

IN THE MATTER OF

BEVERLY HILLS WEIGHT LOSS CLINICS  
INTERNATIONAL, INC.

CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATION OF  
SECS. 5 AND 12 OF THE FEDERAL TRADE COMMISSION ACT

*Docket C-3515. Complaint, Aug. 11, 1994--Decision, Aug. 11, 1994*

This consent order prohibits, among other things, a commercial diet program company from misrepresenting the performance or safety of any diet program it offers in the future, and requires the respondent to possess competent and reliable scientific evidence to substantiate any future claims it makes about weight loss, weight loss maintenance, or rate of weight loss; to make a number of disclosures regarding maintenance success claims; and to disclose all mandatory fees.

*Appearances*

For the Commission: *Gary S. Cooper, Charles La Due and Richard F. Kelly.*

For the respondent: *Gary Buchman, Hassman & Rachstein, Boston, MA.*

COMPLAINT

The Federal Trade Commission, having reason to believe that Beverly Hills Weight Loss Clinics International, Inc., a corporation (“respondent”), has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that a proceeding by it in respect thereof would be in the public interest, alleges:

PARAGRAPH 1. Respondent Beverly Hills Weight Loss Clinics International, Inc. (“Beverly Hills”), is a Virginia corporation, with its principal office or place of business at 200 Highpoint Avenue, Suite B-5, Portsmouth, Rhode Island.

PAR. 2. Respondent advertises, offers for sale, sells, and otherwise promotes throughout much of the eastern United States weight loss and weight maintenance services and products, and makes them available to consumers at numerous “Beverly Hills

Weight Loss Clinics” in many states. These products include “food” within the meaning of Sections 12 and 15 of the Federal Trade Commission Act. Through clinics owned by Beverly Hills, franchised by Beverly Hills, and licensed by Beverly Hills to use the Beverly Hills trademark and the Beverly Hills weight loss and weight maintenance services and products, respondent is engaged, and has been engaged, in the sale and offering for sale of low calorie diet (LCD) weight loss programs and weight maintenance programs to consumers.

PAR. 3. In the course and conduct of its business, respondent has disseminated or caused to be disseminated advertisements for weight loss and weight maintenance services and products. Respondent has placed, or has authorized the placement of, these advertisements with numerous newspapers, radio stations, and television stations for the purpose of inducing consumers to purchase its products and services. Respondent further advertises the Beverly Hills weight loss programs through the use of promotional materials, including pamphlets and brochures, given to customers and prospective customers at individual Beverly Hills Weight Loss Clinic locations.

PAR. 4. The acts and practices of respondent alleged in this complaint have been in or affecting commerce, as “commerce” is defined in Section 4 of the Federal Trade Commission Act.

PAR. 5. Respondent’s advertisements and promotional materials include, but are not necessarily limited to, the advertisements and promotional materials attached hereto as Exhibits A-X.

PAR. 6. The advertisements and promotional materials referred to in paragraph five, including but not necessarily limited to the attached Exhibits A-I, contain the following statements:

- (a) RESULTS!  
BEVERLY HILLS GUARANTEES THEM.  
Safe, fast, effective  
Guaranteed results  
[Exhibit A]
- (b) RESULTS  
BEVERLY HILLS GUARANTEES THEM.  
Lose Up To 7 Pounds And A Full Dress Size In One Week!  
Weight Loss Guaranteed\* for Life.  
[Exhibit B]
- (c) FUN  
BEVERLY HILLS MAKES WEIGHT LOSS FUN

- “And I Have Only 5 Pounds to Go.”  
 Weight Loss Guaranteed\* for Life.  
 [Exhibit C]
- (d) It’s Real Food, Real Results!  
 At Beverly Hills, you eat the same food you serve your family. And you will lose 2 to 5 pounds each week. Our program helps you reach your goal weight and keep it off. Put your trust in the people who know--our clients. They’ve had proven results.  
 Kimberly Wiggins ... 44 ½ lbs. 57 ½ inches  
 [Exhibit D]
- (e) Laura L. Porter... lost 24 ¾ lbs. & 28 ½"  
 Although this is a true story, it is not an unusual story. It is something our counselors hear everyday. Why not let us help you get a new lease on life?  
 LOSING WEIGHT DOESN’T MAKE SENSE UNLESS YOU KEEP IT OFF!!!  
 BEVERLY HILLS *Weight Loss Clinics*  
 “Where Temporary Loss Is No Success”  
 [Exhibit E]
- (f) Beverly Hills says put your trust in the claims of people who know - our clients. They’ve had proven results. After all, aren’t they the ones you can really trust...  
 Steve Gaddy...100 Lbs. 68"  
 Beverly Kuch...46 Lbs. 41 ½"  
 [Exhibit F]
- (g) Some weight loss companies claim to be the best, based on a comparison test that everyone seems to be refuting. Others claim they’re best, based on a newspaper reporter’s opinion.  
 Beverly Hills says put your trust in the claims of people who know - our clients. They’ve had proven results. After all, aren’t they the ones you can really trust?  
 Francis Foster Lost 33 lbs.  
 Kathy Cooper Lost 68 lbs.  
 Debbie Rogers Lost 35 lbs.  
 Winnie Sutton Lost 42 ½ lbs.  
 [Exhibit G]
- (h) DREAMS DO COME TRUE  
 “I Lost 30 Pounds and I Feel Great.”  
 ... Guaranteed. Lose 3-7 Pounds Per Week  
 [Exhibit H]
- (i) REVOLUTIONARY PROGRAM SHEDS THOUSANDS OF POUNDS.  
 “Beverly Hills Gave Me The Willpower.”  
 ... Guaranteed. Lose 3-7 Pounds Per Week  
 [Exhibit I]

PAR. 7. Through the use of the statements set forth in paragraph six, and others in advertisements and promotional

materials not specifically set forth herein, respondent represents and has represented, directly or by implication, that Beverly Hills customers typically are successful in reaching their weight loss goals under the Beverly Hills weight loss programs.

PAR. 8. Through the use of the statements set forth in paragraph six, and others not specifically set forth herein, respondent represents and has represented, directly or by implication, that at the time it made the representation set forth in paragraph seven, respondent possessed and relied upon a reasonable basis that substantiated such representation.

PAR. 9. In truth and in fact, at the time it made the representation set forth in paragraph seven, respondent did not possess and rely upon a reasonable basis that substantiated such representation. Therefore, the representation set forth in paragraph eight was, and is, false and misleading.

PAR. 10. The advertisements and promotional materials referred to in paragraph five, including but not necessarily limited to the attached Exhibits J-P, contain the following statements:

- (a) THE FINAL SOLUTION To Your Weight Problem  
LOSE WEIGHT FOREVER....  
We do not consider weight loss successful unless its permanent. There is a reason why our method works to keep weight off where others fail. Come to the nearest clinic for a consultation and let us demonstrate our famous method of easy permanent weight control.  
[Exhibit J]
- (b) GUARANTEED\* WEIGHT LOSS FOR LIFE  
... Beverly Hills guarantees weight loss forever! Not just for this year but for all the years to come ....  
[Exhibit K]
- (c) LOSE WEIGHT QUICKLY & SAFELY  
LET BEVERLY HILLS SHOW YOU THE WAY  
BEVERLY HILLS *Weight Loss Clinics*  
"Where Temporary Loss Is No Success"  
[Exhibit L]
- (d) 8 DRESS SIZES & GAINED BACK NOTHING BUT SELF-ESTEEM  
... I'm ELATED after going from a size 12 to a 4!! The best part though is I have kept my eight off now for 15 months ...  
Debbie Jones 30 Lbs.  
[Exhibit M]

- (e) We Have a Secret!  
The secret to slimming down and staying slim....  
It's called Guaranteed\* Weight Loss For Life  
"I have stayed slim for more than 1 ½ years"!  
30 lbs. Denise Gillispie  
[Exhibit N]
- (f) Carol Telly  
Lost 22 lbs. & 25 inches three years ago. Still maintaining.  
[Exhibit O]
- (g) "Since I became a Beverly Hills woman, I've lost 20 pounds, and I'll never gain them back!" - Jackie C.  
Weight Loss Guaranteed for Life.\*  
[Exhibit P]

PAR. 11. Through the use of the statements set forth in paragraph ten, and others in advertisements and promotional materials not specifically set forth herein, respondent represents and has represented, directly or by implication, that:

- (a) Beverly Hills customers typically are successful in reaching their weight loss goals and maintaining their weight loss either long-term or permanently; and
- (b) Beverly Hills customers typically are successful in maintaining their weight loss achieved under the Beverly Hills weight loss programs.

PAR. 12. Through the use of the statements set forth in paragraph ten, and others not specifically set forth herein, respondent represents and has represented, directly or by implication, that at the time it made the representations set forth in paragraph eleven, respondent possessed and relied upon a reasonable basis that substantiated such representations.

PAR. 13. In truth and in fact, at the time it made the representations set forth in paragraph eleven, respondent did not possess and rely upon a reasonable basis that substantiated such representations. Therefore, the representation set forth in paragraph twelve was, and is, false and misleading.

PAR. 14. The advertisements and promotional materials referred to in paragraph five, including but not necessarily limited to the attached Exhibits D, E, H, I and L, contain the following statements:

- (a) And you will lose 2 to 5 pounds each week.  
[Exhibit D]
- (b) LOSE 3-7 LBS. PER WEEK  
[Exhibits E and L]
- (c) Guaranteed. Lose 3-7 Pounds Per Week.  
[Exhibits H and I]

PAR. 15. Through the use of the statements set forth in paragraph fourteen, and others in advertisements and promotional materials not specifically set forth herein, respondent represents and has represented, directly or by implication, that customers on the Beverly Hills weight loss programs typically lose weight at an average rate of two to five or three to seven pounds per week.

PAR. 16. Through the use of the statements set forth in paragraph fourteen, and others not specifically set forth herein, respondent represents and has represented, directly or by implication, that at the time it made the representations set forth in paragraph fifteen, respondent possessed and relied upon a reasonable basis that substantiated such representations.

PAR. 17. In truth and in fact, at the time it made the representations set forth in paragraph fifteen, respondent did not possess and rely upon a reasonable basis that substantiated such representations. Therefore, the representation set forth in paragraph sixteen was, and is, false and misleading.

PAR. 18. In the routine course and conduct of its business, respondent states during initial sales presentations that consumers will typically reach their desired weight loss goals within the time frames computed for their programs by Beverly Hills Weight Loss Clinics' personnel.

PAR. 19. Through the use of the statements set forth in paragraph eighteen, and others not specifically set forth herein, respondent represents and has represented, directly or by implication, that at the time it made the representation set forth in paragraph

eighteen, respondent possessed and relied upon a reasonable basis that substantiated such representation.

PAR. 20. In truth and in fact, at the time it made the representation set forth in paragraph eighteen, respondent did not possess and rely upon a reasonable basis that substantiated such representation. Therefore, the representation set forth in paragraph nineteen was, and is, false and misleading.

PAR. 21. The advertisements and promotional materials referred to in paragraph five, including but not necessarily limited to the attached Exhibits Q and R, contain the following statements:

- (a) Only Beverly Hills Has A Totally Safe Weight Loss Program.  
Our Diet Plan Is Complete.  
We are the first major weight loss clinic to recognize the importance of adding Essential Fatty Acids as a dietary supplement. We call this wonderful product BEV-EFA. You'll call it miraculous. And only Beverly Hills offers it.  
[Exhibit Q]
- (b) SCIENTIFIC ADVANCEMENT  
BEV-EFA Makes Our Weight Loss Plan Complete.  
This Beverly Hills supplement will help you prevent the problems that patients in other weight loss programs could experience.  
Weight loss without Essential Fatty Acids supplementation may lead to such symptoms as: hair loss, skin changes, diarrhea, as well as possible metabolic effects. There is experimental evidence from animal studies that EFA deficiency may contribute to the development of cholesterol gallstones. By adding BEV-EFA to our weight loss supplement plan, you will be protecting yourself against the negative characteristics associated with weight loss. And ONLY Beverly Hills offers this marvelous dietary supplement.  
[Exhibit R]

PAR. 22. Through the use of the statements set forth in paragraph twenty-one, and others in advertisements and promotional materials not specifically set forth herein, respondent represents and has represented, directly or by implication, that the Beverly Hills weight loss programs are safer than other weight loss programs that do not include essential fatty acid supplementation.

PAR. 23. Through the use of the statements set forth in paragraph twenty-one, and others not specifically set forth herein,

respondent represents and has represented, directly or by implication, that at the time it made the representation set forth in paragraph twenty-two, respondent possessed and relied upon a reasonable basis that substantiated such representation.

PAR. 24. In truth and in fact, at the time it made the representation set forth in paragraph twenty-two, respondent did not possess and rely upon a reasonable basis that substantiated such representation. Therefore, the representation set forth in paragraph twenty-three was, and is, false and misleading.

PAR. 25. In the course and conduct of its business, respondent provides its customers with diet instructions that require said customers, *inter alia*, to come in to one of respondent's weight loss clinics three times a week for monitoring of their progress, including weighing in. In the course of regularly ascertaining its customers' weight loss progress, respondent, in some instances, is presented with weight loss results indicating that customers are losing weight significantly in excess of their projected goals, which is an indication that they may not be consuming all of the food prescribed by their diet instructions. Such conduct could, if not corrected promptly, result in health complications.

PAR. 26. When presented with the weight loss results described in paragraph twenty-five, respondent on many occasions has not disclosed to the customers that failing to follow the diet instructions and consume all of the food prescribed could result in health complications. This fact would be material to consumers in their purchase and use decisions regarding respondent's weight loss programs. In light of respondent's practice of monitoring people on the programs, said failure to disclose was, and is, a deceptive practice.

PAR. 27. The advertisements referred to in paragraph five, including but not necessarily limited to the attached Exhibits D, F, K, M, N, O, R, S and T, contain the following statements:

- (a) Special 6 Weeks For \$69
  - lab included • 6 week minimum[Exhibit D]



- (b) Final Week!  
 Limited Special  
 \$10.00 per week
  - Lab included
  - Eat grocery store foods
  - 6 week minimum
 [Exhibit F]
- (c) 4 WEEKS ONLY \$49  
 [Exhibit K]
- (d) 8 WEEKS ONLY  
 \$99<sup>00</sup>  
 Plus Pay Only \$1.00 For Complete Lab Test  
 [Exhibit M]
- (e) Get 5 weeks of weight loss for only \$59<sup>00</sup>  
 [Exhibit N]
- (f) \$10 a week  
 medical fee included  
 6 week minimum  
 [Exhibit O]
- (g) 8 WEEKS OF WEIGHT LOSS  
 ONLY \$99<sup>00</sup> plus  
 Pay only \$1 for complete lab test  
 (First Time Visit Bonus)  
 [Exhibit R]
- (h) ONE LOW PRICE \$5<sup>04</sup>  
 Program average weekly cost  
 [Exhibit S]
- (i) ONE LOW PRICE!  
 30 lb. Program Will Average  
 \$4<sup>30</sup> Per Week  
 [Exhibit T]

PAR. 28. Through the use of the statements set forth in paragraph twenty-seven, and others in advertisements not specifically set forth herein, respondent represents and has represented, directly or by implication, that the advertised price is the only cost associated with losing weight on the Beverly Hills weight loss programs.

PAR. 29. In truth and in fact, the advertised price is not the only cost associated with losing weight on the Beverly Hills weight loss

programs. There are substantial additional mandatory expenses associated with losing weight on the Beverly Hills weight loss programs that far exceed the advertised price. Therefore, the representation set forth in paragraph twenty-eight was, and is, false and misleading.

PAR. 30. In its advertising and sale of the Beverly Hills weight loss programs, respondent has represented that the advertised price is the only cost associated with losing weight on the Beverly Hills weight loss programs. Respondent has failed to disclose adequately to consumers the existence and amount of all mandatory expenses associated with participation in the Beverly Hills programs. This fact would be material to consumers in their purchase decisions regarding the programs. The failure to disclose this fact, in light of the representation made, was, and is, a deceptive practice.

PAR. 31. The advertisements referred to in paragraph five, including but not necessarily limited to the attached Exhibits U-X, contain the following statements:

- (a) 1st TIME PATIENTS ONLY  
2 WEEKS FREE  
[Exhibit U]
- (b) 2 FREE WEEKS  
Call For An Appointment  
First time members only. Must be 30 lbs. or more overweight.  
[Exhibit V]
- (c) FREE! FREE! FREE!  
FREE - 4 WEEK WEIGHT LOSS PROGRAM  
[Exhibit W]
- (d) WANTED  
20 persons to participate in a FREE WEIGHT LOSS PROGRAM. Must need to lose 30 pounds or more. In return, you will authorize BEVERLY HILLS to use photos and testimonials for advertising purposes. Complete details available in person only....  
[Exhibit X]

PAR. 32. Through the use of the statements set forth in paragraph thirty-one, and others in advertisements not specifically set forth herein, respondent represents and has represented, directly or by

implication, that respondent's weight loss programs are being offered to consumers at no cost.

PAR. 33. In truth and in fact, the receipt of free weight loss services is contingent upon the purchase, at substantial expense to the consumer, of other goods or services that are mandatory for participation in the Beverly Hills weight loss programs. Therefore, the representation set forth in paragraph thirty-two was, and is, false and misleading.

PAR. 34. In advertising the free offer of weight loss services under the Beverly Hills weight loss programs, respondent represents and has represented that its weight loss programs are being offered to consumers at no cost. Respondent has failed to disclose adequately to consumers that the receipt of free weight loss services is contingent upon the purchase, at substantial expense to the consumer, of other goods or services that are mandatory for participation in the Beverly Hills weight loss programs. This fact would be material to consumers in their purchase decisions regarding the programs. The failure to disclose this fact, in light of the representation made, was, and is, a deceptive practice.

PAR. 35. In providing advertisements and promotional materials referred to in paragraph five to its individual franchised or licensed clinics for the purpose of inducing consumers to purchase its weight loss and weight maintenance services and products, respondent has furnished the means and instrumentalities to those clinics to engage in the acts and practices alleged in paragraphs five through thirty-four.

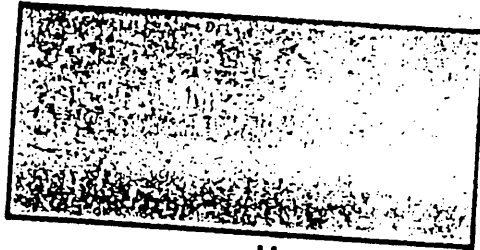
PAR. 36. The acts and practices of respondent as alleged in this complaint constitute deceptive acts or practices and the making of false advertisements in or affecting commerce in violation of Sections 5(a) and 12 of the Federal Trade Commission Act.

Commissioner Owen was recorded as voting in the affirmative, but dissenting as to the exception requiring full numerical disclosures involving quantitative weight loss maintenance claims in short radio and TV ads.

Beverly hills 3x7 7/22/71 p-324 coop

# RESULTS!

**BEVERLY HILLS  
GUARANTEES THEM.**



- Medically supervised
- Safe, fast, effective
- Long term maintenance
- Individual counseling
- Guaranteed results

**Hurry Before Summer Ends!**


**BEVERLY HILLS**  
  
*Weight Loss Clinics*

## CALL NOW

SALEM	389-1200
VINTON	981-9200
ROANOKE	362-7100
BLACKSBURG	951-2400
WYTHEVILLE	228-9111

\*Offer does not include protein supplements.

# RESULTS



**BEVERLY HILLS  
GUARANTEES THEM.**

**Lose Up To 7 Pounds And A Full Dress Size In  
One Week! Weight Loss Guaranteed\* for Life.**

(OFFER GOES HERE)

- 4 weeks of weight loss • 6 weeks of stabilization
- 52 weeks of maintenance • Labwork & medical fees included • 1 week of nutritional supplements

*Beverly Hills Weight Loss Clinics Are Medically Supervised!  
Our Dietary Foods Comply With FDA Requirements!*

\*Program details and requirements available at each clinic  
Each clinic independently owned and operated.

(CLINIC LOCATION AND PHONE NUMBER)

**BEVERLY HILLS** *Weight Loss Clinics*

**You're going to love it from the very first minute.**

## EXHIBIT C

# FUN

**BEVERLY HILLS  
MAKES WEIGHT  
LOSS FUN.**

**"And I Have Only  
5 Pounds To Go."**

**Weight Loss Guaranteed\*  
for Life.**

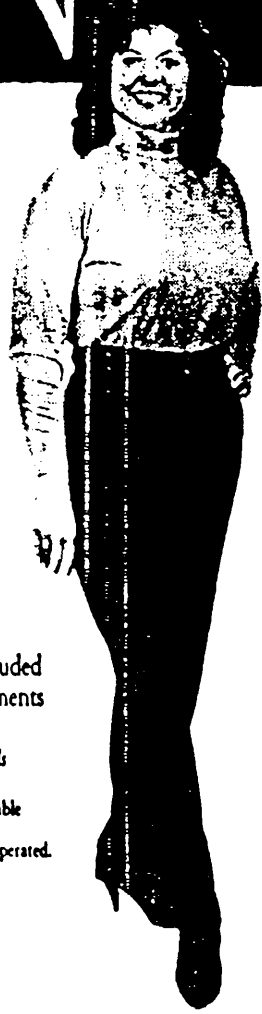
(OFFER GOES HERE)


- 4 weeks of weight loss
- 6 weeks of stabilization
- 52 weeks of maintenance
- Labwork & medical fees included
- 1 week of nutritional supplements

*Beverly Hills Weight Loss Clinics Are  
Medically Supervised! Our Dietary Foods  
Comply With FDA Requirements!*

\*Program details and requirements available  
at each clinic.  
Each clinic independently owned and operated.

(CLINIC LOCATION  
AND PHONE NUMBER)





**BEVERLY HILLS** *Weight Loss  
Clinics*

You're going to love it from the very first minute.

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Complaint

EXHIBIT D

# RECORD OF ADVERTISING

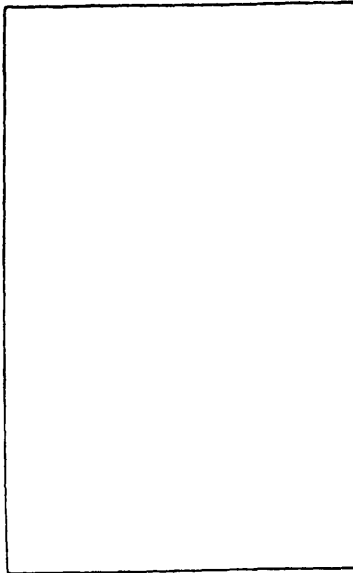
00611

CLINIC \_\_\_\_\_

DATE/DAY 2-16-92  
(Ad appeared in paper)

DIRECTOR \_\_\_\_\_

WEATHER CONDITIONS \_\_\_\_\_



NEWSPAPER \_\_\_\_\_

**AT BEVERLY HILLS**

*It's Real Food,  
Real Results!*

At Beverly Hills, you eat the same food you serve your family. And you will lose 2 to 5 pounds each week. Our program helps you reach your goal weight and keep it off.

**Special**  
6 Weeks **\$69**  
For

\* lab included \* 6 week minimum

**Put your trust in the people who know our clients. They've had proven results.**

349 Jonestown Rd.  
Winston-Salem  
**659-1364**

**BEVERLY HILLS** *Weight Loss Clinics*

You're going to love it from the very first minute. Product not included. An individual may or may not lose weight.

CALLS \_\_\_\_\_

2-16-92

APPTS \_\_\_\_\_

SHOWS \_\_\_\_\_

COMMENTS: \_\_\_\_\_



Complaint

EXHIBIT E



GO  
LIKE AN ELEVATOR  
THAT'S NOT WEIGHT  
CONTROL!

Dr. Euble FIT

I had always been overweight. I tried "just cutting down" diets on my own with no success. I finally gave in when my husband was going to buy me a \$70 dress and the largest size in the store didn't fit. That's when I came to BHWLC. The staff gave me the support and encouragement I needed to stick with a diet. Now I know how to eat sensibly and how to cut down when I need or want to lose more. It's a great feeling to have people compliment me on how I look and to try on a size 10 pair of pants and have them fit a little loose!!!  
Thanks BHWLC!



Laura L. Porter of E'town, Ky.  
lost 24 3/4 lbs. & 29 1/2"

Signed *Laura L. Porter*  
ALTHOUGH THIS IS A TRUE STORY, IT IS NOT AN UNUSUAL STORY. IT IS SOMETHING OUR COUNSELORS HEAR EVERYDAY. WHY NOT LET US HELP YOU GET A NEW LEASE ON LIFE?

LOSING WEIGHT DOESN'T  
MAKE SENSE UNLESS  
YOU KEEP IT OFF!!!

CELEBRATION OF SUMMER  
50% OFF Weight Loss Program  
This Offer Expires 6/23/89

- MEDICALLY SUPERVISED
- NO SHOTS. NO PILLS. NO EXERCISE
- EAT REGULAR, NUTRITIONALLY BALANCED MEALS
- LOSE 3-7 LBS. PER WEEK

PHONE TODAY  
737-3511

Towne Centre  
(Next to Goody's)  
Elizabethtown, Ky.

BEVERLY HILLS  
Weight Loss Clinics

"Where Temporary Loss is No Success"



BEVERLY HILLS WEIGHT LOSS CLINICS INTERNATIONAL 229

213

Complaint

EXHIBIT F

CLINIC W.S.

DATE/DAY 9-22-91 <sup>11:03 AM</sup> + 9-23-91  
(Ad appeared in paper)

DIRECTOR Georgia

WEATHER CONDITIONS

WINSTON-SALEM JOURNAL Sunday, September 22, 1991 PAGE A17

## BEVERLY HILLS SAYS

*Trust what our customers know!*

Beverly Hills says put your trust in the claims of people who know — our clients. They've had proven results. After all, aren't they the ones you can really trust?

**Final Week! Limited Special \$1000** per week

- Low overhead
- Low priority care
- No time constraints

 Steve Gasky W.S., NC 100 Lbs. 68"	 Beverly Kuch Clemmons, NC 48 Lbs. 41"
--	---

**BEVERLY HILLS Weight Loss Clinics**

349 Jonestown Rd.  
Winston-Salem  
659-1364

Product not included. An individual may not have bright skin.

You're going to love it from the very first minute.

NEWSPAPER \_\_\_\_\_

CALLS \_\_\_\_\_

APPTS \_\_\_\_\_

SHOWS \_\_\_\_\_

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



EXHIBIT G

*Trust what our customers know!*

Some weight loss companies claim to be the best, based on a comparison test that everyone seems to be refuting. Others claim they're the best, based on a newspaper reporter's opinion.

Beverly Hills says put your trust in the claims of people who know — our clients. They've had proven results. After all, aren't they the ones you can really trust?

Francis Foster Lost 33 lbs.	Kathy Cooper Lost 68 lbs.
Debbie Rogers Lost 35 lbs.	Winnie Sutton Lost 42 1/2 lbs.

Call Now For  
**FREE CONSULTATION**

**BEVERLY HILLS** *Weight Loss Clinics*

**TOWNE CENTRE**  
**ELIZABETH TOWN**  
(NEXT TO GOODY'S)  
737-3511

**BARDSTOWN**  
127 REARDON ROAD  
348-1797

00621

*Pennsylvania 9/91*

003005

# REVOLUTIONARY PROGRAM SHEDS THOUSANDS OF POUNDS.

**"Beverly Hills Gave Me The Willpower."**

*Gale Sova*



- Revolutionary FLEX-LITE Five Phase System
- Medically Supervised & Approved
- Guaranteed. Lose 3-7 Pounds Per Week
- Private One-One Counseling & Support
- Eat Nutritionally Balanced Meals
- Lifestyle Maintenance Program

Each Clinic  
Independently  
Owned &  
Operated

  
**BEVERLY HILLS**

Call Now For  
Details

*Weight Loss Clinics*

(CLINIC LOCATION  
AND  
PHONE NUMBER)


OWN YOUR OWN FRANCHISE FOR INFORMATION 1-800-476-6996

Exhibit

EXHIBIT I

003003

# DREAMS DO COME TRUE




**"I Lost 30 Pounds and I Feel Great."**

*Lia Ruddy*

- Revolutionary FLEX-LITE Five Phase System
- Medically Supervised & Approved
- Guaranteed. Lose 3-7 Pounds Per Week
- Private One-One Counseling & Support
- Eat Nutritionally Balanced Meals
- Lifestyle Maintenance Program

Each Clinic  
Independently  
Owned &  
Operated



**BEVERLY HILLS**

---

*Weight Loss Clinics*

Call Now For  
Details

(CLINIC LOCATION  
AND  
PHONE NUMBER)

OWN YOUR OWN FRANCHISE FOR INFORMATION 1-800-476-6996

