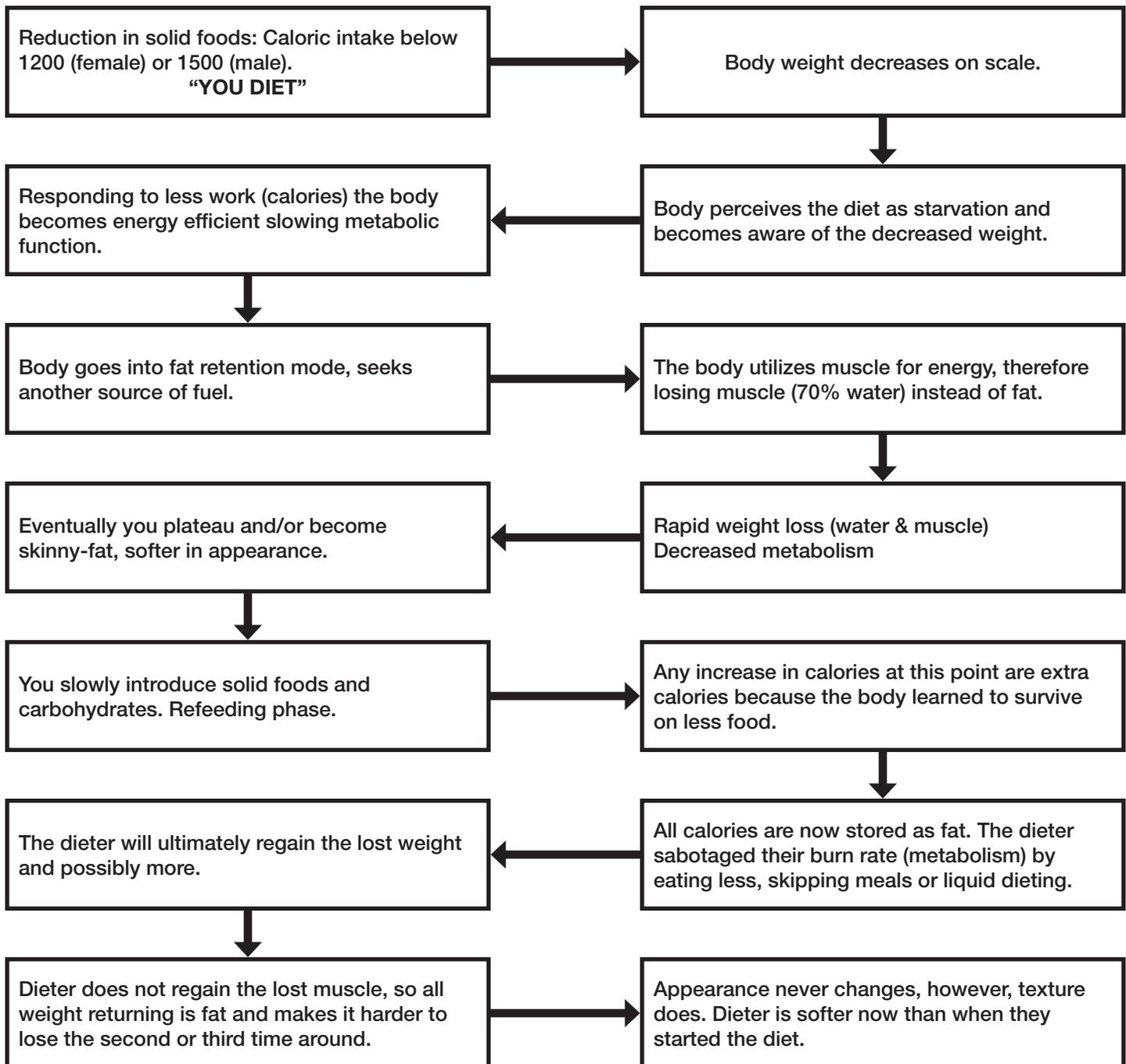


The Body's Defense Mechanism Against:

Based on science, not marketing.

- Low-Calorie Dieting
- Starvation
- Liquid Meal Replacements



Diets, at best, are unpleasant and nutritionally unbalanced. Quick fix is not a lasting choice. Diets produce a venue of deprivation. Diets reinforce the obsession with food choice. Physiologically, liquid, low calorie and meal skipping sabotage one's long term goal by causing the body to think it is being starved. Fat storing enzymes increase, (L.P.L.) metabolism decreases and fat is conserved. Its all about making the right choice in the presence of hunger.

"A diet is like holding your breath...you can only do it for so long..."

