



American Life ... A Portrait

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8:15 am

You've woken up late (again). After bolting out of bed and rushing around your bedroom looking for something reputable to wear, you wake up your kids frantically; their bus is coming in 20 minutes. As the kids eat their cold cereal, you're busy packing their lunch for the day. You've run out of lettuce. By the time the bus comes, your whole family is rushing out the door in disarray. You're supposed to be at work by 9:00 so you skip breakfast to get to work on time. Sometimes when you feel the slow growl in your stomach, you may stop by the nearest fast food spot and get a bacon and egg biscuit with cheese.

1:00 pm

You don't have time today to sit down and eat lunch across the street with your co-workers. You have a deadline to meet at 4:00. Instead, you pop a TV dinner in the microwave and take the plastic dish, heavy with potatoes with you to eat in your office so that you can complete your work. Somewhere on the packaging, you vaguely



recall the word "healthy."

5:45 pm

You've left work late (as usual) and you're now at the supermarket. You stroll down the lofty isle of snacks and sweets in the middle of the store. The isle is bustling with sweet toothed people. You vaguely recall the half a row of health foods in some obscure section of the market. You buy your fruits canned and your vegetables frozen; longevity is a virtue. Plus, they're much easier to use that way. No cutting and dicing necessary.

7:00 pm

You've just come home from work, groceries in hand. The children are running all over the house, their stomachs roaring. You realize yours is

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too. The quickest and easiest thing to do is to throw some pasta in a pot and let it boil. The box tells you exactly what to do and when. Dinner is served! Everybody gets a big dish of pasta with cheese, a few traces of broccoli scattered throughout. They are the first green things you have seen all day.

10:00 pm

After surfing the Internet while watching all of your favorite sitcoms on television for the past few hours, you find yourself craving something sweet. You rummage through the pantry for whatever you can find. You take the cookies and chocolate with you to bed.

8:25 am

You wake up with a Hershey wrapper stuck to your face.

What is wrong with this picture?

Have you ever thought about the nutritional implications of eating fruits and vegetables out of cans? Or eating frozen foods and TV dinners several times a week? What happens to our vegetables when we boil them? Do our potatoes really need those extra crumbs of salt? Should we even eat potatoes at all? Isn't it better to replace that bowl of pasta with a plate of

fish and a green salad? These are all questions that are pertinent to this month's issue of ZoneNet. Together, we will explore how our dietary habits have changed through time as a result of widespread agriculture and industrialism, and the things we can do to combat our bodies' often painful degeneration due to unhealthy aging.

The Caveman Diet

There was a time when we hunted for our meals. Now we hunt for parking spots at the supermarket. No matter what continent's blood runs deepest in our veins, at some point in time we were all indigenous people running around this world in our glorious ignorance. This is not to say we all ate monolithically. Take for instance the modern day Inuits (or Eskimos); they exclusively eat meat while islanders in Papua, New Guinea, eat mostly yams, fruit, fish and coconut. In the grand scheme of human history, the abundance of cardiovascular calamities that we experience today are fairly recent memories.



The Paleolithic diet, otherwise known as the caveman diet or the diet of hunters and gatherers, consisted mostly of wild meats, fowl and fish that they hunted themselves as well as seeds, roots, leaves and fruits that they gathered. Needless to say, it took an incredible amount of physical activity to obtain food and maintain an indigenous living; therefore, they were a lot more physically fit than we are now.

The main benefits of eating fish and wild meat such as elk, deer and antelope as opposed to grain-fed cattle are that fish and wild animals contain more omega-3 fatty acids, which have been linked to much better health, particularly a reduced risk of heart disease. Even pasture-grazed cattle with diets consisting mostly of grass are much more true to the wild meat of the Paleolithic diet than today's cattle, stuffed with fattening grains such as corn and sorghum.

This diet rules out a lot of the things we have come to regard as staples of our dietary existence. Farmed foods such as dairy products, refined cereals and anything with added fats, sugars and salt are big Paleolithic diet no-no's. As far as wild meats, the parts they mostly ate were the liver, oily brains and bone

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marrow, which are easy to digest and rich in healthy fats. Today, these are certainly no longer the most desirable parts of animals.

The Neolithic Age

We've seen our share of diet revolutions in the past couple of decades. However, the truest diet revolution of all came about 10,000 years ago when humans discovered that cooking certain things could destroy enough toxins to make them edible and not to mention delicious. Our ancestors learned the hard way that eating raw grains, beans and potatoes are highly dangerous. In their raw state, these things host a slew of toxins that can make us terribly sick. Grains including wheat, barley, rice, corn and oats are a poor source of vitamins and antioxidants. Things we often use that come from grain are flour, bread and pasta, which can easily compose 60% of our diets. In the Neolithic age, agriculture became commonplace. After discovering the importance of these grains, people found ways to grow them all in one place so they would have to search much less for food. The whole idea of farming grains, plants and animals began to catch on. Dairy products became quite a phenomenon and caloric

intake began to double.

The Industrial Revolution



The rise of the machine changed the course of history. Though there were many developed and highly evolved civilizations in other parts of the world that had been in existence for thousands of years, American society in particular was rapidly changing. This allure of developing urban cities and the smoky metropolis coaxed people away from the rural environment. People no longer hunted for their food; they purchased it. As a result, food had to be transported. Today, if you pick up a tomato at the grocery, chances are it was shipped at least 1,500 miles. The invention of the steam engine at the turn of the 19th century made transportation across the country a possibility. The transportation of food means the development of preservatives, of course, cheap, artificial and unhealthy. The rapid population increase meant food had to come in mass

quantities at the cheapest possible prices. Food became mass produced, blanched, starched, bleached, canned, frozen, pumped with preservatives, loaded with salt and sugar and genetically engineered all in the last 500 years, which is a sliver compared to the millions of years humans have been on this earth. Coupled with all of these exciting changes, people began exercising less than they used to because as a society, we didn't have to physically work as hard for the things we needed. This rings truer today than it ever did in the past.



Our salt intake highly contributes to the cardiovascular problems that we experience today. Unhealthy heart and circulatory system is linked to our monstrous salt intake. Americans consume 4,000-6,000 mg. of sodium per day, two to three more times than the recommended level of 2,400 mg. Although 25% of our salt intake comes from the saltshaker, the majority comes from processed and convenience foods such as

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frozen dinners and canned soups. Even if frozen dinners boast healthiness, they are often loaded with salt.

Sugar is another dietary vice that we give in to way too much.

Americans consume an average of 68.5 pounds of sugar a year. Many processed foods and beverages contain added sugars. Added sugars are those that do not occur naturally in the foods themselves. Added sugars include, white, brown and raw sugars along with syrups, fructose sweetener, dextrose, honey and molasses. American sugar consumption has increased 28% since 1982. About one-third of our added sugars come from non-diet soft drinks, which are a contributor to obesity. Next are bakery products.

It's safe to say that the more we process food, whether it is freezing, bleaching or boiling, the more it loses its vitamin and mineral content, thus decreasing its nutritional competence drastically. Just because you are eating fresh fruit and vegetables, on occasion, don't pat yourself on the back too much. They start to lose their

nutritional value from the moment they are cut. Once they arrive at the supermarket and finally on our plate, they have incurred losses. The moment you cut open a fresh fruit, it begins to lose nutrients. Imagine the implications of sliced peaches in a can full of water and syrup for weeks on end, becoming saturated with added sugar.

Here and Now

So where does that leave us? Some argue that human beings evolved to eat the prehistoric way and our bodies haven't evolved fast enough to adapt to the modern lifestyle of mass-produced factory foods. Though it's a compelling argument and there are people that have gone back to the Paleolithic diet or something close to it, it's just not realistic or even appealing to many of us. The principle of the Paleolithic diet is to eliminate all agricultural, farmed and refined products from our diets. This includes foods with excess salt and sugar. Many of us are not willing to make such a drastic life-change. However, that is not to say that we can't learn from some of its teachings and try to incorporate it into our everyday lives. Believe it or not, we've already begun doing that. Organic foods are becoming much more

popular and health food stores are booming. We're also buying more vitamin, mineral and fiber enriched cereals and breads. We are also becoming more conscious of our intake (or lack thereof) of long-chain omega-3 fatty acids.

Long-Chain Omega-3 Fatty Acids

History is a wonderful thing because we can learn from it. A historical event took place in the 70's when two scientists observed that Eskimos living in Greenland had a far lower risk of dying from coronary heart disease, one of the most common causes of death in industrial civilizations.



As we mentioned earlier, Eskimos are one of the few societies today that still employ the Paleolithic diet. Further research of these Eskimos procured that they have a much higher intake of the two long-chain omega-3 fatty acids EPA & DHA, both of which are found in marine

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organisms as well as a few wild game. To this day, there is no notable argument from nutritionists against increasing the presence of these fish oils in our diet either through eating fish or by supporting our bodies with these two particular polyunsaturated omega-3 fatty acids in the form of supplements. Actually, there are hundreds of studies that demonstrate the benefits of these particular oils in our diet. The American Heart Association recommends that people should incorporate omega-3 fatty acids into their diet in order to protect their hearts.

And What's So Special About Dr. Sears' OmegaRx™ Ultra-Refined Fish Oil?

Dr. Sears, in his never-ending quest to understand and maintain human wellness through his scientific investigations, formulated the groundbreaking OmegaRx™ Ultra-Refined Fish Oil. The formulation is based on Dr. Sears' famous "Zone" theory of wellness. Through years of research, Dr. Sears determined that the body does indeed control its own fate. It produces various types of hormones, which affect the health of the body. When these hormones are in the appropriate balance, in the zone, good health is maintained. When they are

not in balance, the body loses its ability to protect itself and health becomes compromised. As you would expect, the way we eat and the type of foods we eat determine the balance of these hormones called eicosanoids. There are good eicosanoids and bad ones. Dr. Sears found that the long-chain omega-3 fatty acids in fish oil give the body much of what it needs to produce good eicosanoids so that our bodies will be in shape for the daily battle to stay healthy. According to Dr. Sears and verified by many other research scientists, the body responds to attacks (virus, bacteria, pollutions, toxins, pre-determined genetic changes, to name a few) by producing a general inflammatory response, which may fight off the invaders but unfortunately may harm the body. Since the bad eicosanoids are at the root of general cellular inflammation, good hormones must be produced as well. Enter, Dr. Sears highly refined fish oil with an extremely high concentration of EPA and DHA. It is so concentrated that it takes 100 gallons of health food grade fish oil to equal one

OmegaRx Ultra-Refined Fish Oil



8 Fl. Ounce Bottle
(45 day supply)
Retail Price: \$78.15
Autoship: \$62.50

120 Gel Caps
1,000 mg. each
(30 days supply)
Retail Price: \$50.00
Autoship: \$40.00

240 Micro Gel Caps
500 mg. each
(30 day supply)
Reduced Price
for a Limited Time!
Retail Price: \$39.00
Autoship: \$31.20

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gallon of his highly purified fish oil!

While Eskimos may not require supplemental EPA and DHA, most of us do. It would be difficult to eat enough fish to get the amounts of these long chain fatty acids our bodies need. Furthermore, our oceans are contaminated and thus the fish are contaminated with the mercury, lead and PCB's we dump into the ocean every day!

Since Dr. Sears' objective is to keep us well, he devised a system to concentrate the DHA and EPA within fish oil and decrease the toxins. Derived from mackerel, anchovies and sardines off the coast of South America, the oil undergoes an extensive purification process. When one compares the purity of his oils with that of many health-food grade fish oils, his work can be appreciated. With many times less PCB's than health food grade fish oils, with dioxins found at less than 1 part per trillion and mercury at less than 10 parts per billion, we are able to balance our hormones with a safe and healthy supplement. Another benefit from the refining is that the concentration of DHA and EPA is high and thus we are able to derive the benefits of these essential long-chain fatty acids by taking less capsules or liquid than typical health food store brands. Best of all, the mild gastric upsets that some people experience when

they take fish oil is generally not a problem with this refined oil.

Supplementation of highly refined fish oil is certain to help us stay well. Dr. Sears has spent his life trying to help us do so, not only with the fish oil, but also with his Zone Diet. Dr. Sears knows the importance of food and how it can help or hinder your health. Our health is a reflection of our life style. Living in the Zone is really very easy. Eating in the Zone, supplementing your diet with OmegaRx™ Ultra-Refined Fish Oil, exercising regularly and reducing daily stress may be new to you but it is not difficult. Like we said earlier, most of us aren't willing to live and eat as we did in the past. However, we must be cognizant that our hectic lives are often at the expense of our health. If you can't change your lifestyle now, how about adding OmegaRx™ Ultra-Refined Fish Oil to your routine so that you can brag about your hormones being in balance, if not your life!



Dr. Barry Sears is a leading authority in the field of drug delivery systems and dietary control of hormonal response. He holds thirteen U.S. patents in this field of medicine.

Dr. Sears began the research that led to the development of the Zone Diet for a very selfish reason: he wanted to do what he could to support his heart. All the males on his father's side of the family died of heart disease in their early 50s.

In 1995, he wrote *The Zone*, which became a number-one New York Times best seller and led to a revolution in nutritional thinking.

Since that time, he has authored many Zone related books such as *Mastering the Zone*, *Zone-Perfect Meals in Minutes*, *Zone Food Blocks*, *A Week in the Zone*, *The Anti-Aging Zone*, *The Top 100 Zone Foods*, *The Soy Zone* and his new ground breaking book called *The OmegaRx Zone*. His books have sold more than four million copies and have been translated into twenty-two languages in forty countries.

ZoneNet™ Products

Product	Size	Retail	Autoship	Item #	Description
SeaHealth Plus™ Liquid Dietary Supplement ON SALE – 20% OFF	32 Oz.	\$49.95 \$39.95	\$39.96 \$31.95	600500	A nutrient-rich blend of whole foods that provides a wide variety of plant source minerals to fuel the body's vital processes, natural antioxidants to protect and certified aloe vera to soothe.
OmegaRx™ Pharmaceutical Grade Fish Oil	8 fl. Oz. Bottle = 45 teaspoons	\$78.15	\$62.50		Pharmaceutical Grade Fish Oil Can Change Your Life! OmegaRx™ Pharmaceutical-Grade Fish Oil has a high concentration of long-chain Omega-3 fatty acids and it is highly refined and pure. It contains 100s times less PCB's than most health food grade fish oil; less than 1 part per trillion.
OmegaRx™ Pharmaceutical Grade Fish Oil (1,000 mg)	120 capsules in a bottle = 30 servings of 4 caps/day	\$50.00	\$40.00	600010	
OmegaRx™ Pharmaceutical Grade Fish Oil (500 mg) ON SALE – 25% OFF	240 Microcaps in bottle = 30 servings of 8 caps/day	\$52.00 \$39.00	\$41.60 \$31.20	600020	
OmegaZone™ Nutrition Bars Peanut Butter	14 bars to a box.	\$35.00	\$28.00	602000	
OmegaZone™ Nutrition Bars Chocolate	14 bars to a box.	\$35.00	\$28.00	602010	OmegaZone™ Nutritional Bars are the only nutritional bars that have a U.S. Patent because of their ability to control blood sugar. Bars sold in the mass market or in health food stores may have a 40/30/30 carbohydrate, protein and fat composition, but the ingredients do not stabilize either insulin or blood sugar.
OmegaZone™ Nutrition Bars Lemon Chiffon	14 bars to a box.	\$35.00	\$28.00	602020	
ZoneFx™ Facial Moisturizer	1.7 oz. bottle	\$60.00	\$40.00	605100	
ZoneFx™ Facial Repair	1.7 oz. bottle	\$60.00	\$40.00	605110	Helps target the epidermal Zone of your skin. It gently penetrates the skin's natural hydrophobic barrier and exfoliates dead skin cells within the epidermis. Start each day with Facial Repair to immediately restore the skin's paper-thin hydrophobic barrier.
ZoneFx™ Cellular Serum	30 gel caps	\$75.00	\$48.00	605120	Helps replenish the dermal Zone of your skin. Fill the natural reservoirs of the skin with Cellular Serum, the world's most concentrated source of Hydrophobic GLA. Transforms tired skin into more youthful looking skin.
ZoneFx™ Skin Care Kit	All Three ZoneFx Skin Care Products	\$195.00	\$97.00	605200	The Zone Skin Care Kit contains three products: the Facial Repair, Cellular Serum and Facial Moisturizer. THE RETAIL PRICE IS \$195.00. SPECIAL OFFER PRICE IS JUST \$97.00. SAVE AN INCREDIBLE 50% OFF.
Dr. Sears' Extra Virgin Olive Oil	16.9 fl. Oz.	\$21.95	\$16.95	602040	Extra Virgin Olive imported from Italy.

What is Autoship?

Autoship is our **FREE Automatic Shipment Program** ... we ship products right to your door automatically! On Autoship, you can get shipments from every 14 days to every 90 days or anywhere in between. Or you can get shipments on the same day of each month (between the 1st and 28th). Autoship is absolutely risk free and it can be cancelled at any time. But that's not all ... customers that are on Autoship can get **ALL their products for wholesale prices!** Contact your Field Representative to go on Autoship and you'll never have to worry about running out of products again!

When will my Autoship order arrive?

If you give us your e-mail address, a notification will be sent to you with your tracking information. This will enable you to track your shipment through the UPS web site. The number of days required to ship your order from the warehouse to your home depends on your individual location.

If I change my Autoship order for the next month, will it revert back to my original order on the following shipment?

No. Once an Autoship order has been changed, that order becomes your standard Autoship shipment.

How do I change my Autoship?

To change your autoship, you can call customer service toll free at 866-9-BEWELL or 866-923-9355 from Monday through Friday from 8:00 AM to 7:00 PM Eastern Time or you can email your Autoship changes to support@zonenetonline.com -- please type "Autoship" in the subject line.

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