



# Operation Failed Resolution

# NEED TO LOSE 30 POUNDS?

TRY SENSEA® FREE!\*

SENSEA® is clinically proven to help you lose 30 lbs without dieting or spending all your time working out.\*\* Just sprinkle on your food, eat and lose weight!

## GET A GYM BODY WITHOUT GOING TO THE GYM

- ✓ NO COUNTING CALORIES
- ✓ NO STIMULANTS
- ✓ NO PILLS



Doesn't change the taste of your food!



## TRY SENSEA® FREE!

Visit [SensaOffer.com/OK](http://SensaOffer.com/OK) or (800)750-6971

CLINICALLY PROVEN. 100% SATISFACTION GUARANTEED.

**GNC** LiveWell.  
SHOP NATIONWIDE OR AT [GNC.COM](http://GNC.COM)



\*Product is Free to try for 30 days! Pay only a small shipping and handling fee. \*\*In one of the largest studies ever conducted on a non-prescription weight loss system, 1,135 people lost an average 30.5 pounds in just 6 months without changing their diet or exercise regime.



Clinically Proven | About Dr. Hirsch

## NO OTHER WEIGHT-LOSS PRODUCT HAS SUCH EXTRAORDINARY CLINICAL RESULTS.

Over the course of 25 years, Sensa creator Dr. Alan Hirsch has conducted ongoing research on the effects of smell and taste on eating habits, ultimately leading him to spearhead one of the largest studies ever conducted on weight loss. Over a 6-month period, 1,436 women and men participated in a randomized, double-blind, placebo-controlled study. Participants were instructed not to change their eating diet or exercise program.

The 1,436 people in the treatment group who completed the program lost an average of 30.5 pounds — nearly 12% of their total body weight. Those in the control group lost only 2 pounds, on average.

This was followed by a double-blind, placebo-controlled study conducted by an independent laboratory, in which participants lost 27.5 pounds and about 14% of their body mass, on average. Participants were instructed not to change their eating diet or exercise program. Those in the control group gained 6.5 pounds, on average.

**Sensa was proven effective in one of the largest clinical studies ever performed on a non-prescription weight-loss product.**

### 1,436-Person Clinical Study Results OVER A 6 MONTH PERIOD



### Double-Blind, Placebo-Controlled Lab Study OVER A 6 MONTH PERIOD



[Click here to view the 1,436-person clinical study.](#)  
[Click here to view the Double-Blind, 3rd party study.](#)  
To learn more, go to [www.3rdpartystudy.org](#)

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AFTER

# "Eat Yourself Skinny!"

Mother of 5 reveals how she lost 58 pounds in 10 months WITHOUT Dieting... and WITHOUT depriving herself of all of her favorite foods - plus it was as easy as shaking 'salt n pepper' on her meals

Losing weight will never be easier. At times I feel like a "Super-Mom" of 5 beautiful children, who cleans the house, does the washing, ironing, grocery shopping, pays the bills, referees the kids, and plays taxi driver to football, cheer leading practice as well as coaching... and then I go home to cook my family a delicious, hot, home cooked meal (even though I've worked all day!)

Being so busy, I just didn't have the time to diet. I hardly have any time for myself, let alone the time to worry about every single bite I'm eating or preparing special meals for myself. Perhaps you can relate to what I'm saying?

Over the years, every time a new fad diet came out, I tried it in the vain hope one of them might just work for me. I tried everything. Pre-packaged meals, counting points, diet pills, supplements, liquid diets, you name it - I've probably done it. The worst decision I ever made, one I still regret to this day, was to get liposuction. No matter what I tried or how much suffering I endured, my weight stayed on.

Like many women, my struggle with my weight began after I had my children. It was like all of my bad eating habits caught up to me at once. And I was too busy juggling my kids and my work to have the time to make any drastic changes to my lifestyle. After trying almost every weight-loss product on the market with no success whatsoever, I pretty much became resigned to the fact... I would just have to settle for being a size 16.

I was looking through some photos one day when I saw a photo of myself on the beach and wondered who the "big girl" was. My life changed

instantly because I realized I had to take action for good and get my body back, not just for myself but also for my kids.

## THE SENSEA® BREAKTHROUGH

I began searching everywhere for a solution until I had attended to a psychiatric convention my mind went back to a psychiatric convention I had attended for my job, where I had met the neurologist Dr. Alan Hirsch and discovered his scientific studies on the effects taste and smell can have on weight loss. I remembered being impressed by all of the research and scientific evidence he revealed which backed up his studies. On a whim, I looked up Dr. Hirsch on the Internet - and was astounded to discover he had created the SENSEA® Weight-Loss System.

Based on Dr. Hirsch's 25 years of research and testing, SENSEA® works with your sense of smell to trigger the "I feel full" signal in your brain which means you eat less and feel more satisfied... ultimately, you lose weight. In one of the largest studies ever conducted on a non-prescription weight-loss system, 1,436 men and women lost an average of 30.5 pounds in just 6 months, without changing their diets or exercise routines.

Considering all of the science behind SENSEA®, I was relieved to see it wasn't another one of those fad diets or quick fixes. I knew I had to try it. After all, the only thing I had to lose was my unwanted weight!

## LOOK SEXY, FEEL YOUNGER!

My journey with SENSEA® started the day before Thanksgiving, which might sound like I had set myself up for failure. For the first time in my life, I didn't even finish my plate on Thanksgiving; I still had more than half of the food left over... I was so stuffed! I went on to lose 7 pounds over the holidays. I was beyond thrilled to lose, rather than gain, but I did question whether my weight loss good fortune would continue.

I didn't need to worry. The pounds continued to melt off of me like a hot knife melts through frozen butter over the coming weeks and months. I was ecstatic! I began to look forward to going shopping for new clothes, so I could show off my new body. And I no longer dreaded wearing a bathing suit at the beach. I felt sexy, confident and people began commenting how much younger I looked! Plus, I finally had enough energy to keep up with my kids.

\*Studies show average weight loss of 30.5 lbs in 6 months. Jennifer used SENSEA® for 10 months with a sensible diet. Jennifer is a SENSEA® contest winner.



BEFORE

## EAT WHATEVER YOU NORMALLY EAT

It almost seemed too good to be true, since I didn't have to make any changes to my hectic schedule, unlike all of the diets I had previously tried. I can still eat whatever my family is having, even if it's drive-through or Mexican food. And when my kids celebrate their birthdays, I can still have a piece of cake. All I have to remember to do is sprinkle my SENSEA®, which is easy enough because I always sprinkle salt and pepper on my food anyways.

I have been using SENSEA® for ten months now, and I've lost 58 pounds! To say SENSEA® changed my life is an understatement. It's worked for me and it can work for you. Claim your 30 day FREE trial just like I did where the only thing you have to lose... is YOUR unwanted pounds!

- Jennifer, Knoxville, TN

## LOSE 30 POUNDS WITHOUT DIETING

If you have 30 pounds or more to lose, it's time to stop dieting and try SENSEA® - the first clinically proven sensation that you sprinkle on to take the pounds off. Lose weight while continuing to enjoy the foods you love - simply sprinkle SENSEA® on everything you eat and feel full faster, curb your appetite and reduce cravings. You'll lose weight without having to think about it.

For a limited time, you can try SENSEA® yourself FREE for 30 days. Satisfaction Guaranteed\*\*. Call (800)850-3218 today or visit [sensaoffer.com/parade](http://sensaoffer.com/parade) HURRY! Over 1 million FREE TRIALS have already been claimed. Limit one per household.



\*\*Product is free to try for 30 days, shipping and handling fees apply. 30-day trial period with satisfaction guaranteed.



# A noticeably slimmer, firmer you...

(in just 4 weeks!)

NEW! ALMOND SHAPING DELIGHT

\$48 7 oz. #29BC200A2

**SCULPTING  
EXPERT**

**3 OUT OF 4 WOMEN SAW  
FIRMER, LIFTED SKIN.\***

This luxuriously lightweight massage gel instantly melts into the skin to help visibly refine and sculpt the silhouette. Almond bud extracts and almond proteins naturally slim, smooth and lift the skin's surface.



NEW!

ALMOND BEAUTIFUL SHAPE

\$44 6.7 fl.oz. #29GM200A2

**CELLULITE  
FIGHTER**

**TRIM 1.3 INCHES  
IN JUST 4 WEEKS.\***

Concentrated in a powerful combination of Almond and a NEW lemon micro-exfoliating extract, this ultra-fresh gel-cream helps to visibly reduce the appearance of cellulite, while smoothing and firming the skin.

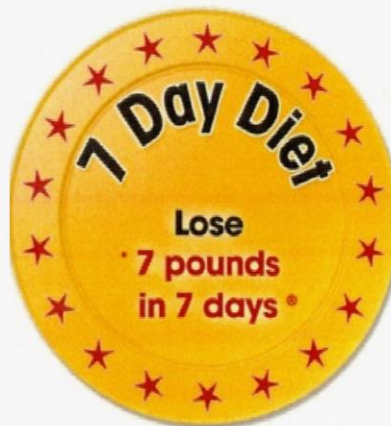
\*Reported by 25 women after 4 weeks.

\*Centimetric loss measurement of thigh circumference.

Our products are available in our boutiques, at [usa.loccitane.com](http://usa.loccitane.com) or via phone at 888 623 2880. Prices may vary in Hawaii.

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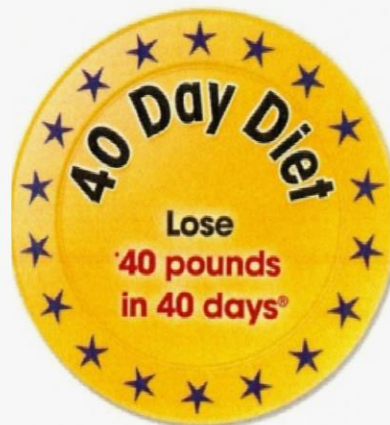
HDD000001

15 ml (.6 fl oz)



HOMEOPATHIC

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DIRECT™



*America's Leading Brand  
of HCG Diet Products*

HDD000006

120 ml (4 fl oz)





## **Ideal for Both Men and Women**

- *No Prescription Necessary*
- *\*Up to 1 Pound Per Day Weight Loss*
- *Physician Developed and Scientifically Formulated*
- *Heavy Exercise Discouraged During Diet Phase*
- *Eat Whatever You Want For 1st Two Days of Diet*
- *Easy To Use Liquid Drops Under Tongue*
- *Promotes Fat Burning, Energy, Appetite Control & Much More*



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*She lost 110 pounds with  
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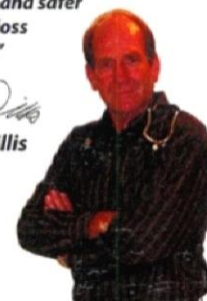


Approved

**Novus<sup>OP</sup>**

*"At HCG Diet Direct™ we have revolutionized the weight loss industry by providing a faster and safer weight loss system."*


**Dr. Willis**



Gut Check: A Reference Guide for Media...

www.business.ftc.gov/gutcheck

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## Gut Check: A Reference Guide for Media on Spotting False Weight Loss Claims

To make it easier to spot false weight loss representations - "gut check" claims - the FTC has compiled a list of seven statements in ads that are likely to be a tip-off to deception.

- Introduction
- Weight Loss Advertising Basics
- The 7 "Gut Check" Claims

**GUT CHECK**

CAN YOU SPOT A FALSE WEIGHT LOSS CLAIM?

Really?

TAKE THE QUIZ

### Introduction

Misleading ads for weight loss products target consumers desperate for results. But let's face it: When it comes to dieting, there are no easy answers. If a product promises weight loss without effort and sacrifice, it's bogus.

That doesn't stop some marketers from trying to make a quick buck at consumers' expense. What's more, they often use the reputation of respected media outlets as cover. "It has to be true," consumers conclude. "The ad ran on my favorite channel" - or on the radio, in a national magazine, a local newspaper, or a trusted website.


The Federal Trade Commission, the nation's consumer protection agency, has brought hundreds of cases challenging deceptive weight loss claims and will continue their law enforcement efforts. But spotting false claims before they're published or aired - and before consumers risk their money and perhaps even their health on a worthless product - is something only you can do. That's why the FTC is asking for your help.

Of course, there's no one-size-fits-all way to spot every deceptive weight loss claim, but scientists have established that there are some statements that simply can't be true. In consultation with experts, the FTC has come up with a list of seven representations - we call them "gut check" claims - that media outlets should think twice about before running.

How does that work in the day-to-day operation of your business? Before you run any ad, someone in your company already knows if the ad is true or not. But if it has one of those claims, even if it's true, it's still a bad idea.

[www.business.ftc.gov/gutcheck](http://www.business.ftc.gov/gutcheck)



With FatFoe™ Eggplant Extract you can  your dieting days goodbye!



Click Here to  
**ORDER  
NOW!**

FatFoe™ FAQs  
Success Stories  
Contact Us  
En Español  
En Français

**and Lose up to 2 Pounds a Day!**

Wouldn't it be nice to enjoy your favorite foods – pizza, pasta, fried chicken, gooey chocolate deserts – and watch the pounds melt away? Best of all, wouldn't it be nice to have the trim, shapely figure you've always wanted without having to diet or exercise? **NOW – FINALLY – YOU CAN!**

**How it works:** Just take two FatFoe™ capsules before each meal. The safe, all-natural active ingredient in FatFoe™, auberginium, binds with food to block the absorption of fat, carbs, AND calories. Lose up to 10 pounds per week – with no sweat, no starvation!

**Every Dieters Dream!**

FatFoe™ is **GUARANTEED** to work for everyone – regardless of how much you eat, regardless of how much you'd like to loose. With FatFoe™, kiss calorie counting and sweaty exercising good-bye as you lose those unsightly pounds permanently!

**Order Today!**

You've read about products like this in the news. You've seen them on TV. To facilitate distribution FatFoe™ is available **ONLY** on the Internet. You can't buy it in stores. **ORDER** today while supplies last.



"FatFoe has been clinically proven to help my patients lose weight... and keep it off."  
Dr. L.P. Sunset Beach, CA

Take this quiz to find out if FatFoe™ is right for your unique metabolism.

- |                           |                          |   |
|---------------------------|--------------------------|---|
| Yes <input type="radio"/> | No <input type="radio"/> | I tend to gain weight around the hips and thighs.                                 |
| Yes <input type="radio"/> | No <input type="radio"/> | I find it hardest to control my appetite late at night.                           |
| Yes <input type="radio"/> | No <input type="radio"/> | I've tried other diets before, but have never been able to keep the weight off.   |
| Yes <input type="radio"/> | No <input type="radio"/> | I have a family history of weight gain.   |
| Yes <input type="radio"/> | No <input type="radio"/> | I sometimes step on the scale and find that I've gained 3-4 pounds for no reason. |
| Yes <input type="radio"/> | No <input type="radio"/> | I often crave sweets and salty snacks.  |
| Yes <input type="radio"/> | No <input type="radio"/> | I find myself snacking in front of the TV even when I'm not hungry.               |

Submit Answers

**Bonus Offer!!**

Order now and get a free 60-day trial of FatFoe™ UltraThin Gel. Target the stubborn fat on your hips & thighs with this proven flab fighter. Click here for your free trial!