



OmegaZone™ Meal Replacement Bars

Inside this Issue:

OmegaZone Bars	1
FAQ	2
Food is a Drug	3
Zone Meals	4
Day in the Zone	5
Products	6
Autoship	7

Dr. Sears' OmegaZone™ Bars are the hottest meal replacement bars on the market. They are formulated with a specific purpose in mind...to keep us in the Zone even when we're on the go. The tremendous amount of meal replacement bars on the market today are a direct result of our hectic lifestyle. The truth is our lives are busy and we don't always have time to sit down and eat a healthy, balanced meal, which is one reason why the fast food industry is so gigantic. Unlike other meal replacement bars, the OmegaZone™ Bar has a precise balance of protein, carbohydrate and fat and it's the only nutritional bar with a U.S. Patent because of its ability to support healthy blood sugar levels. OmegaZone™ bars are the only bars that can control blood sugar levels for a four to six hour period.

Why control blood sugar you ask? Some of the benefits of controlling blood sugar are controlling hunger and fatigue, maintenance of energy and performance, and reduction in cravings for sugars and sweets. These are just the benefits that we can pinpoint on a day-to-day basis. Imagine the long-term effects of controlling our blood sugar.

So What is the Zone Diet?

The Zone is not some mystical place. It is a state of hormonal balance that can be achieved by your diet. In particular, it can be defined as keeping the hormone insulin (or blood sugar) in a tight zone: not too high, not too low. The Zone Diet is a life-long hormonal control strategy.

Dr. Sears formulated the Zone Bars specifically to support this dietary philosophy. They also support the idea that The Zone isn't a diet *per se*, but a lifelong healthy way to live. It's all about controlling hormones to keep the body in the state of optimum health.



The OmegaZone™ Bars come in three different flavors to suit our diverse preferences: chocolate, peanut butter and lemon chiffon!



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.

OmegaZone™ Meal Replacement Bars - FAQ

What is Controlled Release Nutrition?

This is a concept developed from Dr. Sears' research in drug delivery technology. The OmegaZone™ meal replacement bars are the first functional food product from Dr. Sears to use this new technology. What the technology relies upon is the orchestration of various hormonal responses using macronutrients to modulate hormonal responses.

How are OmegaZone™ bars different from other 40-30-30 bars in the market?

OmegaZone™ bars are the only nutritional bars that have a U.S. Patent because of their ability to help support healthy blood sugar levels. Bars sold in the mass market or in health food stores may have a 40/30/30 composition, but the ingredients used to make those bars do not stabilize either insulin or blood sugar.

How can you tell if a nutrition bar controls blood sugar levels?

Take a bar on an empty stomach after you wake up in the morning. If you are hungry three hours later, you just ate a glorified candy bar. The OmegaZone™ bars are designed to stabilize blood sugar, and therefore control hunger for a four to six hour period.

I thought that the 40/30/30 macronutrient ratio was the Zone?

Dietary hormonal control is the key to reaching the Zone. This requires a number of complex biochemical events to take place. These include decreased rate of entry of carbohydrates into the blood stream to lower insulin secretion, increased rate of protein entry into the bloodstream to increase glucagon secretion that dampens down insulin secretion, increased production of "good" eicosanoids using fish oil and gamma linolenic acid that also decreases insulin secretion, and the increased production of nitric oxide from L-arginine to increase blood flow. Only the OmegaZone™ bar has all of these hormonal control features designed into it, that's why it is patented.

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.

Why does the OmegaZone™ bar contain high-fructose corn syrup as the primary carbohydrate source?

It is not the type of carbohydrate found in a bar that is important to insulin control as much as it is the effect of that carbohydrate on the insulin response. Ultimately all carbohydrates must be broken down into simple carbohydrates to be absorbed. But the rate of absorption determines the insulin response. The OmegaZone™ bar was developed for and tested in type 2 diabetics who have an elevated insulin response to all carbohydrates.

Why are there more carbohydrates in the OmegaZone™ bar than other 40/30/30 bars?

Many of the carbohydrates in the OmegaZone™ bar will have no effect on insulin, but must be listed as a carbohydrate on the nutritional label, but under the category called "other carbohydrates". The actual amount of insulin-stimulating carbohydrates is actually 19 grams.

Isn't controlling insulin the only thing that the Zone is about?

The Zone is about consistent hormonal control of both insulin and eicosanoids. The OmegaZone™ bar does an excellent job of controlling insulin, but it is the OmegaRx™ pharmaceutical -grade fish oil that does the best job of controlling eicosanoids. Using the two in combination provides you the best opportunity for optimal hormonal control which is the true definition of the Zone.



Food is a Drug

Most people are very careful about the drugs they take. They understand the importance of proper dosage and they are aware of ramifications of mixing one drug with another. However, most consumers have little care for what they put in their mouths every day. But they should because food is the most powerful drug you could ever take. To understand hormonal thinking and its implications, you must realize the following:

It is Impossible for Dietary Fat Alone to Make You Fat

It is excessive levels of the hormone insulin that makes you fat and keeps you fat. How do you increase insulin levels? By eating too many fat-free carbohydrates or too many calories at any one meal. Americans do both. People tend to forget that the best way to fatten cattle is to raise their insulin levels by feeding them excessive amounts of low-fat grain. The best way to fatten humans is to raise their insulin levels by feeding them excessive amounts of low-fat grain, but now in the form of pasta and bagels.

Your Stomach is Politically Incorrect

The stomach is basically a vat of acid that breaks all food into its basic components. From that perspective, one Snickers bar has the same amount of carbohydrate as 2 oz. of pasta. Most people would not eat four Snickers bars at one sitting, but they would eat 8 oz. of pasta. The stomach can't tell the difference. And the more carbohydrates you eat, the more insulin you produce. And the more insulin you produce, the fatter you become.

Not Everyone is Genetically the Same

About 25% of the U.S. population are genetically lucky because they have a low insulin response to carbohydrates. These people will never become fat, and they will always do well on any high-carbohydrate diet whether it is pasta, Snickers, or Twinkies. Unfortunately the other 75% of the U.S. population aren't so lucky. As they increase the amount of fat-free carbohydrates in their diet, they increase the production of insulin.

10,000 Years Ago - No Grains on Earth

Through much of man's evolution, he has been exposed to only two food groups: low-fat protein and fruits and vegetables. This is what man is genetically designed to eat. When grains were first introduced into the human diet, three things immediately happened:

- Mankind shrank in size from lack of adequate protein.
- Health problems of "modern civilization" appeared.
- Obesity became prevalent.

It Takes Fat to Burn Fat

Fat slows down the entry rate of carbohydrates into the bloodstream thereby decreasing the production of insulin. Since it's insulin that makes you fat, having more fat in the diet is important for reducing insulin, especially since it does not stimulate insulin production. The best type of fat is monounsaturated fat, like olive oil, guacamole, almonds, and macadamia nuts.

You Can Use Food as a Hormonal ATM Card

The average American male or female carries a minimum of 100,000 calories of stored body fat. To put this in perspective, this amount of stored body fat is equivalent to eating 1,700 pancakes. That's a pretty big breakfast. The calories you need for energy are already stored in your body. What you need is a hormonal ATM card to release them. Maintaining blood sugar in tight zone is that ATM card.

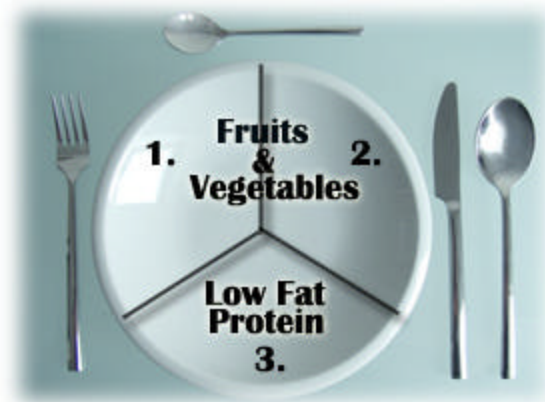
Carbohydrates are a Drug

The body needs a certain amount of carbohydrates at every meal for optimal brain function, just like a drug. However, excessive consumption of any drug leads to toxic side effects. The side effect of an overdose of carbohydrates at any meal is excess production of blood sugar, and that can discourage good health.



Zone Meals Without Measuring

For those who think the Zone is too confusing, this chart shows it is as simple as 1-2-3! With a little practice and desire on your part, the Zone concepts of balance and moderation quickly become automatic. All you need is your hand and eyes.



Protein

A typical protein serving fits in the palm of your hand and is no thicker. For most females, this equals 3 oz. of protein and for most males 4 oz. (Zone snacks usually contain 1 oz. of protein for both women and men). At first a kitchen scale may be useful to measure the protein which you can soon eye at home, restaurants or on the go.



Fruits & Vegetables

Fill the remainder of your plate with "Zone friendly" vegetables and some fruits.

Healthy Fat

Don't forget to add a small amount of monounsaturated fat (such as olive oil).

A Typical Day in the Zone

What does a typical day in the Zone look like? Dr. Sears put together such a day for the average American female that was shown on a broadcast for ABC's 20/20. You can quickly see that a day in the Zone is one without hunger, deprivation and certainly not lack of food-- yet the total calorie intake for the entire day is approximately 1200 calories.

Breakfast

- 6 egg white omelet with 1/2 cup of spinach & mushroom sautéed with 2 teaspoons olive oil
- 2/3 cup of slow-cooked oatmeal sprinkled with nutmeg & cinnamon
- 1 cup strawberries

Lunch

- grilled chicken Caesar salad (3 oz. of chicken)
- 2 cups of grilled vegetables
- 1 apple

Late afternoon snack

- 2 "deviled" eggs filled with hummus (yolks are discarded)

Dinner

- 5 oz. of grilled salmon
- 1 small garden salad
- 4 cups steamed vegetables
- 1 cup mixed berries for dessert

Late evening snack

- 1 glass of red wine
- 1 oz. of low-fat cheese

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.



The ZoneNet Autoship Program

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 ZoneNet™ 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 ZoneNet™ 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 1-866-9-BEWELL from Monday through Friday from 8:00 AM to 7:00 PM Eastern Time or you can email your Autoship changes to support@trilogyonline.com -- please type "Autoship" in the subject line.

PRODUCTS FORMULATED BY DR. BARRY SEARS



For more information about this newsletter or ZoneNet™ products, contact:

Kirk & Faithe Thomas
Independent Field Representative ID#: 10087333
Phone: 270-838-7060
Email: pets@caring4yourpet.com
<http://www.trilogyonline.com/caring4yourpet>