



Through Thick & Thin

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Have you ever heard of a 24 hour a day sweet tooth? Because that's what I had. I used to crave sweet things at any time of any kind: chocolate, vanilla pudding, gummy bears, carrot cake, sugar cookies, you name it! If it was sweet, I craved it.

I've always been what some would call "chunky." However, there was a time when I was proud of my body despite the extra helping of love handles and belly pouch. It was never my desire to be thin and cellulite free like magazine models. When I got pregnant at 24, all of that pride went downhill. I gained almost 100 pounds during my pregnancy, and because pregnancy amplifies everything, not only were my emotions out of whack and the sweet tooth that I'd always had turned into a sweet mouth! For my husband and people close to me, it must have been like watching a train wreck, feeling completely helpless.

My talent for throwing tantrums when I didn't get my way was just plain embarrassing, now that I look back. I remember sending my poor husband out past midnight on several occasions to get me my favorite chocolate chip cookie dough ice cream. It didn't matter that all the nearby grocery stores were closed; I needed my ice-cream. Sometimes, he would have to sojourn to the other side of town or stop in every 24-hour gas station to find the exact ice cream I liked. He was wonderful through it all, but little did he know that he was supporting my growing addiction. But I don't blame him, as a first-time father-to-be, he must have figured that this is what fathers-to-be are supposed to do. I excused my terrible eating habits and reluctantly so did every one else; after all, I was pregnant. Aren't cravings during pregnancy completely normal?



That was just the beginning of a whole line of justifications. It was like I had a black bag of excuses and I would whip out the same ones and parrot them over and over at any given time. What's worse is that none of them made any sense. When my dress sizes kept skyrocketing, I simply said that it was because I hadn't lost my baby fat yet. When my husband found my stash of lemon cookies under the bed, I snapped at him saying that I was hiding them from Natalie, our infant girl. Mind you, Natalie was barely even walking yet. In reality, putting them in the kitchen cabinet would have been the best hiding place. One memorable night, when my husband found the drawer of my nightstand littered with candy wrappings and asked me about them, I screamed at him asking, what's the big deal? He looked at me and said, "the big deal is you." He looked at me long and hard and then turned around and walked out of the room, leaving me hurt and ashamed.

At first, I wanted to punish him for saying something so cruel to his wife, someone he promised to love through thick and thin. I thought about giving him the silent treatment for a few days and not cooking his

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favorite meals. But the more I thought about it, I knew I could never question his love for me; I wasn't that sick. The way he looked at me last night made me want to see myself through his eyes, to see what the big deal was all about.

That was one of the hardest things I ever had to do, was peeling off all of my clothes and all of my crappy excuses and taking a good hard look in the mirror. I then saw what the world saw. I saw a 300-pound woman who looked like she was once beautiful. A woman who had stopped taking pride in her appearance. She had limp and lifeless hair full of split ends. Her skin was splotchy and lackluster. Her stomach, once a pouch, became a gigantic bag of pennies. And she didn't remember the last time she could look down and see her toes.

The next day at the bookstore, instead of making a beeline for the cookbooks, I went to the health and nutrition section. I figured since all of my answers for getting fat were in the cookbook section and the sweet section of the grocery aisle, my answers for losing weight were in different places; I just had to find out what those places were. This is when I came across The Zone.

I never thought I could find my life story in a book about nutrition. The Zone explained everything: the round-the-clock sweet tooth, the rapid weight gain and my inability to lose during my sporadic, feeble attempts to diet. It was so important for me to educate myself because being able to articulate my eating habits made it that much easier to change them. I'm not saying it's been easy nor am I saying that I don't

slip every once in a while, but I no longer hide it from my husband or myself. Everything is out in the open, not shoved under the bed or stuffed into dresser drawers. Though I may snack on an ice cream sandwich every once in a while, more importantly I've stopped eating meals consisting of a big bowl of pasta loaded with butter and cheese. Instead, I now eat lean meats and fish with sautéed vegetables. I may ever throw in a sweet potato every once in a while, which is much better than buttery garlic bread. When I'm on the go, instead of stopping and getting fast food like I used to, I eat an OmegaZone Nutrition Bar and that sustains me for the next four hours or so, or until my next decent meal. I've been in the Zone for eight months now and in that time I've lost 62 pounds. I've never felt this fabulous and energetic in my life, not even when I was a teenager. Thanks to the Zone Diet, my cravings for sweets have dwindled down into passing thoughts.

Fast Foods = Fast Deaths?

Have you ever contemplated the effect of fake and processed foods on us and especially our children, whose developing bodies are in constant need of nutrition? Well let's just say that last year, Americans spent \$117 billion in obesity-related costs and an estimated 300,000 of us die each year from fat-related causes. Cardiovascular disease, in particular is the number one cause of death. Furthermore, it causes more American deaths than the next seven causes combined.

Cardiovascular illnesses may have much to do with what junk food companies don't brag about on their labels: trans fatty acids, which is the artery-clogging fat that forms when vegetable oils harden into something close to margarine. This clogging has been found to increase the risk of heart disease. Many companies use trans fat as opposed to more healthy oils because it is cheaper, extends the shelf life of products, and can improve texture as well as flavor. Fried foods such as fried chicken, doughnuts and French fries along with cookies, crackers and pastries contain loads of trans fat. French fries have about 40 percent trans fatty acids and doughnuts have between 35-40 percent trans fatty acids.

Food companies are not required to list it on nutrition labels so we as consumers have no idea how much trans fat is in the food we're eating. Furthermore, there is no recommended limit for our daily intake of trans fat. The FDA has only mentions that "intake of trans fats should be as low as possible."

Junk Food Digest

Seventy-five percent of Americans have no idea at 4pm what they will have for dinner. Is this living on the wild side or just plain careless? What does this tell us now, when there was once a time we planned our meals days in advance? What does it mean that by 1995 restaurant sales topped supermarket food sales and have been topping them ever since?

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Nowadays, when it comes to planning our diets, it seems we would rather not be bothered as we “whip something up,” pop a tray in the microwave, grab some fast food or mull over a copious menu while the waiter taps an impatient foot. According to Cooks’ Illustrated, in 1998 sources of meals consumed in our homes were as follows: 41% fast food, 22% supermarket takeout, 21% restaurant takeout and 16% home-cooked (meaning one thing in the meal was homemade, which included frozen foods, canned foods and fresh foods).

So regardless of whether we eat at home or not, we’re moving farther and farther away from preparing our own meals, thus moving closer and closer to junk food heaven. Junk food can comprise up to 22% of our grocery bills. So what is it about junk food that ensnares our taste buds and our wallets? Why do we end up spending so much money on it? Here are some thoughts:

It tastes good. Once our taste buds become used to excess sweets, grease or salt, they get addicted, making it harder for us to enjoy food that is natural, organic and healthy. If we don’t change our mindset about these non-nutritious foods and wean ourselves off of them, this cycle will continue.

It’s cheap. Fast food as well as junk food relies on the illusion that it’s easy on our wallets. However, we’re really paying for the service and the convenience, not for the nourishment that food is supposed to provide. We’re really paying for empty, fatty calories that aren’t doing our

bodies any good in the long run. Secondly, it’s really no cheaper than preparing a home cooked meal, which almost always provides leftovers that can be eaten meals to come.

It’s been a hard day and you deserve a “reward.” With junk food, the only thing we’re rewarding are our taste buds, which we’ve programmed in the first place. In actuality, we’re doing a heavy disservice to our bodies. After eating fast food or junk food, most of us are so desensitized that we don’t even realize how sluggish and heavy our bodies feel afterwards, making it less than likely that we will exercise.

The immediate pleasure compensates for life circumstances such as depression, heartbreak, loneliness, anxiety, stress, etc. We escape emotional turmoil in many ways. Food is on the top of the list. This is also an instance where we can change our mindset. It’s important to treat food as an addiction just like alcohol and other drugs. Until we view food in this way, we’ll never realize our folly.

Don’t have the time to prepare something healthier. Let’s face it. Fast foods fit in with our fast lives. As we navigate through our busy existences, we push home cooked meals farther and farther back on life’s burner. We must reevaluate our lives and examine the way we eat so we can promote change in ourselves.

Tick Tock Tick Tock

The American lifestyle is fast-paced. We have several colloquial expressions that are testaments to this such as *I’m running out of time* or *there’s no time in a day*. Our American lives demand so much of us. We often don’t realize how fast paced our lives are until we leave the country and travel to other parts of the world like Europe or the Caribbean, where restaurants close in the middle of the day so people can go home and spend time with their families—where it is an unspoken understanding that when a party starts at 8pm, it really begins at 10pm.

Our fast-paced lifestyle is why McDonalds can afford to spend \$500 million on one ad campaign. It is also why we spend over \$110 billion on fast food alone, which is more than what we spend on higher education, new cars or computer software. Because we are always on the go, preparing food in our kitchens is the first thing that we push to the back burner. Because donuts are widely regarded as a breakfast food, without thinking we grab some on the way to work and because they are so cheap, we buy a dozen or so more for our co-workers. On our mad dash from one errand to the next, we can grab a bag of potato chips while we pump gas to hold us over for the next few hours. Or we stop and get fast food even in between meals because let’s face it; it’s cheap, accessible, and oh so greasy! In short, we use junk food and fast food as meal replacements. Though there’s nothing wrong with using a meal replacement, the question is: what are we replacing our meals with and what are some other alternatives?

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OmegaZone Meal Replacement Bars

It's difficult to understand the genius of these bars without first understanding the initial genius of the Zone Diet. The Zone is a unique balance of carbohydrates, fats and proteins. This balance of carbohydrates, fats and proteins is to be broken down into a 40/30/30 ratio. Many are reluctant to call the Zone a "diet" because there is so much freedom within this balance to eat incredibly enjoyable foods and live a seemingly unharnessed dietary lifestyle.

This balance of carbohydrates, fats and proteins has been proven to stabilize our insulin and control our bodies' most crucial hormones, eicosanoids. Eicosanoids are the powerful cell regulators that maintain virtually all of the functions of the body from the brain and the heart to the immune system.

You may be wondering why it is important to be able to stabilize our insulin and eicosanoids. First, insulin is essentially what controls our appetites. Controlling our insulin promotes reduction in cravings for sweets, maintenance of energy and performance, and control of fatigue and hunger. For instance, when we feel hungry shortly after we've eaten a full meal, that most likely means that our insulin is imbalanced, which usually sends us scouring our pantries for cookies and

other sweet junk. Second, Dr. Sears believes that many health catastrophes that we are prone to and often face is due to hormonal imbalance. In essence, if we don't have our eicosanoids under control, then we don't have anything under control and the body is in an unhealthy state.

Dr. Sears is constantly supplementing the Zone with products formulated to help keep us in the Zone all day during every aspect of our dietary lives. The OmegaZone Nutrition Bars are just another of these ingenious ways to keep our bodies in the Zone as we go about our daily activities. Dr. Sears formulated these delicious bars to support his revolutionary idea that once we control our insulin and eicosanoids with the combination of foods that we eat, we will control our appetite and shed fat, thus maintaining superb health.

Just like the Zone itself, the OmegaZone Nutrition Bars contain a precise balance of carbohydrates, protein and fat. They also contain specialized micro-nutrients, which are patented for further insulin control. Speaking of patent, the OmegaZone Bars are the only nutritional bars that have a U.S. Patent because of their proven ability to support healthy blood sugar levels, as they help maintain insulin in the Zone from a four to six hour period. Though bars of this nature sold in the mass market or in health food stores may have a 40/30/30 carbohydrate, protein and fat composition, the ingredients fail to stabilize insulin or blood sugar, leaving the OmegaZone Bars unequalled by any other. If you want to see for yourself, the best way to tell if a meal

replacement bar controls blood sugar levels is to take a bar on an empty stomach after you wake up in the morning. If you are hungry three hours later, then as far as Dr. Sears is concerned, "you just ate a glorified candy bar." Furthermore, though other bars may contain omega-3 fatty acids, they also have small amounts of soybean oil or flaxseed oil, which contain short-chain omega-3 fatty acids. These short-chain fatty acids have no notable impact on eicosanoids or insulin control. The OmegaZone Bars are the only bars that contains fish oil, which helps control eicosanoids. These bars in conjunction with Dr. Sears' OmegaRx Ultra-Refined Fish Oil is a dynamic combination to help ensure optimal hormonal control.

Integrating the Zone Bar into Your Daily Life

We previously touched on the phenomenon of our busy lives and the idea of junk foods and fast foods acting as poor replacements for meals. Since then, we've provided an alternative for meal replacement that is healthy and worthwhile: the OmegaZone Nutrition Bars are tasty rewards for our taste buds *and* our bodies.

We'll provide some of the various ways in which we can integrate the OmegaZone Bars into our life, the times when we are most likely to slip and eat something junky, fattening and frivolous.

In the mornings. Many of us don't even factor breakfast into our diets anymore. In the mornings before work, we give ourselves just enough time to wake up, shower, dress and

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drive to work. Thirteen percent of Americans have excluded breakfasts from our diets and start our dietary days with lunch, which is a big no-no. This slows down the metabolism tremendously and by lunchtime, our bodies are roaring for food, which often causes us to eat too much of the wrong thing if we don't already have lunch planned out. If we're not used to eating in the morning, than we should at least try integrating an OmegaZone Bar into this part of our day and it will hold us over for the next four to six hours.

Lunch. It is widely agreed that lunch should be the most plentiful meal of the day, when our metabolism is at an all-time high. However, sometimes when we're on the go and our stomachs are snarling for nourishment, we stop at a fast food establishment and get a burger, fries and a large soda. This type of meal alone will take you out of the Zone with its excessive amount of trans fats, carbohydrates and sugar, which ultimately breaks down into more carbohydrates and accumulates in the body in the form of fat. Again, eating an OmegaZone Bar on the run will sustain the body for the next four to six hours until dinnertime. Sometimes, because of the lack of nourishment that junk foods provide, by dinnertime we are virtually starving, providing the tendency for us to eat too much of the wrong thing, which is usually fast food again.

Weekends. You've been good all week by staying in the Zone and you deserve a reward. It's nice outside and on both days we are constantly out of the house enjoying life. Wherever you go, take a few OmegaZone Bars just in case. The weekend is usually the time when we undo all of the good that we've been working at all week by eating frivolously. You're right about one thing; however, you do deserve a reward. Reward your taste buds and your body with an OmegaZone Bar!



OmegaZone Meal Replacement Bars

Available in 3 delicious flavors: Chocolate, Peanut Butter & Lemon Chiffon

14 Bars to a Box

Retail: \$35.00
Autoship: \$28.00

Did you know...

According to the Global Institute for Alternative Medicine, in 2001 the average American consumed in one year: 45 large bags of potato chips, 120 orders of French fries, 190 candy bars, and 150 slices of pizza.

Junk food marketers spent an estimated \$15 billion in 2002 solely on marketing targeted at children.

SAMPLE PACK

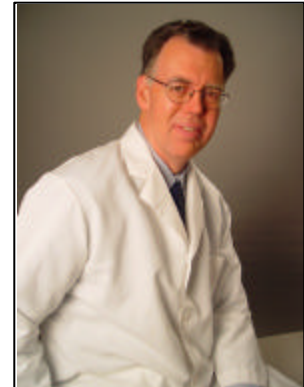


Only \$4.67 for 3 Bars

Chocolate, Peanut Butter & Lemon Chiffon

Decide which flavor is your favorite!

Limit 3 Packs Per Order



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	32 Oz.	\$49.95	\$39.96	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	120 capsules in a bottle = 30 servings of 4 caps/day	\$50.00	\$40.00	600010	
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 Oil Olive imported from Italy.



Questions & Answers

Question: *May I eat the OmegaZone Bar and skip my breakfast?*

Answer: Dr. Sears wants us to take care of ourselves. That includes a good Zone breakfast, lunch and dinner. However, if you cannot prepare a meal, it is perfectly okay to have an OmegaZone Nutrition Bar since it is formulated according to Zone principles.

Question: *I found Zone bars at my local health food store that are significantly less money than I pay for them. Why can't you sell them for the same price?*

Answer: I don't think the Zone bars you found are the same as the OmegaZone Nutrition Bars. There are many look alike bars on the market but there is only one that holds a patent for controlling blood sugar, and thus your hormones. The Zone bar is about keeping healthy while having something to snack on. The combination of ingredients make the Zone bar unique, putting you into the Zone.



Question: *I see other bars that contain omega-3 fatty acids. Are they similar to the OmegaZone Bar?*

These bars contain either small amounts of soybean oil or flaxseed seed oil that contain short-chain omega-3 fatty acids. These short chain omega-3 fatty have virtually no effect on eicosanoids and thus no impact on insulin control. The OmegaZone bar is the only bar that contains fish oil.

Extra Virgin Olive Oil

When it comes to cooking and making salad dressing, olive oil has been the preferred choice of many health-conscious chefs as well as families. Olive oil has even mysteriously found its way into the pantries of people who are not so health conscious. Not only is its taste wonderfully distinct, but unlike other vegetable oils and butters, olive oil is a monounsaturated fat that does not increase levels of cholesterol and triglycerides. In addition to that, little do people know that olive oil is rich in antioxidants such as squalene and polyphenols, which are not found in any other oil.

Not only does olive oil taste delicious, it is also rich in antioxidants, which are created by our environment and can help preserve our healthy youthful selves. Dr. Barry Sears has taken olive oil a step further by formulating his own extra virgin olive oil, which is the finest grade of olive oil made from organically grown olives imported from the select regions of Umbria and Sicily, Italy. What is so special about these particular regions is the very rich nature of the soil as well as the wonderful environmental conditions such as mild weather and limited sun exposure which helps to decrease oxidation and contribute to the maximum levels of antioxidants in the olives. Organic farming leads to healthier soil because toxic chemicals and artificial fertilizers are not being used, harming the soil and the plants. In keeping with Dr. Sears' philosophy of a natural product containing what nature intended it to, once this organic oil is produced, it is then packaged under nitrogen to preserve the rich quality of the oil. Straight from Italy to your dinner table! Why not use an olive oil that will give you maximum health benefits rather than just any oil to mix with vinegar?



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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