (or forced) to wolf down a fattening bedtime snack just to avoid tossing and turning all night long!

Now you can squash the “diet gremlins” that peck away at your success!

No matter how much you want to succeed, dieting is fraught with obstacles that can torpedo your efforts. That’s when *Weight Guard Plus* can be worth its weight in gold.

This extraordinary weight-loss weapon helps make sure your hard work isn’t “undone” by lurking diet-busters like:

- **Fatigue.** Dieting can make your “get up and go” get up and leave — and when you’re worn out, you’re extra susceptible to cravings. Fatigue also raises levels of hormones that impede the breakdown of fat in your body.

Weight Guard Plus keeps you energized naturally all day long without ephedra jitters or the health risks of PPA. It gives you the strength to not “give in” when cravings strike, and even helps you get the rejuvenating

sleep you need!

- **The Urge to Splurge.** You know what happens when a long stretch of healthy eating is unhinged by a binge. It’s not pretty!

Weight Guard Plus helps you resist the urge to munch. Its unique blend of appetite suppressants managers and serotonin-boosters help you stay in control, even when you’re missing what you can’t have — and stay totally focused on your goals.

- **Stress.** It’s human nature to reach for comfort food when the going gets rough — but you’ll pay a steep price in pounds and inches.

Weight Guard Plus helps you stay calm and focused by providing you with “nature’s valium”— a safe, herbal solution that helps you stay balanced, even in the face of daily stress. It helps you stay in control so you can take the inches off.

- **Frustration.** It’s easy losing the first few pounds. But you’ll likely hit a point where additional weight-loss seems harder and harder to achieve — which can lead to frustration and surrender.

Weight Guard Plus’ metabolism-promoters can encourage the burning of stored fat. It will help you blast through any plateau that’s holding you back from the trim body you want!

- **Rebounds.** All it takes is a splurge here, a bad day there, and before you know it the pounds start coming back.

Weight Guard Plus helps you fend off the cravings and stresses that can trigger a relapse. And if you fall off the wagon (we all do at one point or another!) *Weight Guard Plus* helps you get right back on the road to healthy, active living.

Stay focused on results and unruffled through it all!

Used for centuries by Native Americans to alleviate stress, induce relaxation, and promote healthful sleep, **passionflower** was shown in a study published in the *Journal of Clinical Pharmacy and Therapeutics* to be a natural alternative to today's over-the-counter sleep aids. It has the innate ability to promote relaxation and reduce those feelings of anxiousness that send us racing to the nearest plate of food.

This natural stress-reducer goes the whole nine yards in helping you cope with the daily irritants that seem to loom a bit larger when you begin a weight-loss program. It's a key component in helping you stay on an even keel — and keeping your healthy weight-control plan on a straight and narrow course.

The result? Low stress weight-loss...without the dieting blahs!

Supercharge your immune system while you lose weight

An important step in any weight-loss program is keeping your immune system fully fortified to fight off the effects of free radicals and illness. That's why *Weight Guard Plus* includes a healthy portion of **blueberry extract**.

Says goodbye to midnight munching!

"I'm good about my diet all day long, but I could never take weight off. I never felt satisfied or full. So, in the middle of the night, I'd sneak down to the kitchen — and those midnight snacks would sabotage everything. But I couldn't help it. I was frustrated and starving!"

Weight Guard Plus helped me put an end to my late night binging. I'm actually eating more during the day and weighing less. And when I go to bed at night, it's to sleep, not eat!"

— Steve Whetstine, GA

You see, one of the biggest threats to your health — especially if you're trying to lose weight — is damage from free radicals. They're introduced into your body through environmental factors and processed foods, and are also produced *within your cells* during the breakdown of fat in your body — a process that accelerates as you burn away stored fat.

Unchecked, free radicals can lead to a rash of health problems — they also accelerate the effects of aging.

To destroy free radicals before their oxidizing effects

can harm your cell membranes and jeopardize your health, it only makes sense to put nature's most potent free-radical fighter on your diet team! That's why we made sure to include **blueberry extract** in our *Weight Guard Plus* formula.

Blueberries were recently found to have the highest levels of free-radical-fighting antioxidants among over 40 fruits and vegetables. In fact, it bursts with antioxidant power 20 times greater than that of tomatoes!



They're also packed with anthocyanin, the most potent flavonoid of all, with up to four times more free-radical-fighting power than Vitamin C.

But whether you're starting a weight-loss program or have already achieved your weight-loss goals, **blueberry extract** offers essential health protection for virtually every cell in your body!

Brought together in *Weight Guard Plus*, this powerful team of all-natural compounds combined with a healthy lifestyle can help you lose weight, without starving yourself or becoming a nervous wreck. **So let me ask you another question:**

(continued, on next page)

Why suffer through dieting when you don't have to?

More importantly, why put up with the extra weight you've been carrying along ... the too-tight clothes ... the lack of energy and confidence ... and the health problems and risks that multiply when you're above your ideal weight?

Weight Guard Plus will help you get down to your ideal size, trim away the inches, and enjoy a fresh new outlook on life!

No one gets thin in a day, and slimming down takes more than just wishful thinking. But make no mistake about it — dieting

Feels more energy, more zest for life!

"I have more energy taking *Weight Guard Plus* and it feels like I'm losing weight. My clothes are starting to feel too big, which is great! The extra energy seems to be helping in the bedroom, too. Thanks!"

— Gabriele Zeller, NJ

with *Weight Guard Plus* on your side is like pedaling a bike downhill instead of grinding it out uphill. It's like having a little extra wind at your back!

You'll see real results that let you enjoy the life you want.

If you're ready to "get back into the game" ... if you dream of fitting into your favorite clothes again ... or if you're just tired of being tired, it's time to let *Weight Guard Plus* give your diet a powerful boost. It puts you in control so that you can shed the inches, lose the weight, regain your energy —

...and feel absolutely *fantastic!*

And once you've reached your goal, *Weight Guard Plus* lives up to its name in a BIG way to help you tackle the next



Your clothes won't lie. Neither will your tape measure!

When you're following a regular diet and exercise program, your bathroom scale might not show any weight-loss at first, even though you're "feeling" thinner. That's because you're building muscle mass, which is denser and heavier than the fat you're trimming away.

So while your scale might mislead you, your tape measure won't! Here's how to know your weight-loss program, complete with *Weight Guard Plus*, is working for you:

- ✓ You lose fat and inches off your belly, hips, thighs, and backside
- ✓ Your clothes and rings fit looser, and you can fit into smaller sizes
- ✓ You feel happier and more content
- ✓ Your energy level is consistently higher

With *Weight Guard Plus* giving you more in the war against fat, you can expect this kind of genuine success — and the weight-loss, too!



Create a stir!

Everyone loves a weight-loss success story, including your family and friends. Thanks to *Weight Guard Plus*, you can write the script with you in the starring role!

challenge without a hitch —
keeping the weight off for good!

As part of your daily routine, *Weight Guard Plus* helps control those cravings, urges, and stresses so that you'll have the strength to overcome temptation and stay the course.

It keeps your energy at healthy, active levels and your mood stable too, so you'll be more interested in pursuing the activities you love and living life to its fullest — instead of watching it all from the sidelines.

Weight Guard Plus helps you enjoy the kind of success that breeds *more* success — and it does it all in a health-enhancing daily formula that's good for you in so many ways.

Need another incentive? How about a super low price?

Other weight-loss supplements can cost you \$30, \$40, even \$50 for a one-month supply. Maybe *their* secret to

(continued, on next page)

Finally — the missing link to *lasting* weight-loss!

Today there's certainly no shortage of diet plans that promise to melt away the pounds. What there is a shortage of is *lasting* weight-loss results. And here's a big reason why:

A diet that makes you feel rotten is a diet you'll never stick to. Period!



Even recently, most experts paid little heed to the mind/body connection involved in losing weight, except to champion the idea of "will power."

But now we know that successful weight-loss can't feel like self-inflicted punishment — and now it doesn't have to!

The key to misery-free dieting

Based on the latest research findings, *Weight Guard Plus* packs potent serotonin-lifters and energy-boosters that help you tackle the dangerous *diet downers* — the stress, mood swings, energy loss, and even the fatigue that can do your diet in.

But it doesn't stop there. Unlike other weight-loss supplements, *Weight Guard Plus* will never give you a case of the jitters. It includes a PPA- and ephedra-free appetite controller that helps you manage cravings without dangerous stimulants.

And to help speed your weight-loss, *Weight Guard Plus* gives you all-natural metabolism support so successful that its popularity is now sweeping the world!

***Weight Guard Plus* makes it easier than ever to lose the pounds and keep them off. And you'll feel fantastic every step of the way!**

weight-loss is making sure you can't afford food!

In comparison, *Weight Guard Plus* accomplishes the remarkable benefits I've described for a very affordable price of \$15.95 for a one-month supply, when you take advantage of this special offer. That's a savings of \$10 off the regular price!

Order a six-month supply and your cost drops to an unheard-of low price of only \$12.62 per bottle. And if you're hesitant about ordering *Weight Guard Plus* for any reason, consider our iron-clad promise:

Started losing weight immediately!

"Imagine losing 5 pounds in one week! I never would have thought it was possible. But thanks to *Weight Guard Plus* and a healthy eating plan, it's happening right now.

I've never felt more satisfied. You know that glow you get after eating a rich gooey chocolate dessert? That's how *Weight Guard Plus* makes me feel!"

— Elise Albanes, PA

Use it for a full 60 days. If you're not thrilled, just ask for your money back!

You and I both know that the 30-day guarantee offered by other companies doesn't give you nearly enough time to gauge a supplement's true effectiveness. (They know it, too!)

But because I've seen first-hand how well *Weight Guard Plus* can perform, I'm not the least bit apprehensive about offering you this unprecedented 60-Day Money-Back Guarantee.

Not only do we invite you

How to keep a GOOD THING going

Already seeing positive results from a weight-loss plan? *Congratulations!*

Now you face your next big challenge — keeping the weight off permanently.

Government studies report that most dieters maintain only about one-third of their weight-loss after one year. That means if you've lost 18 pounds, you face better than even chances of gaining 12 back in little time.

Why not buck those odds with *Weight Guard Plus*?

Permanent weight-loss is absolutely



doable. The trick is adapting a healthy eating lifestyle that doesn't leave you feeling deprived — and that's when the "Guard" in *Weight Guard Plus* steps into action.

The ingredients in *Weight Guard Plus* help you feel fulfilled, keep your appetite under control, and put an end to self-destructive cravings. Taken daily, it stops you from "wanting more" — while it keeps your metabolism revved up and at a healthy level.

Weight Guard Plus is like having an extra insurance policy to help make sure your hard work doesn't go to waste!

to put *Weight Guard Plus* to the test for a full two months — we make it extra easy for you to judge the results for yourself!

On page 14, you'll find a simple before-and-after "Report Card" that lets you evaluate your own progress after using *Weight Guard Plus* for two months. Clip it now and save it for later so you can objectively assess the full range of healthful benefits you'll enjoy with this powerful formula.

If *Weight Guard Plus* doesn't pass your test with flying colors, just return the unused portion and we'll issue a complete, no-questions-asked refund (minus shipping and handling costs).

I'll say it again...

See and feel a difference in 60 days or we'll return your money... no questions asked!

What could be more fair?

Keep in mind that some people have reported improvements in all areas we've included on the self-test. Others note gains in 4, 6, or 8 criteria — and are thrilled to report it.

Results may vary for you, but our guarantee remains the same. You'll be happy with the

(continued, on next page)

See and Feel the *Weight Guard Plus* Difference...



Get back in the game!

Stop missing out on the fun! *Weight Guard Plus* helps you get rid of the extra baggage and gives you extra energy, too. Whatever your sport, you'll be the one to beat when you trim down and energize up.



Feel light on your feet again!

Even a small weight-loss can take the aches out of feet, ankles, knees, and backs — *Weight Guard Plus* and a healthy weight-loss program will help you achieve that and more.

Whether you're dancing, jogging, shopping, or strolling, it can help you feel like you're walking on air!



Make vacation fun a shore thing!

Trim inches off with help from *Weight Guard Plus* and you'll fit into your swimsuits with room to spare! Whether poolside or beachside, you'll look years younger and feel light-years healthier.

way *Weight Guard Plus* works to help you lose weight, fit into your clothes better, and feel better about yourself as the days and weeks go by, or your money back.

So why not put us to the test by mailing your risk-free trial certificate today?

If you're ready to lose those extra pounds ... trim away the fat around your stomach, hips, thighs, and rear ... and enjoy a slimmer, more vibrant you for years to come — then act now!

Order your supply of *Weight Guard Plus* today and take a

big step toward a healthier, happier quality of life.

Sincerely,



Allan Spreen, MD
NorthStar Nutritionals

on page 15 for details.

P.P.S. Don't forget to save the *Weight Guard Plus* "Report Card" on page 14, because we want you to be the final judge. It's your way to prove to yourself that it's worth every penny when you see the results in 60 days!

P.S. Remember, you can save the most money by ordering a six-month supply right now with FREE SHIPPING and savings of \$10 per bottle for a total savings of \$64.50! See the order form

Isn't it time you said "Enough"?

Enough to the extra weight that slows you down and wears you out? **Enough** to on-again, off-again diets that never seem to work?

It's never too late to lose weight, and to make changes that will improve your health, your appearance, and your self-confidence for a lifetime.

No one ever said dieting is easy. So when you put in the effort and commitment, make sure you get the best results possible and make sure they last!

Weight Guard Plus will help you on both counts. It will help you achieve your weight-loss goal and make it stick not just for months, but for years on end.

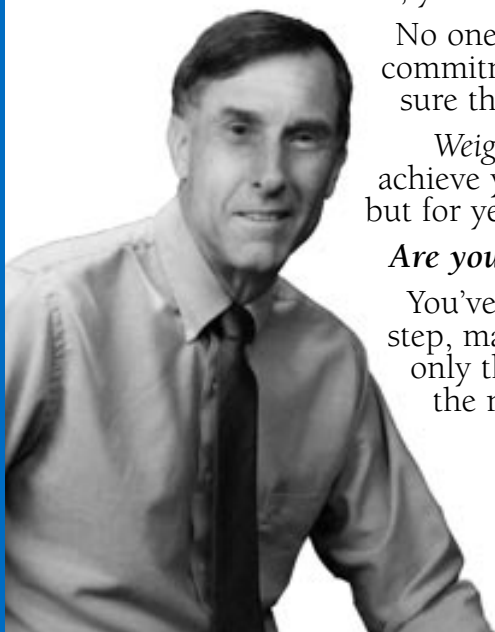
Are you ready to begin?

You've read this far — that's the first step. If you're ready for the next step, make sure *Weight Guard Plus* is part of your plans. It's available only through NorthStar Nutritionals, so why not order today while the materials are handy? You'll be glad you did.

Here's to a slimmer, healthier you!



Allan Spreen, MD, *NorthStar Nutritionals*



***We take your
good health
very seriously!***

Meet the NorthStar Nutritionals Research Board

Allan Spreen, MD, Chief Advisor to the Research Board. Nationally acclaimed as America's "Nutrition Physician," Dr. Spreen is the noted author of *Nutritionally Incorrect—Why The American Diet is Dangerous and How to Defend Yourself*. He's also an important Member of the Health Sciences Institute Advisory Panel.

Judith Eaton, MS., R.D., CD-N, LD/N. Famed researcher of breakthrough nutraceutical foods and supplements, and Contributing Editor of the esteemed *Journal of the Nutraceutical Association (JANA)*, she has been widely honored for her dedication to improving the health of women and children through nutrition.

Hyla Cass, MD. Assistant Clinical Professor of Psychiatry at the UCLA School of Medicine, and noted spokesperson, consultant, and educator in complementary medicine and psychiatry. Dr. Cass is also a key Member of the Health Sciences Institute Advisory Panel.

Andrew Halpner, PhD. One of America's premier authorities on antioxidants, Dr. Halpner received his Ph.D. in Nutrition from Tufts University School of Nutrition Science and Policy. His extensive research has led to new breakthroughs in preventing and treating age-related illnesses.

Arnold J. Susser, RP, PhD., NMD. Renowned biochemist, and former nutritional consultant to the trainers of both the San Francisco Giants and the New York Yankees, well-known author and lecturer.

The "PLUS" in Weight Guard Plus!

The health benefits go way beyond weight-loss alone!

As part of your daily diet, the ingredients in *Weight Guard Plus* provide a host of additional benefits to your health. For example,

✓ **Blueberry extract** is widely used to improve eyesight, relieve eyestrain, improve circulatory and blood vessel, and promote healthy blood sugar levels. What's more, it gives you a daily concentrated dose of the most powerful anti-aging food of all. And studies suggest that blueberry is extra-powerful in minimizing the effects of aging!

✓ With its well-known vasodilating properties, **theobromine** has been used to maintain healthy blood pressure and can help keep yours in check, too. It's also a diuretic that helps to reduce excess water in your body that can make you feel bloated.

✓ **Garcinia cambogia** has been used in studies to lower maintain healthy LDL cholesterol levels in addition to its weight-control capabilities. It's also a good natural source of energy and of vitamin C, an essential antioxidant.

✓ **Passionflower** contains alkaloids that may help maintain blood pressure by expanding heart vessels. This herb is also used by women worldwide to help ease periods of hormonal adjustments. It has been approved and widely used in Europe to promote more restful sleep as well.

✓ With its effectiveness in treating intestinal upsets — and as a sleep aid. **Chamomile** is considered by many experts to be one of the ten herbal remedies that everyone should keep on hand.

The Weight Guard Plus 60-Day Money-Back Guarantee

It's quite simple. If you don't feel healthier, happier, leaner, and more energized after taking *Weight Guard Plus*, just returned the unused portion of your purchase within 60 days for a complete refund, less shipping and handling.

We're confident you'll notice an improvement. That's why we've included this extra "Report Card" to help you judge *Weight Guard Plus* for yourself.

While many people report positive results in all areas, others are pleased to see gains in 6, 7, or 8. Your results may differ, but our promise remains the same. If you're not 100% satisfied in 60 days, we'll gladly return your money!

ORDER TODAY!

Just use the 60-day
RISK-FREE Trial Certificate
or CALL TOLL-FREE
1-800-311-1950

Let *Weight Guard Plus* help you "unretire" your favorites — you know — the clothes you've saved while you wait for the day you can wear them again. Or better yet, treat yourself to a shopping spree to celebrate your new smaller size!

Clip and save this *Weight Guard Plus* "Report Card"

Judge for yourself! If this simple self-test doesn't provide "proof positive" that *Weight Guard Plus* works for you, simply return the unused portion within 60 days for a full refund. Your satisfaction is 100% guaranteed.

After 60 days using *Weight Guard Plus*, my:

- | | | |
|---------------------------------|------------------------------|-----------------------------|
| 1. CLOTHES fit looser | ☐ Yes | ☐ No |
| 2. STOMACH is flatter | ☐ Yes | ☐ No |
| 3. WEIGHT is lower | ☐ Yes | ☐ No |
| 4. ENERGY is greater | ☐ Yes | ☐ No |
| 5. MOOD is better | ☐ Yes | ☐ No |
| 6. APPETITE is reduced | ☐ Yes | ☐ No |
| 7. CRAVINGS are controlled | ☐ Yes | ☐ No |
| 8. WELL-BEING is enhanced | ☐ Yes | ☐ No |
| 9. STRESS levels are lower | ☐ Yes | ☐ No |
| 10. EATING HABITS are healthier | ☐ Yes | ☐ No |

Date *Weight Guard Plus* started ____/____/____

Date *Weight Guard Plus* evaluated ____/____/____

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, prescribe, treat, prevent, mitigate or cure any disease. Consumers are cautioned to read all labels and follow all directions. You should always consult with your physician before using these or any such products. You should always consult with your doctor before beginning any weight-loss program.

60-day RISK-FREE Trial Certificate

Eat better, feel great, and make your weight-loss dreams *come true!*

☒ **Yes!** I want to “trim down and slim down” with the weight-loss breakthrough, **Weight Guard Plus**. If not 100% thrilled, I can return the unused portion within 60 days, for a full refund of the purchase price (less shipping & handling). Please send me the following (each 60-capsule bottle contains a one-month supply).

**6 BOTTLES
JUST
\$75.70**

☐ **BEST DEAL** **SIX bottles for just \$135.70**
I SAVE \$60 plus get FREE SHIPPING & HANDLING!
(Regular Price \$135.70) WGPA-650SWG

~~\$75.70~~



☐ **Great Deal** **THREE bottles for just \$37.85**
Plus \$4.95 shipping and handling (Total \$42.80)
I SAVE \$30! (Regular Price \$67.85) WGPA-650SWG



**3 BOTTLES
JUST
\$37.85**

☐ **Get Me Started!** **ONE bottle for just \$15.95**
Plus \$4.95 shipping and handling (Total \$20.90)
I SAVE \$10! (Regular Price \$25.95) WGPA-650SWG



**1 BOTTLE
JUST
\$15.95**

☐ **SmartShip** **Save Even More On Your One-Month Supply — Up To \$54 A Year!** Credit card orders only. Please sign me up for the SmartShip delivery service. I will receive a fresh bottle every month with FREE shipping and handling. The credit card indicated below will be automatically charged just \$15.95 per month and I can call to cancel anytime. AUTO1A-650SWG

Payment Method:

☐ My check or money order is enclosed for \$_____ (payable to: NorthStar Nutritionals)

☐ Please charge my (check one): ☐ VISA ☐ MC ☐ AMEX ☐ Discover

Credit Card #

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Expires: ____/____/____ Name: _____
(month/year) (As it appears on card)

Signature: _____

Ship to name and address on reverse (please make corrections below):

Name _____

Address _____

City/State/Zip _____

Phone: (____) _____
(In case we have a question about your order)

E-mail: _____
(So you can receive FREE health updates and special offers)

**Credit Card
Orders
CALL TOLL-FREE
1-800-311-1950
Monday through
Saturday**

Return with payment in the enclosed postage-paid envelope to: **NorthStar Nutritionals**, P.O. Box 925, Frederick, MD 21705-9838.

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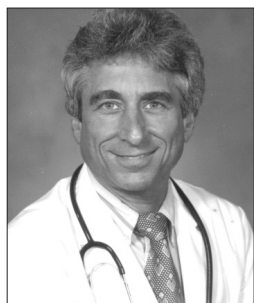
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Scientists Discover Modern Solution to Memory Problems Hidden in 6,000-year-old Secret

Scientific studies show it boosts memory, speeds up thinking, reduces stress, and even slows down brain aging!



Robert J. Rowen, MD

Dear Friend:

If you're sick and tired of misplacing your glasses or car keys ... forgetting names ... or having "senior moments" ... then this is one of the most exciting messages you'll ever read.

Here's why:

Scientists have discovered an amazing breakthrough that improves memory, speeds up thinking, reduces stress, and even slows down brain aging.

But although this breakthrough is new to Western science, it's actually been around for over 6,000 years.

The Secret of the Ancient Rishis

Thousands of years ago — before the written word — people passed on their knowledge and wisdom from generation to generation through exhaustive oral histories.

In ancient India, this task was entrusted to the Rishi holy men. The Rishi were famous for their ability to perform epic poems at will ... and for days on end.

They could reel off hours of prayers and recite epics completely from memory, without pausing. One famous oral history, the *Rig-Veda*, contained

(over, please)

1,028 hymns — each one taking eight hours to sing! Another classic poem, the *Mahabharata*, took several weeks to recite in Sanskrit.

When finally translated to written form thousands of years later, some of these epics contained nearly 9,000 pages of text. But the Rishis were able to recite them word-for-word!

How did they do it?

The Rishis attributed their amazing memory to a wild herb that grew along the sacred River Ghanges. This plant was so prized for its memory-enhancing powers that they named it Brahmi, after the Hindu creator god.

Thousands of years later, modern scientists began to study the plant, known as *bacopa monnieri*. And what they found shocked them: 14 separate studies found that bacopa really works!

For example, one clinical trial in Australia tested 46 volunteers on reasoning skills, memorization, and learning ability.

After 3 months, nearly everyone in the bacopa group improved their ability to grasp new information without forgetting it a few days later. They were also able to speed up decision-making and think more quickly on their feet.

In a separate study, people were divided into two separate groups. Both groups were taught to perform a specific task, but the difference was that one group took bacopa and the other did not.

Result: While the people in the control group took an average of 10 days to learn the task, the people taking bacopa took only 6 days to learn the same task! *That's a whopping 40% increase in learning ability.*

Sound good so far?

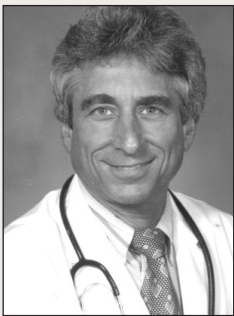
It gets even better. Bacopa can also help protect you from stress.

You already know that excessive stress is bad for your health. But did you know it's also bad for your brain?

For one thing, it impairs short-term memory. It also affects concentration, which is why you become inefficient, forgetful and accident-prone during stressful times.

Happily, bacopa helps your

About Robert Jay Rowen, M.D.



Robert J. Rowen, MD is one of the country's most respected authorities on healing with alternative medicine and nutritional supplementation. Dr. Rowen is a Phi Beta Kappa graduate of Johns Hopkins University and the University of California San Francisco School of Medicine. He is board certified in both family medicine and emergency medicine and has served on Alaska's State Medical Board.

Dr. Rowen is known nationwide for pioneering the nation's first statutory protection for alternative medicine in 1990. Today, he lives in northern California where he is in private practice with his wife, Terri Su, M.D.

CAUTION: The Sneaky Thief That ROBS Your Memory

Have you ever forgotten something during a stressful situation that you ordinarily would have remembered?

You're not alone. On-going pressure at work. Financial concerns. Health worries. Even those little aggravating things that go wrong in the day all have a cumulative effect on your brain; especially on its ability to remember and learn.

Why stress harms your memory

Science now understands the consequences of stress on the brain — and the picture is not a pretty one. Stress starves your brain, depriving important cells and neurons of essential oxygen and nutrients. And if you're going through stress for a sustained period of time, brain cells can become damaged. Even die.

Doctors now believe chronic stress plays an

even more important role in memory loss than the aging process. In one study, older adults with low stress hormone levels tested as well as younger adults in cognitive tests. People with higher stress levels tested between 20% and 50% lower.

Cortisol is the culprit

How our bodies handle stress begins in the adrenals — the small glands we have on top of our kidneys.

When you feel stressed, your adrenal glands flood your body with special “stress hormones” like adrenaline.

But after years of stress, your adrenal glands have to work overtime to keep up. They become tired, shut down. Overworked adrenals begin producing an overabundance of a substance called cortisol.

Excess cortisol in the brain makes it difficult to think or



retrieve long-term memories. That's why people get befuddled and confused in a severe crisis. Their mind goes blank because “the lines are down.” It also shrinks the hippocampus, the brain's center of memory. That's why short-term memory is usually the first health casualty of a lifetime of stress.

Advanced Memory Formula protects your brain from fatigue brought on by stress.

Fortunately, scientists have discovered nutrients that defend your body from the damaging effects of excess cortisol. Bacopa, phosphatidylserine, and acetyl-L-carnitine help modulate the effects of stress on the brain and balance hormonal response.

brain manage the rigors of stress. People who take bacopa regularly say it gives them a sense of calm and peace without making them feel tired or groggy.

In one study bacopa helped lower anxiety levels in patients by about 20 percent. What's more, participants said they didn't tire as easily, and enjoyed better short-term

memory. Plus, physical symptoms of stress overload — like occasional sleeplessness and irritability — were also relieved.

(continued on page 4)

Learning, memory, motor function and even stress relief — a lot of benefits from one simple plant. That's why bacopa is #1 on my short list of top nutrients for memory and concentration. But it's not the only one. There are 6 additional brain boosters you need to know about. One of these is widely known as ...

"The Ultimate Brain Nutrient"

Imagine you were given a memory test of 100 questions and you got 56 right. But when you took a certain "magic pill," your score went from a 56 to a perfect 100! Sounds unbelievable, right? Well believe it or not, that's just what happened in a landmark Italian study!

In the study, 170 patients in moderate stages of memory loss took a dosage of **PS** (*phosphatidyl serine*), a naturally occurring fat found in healthy brains.

At the end of 90 days, doctors discovered that the PS group improved a whopping 44% ... not only in memory retention but also in speech ability and word

association ability, too.

And this study is no fluke. In all, PS has been subjected to over 63 clinical trials ... as well as 2,800 research papers.

In one study, conducted jointly at Vanderbilt and Stanford Universities, scientists followed 149 patients between the ages of 50 and 75 for 12 weeks.

At the end of the study, people who took PS felt sharper, clearer, more focused and less forgetful. They scored significantly higher in every memory test. They were able to recall telephone numbers, find misplaced objects, and even recall entire paragraphs from memory.

But that's not the real amazing part. The amazing part is that the people taking PS actually tested 12 years younger.

You see, while the average age of the participants was 64, their "mental ability" age tested at 52.

PS yielded such amazing results that the researchers tested it over and over again in 17 separate placebo-con-

trolled studies to make sure the results were real. And time after time, the researchers got the same amazing results.

As you can see, PS and bacopa can have a profound impact on your memory and mental ability. But there are some more brain nutrients you need to know about ...

Boost Your Concentration With this "Brain Building Block"

The next nutrient I'd like to tell you about is a newly discovered compound that's causing a flurry of excitement in the medical community for its ability to boost concentration.

It's Alpha-Glyceryl Phosphorylcholine, or Alpha-GPC for short.

Alpha-GPC is a special form of choline — a vital "building block" in the brain. Choline helps produce chemical messengers called "neurotransmitters" that boost cognitive performance.

(continued on page 6)

This product has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, cure, mitigate, treat, or prevent any disease.

10 Ways We Guarantee That Healthy Resolve Supplements are The Best Supplements Money Can Buy...

I'm sure you've heard of vitamins, herbs, and other nutritional products that flunked lab tests. Here at Healthy Resolve, we make sure that NEVER happens.

In fact, our manufacturing process guarantees purity, potency and quality 10 different ways:

#1. We only use suppliers and growers that we've known for years.

#2. We only use ingredients that have been proven effective in scientific studies.

#3. All our ingredients are 100% standardized to the levels used in those studies.

#4. All our ingredients are lab-tested by independent third-party laboratories, using state-of-the-art methods such as High Performance Liquid Chromatography, Atomic Absorption, and Mass Spectrometry.

#5. All our ingredients come from 100% natural sources and are GMO-free. There are no artificial colors, artificial binders, artificial fillers, or artificial preservatives.

#6. All our ingredients are screened for pesticides, metals, and other contaminants.

#7. Our manufacturing process conforms with or exceeds standards set by the U.S. government, the Medicines Control Agency of Europe, the U.S. Pharmacopeia, and the state of California.

#8. Every single batch of product undergoes rigorous dissolution and disintegration tests, to ensure that it is absorbed in your stomach and intestines rather than passing through unabsorbed.

#9. Every single step of our manufacturing process is double or triple-checked and signed off by a quality control officer to ensure accuracy, purity, and potency.

#10. Every bottle is immediately safety sealed for lasting freshness and potency. And each bottle is marked with an expiration date.

For you, that means the best quality possible. In fact, we *guarantee* it. If you're unsatisfied with *Advanced Memory Formula* for any reason whatsoever, simply return the empty bottle and we'll refund every penny you paid, including shipping and handling. Turn to page 19 for your Introductory Savings Certificate or call toll-free 1-800-728-2288 to get started right now!

Enjoy Life to the Fullest With a B and Stronger Concentration ...



*Never forget another
birthday or
special occasion*



*Experience wonderful
new times you'll
cherish the rest
of your life*



*Enjoy a better
level of
concentration.*

(continued from page 4)

Since choline levels in the brain naturally decline as we age, it only follows that short-term memory and concentration weakens, too.

So why not just feed your brain extra choline? Well, it's not as easy as it sounds. The body doesn't absorb choline very efficiently unless it's in the right form.

And just a few short years ago, scientists finally

discovered what that form is: Alpha-GPC.

Since your body creates Alpha-GPC on its own, it's the preferred form of choline. And unlike other forms of choline, Alpha-GPC can cross the blood-brain barrier — so it's able to work where it counts the most. It's also essential for keeping nerve cells in the brain healthy and functioning.

Over 20 studies involving

more than 5,000 patients have shown time and time again that Alpha-GPC increases alertness, boosts learning, and revitalizes mental performance.

One study showed that Alpha-GPC helped patients with cognitive decline improve their memory, mental clarity, and brain function *by an astounding 71%.*

Plus, Alpha-GPC also increases levels of GABA

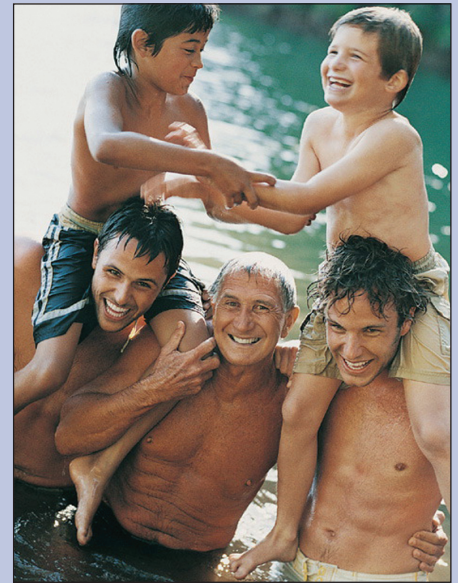
Better Memory, Clearer Thinking, ... Advanced Memory Formula



Drive to your destination with confidence.



Master new skills like a pro



Say "goodbye" to the blues...and "hello" to brighter days ahead

(gamma-aminobutyric acid), an important nerve "balancer" in the brain. Healthy levels of GABA stop brain neurons from misfiring — and help you relax and focus on the task at hand.

This leads me to memory-enhancing nutrient #4 — an important amino acid that plays two essential roles when it comes to memory and concentration health:

Acetyl-L-Carnitine — Like an Alarm Clock for Your Brain

If it's time to clear away the cobwebs and fire up the after-burners, think of Acetyl-L-Carnitine — or ALC. It helps produce key chemicals that "wake up" your brain cells for better thinking and a longer-lasting attention span.

And ALC has other important jobs for your brain, too.

- **It's a powerful antioxidant.** This is especially crucial, because free radical damage in the brain leads to big problems. Acetyl L-Carnitine scrubs away the brain rust that may be eating away your memory and concentration.

(continued on next page)

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- **It boosts cellular energy.** ALC specializes in boosting cellular energy production everywhere in the body. That's even more essential in the brain, which takes up almost 20% of your body's total energy output. Your brain is a regularly energy-guzzling factory — so if you're experiencing a work “slow down” in the Thinking Department, Acetyl-L-Carnitine could be the wake-up call your brain cells need.

The research behind ALC's benefits for supporting brain and memory health is impressive, too. Several studies showed that ALC enhanced memory, mood, and stress response in virtually every patient who took it. It even kept working several weeks after stopping treatment.

In a large clinical trial of patients with declining memory health, ALC improved learning speed, boosted memory power, and eased moodiness. Plus, it was safe and well-tolerated.

So whether you want to “think on your feet” better, or

remember everything you need at the store without a shopping list — ALC can make a world of difference.

The team of Bacopa, PS, Alpha-GPC and ALC offers a mountain of support for optimum brain health. So if you ever feel like you're lost “in the fog,” I urge you to take these nutrients right now.

But Honestly, I Wouldn't Quit There...

Let me tell you about three more mind energizers that are tops on my short list.

The first is one you've already heard about — *ginkgo biloba*. It's the most popular herb in the world for boosting brain health, and for good reason.

Ginkgo increases the flow of blood and nutrients to the brain, helping you feel more alert and focused.

While some recent studies may question its true effectiveness, more than 400 scientific papers over the past 47 years have been published promoting its use.

Plus, more than 50

controlled trials confirm its ability to power-up short-term memory, attention, and reaction time. It's also shown benefits for reducing confusion, absentmindedness, tiredness, dizziness and tinnitus. Like bacopa, ginkgo protects the brain against the harmful effects of stress.

An amazing herb, ginkgo. It definitely lives up to its richly deserved reputation. But what's really surprising scientists these days is the research behind another remarkable herbal extract that works much the same way as ginkgo — only much more powerfully.

You May Not Have Heard of This Amazing Herb

From the leaves of the common periwinkle plant comes one of the most potent brain fuels around.

It's called **vinpocetine**. Like ginkgo, vinpocetine is a vasodilator that relaxes the capillaries of the brain and enhances circulation. And like Acetyl-L-Carnitine, it's a powerful antioxidant that can repair free radical

5 Dangerous Ingredients You'll Never Find in *Advanced Memory Formula*

Phenytoin (Dilantin).

Commonly prescribed to treat epilepsy, this anticonvulsant is sometimes falsely promoted as an “IQ-booster.” There are no convincing studies to support this claim.

But there's plenty of data detailing the drug's potential side effects — everything from slurred speech and insomnia to potentially deadly disorders of the liver, blood, and thyroid. Don't take any chances with this one.

Fipexide. This over-the-counter stimulant is supposed to enhance thinking and learning by increasing levels of dopamine to the brain. In a single clinical trial, fipexide did improve mental functioning in a group of older patients with brain disease. However, it may also cause severe liver damage. You're better off staying away from this one.

Human Growth Hormone (HGH). This protein, secreted by the pituitary

gland, promotes cell growth. Sold as a prescription drug, growth hormone is said to prevent physical and mental deterioration.

However, its effectiveness as a memory booster is totally unproven ... and the risks are significant. Growth hormone has been known to cause fluid retention, high blood pressure, and blood sugar problems. It may also stimulate the growth of existing cancer tumors. So if you have a microscopic tumor somewhere and don't know it, you could be turning a treatable situation into a terminal cancer.

DHEA. This steroid hormone, produced by the adrenal gland, is touted as an anti-aging nutrient that helps you “age more gracefully.” Manufacturers state it boosts memory, increases muscle mass, and stabilizes mood swings.

It really does work. But ... if you take DHEA without a doctor's supervision, the risks may outweigh any benefits. For one

thing, women taking DHEA are prone to “masculine” side effects like unnatural hair growth, a deepening of the voice, and weight gain. Likewise, men can develop breasts or have breast tenderness. DHEA can also cause other frightening side effects—like heart palpitations, altered blood sugar levels, and increased cancer risk.

Bottom line: Do not take DHEA unless you're doing so under a doctor's supervision.

Gerovital (GH3).

Marketed as a miracle anti-aging formula for your body as well as your brain, Gerovital is really nothing more than the local anesthetic procaine, combined with an antioxidant and a preservative. There is no scientific evidence whatsoever that Gerovital rejuvenates the mind. Plus, excessive use may cause tremors, convulsions, low or high blood pressure, unconsciousness, and even respiratory and cardiac arrest. Avoid this one at all costs.

damage in the brain.

But unlike both of these nutrients, vinpocetine delivers benefits you can notice almost immediately.

While other vasodilators help increase blood flow throughout the body, vinpocetine has a special

ability to concentrate the flow of blood to the vessels and capillaries in the brain only.

Plus, it may also help repair damaged areas of the brain, and even raise brain energy to new and improved levels.

Over 100 Clinical Studies Can't Be Wrong

A veritable tidal wave of studies demonstrates vinpocetine's ability to slow down,

(continued on page 11)

If You Haven't Gotten Results From Memory Supplements In the Past, Here's Why

By Robert J. Rowen, MD

I hear it all the time from my new patients: Their memory is not what it used to be ... and nothing they take seems to be working for them.

If that describes you, then take heart. Memory-boosting nutrients *do* work. But here's the key: You have to take the right ones, in the right forms, and in the right amounts.

If you haven't gotten results in the past, it's likely that the remedies you took suffer from one or more of the following short-comings:

1. They don't address all the causes of memory loss.

Very often, a preparation will only contain one or two ingredients. Like ginkgo biloba. Or phosphatidyl serine. The problem with that is that no one ingredient can address all the causes of memory decline. For example, ginkgo increases circulation to the brain and is a terrific antioxidant ... but it doesn't improve neurotransmitter activity or increase cellular energy. And phosphatidyl serine is great at boosting brain function, but it does nothing to counter stress-

related memory loss.

The lesson is clear: To get the best results, you need a supplement that addresses all the causes of memory decline, not just one or two.

2. They contain untested remedies.

Some products use ingredients that rely on folklore instead of science to support their claims. But just because one culture uses an indigenous herb doesn't necessarily mean others can use it and get the same results.

Other products use ingredients that have only been tested in test tubes or on animals. But just because an ingredient works in the test tube or on animals doesn't mean it will work for you, too.

Don't fall for the hype! Look for ingredients that have solid science behind them.

3. They contain tiny amounts of each ingredient.

Have you ever wondered how a vitamin company can cram a dozen different ingredients into one tiny little pill? The answer is that they can't! The only way to do it is to use teeny tiny amounts of each ingredient — amounts too small to have any

therapeutic value!

I call this the “dry martini” approach. The company takes a sexy-sounding ingredient and puts a minuscule amount of it in the formula, just so they can list it on the label. Then they write advertising copy hyping the ingredient, even though clinical studies show that you won't get any benefits unless you take 10 times as much as they put in their product!

Don't be hoodwinked.

The only way to get results is to choose a supplement that contains adequate amounts of each ingredient, the same amounts used in clinical studies.

4. They use inferior ingredients.

It's no secret that many manufacturers like to cut corners. They use cheaper, less effective forms. Or herbs that have not been standardized. Or binders and fillers that make it hard for the tablet or capsule to dissolve in the body.

With all these shortcomings, it's no wonder so many people get lousy results from their memory supplements!

For years, I had trouble finding a good, comprehensive memory preparation to give to

my patients. So instead, I'd end up prescribing 7 different pills from 3 different manufacturers. While this 7-pill "cocktail" proved effective, it was far from ideal. First of all, it was very expensive. Secondly, nobody likes to have to choke down 7 different pills.

Finally, I got so frustrated that I decided to formulate my own memory formula! I got together with Healthy Resolve, one of the best supplement companies in the business, and created Advanced Memory Formula.

Advanced Memory Formula contains the right ingredients, in the right amounts and right forms. What's more, the manufacturing plant that makes them has the most stringent standards for potency, purity, and quality control. (For details, see the article "10 Ways We Guarantee That Healthy Resolve Supplements are The Best Supplements Money Can Buy" on page 5.)

The folks at Healthy Resolve and I are so convinced it will work better than anything you've tried, that we're offering a "down-to-the-last pill" money-back guarantee. If you're unsatisfied for any reason, simply return the empty bottle(s) and Healthy Resolve will refund every penny, including shipping and handling charges. To try **Advanced Memory Formula** without risk, see the Introductory Savings Certificate on page 19.

(continued from page 9)

age-related cognitive decline. And often in very dramatic fashion.

In three studies of older adults with memory problems, for example, a jaw-dropping 87% of patients taking vinpocetine scored dramatically better on tests of memory, concentration, and attention span. Plus, it's safe and well-tolerated by just about everyone.

In another study, patients had to memorize a list of 10 words. Without vinpocetine, they typically recalled only 5 or 6 words. But after a month of taking vinpocetine, they were able to recall every word on the list ... without a single mistake!

The next natural mind enhancer on my list is a household name. But not for the incredible brain-boosting payload it delivers.

I'm talking about **blueberry**. Yes, the common blueberry. Not only does it taste great, but it's also a potent antioxidant.

USDA researchers discov-

ered that blueberries have the highest levels of free radical fighters compared to over 40 fruits and vegetables. It bursts with antioxidant power 20 times greater than tomatoes and 10 times greater than beta-carotene.

Blueberries are also packed with anthocyanins, a potent flavonoid that contains four times the free-radical-fighting power of vitamin C.

That's fabulous news for your overall health. But the best reason why blueberry is such an essential brain nutrient is because it is one of the few antioxidants that can cross the blood-brain barrier. Which means it can go to work right where you need it the most — fighting free radical damage in the brain.

All this explains why I consider blueberry to be an essential part of any brain-health program — along with the 6 other nutrients I mentioned.

Listen: Declining brain health is a powerful enemy. It can be aggravated by stress, free radical overload,

(continued on page 12)

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and dozens of other conditions. So to keep your memory and concentration in top working form, give your brain the support it needs with all 7 of these powerful nutrients.

But don't just take any supplement. Potency and dosage are critical. Many so-called memory-health formulas don't include these vital nutrients at all. Or they contain such meager quantities that it's little more than "window dressing" on the product label.

That's why I worked hand-in-hand with the formulators at Healthy Resolve to develop my own formula for optimal brain and memory health. I call it **Advanced Memory Formula**.

Advanced Memory Formula delivers all seven of these mind and memory energizers. Plus, they're included in the therapeutic levels shown to deliver the most health benefits.

What's more, every single ingredient in **Advanced Memory Formula** is 100% natural and 100% standard-

ized to ensure the uniformity, potency, and quality in each extract used.

Put Advanced Memory Formula To Work For You ... and Set Yourself Free From Fear of an Aging Mind Once and For All

Imagine how great it will feel to enjoy life without the fear, embarrassment, or frustration of mental slip-ups. You won't have to worry about forgetting people's names ... or missing appointments ... or misplacing your glasses ... or locking yourself out of your car or house.

Imagine how great it will feel to remember names, dates, events, facts, and figures effortlessly. Imagine how great it'll feel to zip through a complicated crossword puzzle ... play cards or table games with that old "killer instinct" again ... or enjoy friendly arguments with that quick-thinking logic that gives you the upper hand.

That's what life promises

for you with **Advanced Memory Formula**. And why I urge you to give it a try.

Try Advanced Memory Formula at the Lowest Price ... and get 3 FREE Bonus Gifts!

If you were to purchase all 7 of these nutrients separately — that is, if you could even find them at your health-food store — you'd spend well over \$160 for a one-month supply. And you'd have no guarantee that you'd get these extracts in the therapeutic levels or in the right standardized form you need.

But from now on, you can get all 7 ingredients in one formula — and for less than the price of your morning paper or cup of coffee! Just look at what you get when you try a one-month supply of **Advanced Memory Formula**:

A One-Month Advanced Memory Formula Starter Pack

... is just \$39.95, plus shipping and handling.

You save \$5.00 off the regular price, plus you'll receive a FREE gift that I'd like to send you right away:

FREE Gift #1: The Total Solution to a Healthy Memory (a \$12.95 value)

This Special Report reveals the amazing story behind *bacopa monnieri* and the 6 other nutrients in **Advanced Memory Formula**. You'll get details on the scientific studies and hear true-life success stories from people who've used the nutrients.

But that's not all: You'll also find out about:

- Why Atkins-type diets can negatively affect your memory! Plus the easy solution that keeps your brain as fit as your waistline.
- An easy, painless medical screening test to see if you or a loved one are in danger of severe memory loss. Sounds like science fiction, but really works!
- Does eating soy hurt your brain? Shocking findings from a university study.
- The biggest cause of

**Your
FREE GIFT!**



**The Total
Solution
to a Healthy
Memory**

memory loss and impaired decision-making. It has *nothing* to do with aging — and everything to do with this common bad habit.

- And much more.

If you're sick and tired of forgetting things, misplacing things, or feeling like you're in a fog, then you'll want to get your hands on this must-read report. And the report is yours FREE.

**Do Even Better
With 3 Bottles
And Another
Free Gift**

If you want to save more money and make sure you have enough **Advanced Memory Formula** on hand, I suggest you order ...

A 3-Month Advanced Memory Formula Savings Pack

Try a 3-month supply of **Advanced Memory Formula** for just \$107.85, plus shipping and handling. You save \$27.00 off the regular price, plus you receive:

FREE Gift #1: The Total Solution to a Healthy Memory (a \$12.95 value)

FREE Gift #2: The Super Sudoku Book (a \$12.95 value)

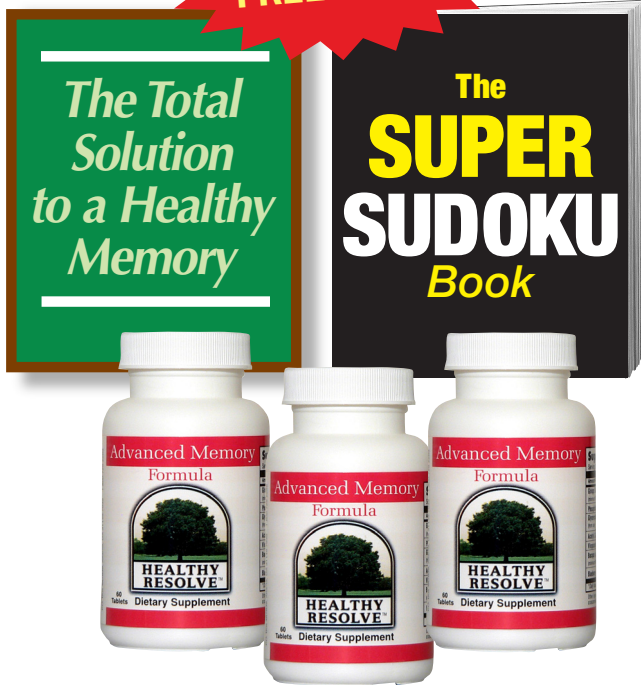
Have you heard of Sudoku, the latest puzzle craze? This "wordless crossword" is taking the world by storm, and I can see why. Once you start working on these fun puzzles, you can't put them down!

The rules of Sudoku are easy: Just fill in the blank squares with the numbers 1 through 9 ... but make sure no number repeats itself in any row, column, or box. You don't have to have any knowledge of math to do Sudoku, just an inquisitive mind and a pencil.

But make no mistake about it: Some of these puzzles can

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**Your TWO
FREE GIFTS!**



and reasoning skills with these puzzles. And even if you're not normally a puzzle person, I bet you'll find Sudoku one of the most fun ways to "jump-start" your brain.

I'm happy to send you this puzzle book as soon as possible. After all, it's yours FREE with the 3-month pack. That's a combined value of \$160.75 for

only \$107.85 — a total savings of \$52.90!

For the Biggest Savings and the Lowest Price Per Bottle, Try the 6-Month Pack

If you're really serious about maintaining your memory and brain power — and saving the most money you can — you should try ...

A Six-Month *Advanced Memory Formula* Savings Pack.

be devilishly difficult! And that makes them a great way to keep your mind sharp.

This book contains 50 original Sudoku puzzles, ranging from the super easy to the super hard. It also includes an introduction that explains the rules and gives helpful hints on how to solve Sudoku puzzles.

If you're a crossword fan ... a brain-teaser aficionado ... or someone who likes mystery novels, you'll love testing your logic

**Your THREE
FREE GIFTS!**



It's just \$179.70, plus shipping and handling. This is by far the best value because you save \$90.00 off the regular price, and you receive all of these FREE gifts:

FREE Gift #1: The Total Solution to a Healthy Memory (a \$12.95 value)

FREE Gift #2: The Super Sudoku Book (a \$12.95 value)

FREE Gift #3: Natural Breakthroughs for Osteoarthritis, Rheumatoid Arthritis, and Gout (a \$14.95 value)

Whenever we poll our readers about their health concerns, the #1 concern is always arthritis. And it's no wonder. The pain, stiffness, and inflammation can make you miserable and prevent you from doing many of the things you love.

That's why we've also included this free arthritis report written by Dr. Rowen. It reveals the latest natural breakthroughs for getting rid of pain, stiffness, and inflammation. For example:

- The world's best all-purpose pain reliever. Works for arthritis, bursitis, tendonitis, sore muscles, sprains, back pain, and more.
- The 3 best supplements to combine when treating osteoarthritis. (Surprise: chondroitin is *not* one of them.)
- An innovative new remedy

(continued on page 17)

Advanced Memory Formula Provides the Top-Notch Brain Support You Need At a Fraction of the Price

Here's how much you would have to pay if you purchased the individual ingredients already contained in *Advanced Memory Formula*

<u>Ingredient</u>	<u>Typical Monthly Cost</u>
Phosphatidyl Serine	\$24.95
Ginkgo	\$13.99
Acetyl-L-Carnitine	\$50.00
Vinpocetine	\$12.99
Bacopa Monnieri	\$16.95
Alpha-GPC	\$29.95
Blueberry	\$12.50
TOTAL MONTHLY COST	\$161.33

MONTHLY COST OF
Advanced Memory Formula: \$39.95
You Save \$121.38 Every Month!

“I’ve tried dozens of supplements for my forgetfulness — but nothing worked as well as *Advanced Memory Formula*!”

— V. Sanders, Chicago, IL

SUPER RECALL

“I can now remember things a lot better. When I would start to say something, all of a sudden I would have to stop; it just wasn’t there. I’d forget what I was going to say. But now I’m so much better and not embarrassed like I used to be. Thanks so much.” — Evelyn Monroe, Winter Haven, FL

CLEARED UP THE COBWEBS

“I feel that I was hesitating before remembering people’s names. Also, I had to stop and think what I had started to say. I do not do that any more and I’m as sharp as I have ever been. I really think this product has helped me!” — Lomie M. Cooke, Ocean Isle Beach, NC

GREAT RESULTS ALMOST IMMEDIATELY

“I have noticed a difference in my memory almost immediately within a week or so. My memory has always been very good, but my memory formula

has put a sharper edge to it.”

— Mary McDougall, Westwood, MA

NO MORE FORGETFULNESS

“I would start to get something and forget what I was after. One week after I started taking *Advanced Memory Formula* this cleared up. I can also concentrate longer now. Thank you!”

— Daniel Lynn, Austin, TX

“KEEPS MY MIND SHARP UNDER STRESS”

“I’m 79 years old. I was becoming forgetful when I was excited, frustrated, or depressed. With *Advanced Memory Formula* I have better memory recall under stressful situations and it keeps me more alert. It is so frustrating not to be able to say what you want. I keep going back to Memory Formula because it helps.”

— Jack Whidden, Tallahassee, FL

MEMORY BETTER NOW THAN YEARS AGO

“I am a 74-year-old retired

engineer. My memory has improved so much that I can recall things my parents used to say when I was 5 years old. I can recall formulas without resorting to the handbooks. Thank you for such a wonderful product!”

— John Brugnetti, Norwell, MA

DAD’S MEMORY PROBLEMS IMPROVE

“I ordered the product for my father who is 83 years old. He took it every day and he seems to be much better now. Thanks for now and many thanks for everything.”

— Mr. V. Kovalyov, Scotch Plains, NJ

94-YEAR-OLD THINKS “YOUNG”

“I am 94 years young and have been using *Advanced Memory Formula* for a few months. I am now less forgetful and nervous. My moods are more stable — and my thinking is sharper. Thanks for a wonderful product.” — Allen L. Jones, Royersford, PA

(continued from page 15)

that re-builds collagen and cartilage in the joints (it's not glucosamine or SAME).

- A simple two-nutrient combination that gets rid of gout and keeps it from coming back.
- The amazing discovery made by a desperate doctor who suffered from rheumatoid arthritis for years. He was so debilitated that he almost had to give up medicine. But once he discovered this special "combination therapy," he was able to cure his RA for good! Since then, he has treated legions of RA patients — with dramatic results.
- Is your arthritis the result of an injury? Then you need to know about the new non-surgical treatment that cures the problem permanently! Works for up to 92% of cases! Complete details on what it is and where to get it.
- And much more.

These 3 FREE Bonus Gifts are worth \$40.85. Add that to the discount off the regular cost of six bottles of **Advanced Memory Formula**, and you save a whopping \$130.85!

Don't Miss Out! Act now!

I hope I've given you plenty of reasons to give **Advanced Memory Formula** a chance to work for you. Now I'd like to invite you to try this new formula at special introductory savings, so you can start experiencing these dramatic health benefits for yourself.

In all my years of treating patients and researching nutrients, I've yet to see a natural supplement as effective as **Advanced Memory Formula** at restoring fading memory and improving thinking and brain function. That's why I want to make sure I get the word out to as many people as possible.

Please take advantage of this special opportunity so you

can live your healthiest life possible. You have my word that every bottle is 100% guaranteed or your entire purchase price will be promptly refunded. You've got nothing to lose ... and so much to regain.

Yours truly,



Robert J. Rowen, MD

P.S. The 7 ingredients in **Advanced Memory Formula** have been proven to have a dramatic effect on memory, concentration, and well-being in over 247 clinical studies. Don't you owe it to yourself to try them?

Remember, if you're not absolutely thrilled with the results, you can return the empty bottle(s) for a full refund of every penny you paid. Don't let mental slip-ups and "senior moments" get you down, try **Advanced Memory Formula** today!

Turn the page and get started today!



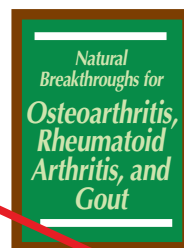
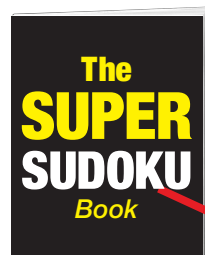
Choose from three Advanced Memory Formula Savings Packs and get started today!

Lowest Price Per Bottle!

BEST VALUE

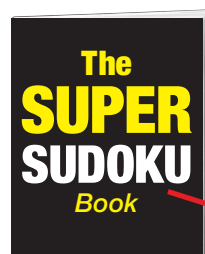
The Six-Bottle Value Pack

PLUS ALL 3 SPECIAL REPORTS



Great Value

The Three-Bottle Savings Pack
PLUS TWO SPECIAL REPORTS



Single Special

The One-Bottle Starter Pack
PLUS ONE SPECIAL REPORT



Extra Savings When You
Order Within the Next 7 Days....
FREE SHIPPING!

Save \$5.95!

Don't miss this opportunity to save even more — with **FREE SHIPPING**. That's right...the postage, packaging, and handling are all on us. Just order *Advanced Memory Formula* within the next 7 days and we'll waive all the postage and handling charges. That's an extra \$5.95 savings!

Try Advanced Memory Formula at ZERO risk with my “Down to the LAST TABLET” money-back GUARANTEE

If you're not totally convinced *Advanced Memory Formula* has improved your memory and concentration ... or if you're not 100% satisfied for ANY reason, just return it at ANY time. Even if the bottles are empty!

We'll immediately send you a full refund of the purchase price, including shipping and handling charges, no questions asked! No matter what you decide, the free Bonus Gifts are yours to keep just for giving this powerful, memory-boosting formula a try.

I'm so confident *Advanced*

Memory Formula will work for you that I stand behind it with an unprecedented, down-to-the-last-pill guarantee. Not just because of the clinical studies that I've reviewed, or the truckloads of letters from happy customers. But because I've seen first-hand the remarkable difference it has made in the lives of my patients.

This is the strongest guarantee in the industry — and I can't think of a better way to convince you to try the most amazing breakthrough for memory health ever developed. Call 1-800-791-3446 to place your order today. You'll be so glad you did.

Advanced Memory Formula

INTRODUCTORY SAVINGS CERTIFICATE

SAVE \$90.00 ON OUR BEST VALUE DEAL AND GET 4 FREE GIFTS WORTH \$46.80!

☐ YES, Dr. Rowen!

I want to boost my memory, concentration, and mental clarity! Please rush me *Advanced Memory Formula* in the quantities I checked below, along with my FREE BONUS GIFTS. I understand that if I'm not 100% delighted I can return *Advanced Memory Formula* for a full and prompt refund under your "Last Tablet" guarantee. Whatever I decide, the FREE GIFTS are mine to keep.

1. Please rush me the quantities I've indicated below so I can enjoy significant introductory savings:

☐ **Best Value: The Six-Month Savings Pack**

*Lowest Price
Per Bottle!*

Send me six bottles of *Advanced Memory Formula*, and three free reports for just ~~\$269.70~~ \$179.70. If I order within 7 days, I don't pay a penny in shipping. That's a combined value of \$316.50 for only \$179.70 — SAVE \$136.80

☐ **Great Value: The Three-Month Savings Pack**

Send me three bottles of *Advanced Memory Formula*, and two free reports for only ~~\$134.85~~ \$107.85. If I order within 7 days, I don't pay a penny in shipping. That's a combined value of \$166.70 for only \$107.85 — SAVE \$58.85

☐ **Single Special: The One-Month Starter Pack**

I'll try it! Send me one month of *Advanced Memory Formula*, plus one free report for only ~~\$44.95~~ \$39.95. If I order within 7 days, I also don't pay a penny in shipping. That's a combined value of \$63.85 for only \$39.95 — SAVE \$23.90

GET FREE
Shipping and
Handling

On any order if
you respond
within 7 days!

**Save an extra
\$5.95 per
order.**

Total prices with
free S&H are:

6 bottles = \$179.70

3 bottles = \$107.85

1 bottle = \$39.95

☐ **GIVE ME MY FREE SHIPPING!**

I'm responding within 7 days so I can get FREE shipping and handling — and save \$5.95.



2. Please Choose Your Method Of Payment:

☐ My check is enclosed for U.S. \$ _____, made payable to *Healthy Resolve*.

☐ Please charge my: ☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Card #: _____ Expires: ____/____/____ Amount \$ _____

Signature: _____

Phone #: (____) _____
(in case we have a question about your order)

Email address: _____

☐ Yes! Also send me FREE email updates from Dr. Rowen, including updates on new health research, discoveries, warnings, and new product announcements. I understand that I may unsubscribe to these updates at any time. And you'll never share my email address with anyone.

Mail in the envelope provided or call TOLL-FREE 1-800-791-3446

(24 hours a day, 7 days a week)

Healthy Resolve • PO Box 467939 • Atlanta, GA 31146-7939