

DECISION AND ORDER

The Federal Trade Commission having initiated an investigation of certain acts and practices of the respondents named in the caption hereof, and the respondents having been furnished thereafter with a copy of a draft of complaint which the Bureau of Consumer Protection proposed to present to the Commission for its consideration and which, if issued by the Commission, would charge respondents with violation of the Federal Trade Commission Act; and

The respondents, their attorneys, and counsel for the Commission having thereafter executed an agreement containing a consent order, an admission by the respondents of all the jurisdictional facts set forth in the complaint, a statement that the signing of said agreement is for settlement purposes only and does not constitute an admission by the respondents that the law has been violated as alleged in such complaint, or that the facts as alleged in such complaint, other than jurisdictional facts, are true and waivers and other provisions as required by the Commission's Rules; and

The Commission having thereafter considered the matter and having determined that it had reason to believe that the respondents have violated the said Act, and that a complaint should issue stating its charges in that respect, and having thereupon accepted the executed consent agreement and placed such agreement on the public record for a period of sixty (60) days, now in further conformity with the procedure prescribed in Section 2.34 of its Rules, the Commission hereby issues its complaint, makes the following jurisdictional findings and enters the following order:

1. Respondent BodyWell, Inc., also doing business as BodyWell U.S.A., is a corporation organized, existing and doing business under and by virtue of the laws of the State of New York, with its office and principal place of business located at 27 West 20th Street, Suite 1001, New York, New York.

Respondent Gerard du Passage is an officer of said corporation. He formulates, directs and controls the policies, acts and practices of said corporation, and his office and principal place of business is located at the above stated address.

2. The Federal Trade Commission has jurisdiction of the subject matter of this proceeding and of the respondents, and the proceeding is in the public interest.

ORDER

DEFINITIONS

For purposes of this order, the following definitions shall apply:

1. "*Competent and reliable scientific evidence*" shall mean tests, analyses, research, studies, or other evidence based on the expertise of professionals in the relevant area, that has been conducted and evaluated in an objective manner by persons qualified to do so, using procedures generally accepted in the profession to yield accurate and reliable results.

2. Unless otherwise specified, "*respondents*" shall mean BodyWell, Inc., a corporation, its successors and assigns and its officers; Gerard du Passage, individually and as an officer of the corporation; and each of the above's agents, representatives and employees.

3. "*Commerce*" shall mean as defined in Section 4 of the Federal Trade Commission Act, 15 U.S.C. 44.

I.

It is ordered, That respondents, directly or through any corporation, subsidiary, division, or other device, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale, or distribution of any product in or affecting commerce, shall not make any representation, in any manner, expressly or by implication, that:

A. Such product causes significant weight loss, with or without changes in diet or exercise;

B. Such product causes weight loss at any particular rate or speed, or within any time period; or

C. Such product provides any weight loss, fat loss, weight regulation, weight control or weight maintenance benefit,

unless, at the time the representation is made, respondents possess and rely upon competent and reliable scientific evidence that substantiates the representation.

II.

It is further ordered, That respondents, directly or through any corporation, subsidiary, division, or other device, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale, or distribution of any product in or affecting commerce, shall not use the name "Slimming Soles" or any other name in a manner that represents, expressly or by implication, that the product causes weight loss, unless, at the time the representation is made, respondents possess and rely upon competent and reliable scientific evidence that substantiates the representation.

III.

It is further ordered, That respondents, directly or through any corporation, subsidiary, division, or other device, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale, or distribution of any food, dietary supplement, drug, device, or weight loss product or program, as "food," "drug" and "device" are defined in Section 15 of the Federal Trade Commission Act, in or affecting commerce, shall not represent, in any manner, expressly or by implication, that the experience represented by any user testimonial or endorsement of the product represents the typical or ordinary experience of members of the public who use the product, unless:

A. At the time it is made, respondents possess and rely upon competent and reliable scientific evidence that substantiates the representation; or

B. Respondents disclose, clearly and prominently, and in close proximity to the endorsement or testimonial, either:

1. What the generally expected results would be for users of the product, or

2. The limited applicability of the endorser's experience to what consumers may generally expect to achieve, that is, that consumers should not expect to experience similar results.

For purposes of this Part, "endorsement" shall mean as defined in 16 CFR 255.0(b).

IV.

It is further ordered, That respondents, directly or through any corporation, subsidiary, division, or other device, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale, or distribution of any food, dietary supplement, drug, device, or weight loss product or program, as "food," "drug" and "device" are defined in Section 15 of the Federal Trade Commission Act, in or affecting commerce, shall not misrepresent, in any manner, expressly or by implication, the existence, contents, validity, results, conclusions or interpretations of any test, study, or research.

V.

It is further ordered, That respondents, directly or through any corporation, subsidiary, division, or other device, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale, or distribution of any product in or affecting commerce, shall not violate any provision of the Mail or Telephone Order Merchandise Rule, 16 CFR Part 435, as amended, effective March 1, 1994, 58 Fed. Reg. 49095.

VI.

It is further ordered, That respondents shall pay to the Commission as consumer redress the sum of one hundred thousand dollars (\$ 100,000.00) no later than the date this order becomes final. Such payment shall be deposited into an escrow account, to be established by the Commission for the purpose of receiving payment due under this order.

The funds paid by respondents shall, in the discretion of the Commission, be used by the Commission to provide direct redress to purchasers of Slimming Soles in connection with the acts or practices alleged in the complaint, and to pay any attendant costs of administration. If the Commission determines, in its sole discretion, that redress to purchasers of this product is wholly or partially impracticable or is otherwise unwarranted, any funds not so used shall be paid to the United States Treasury. Respondents shall be notified as to how the funds are distributed, but shall have no right to contest the manner of distribution chosen by the Commission.

At any time after this order becomes final, the Commission may direct the escrow agent to transfer funds from the escrow account to

the Commission to be distributed as herein provided. The Commission, or its representative, shall, in its sole discretion, select the escrow agent.

Respondents relinquish all dominion, control and title to the funds paid into the escrow account, and all legal and equitable title to the funds vests in the Treasurer of the United States and in the designated consumers. Respondents shall make no claim to or demand for return of the funds, directly or indirectly, through counsel or otherwise; and in the event of bankruptcy of respondents, respondents acknowledge that the funds are not part of the debtor's estate, nor does the estate have any claim or interest therein.

VII.

It is further ordered, That respondent BodyWell, Inc., and its successors and assigns, and respondent Gerard du Passage shall, for five (5) years after the last date of dissemination of any representation covered by this order, maintain and upon request make available to the Federal Trade Commission for inspection and copying:

A. All advertisements and promotional materials containing the representation;

B. All materials that were relied upon in disseminating the representation; and

C. All tests, reports, studies, surveys, demonstrations, or other evidence in their possession or control that contradict, qualify, or call into question the representation, or the basis relied upon for the representation, including complaints and other communications with consumers or with governmental or consumer protection organizations.

VIII.

It is further ordered, That respondent BodyWell, Inc., and its successors and assigns, and respondent Gerard du Passage shall deliver a copy of this order to all current and future principals, officers, directors and managers, and to all current and future employees, agents, and representatives having responsibilities with respect to the subject matter of this order, and shall secure from each such person a signed and dated statement acknowledging receipt of the order. Respondents shall deliver this order to current personnel within thirty (30) days after the date of service of this order, and to

future personnel within thirty (30) days after the person assumes such position or responsibilities. Respondents shall maintain and upon request make available to the Federal Trade Commission for inspection and copying a copy of each signed statement acknowledging receipt of the order.

IX.

It is further ordered, That respondent BodyWell, Inc. and its successors and assigns shall notify the Commission at least thirty (30) days prior to any change in the corporation that may affect compliance obligations arising under this order, including but not limited to a dissolution of a subsidiary, parent or affiliate that engages in any acts or practices subject to this order; the proposed filing of a bankruptcy petition; or a change in the corporate name or address. Provided, however, that, with respect to any proposed change in the corporation about which respondent learns less than thirty (30) days prior to the date such action is to take place, respondent shall notify the Commission as soon as is practicable after obtaining such knowledge. All notices required by this Part shall be sent by certified mail to the Associate Director, Division of Enforcement, Bureau of Consumer Protection, Federal Trade Commission, Washington, D.C.

X.

It is further ordered, That respondent Gerard du Passage, for a period of four (4) years after the date of issuance of this order, shall notify the Commission of the discontinuance of his current business or employment, or of his affiliation with any new business or employment whose activities relate to the manufacturing, labeling, advertising, promotion, offering for sale, sale or distribution of any dietary supplement, drug, device, or weight loss product or program, as "drug" and "device" are defined in Section 15 of the Federal Trade Commission Act, for which any health or weight loss claim is made. The notice shall include respondent's new business address and telephone number and a description of the nature of the business or employment and his duties and responsibilities. All notices required by this Part shall be sent by certified mail to the Associate Director, Division of Enforcement, Bureau of Consumer Protection, Federal Trade Commission, Washington, D.C.

XI.

It is further ordered, That respondent BodyWell, Inc., and its successors and assigns, and respondent Gerard du Passage shall, within sixty (60) days after the date of service of this order, and at such other times as the Federal Trade Commission may require, file with the Commission a report, in writing, setting forth in detail the manner and form in which they have complied with this order.

XII.

This order will terminate on June 16, 2017, or twenty (20) years from the most recent date that the United States or the Federal Trade Commission files a complaint (with or without an accompanying consent decree) in federal court alleging any violation of the order, whichever comes later; provided, however, that the filing of such a complaint will not effect the duration of:

A. Any Part in this order that terminates in less than twenty (20) years;

B. This order's application to any respondent that is not named as a defendant in such complaint; and

C. This order if such complaint is filed after the order has terminated pursuant to this Part.

Provided further, that if such complaint is dismissed or a federal court rules that the respondent did not violate any provision of the order, and the dismissal or ruling is either not appealed or upheld on appeal, then the order will terminate according to this Part as though the complaint had never been filed, except that the order will not terminate between the date such complaint is filed and the later of the deadline for appealing such dismissal or ruling and the date such dismissal or ruling is upheld on appeal.

Complaint

123 F.T.C.

IN THE MATTER OF
DEAN DISTRIBUTORS, INC.

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

Docket C-3755. Complaint, June 16, 1997--Decision, June 16, 1997

This consent order requires, among other things, the California-based company to substantiate any weight-loss and weight-loss maintenance claims, sets out the standards for the type of evidence required to support various weight-loss maintenance claims, requires a specified statement for advertisements with maintenance claims, and a disclosure statement regarding the need for physician monitoring to minimize potential health risks.

Appearances

For the Commission: *Walter Gross and James Dolan.*

For the respondent: *Ted J. Hannig, Miller, Starr & Regalia,*
Redwood City, CA.

COMPLAINT

The Federal Trade Commission, having reason to believe that Dean Distributors, Inc., a corporation, through Advanced Health Care Systems, an operating division of Dean Distributors, Inc., 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 Dean Distributors, Inc. (hereinafter "respondent"), is incorporated in California, with its offices and principal place of business located at 1350 Bayshore Hwy., Suite 400, Burlingame, California. Advanced Health Care Systems, an operating division of Dean Distributors, Inc., has its offices and principal place of business located at 2801 Salinas Hwy., Building F, Monterey, California. Advanced Health Care Systems also does business as Cambridge Direct Sales and as MediBase.

PAR. 2. Respondent advertises, offers for sale and sells, and otherwise promotes throughout the United States, weight loss and weight-loss maintenance services and products, including the "Food for Life Weight Management System" and "MediBase," and makes them available to the public through a multilevel distribution system and through direct sales to physicians and medical clinics.

PAR. 3. The Food for Life Weight Management System diet programs include the "Cambridge Diet Plan," the "Food for Life" programs, the "Maintain for Life" program, and related nutritional products. Certain Food for Life Weight Management System diet programs provide 420 calories per day, obtained by drinking three formula drinks per day, and are referred to as very-low-calorie diet ("VLCD") programs. VLCDs are rapid weight loss, modified fasting diets of 800 calories or less per day requiring medical supervision. Other Food for Life Weight Management System diet programs allow an additional 400 calories per day in conventional food products. These programs, consisting of 820 calories per day, are referred to as low-calorie diets ("LCDs"). In addition, the Food for Life Weight Management System diet programs consist of behavior modification, motivational counseling, exercise, and weight-loss maintenance. The Food for Life Weight Management System diet programs consist of products which are "food" within the meaning of Sections 12 and 15 of the Federal Trade Commission Act, 15 U.S.C. 52, 55.

PAR. 4. The MediBase diet program is a medically-supervised three step program. The first step is a VLCD program providing 420 calories per day, obtained by drinking three formula drinks per day. The second step is an LCD program combining 420 calories per day, obtained by drinking three formula drinks per day, and an additional 400 calories per day, in conventional food products. The third step is a weight-loss maintenance program. In addition, the MediBase diet program consists of behavior modification, motivational counseling, and exercise. The MediBase diet program consists of products which are "food" within the meaning of Sections 12 and 15 of the Federal Trade Commission Act, 15 U.S.C. 52, 55.

PAR. 5. 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, 15 U.S.C. 44.

PAR. 6. Respondent has disseminated or has caused to be disseminated advertisements for weight reduction and weight control products and programs. Respondent has created and provided camera-ready advertising copy to its participating distributors, referred to as "counselors," for placement in various periodicals that are in general circulation to the public, to promote the Food for Life Weight Management System diet programs to prospective customers. Respondent has further advertised its weight loss programs and

products through the use of promotional materials, including pamphlets and brochures, given to customers and prospective customers by individual distributors referred to as "counselors."

PAR. 7. Respondent's advertisements include but are not necessarily limited to the advertisements and promotional materials entitled "Program Guide" ©1992 (attached hereto as Exhibit A); "Program Guide" ©November 1992 (attached hereto as Exhibit B); "Physician Monitoring Guidelines" (attached hereto as Exhibit C); "A taste for success!" (attached hereto as Exhibit D); "Treat Your Body With Ultimate Respect" (attached hereto as Exhibit E); two issues of "Breakthrough" (attached hereto as Exhibits F and G); and "If You Have Weight-Related Health Problems and Must Lose Weight . . ." (attached hereto as Exhibit H).

SAFETY CLAIMS

PAR. 8. Respondent's advertisements referred to in paragraphs six and seven, including but not necessarily limited to attached Exhibits A-H, include the following statements:

- (a) "The Food for Life Weight Loss Programs deliver their promise. You can lose weight safely. ... as much as 7 pounds in just one week." (Exhibit A, page 2)
- (b) "Nothing is as Simple ... Safe ... Effective ..." (Exhibit B, page 3)
- (c) "Fast, effective, safe weight reduction!" (Exhibit E)
- (d) "If You Have Weight-Related Health Problems And Must Lose Weight...
...There Is A Medically Directed Program For You ... Nutritionally complete, excellent tasting MediBase® meal replacement ... Proven safe and effective in University testing" (Exhibit H) (emphasis in original)

PAR. 9. Through the use of the statements contained in the advertisements referred to in paragraph eight, including but not necessarily limited to the statements in the advertisements attached as Exhibits A, B, E, and H, respondent has represented, directly or by implication, that the Food for Life Weight Management System and MediBase VLCD diet programs are unqualifiedly free of serious health risks.

PAR. 10. Respondent has failed to disclose adequately that physician supervision is required to minimize the potential risk of the development of health complications to consumers on very-low-calorie diet programs. In view of the representation that the Food for Life Weight Management System and MediBase VLCD diet programs are free of serious health risks, the disclosure as to the requirement for medical supervision is necessary. The failure to

adequately disclose this fact, in light of the representation as set forth in paragraph nine, was, and is, false and misleading.

PAR. 11. Respondent has provided purchasers and prospective purchasers who elect to follow a very-low calorie diet protocol with a pamphlet, entitled "Physician Monitoring Guidelines" (Exhibit C), which contains the following statement:

"Occasional side effects have been reported in association with the use of a VLCD. In general, these symptoms are mild and transient.

Fatigue

Cold intolerance

Headache

Orthostatic hypotension

and, with less frequency, halitosis, dry mouth, constipation, diarrhea, epigastric discomfort, flatulence, muscle cramps, amenorrhea, temporary hair loss, and decreased libido.

Most symptoms subside after the initial phase of dieting, or upon resumption of a normal eating pattern. Many of the side effects can be avoided by maintaining adequate fluid intake (i.e. two liters of water or non-caloric, low-sodium, decaffeinated liquid)."

Purchasers were instructed to give the pamphlet to the physician that they asked to monitor their progress through the very-low- calorie diet protocol that they chose to follow.

PAR. 12. Through the use of the statements contained in the advertisement referred to in paragraph eleven, including but not necessarily limited to the statements in the advertisement attached as Exhibit C, respondent has represented, directly or by implication, that the Food for Life Weight Management System diet programs have a risk of only mild side effects.

PAR. 13. In truth and in fact, VLCD diet programs such as the Food for Life Weight Management System diet programs do not have only mild side effects, and entail the risk of developing serious adverse side effects. Therefore, the representation set forth in paragraph twelve was, and is, false and misleading.

SUCCESS CLAIMS

PAR. 14. Respondent's advertisements referred to in paragraphs six and seven, including but not necessarily limited to attached Exhibits A-H, include the following statements:

(a) "No matter what your goal... just a few pounds or more weight than you care to think about... you'll find a Food For Life weight loss program that exactly suits your needs." (Exhibit A, page 2)

(b) "Most people fail... because they can't maintain their weight loss for long periods of time. ... [y]ou [as a Food For Life dieter] will be in 'Control for Life.'" (Exhibit A, page 2)

(c) "The Cambridge Food For Life Nutrition and Weight Management System is remarkably effective in providing long-term weight management." (Exhibit B, page 11)

(d) "Andrea Ileo has good reason to show off... she is a product of the product! Ten years ago Andrea went from 170+ lbs. ['before' photo] to ... WOW! ['after' photo]" (Exhibit F, page 7)

(e) "... Marie Carner, an inspiration to many, who lost 40 pounds and has kept it off for 2 years. Recently Marie sole sourced, losing an additional 12 pounds. She's fit, feels tremendous, and looks fantastic!" (Exhibit G, page 1)

PAR. 15. Through the use of the statements contained in the advertisements or promotional materials referred to in paragraph fourteen, subparagraphs (a)-(c), including but not necessarily limited to the statements in the advertisements attached as Exhibit A and B, respondent has represented, directly or by implication, that most Food for Life Weight Management System customers reach and maintain their weight loss goals either long-term or permanently.

PAR. 16. Through the use of the statements contained in the advertisements referred to in paragraph fourteen, subparagraphs (a)-(c), including but not necessarily limited to the advertisements attached as Exhibits A and B, respondent has represented, directly or by implication, that at the time respondent made the representation 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 respondent made the representation set forth in paragraph fifteen, respondent did not possess and rely upon a reasonable basis that substantiated such representation. Therefore, the representation set forth in paragraph sixteen was, and is, false and misleading.

PAR. 18. Through the use of the statements referred to in paragraph fourteen, subparagraphs (d) and (e), including but not necessarily limited to the advertisements attached as Exhibits F and G, respondent has represented, directly or by implication, that testimonials from consumers appearing in the advertisements and promotional materials for Food for Life Weight Management System reflect the typical or ordinary experience of members of the public who have used the program.

PAR. 19. Through the use of the statements referred to in paragraph fourteen, subparagraphs (d) and (e), including but not necessarily limited to the advertisements attached as Exhibits F and

G, respondent has represented, directly or by implication, that at the time they 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 respondent 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. Respondent's advertisements referred to in paragraphs six and seven, including but not necessarily limited to attached Exhibits A-H, include the following statement:

"A study conducted by Opinion Research Corporation of 600 users who had lost 60 pounds or more showed that of the 400 who could be contacted after two years, more than 80% of the weight loss had been maintained." (Exhibit C, page 2)

PAR. 22. Through the use of the statement referred to in paragraph twenty-one, including but not necessarily limited to the advertisement attached as Exhibit C, respondent has represented, directly or by implication, that the study results referred to were based on a valid statistical sample of all Food for Life Weight Management System customers who had lost 60 pounds or more.

PAR. 23. In truth and in fact, the study results referred to in paragraph twenty-one were not based upon a valid statistical sample of all Food for Life Weight Management System customers who had lost 60 pounds or more. Therefore, the representation set forth in paragraph twenty-two was, and is, false and misleading.

RATE OF WEIGHT LOSS CLAIMS

PAR. 24. The advertisements referred to in paragraphs six and seven, including but not necessarily limited to attached Exhibits A-H, include the following statements:

(a) "You can lose 2 to 5 pounds per week on the Regular Program." (Exhibit A, page 3; Exhibit B, page 10)

(b) "You can lose weight safely, quickly, and easily. ... as much as 7 pounds in just one week." (Exhibit A, page 2)

PAR. 25. Through the use of the statement contained in the advertisements referred to in paragraph twenty-four, subparagraph (a), including but not necessarily limited to the advertisements

attached as Exhibits A and B, respondent has represented, directly or by implication, that consumers following the Food for Life Weight Management System LCD weight loss program lose weight at a rate of two to five pounds per week.

PAR. 26. Through the use of the statement contained in the advertisement referred to in paragraph twenty-four, subparagraph (b), including but not necessarily limited to the advertisement attached as Exhibit A, respondent has represented, directly or by implication, that an appreciable number of consumers following the Food for Life Weight Management System LCD weight loss program lose weight at a rate of seven pounds per week.

PAR. 27. Through the use of the statements referred to in paragraph twenty-four, including but not necessarily limited to the advertisement attached as Exhibit A, respondent has represented, directly or by implication, that at the time respondent made the representations set forth in paragraphs twenty-five and twenty-six, respondent possessed and relied upon a reasonable basis that substantiated such representations.

PAR. 28. In truth and in fact, at the time respondent made the representations set forth in paragraphs twenty-five and twenty-six, respondent did not possess and rely upon a reasonable basis that substantiated such representations. Therefore, the representation set forth in paragraph twenty-seven was, and is, false and misleading.

PAR. 29. In providing advertisements and promotional materials such as those referred to in paragraphs six and seven to its individual distributors, referred to as "counselors," and to physicians, respondent has furnished the means and instrumentalities to those individual distributors to engage in the acts and practices alleged in paragraphs eight through twenty-eight.

PAR. 30. The acts and practices of respondent alleged in this complaint constitute deceptive acts or practices in or affecting commerce and "false advertisements" in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. 45(a) and 52.

1596

Complaint

EXHIBIT A

EXHIBIT A

Cambridge

PROGRAM GUIDE

AN INTEGRAL PART OF
THE FOOD FOR LIFE WEIGHT MANAGEMENT SYSTEM

DEVELOPED BY CAMBRIDGE WEIGHT LOSS
PROGRAMS, INC. 1000 DEAN DRIVE, SUITE 100
MONTREY, CA 94025-1000

10/00/03/004

EXHIBIT A

THE FOOD FOR LIFE WEIGHT MANAGEMENT SYSTEM
OVER FIFTEEN YEARS OF TESTING AND EXPERIENCE

A NEW BEGINNING

You are about to begin a journey. A journey unlike any you have ever experienced. It is a journey that will put you in control of your weight... forever!

Throughout this journey you will have both a companion and a vehicle on which to travel. Your companion is your Food For Life® Counselor and the vehicle is the Food For Life Weight Management System.

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A SCIENTIFIC BREAKTHROUGH

In 1970 a team of scientists at Cambridge University developed a meal replacement formula that started a revolution in the treatment of obesity. This pioneering effort resulted in a formula that is so unique it has been patented world-wide. The incredible breakthrough formula, containing only 330 calories, was the first commercially successful very-low-calorie meal replacement formula and is the foundation from which the Food For Life Weight Management System has evolved.

BASED ON THE EXPERIENCE
OF OVER 5,000,000 USERS

Through nearly 8½ years of clinical testing and over 9 years of commercial usage, the Food For Life Weight Management System has continually changed and grown. Under the direction of Dr. Robert O. Nesheim, Senior Vice President, Science and Technology for Cambridge Plan International, research examining the experience of actual users was combined with research conducted by leading obesity researchers from around the world. The result has been a continuing evolution in the development of the very-low-calorie formula and its integration with supportive programs shown to be necessary for long-term success.

TODAY'S STATE OF THE ART
A TOTALLY INTEGRATED SYSTEM

The recently introduced Food For Life Meal Replacement Formula is the ultimate evolution of the very-low-calorie formula. No diet formula available anywhere so perfectly combines delicious taste with optimum nutrition.

Around this formula, Dr. Nesheim and Dr. Non Blenzel, Director of Behavioral Science for CPI, have built a totally integrated weight management system addressing every requirement for long-term success: including behavior modification, activity programs, and peer support. No self-contained weight management system available anywhere at any price is more complete!

IMPORTANT FACTS
ABOUT WEIGHT
LOSS AND
METABOLISM

A NEW PERSPECTIVE

In the past it was generally thought that people became overweight simply because they eat too much, and to be thin all they needed to do was eat less. But recent studies have shown that some overweight people eat no more than their thin counterparts, suggesting that the issue is far too complex for such a broad generalization. The answer appears to be

related to the rather dynamic nature of human metabolism. Until recently very little was known about metabolism and its relationship to overweight conditions. We now know that rates of metabolism are as individual as fingerprints: that individuals with low metabolism rates tend to be overweight while their counterparts tend to be thin, and that a tendency towards a certain rate of metabolism is frequently inherited.

HOW YOUR BODY CHANGES
AS YOU LOSE WEIGHT

Studies have also shown that for an individual maintaining the same level of activity, the rate of metabolism slows down as weight is lost. More recently, researchers have discovered that individuals engaging in repeated weight loss and weight gain cycles may experience long-term reduction in their rates of metabolism and therefore regain weight faster after each cycle.

THE OBVIOUS CONCLUSIONS

There are four important conclusions that can be drawn from these studies:

1. Nothing has been shown to refute the basic rule of weight loss: if you take in fewer calories than your body uses, you will lose weight.
2. Once you lose weight it is very important to maintain that weight loss because repeated

EXHIBIT A

A PROGRAM FOR EVERY GOAL AND LIFESTYLE

weight loss and weight gain, will only make it harder to lose weight in the future.

3. If you don't change your activity level, you'll have to consume fewer calories than you have in the past to maintain your new weight loss.
4. Increasing your level of activity will raise your metabolism, help you lose weight faster, and make it a lot easier to maintain your weight loss.

AN EXCITING NEW ANSWER... THE FOOD FOR LIFE WEIGHT MANAGEMENT SYSTEM

PERSONALIZED PROGRAM OPTIONS FOR EVERY NEED

The Food For Life Weight Management System is not one-dimensional like most weight-loss plans. It is comprised of flexible program options that can be easily adapted to nearly any goal or lifestyle. Your Food For Life Counselor has been specially trained to help you choose the program options that are just right for you.

WEIGHT LOSS PROGRAMS THAT WORK

The Food For Life Weight Loss programs deliver their promise. You can lose weight safely, quickly, and easily in fact, easier than you ever thought possible... as much as 7 pounds in just one week. No matter what your goal... just a few pounds or more weight than you care to think about... you'll find a Food For Life weight

loss program that exactly suits your needs. Your Food For Life Counselor has been trained to help you select the program that best matches your goal and lifestyle. All you need to do is complete a simple program profile, purchase your initial Patron Success Pack, and you're on your way to being the best you can be.

BEHAVIOR MODIFICATION... WITHOUT THE MYSTERY

Most people fail, not because they can't lose weight, but because they can't maintain their weight loss for long periods of time. That's because most weight-loss plans do very little to teach new eating behavior, so you're doomed before you begin. That's another way our system is different.

An integral component of the Food For Life Weight Management System is the Control For Life™ Learning Program. It is a unique self-instruction program for changing undesirable eating behaviors. You simply follow step-by-step, easy-to-follow guidelines and you soon find that you will have a new positive, image-enhancing outlook and you will be in "Control For Life."

YOU'LL BE "SET FOR LIFE," TOO!

You don't have to become an "exercise addict" to put activity into your life. Little things do add up and activity plays a valuable role in fitness and good health. It's helping you use up extra calories. The Set For Life™ Activity Program components of the Food For Life Weight Management System can make adding a little activity to your life both fun and rewarding.

The Set For Life Program includes a waiting program developed specifically for people who are just beginning to increase their activity level and a body conditioning and toning program designed specifically to help you firm your body as you lose weight. The conditioning program features the unique Set For Life Body Conditioner and Shaper, an activity support device that makes exercising easier while providing the necessary resistance to give the firm and shapely body you desire.

AND YOU'LL HAVE A FRIEND

Losing weight shouldn't be a lonely experience. With the Food For Life Weight Management System it need never be... because you've got a friend, your Food For Life Counselor, ready to help you every step of the way. Our Counselors are usually not trained health professionals; they simply share their own enthusiasm for the success they've experienced with our programs themselves.

Their peer support service includes teaching you to mix a variety of recipes for drinks and soups, maintaining records of your progress, supplying helpful information during your initial weight-loss phase, providing encouragement and support, helping you to set up personal support groups, and introducing you to others with similar goals.

Most of all, you'll find your Food For Life Counselor always stands ready to help you. Because this support is so important to your success, Food For Life products and programs are not sold in stores. They are only available through authorized Counselors and distributors.

Now it's up to you and your Counselor, and in some cases your physician, to choose the program that matches your goals and lifestyle.

THE FAST-START PROGRAM

FEATURES
With the Fast-Start Program you can lose up to 15 pounds in just two weeks! It is based on using the Food For Life Medical Replacement Formula as your exclusive source of nutrition and may be used without medical monitoring up to a maximum period of two weeks. (Note: If you are currently under a physician's care you should consult with your physician before beginning the program.)

The Fast-Start Program can be used to meet a variety of needs:
One: The program was specifically designed for people who have recently gained weight and want to lose 15 pounds or less. Some good examples are people who have gained weight because they have recently stopped smoking or because of a period of lessened physical activity. The Fast-Start Program produces rapid weight loss which is very gratifying and users are taught to maintain their weight loss through reduced caloric intake once their goal is reached.

Two: Fast-Start can be used as a way to "get off to a fast start" on our Regular Program. The initial rapid weight loss has been found to be extremely motivational and helpful to maintaining commitment.

Three: Another popular use for the Program is to add flexibility to the Regular Program. It can be relied upon to overcome plateaus or to get you back "on track" after exceeding your caloric limit.

HOW TO FOLLOW THE PROGRAM

On the Fast-Start Program you will enjoy a combination of delicious Food For Life drinks, soups, or bars consumed three times per day at or near your normal mealtimes. If you feel a real urge for conventional food, you can select from the "free foods" choices found in Section Three of your Winning Foods List. These low-calorie, low-fat, low-cholesterol foods are a satisfying way to control hunger and help you feel as though you aren't dieting at all. Just remember these three points:

- a. Never skip a formula meal.
- b. Be certain your "free foods" choices do not exceed 80 calories per day.
- c. Do not stay on the Fast-Start Program for longer than two weeks without consulting your doctor.

*may be partly associated with the loss of excess fluids.

THE REGULAR PROGRAM

FEATURES

This is our most flexible plan. It's perfect for low, moderate, or high weight-loss goals, and can be adapted to any lifestyle. You can lose 2 to 5 pounds per week on the Regular Program. This program combines three delicious formula drinks, soups, or bars with 400 calories of regular food for a total of 800 calories. Your food choices will consist of entrees or snacks selected from a specially prepared list called the Winning Foods List.

HOW TO FOLLOW THE PROGRAM

From Start Through Day 21: As explained above, you will be enjoying three drink soup, or meals plus one entree selected from the Winning Foods List every day. If your entree contains less than 400 calories you may select additional foods from the list up to a limit of 400 calories. You may also eat "free foods" from the list with no limit. One of the goals of the Regular Program is to familiarize you with a wide variety of foods for that reason you should not duplicate any of your entree choices during the part of your program. In addition, we suggest that you choose 20-40 different fruits, vegetables or breads to make up your menu.

EXHIBIT A

A WORD ABOUT DINING OUT

As you practiced through the Food for Life Weight Management System, you will develop an awareness of the variety of foods that are available to you. Look for the wide variety of sauces and toppings that are carbohydrate-based rather than butter, meat, or oil-based. Look for a variety of choices in food with a smaller touch in that food, and a heavier touch in that food. Look for heavy sauces to overwhelm your taste buds that they become desensitized to now you'll enjoy your food even more.

QUESTIONS & ANSWERS

Q: Can everyone lose weight?
A: Everyone has the tools to make it happen. The Food for Life Weight Management System offers weight control products. Some products are designed to be used as a nutritional base as a total meal replacement, or as a food supplement. All other food for Life products can be used in personalized programs to control your present weight, or to assure safe, effective, sensible weight loss.

Q: How should I choose the products?
A: As you select, remember that successful weight control depends upon an honest commitment to stick to and stay with the program you choose.

A WORD ABOUT COOKING

There are a wide variety of cooking methods that are compatible with your goal of lifetime weight control: baking, boiling, broiling, sautéing, barbecuing, microwaving, etc. If you are stowing within your only two rules in preparing your meals: avoid anything made with a small amount of cooking oil, and avoid sauces rich in fat.

Q: Can children use Food for Life products for nutritional value?
A: Children can use Food for Life products as a supplement to their diet. They can use them with notable results: a friend in decreased consumption of "empty-calorie" snacks and increased consumption of nutrient-dense foods. They can use them to ensure sufficient calories for energy and adequate protein for growth and development. Any weight-reduction program for children should be under the supervision of a physician.

Q: Can I have an unlimited amount of diet soft drinks while on the Food for Life Weight Management System for weight loss?
A: Diet soft drinks are permitted but many soft drinks contain sodium which, if consumed in excess, may cause the body to retain water and slow the weight loss process. Some diet soft drinks contain caffeine which may have a stimulant or irritant effect on the body.

Q: Is it all right to drink coffee while on the Food for Life Weight Management System for weight loss?
A: Coffee is permitted, however, consumption of large quantities is not recommended. Caffeine acts as a stimulant to the body and on initial effect it also may destroy certain vitamins. Some herbal teas may offer a pleasant beverage alternative if you feel you must drink coffee. Decaffeinated is preferred.

Q: Why is it important to consult a physician?
A: Anyone starting a weight-loss program should consult a physician. A physician should be consulted to determine the presence of a weight-loss program and which is best suited for you. If you are currently under a physician's care, consult with your doctor before you start a weight-loss program. Your doctor may want to adjust medication levels or closely monitor your progress to prevent unnecessary complications.

Q: Can people with high blood pressure use Food for Life Weight Management System for weight loss?
A: Many people with high blood pressure have experienced extremely positive results using the Food for Life Weight Management System for weight loss with monitoring and supervision by their physician. It is very important that these people take their physician's advice and not stop their program until they are fully medicated.

Q: Why is it sometimes so difficult during the first few days of dieting?
A: During the first few days, metabolic adaptation which occasionally causes transient side effects such as headache, dizziness, frequent urination, or constipation, may occur. These side effects are usually temporary and will subside as your body adjusts to the new energy level. As a source of energy, these symptoms usually pass when a person consults their physician.

Q: What may cause temporary diarrhea?
A: Diarrhea may initially be caused by the introduction of new foods into the diet. The Food for Life products, as well as the mid-digestion (loss of body fluids) which accompanies low-carbohydrate diets, may cause a temporary diarrhea. A few days of low-carbohydrate dieting usually results in a return to normal bowel function. However, if diarrhea persists, consult your physician.

Q: What is recommended for constipation?
A: Some changes in bowel habits may be expected as your body adjusts to different dietary patterns. Bowel movements may not necessarily be as regular as before. If constipation is contained in Food for Life products to aid in digestion and elimination. Adequate fluid intake is important. Mild laxatives, such as those containing psyllium, may be helpful if constipation persists. Check with your physician.

Q: How should I store Food for Life products?
A: Food for Life products should be stored in a cool, dry place. They are not "natural" why?

Q: The Food for Life Weight Management System has been developed under the most stringent conditions. How do I know the products are safe?
A: These standards are upheld in the selection of vitamins, minerals, and other nutrients contained in all Food for Life products. Food for Life products are from synthetic sources, when the body absorbs nutrients, it does not distinguish between those from

natural sources and those synthetic. It is most important to have the proper conditions for nutrient absorption. There are many similarities between Food for Life products and liquid protein diets. No. The liquid protein diets are composed of a by-product of bovine casein which is a protein isolate. The Food for Life products are made from a protein isolate which is a by-product of the American soybean. In contrast, Food for Life products are based on over 10 years of research and carefully tested. Food for Life products are not a liquid protein diet. They are a liquid protein diet with carbohydrates and trace elements necessary for proper body function. They are not a liquid protein diet when used with conventional foods.

Q: The only comparison between Food for Life products and liquid protein diets is that they are both consumed as a liquid on a low-calorie diet. Is this true?
A: No. Food for Life products are not a liquid protein diet. They are a liquid protein diet with carbohydrates and trace elements necessary for proper body function. They are not a liquid protein diet when used with conventional foods.

Q: How should Food for Life products be stored?
A: Food for Life products should be stored in a cool, dry place. They are not "natural" why?

Q: The Food for Life Weight Management System has been developed under the most stringent conditions. How do I know the products are safe?
A: These standards are upheld in the selection of vitamins, minerals, and other nutrients contained in all Food for Life products. Food for Life products are from synthetic sources, when the body absorbs nutrients, it does not distinguish between those from

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Complaint

EXHIBIT A

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WINNING FOODS LIST

FROZEN PREPACKAGED ENTREES

PRODUCTS	SERVING SIZE	CALORIES	PRODUCTS	SERVING SIZE	CALORIES
ARMOUR					
Classic Mix					
1 Baby Boy Shrimp in Sherried Cream Sauce	10 1/2 oz	280	BENIHANA		
2 Beef Pepper Steak	10 oz	240	Oriental Mix		
3 Chicken Burgundy	11 1/2 oz	230	36 Beef and Mushrooms in Sauce with Rice and Vegetables	9 oz	280
4 Chicken Chow Mein	10 1/2 oz	220	37 Chicken in Spicy Garlic Sauce	9 oz	280
5 Chicken Oriental	10 oz	250	38 Glazed Chicken	8 1/2 oz	230
6 Medallions of Chicken Breast Manaka	11 oz	270	39 Shrimp and Cashew with Rice	9 oz	250
7 Roast Breast of Chicken	11 oz	270	CHUN KING		
8 Salisbury Steak	12 oz	290	Ball-in-Bag Entrees		
9 Seafood Steak	11 1/2 oz	250	40 Beef Pepper Oriental	10 oz	244
10 Steak Diane Mignonettes	10 oz	290	41 Chicken Chow Mein	10 oz	227
11 Stuffed Cabbage	12 oz	290	42 Chunky Walnut Chicken	10 oz	315
12 Sweet and Sour Chicken	11 oz	250	43 Fried Rice with Pork	10 oz	309
13 Szechuan Beef	10 oz	280	44 Oriental Chicken	10 oz	267
14 Turl and Surf	10 oz	250	45 Sweet and Sour Chicken	10 oz	335
15 Turkey Parmesan	11 oz	240	46 Sweet and Sour Pork	10 oz	338
BANQUET					
Entrees for One					
16 Barbecue Sauce and Sliced Beef	4 oz	90	GREEN GIANT		
17 Breaded Veal Parmigiana	3 oz	230	47 Chicken a la King with Blacutts	9 oz	370
18 Meat Loaf	5 oz	240	48 Chicken and Broccoli with Rice and Cheese	9 1/2 oz	340
19 Salisbury Steak	5 oz	230	49 Chicken and Noodles	9 oz	370
Family Entrees					
20 Beef Enchilada	8 oz	264	50 Chicken and Pea Pods in Sauce with Rice and Vegetables	10 oz	320
21 Beef Stew	8 oz	254	51 Chicken Chow Mein with Rice and Vegetables	9 oz	240
22 Gravy and Sliced Turkey	8 oz	160	52 Shrimp with Linguini	9 1/2 oz	330
23 Gravy and Salisbury Steak	5 1/2 oz	210	53 Stuffed Cabbage Rolls with Beef Tomato Sauce	7 oz	220
24 Lasagna with Meat Sauce	8 oz	330	54 Macaroni and Cheese	9 oz	290
25 Macaroni and Cheese	8 oz	230	55 Shrimp Creole with Rice	9 oz	230
26 Mostaccioli and Meat Sauce	8 oz	240	MORTON		
27 Mushroom Gravy and Charbroil Beef Patties	5 1/2 oz	210	Light Dinner		
28 Noodles and Beef	8 oz	283	56 Boneless Chicken Dinner	11 oz	250
29 Veal Parmigiana	6 1/2 oz	282	57 Chicken Chow Mein Dinner	11 oz	260
Gourmet Entrees					
30 Chicken Cacciatore	10 oz	260	58 Italian Style Ziti Dinner	11 oz	280
31 French Chicken	10 oz	190	59 Sliced Beef Dinner	11 oz	260
32 Green Pepper Steak	10 oz	310	60 Turkey Tetrazzini Dinner	11 oz	280
33 Pasta Shells and Sauce	10 oz	310	61 Veal Parmigiana Dinner	11 oz	290
34 Rigatoni with Tom. and Peas	10 oz	280	62 Western Style Dinner	11 oz	290
35 Sliced Beef and Vegetables	10 oz	300			

FROZEN PREPACKAGED ENTREES

PRODUCTS	SERVING SIZE	CALORIES	PRODUCTS	SERVING SIZE	CALORIES
MORTON					
Light Entrees					
63 Chicken a la King	8 oz	280	HEALTHY CHOICE DINNER		
64 Chicken Chow Mein	8 oz	210	70 Chicken Oriental	11 1/2 oz	270
65 Gravy and Sliced Beef	8 oz	290	71 Shrimp Creole	11 1/2 oz	210
66 Gravy and Sliced Beef	8 oz	280	72 Sweet & Sour Chicken	11 1/2 oz	260
67 Gravy and Sliced Chicken	8 oz	240	73 Breast of Turkey	10 oz	290
68 Gravy and Sliced Turkey	8 oz	270	74 Oriental Pepper Steak	11 oz	290
69 Meat Sauce and Spaghetti	8 oz	220	75 Seitan Tip	11 1/2 oz	290
			76 Sole Au Gratin	11 oz	270
			77 Chicken Parmigiana	11 1/2 oz	280
			78 Salisbury Steak	11 1/2 oz	300
			79 Chicken & Pasta Dinner	11 1/2 oz	310

EASY-TO-PREPARE MEAL RECIPES

200 TO 400 CALORIE ENTREES

80 Broiled Veal Chop - 250 cal

Trim fat from 6 oz. veal chop. Broil for approximately 6 to 8 minutes, 2 to 3 inches from heat. Turn and broil for 5 to 6 minutes.

81 Broiled Sole with Lemon Juice - 250 cal

Pace 4 oz. sole 2 to 3 inches from broiler heat for 5 to 8 minutes until light brown. Brush with lemon, turn and brush again with lemon. Broil 5 to 8 minutes or until fish flakes with a fork.

82 Half Chicken Breast and One Drumstick - 250 cal

Remove skin and bones. Uncovered, at 350° for approximately 1 hour.

83 Turkey Sandwich - 350 cal

2 slices whole wheat bread
3 oz. thinly sliced turkey
1 tsp. imitation mayonnaise
Lettuce and 1 tomato slice

84 Turkey Frank on Bun - 200 cal

Boil, broil or microwave 1 Turkey frank (approx. 1 to 2 minutes). Place in hotdog bun and serve.

85 Cottage Cheese and Fruit Salad - 260 cal

1 cup low-fat cottage cheese
1/2 cup any fresh fruit
Place on bed of chilled lettuce and serve.

86 Chicken Chow Mein Salad - 210 cal

1 tsp. plus 1 1/2 tsp. lemon low-fat yogurt
1/2 tsp. reduced-sodium soy sauce
1/4 tsp. ground ginger
2 large cabbage leaves
1 cup torn fresh spinach
1 1/2 ounces chopped cooked chicken breast (skinned before cooking and cooked without salt)
1 tbsp. sliced water chestnuts
1 tbsp. sliced bamboo shoots
1 tbsp. shredded carrot
1 1/2-ounce can unsweetened mandarin oranges, drained
1/2 cup chow mein noodles

Combine yogurt, soy sauce, and ginger. Stir until well blended. Cover and chill thoroughly. Place cabbage leaves in a small bowl.

Combine spinach and next 5 ingredients, tossing gently. Spoon chicken mixture onto cabbage leaves. Pour reserved yogurt mixture over salad. Top with chow mein noodles. Yield: 1 serving.

87 Grilled Chicken with Wine - 280 cal

2 Boneless chicken breast halves, skinned
2 tbsp. Chablis or other dry white wine
2 tbsp. white wine vinegar
2 green onions with tops, chopped
1/4 tsp. dried whole basil
Dash pepper
Vegetable cooking spray
Trim excess fat from chicken. Rubse chicken with cold water and pat dry. Place in a baking dish. Combine wine, vinegar, green onions, basil, and pepper. Stir well. Cover and marinate in refrigerator for 4 hours.

Complaint

EXHIBIT A

Remove chicken from marinade, discard green onions and reserve marinade. Arrange chicken on a grill coated with cooking spray. Grill 6 inches over hot coals 10 minutes or until chicken is tender, turning and basting with reserved marinade every 3 minutes. Yield: 1 serving.

88 Grouper or Whitefish Parmesan—225 cal.

2 tsp lemon juice
1 tbsp seasoned dry bread crumbs
1/2 tsp grated lemon rind
1 grouper fillet or 6 oz. whitefish
2 tps. dry sherry
2 tps. grated parmesan cheese

Dash garlic powder
Vegetable cooking spray
Combine lemon juice and sherry. Combine breadcrumbs, cheese, lemon rind, and garlic powder. Press fillet with cold water and pat dry. Dip fillet in lemon juice mixture, roll in breadcrumb mixture. Place fillet in a baking dish coated with cooking spray. Sprinkle with remaining breadcrumb mixture. Bake, uncovered, at 400° for 20 to 25 minutes or until fish flakes easily when tested with a fork. Yield: 1 serving.

89 Spicy Broiled Perch—225 cal.

6 oz. frozen perch fillets, thawed
1 tsp lemon juice
1/2 tsp Worcestershire sauce
1 clove garlic, crushed
Dash dry mustard
1 tbsp. minced fresh parsley
Vegetable cooking spray
1 tsp margarine, melted
1/2 tsp chili powder
Dash salt
Dash pepper

Rinse fillets with cold water and pat dry. Place in a baking dish coated with cooking spray. Combine lemon juice and next 7 ingredients; stir well and pour over fillets.

Broil 6 inches from heat for 5 minutes or until fish flakes easily when tested with a fork. Transfer fillets to a serving platter; spoon cooking juices over top. Sprinkle with parsley and serve. Yield: 1 serving.

90 Oriental Scramble—260 cal.

Vegetable cooking spray
1/2 tsp vegetable oil
1 medium carrot, scraped and diagonally sliced
1/2 cup chopped onion
1/2 cup fresh broccoli flowerets
2 tps. diced sweet red pepper
2 tps. diced green pepper
1/2 tsp. grated fresh gingerroot
2 eggs
2 egg whites

2 tps. skim milk
1/2 tsp. reduced-sodium soy sauce
Dash pepper
2 tps. frozen English peas, thawed and drained

2 tps. sliced water chestnuts
Coat a large nonstick skillet with cooking spray, add oil, and place over medium-high heat until hot. Add carrot and next 5 ingredients; sauté until vegetables are tender.

Combine eggs, egg whites, milk, soy sauce, and pepper. Stir well. Pour over vegetables. Add peas and water chestnuts. Cook over medium-low heat 5 minutes. As mixture begins to cook, gently stir edges with a spatula, and tilt pan to allow uncooked portions to flow underneath. Cover and cook 4 minutes or until egg mixture is set. Yield: 1 serving.

91 Tostitos—200 cal.

Vegetable cooking spray
2 tps. finely chopped onion
3 oz. torti, drained and crumbled
1 small clove garlic, crushed
1 tomato, seeded and chopped

1 small jalapeno pepper, seeded and chopped
1/2 tsp. chili powder
1/2 tsp. ground cumin
1/2 tsp. dried whole oregano
1 tps. chopped fresh cilantro
1 6-inch corn tortilla
1/2 cup shredded iceberg lettuce

2 tps. shredded Cheddar cheese
Coat a large skillet with cooking spray, place over medium heat until hot. Add onion and sauté until tender.

Add torti and garlic, and cook for 3 minutes, stirring constantly. Stir in tomatoes, pepper, chili powder, cumin, oregano, and cilantro, and continue to cook over medium heat, stirring frequently, until thoroughly heated.

Wrap tortilla in aluminum foil, and bake at 350° for 10 minutes or until thoroughly heated. Top the tortilla with the lettuce-torti mixture and cheese. Serve immediately. Yield: 1 serving.

92 Marinated Flank Steak—250 cal.

4 oz. beef flank steak
2 tsp honey
1/2 clove garlic, minced
1/2 tsp. grated lime rind
Lime wedges (optional)
1 tps. lime juice
1 tsp. catsup
1 tsp. Worcestershire sauce
Vegetable cooking spray

Trim excess fat from steak and place in a shallow dish. Combine lime juice and next 5 ingredients, stirring well. Pour over steak.

Cover and refrigerate 24 hours, turning steak occasionally.

Remove steak from marinade, reserving marinade. Coat grill with cooking spray. Grill steak 5 to 6 inches over hot coals 6 to 7 minutes on each side or until desired degree of doneness, basting frequently with reserved marinade. Cut diagonally across grain into thin slices to serve. Garnish with lime wedges, if desired. Yield: 1 serving.

93 Beef and Spinach Stir-Fry—250 cal.

4 oz. beef flank steak
1/2 cup boiling water
1 tsp. beef-flavored bouillon granules
1 tps. reduced-sodium soy sauce
1/2 tsp. sugar

1/2 tsp. grated fresh gingerroot
1/2 tsp. crushed red pepper
Vegetable cooking spray
1 medium carrot, scraped and shredded

1 green onion with top cut into 1-inch pieces
1/2 cup hot cooked parboiled rice (cooked without salt or fat)

Trim excess fat from steak, partially freeze steak. Slice steak across grain into thin strips and set aside.

Combine water and bouillon granules, stirring well. Add soy sauce, sugar, gingerroot, and red pepper. Stir well and set aside.

Coat a skillet with cooking spray. Allow to heat on medium-high (325°) for 2 minutes. Add carrots and green onions, stir-fry 2 minutes. Remove from pan and set aside. Add reserved steak

strips to pan, stir-fry 4 minutes or until desired degree of doneness. Add reserved soy sauce mixture. Bring to a boil. Cover, reduce heat and simmer 4 minutes. Return reserved vegetables and spinach to pan. Stir-fry 1 minute or until spinach wilts. Serve over hot cooked rice. Yield: 1 serving.

94 Crispy Drumsticks—290 cal.

2 chicken drumsticks, skinned
1 tps. parmesan cheese
1/2 tsp. garlic powder
1/2 cup skim milk
1/2 cup dry whole wheat breadcrumbs

1 tps. minced fresh parsley
Dash of pepper
Vegetable cooking spray
Rinse chicken with cold water and pat dry. Combine bread-

crumbs and next 4 ingredients, stirring well. Dip drumsticks in milk. Dredge in breadcrumb mixture, coating well. Place drumsticks in a baking dish coated with cooking spray. Bake at 350° for 1 hour or until tender. Yield: 1 serving.

95 Hungarian Turkey Cutlets—240 cal.

2 turkey breast cutlets (1/2 pound)
Vegetable cooking spray
1/2 tsp. vegetable oil
1/2 pound small fresh mushrooms

1 medium shallot, thinly sliced
1 small clove garlic, finely sliced
1/2 medium tomato, peeled, seeded and chopped
1/2 8-oz. can no-salt-added tomato paste
1/2 cup Chablis or other dry white wine

Dash of pepper
1 tsp. minced fresh parsley
Rinse turkey with cold water and pat dry. Coat a large skillet with cooking spray, add oil and place over medium heat until hot. Add turkey; cook 2 minutes on each side or until lightly browned. Drain well on paper towels. Wipe skillet with a paper towel.

Remove stems from mushrooms; reserve for other uses. Re-coat skillet with cooking spray and place over medium heat until hot. Add mushroom caps, shallots, and garlic to skillet; sauté until tender. Return turkey to skillet and add tomato. Combine tomato paste, wine, and pepper; stir well and add to skillet. Cover and simmer 10 minutes or until turkey is tender. Remove from heat, sprinkle with parsley. Yield: 1 serving.

96 Tuna Salade Nicoise—250 cal.

1/2 6 1/2 oz. can water-packed white tuna
2 tps. reduced-calorie Italian salad dressing

1 tsp. dried whole tarragon
1 small new potato, unpeeled
2 tps. white wine vinegar
1/2 clove garlic, crushed
1/2 pound fresh or frozen green beans

1 cup torn Bibb lettuce
1/2 small purple onion
1/2 large tomato, cut into wedges

1/2 hard-cooked egg, sliced
Place tuna in a colander and rinse under cold water; 1 minute. Set colander aside to let tuna drain 1 minute. Combine dressing and tarragon, stir well and set aside.

Arrange potatoes in a vegetable steamer. Place over boiling water in a sauce pan. Cover and steam 15 minutes or until potatoes are tender. Set aside to cool. Slice potatoes and combine with wine and garlic; toss gently. Cover and chill 2 hours.

Wash beans, trim ends and remove strings. Cook beans, covered, in a small amount of boiling water 5 minutes or until crisp-tender; drain. Combine beans and 1/2 cup reserved dressing mixture; toss gently; cover and chill 30 minutes.

Complaint

EXHIBIT A

123 F.T.C.

CALORIC CONTENT OF BASIC ENTREES OR STAPLES

MEAT GROUP

Each of the following has approximately 55 calories

Beef:

- 101 USDA Good or Choice grades of lean beef such as flank steak or tenderloin 1 oz

Veal:

- 102 All cuts are lean except for veal cutlets (ground or cubed). Examples of lean veal are chops and roasts. 1 oz

Poultry:

- 103 Chicken, turkey, Cornish hen (without skin) 1 oz

Fish:

- 104 All fresh and frozen fish. 1 oz

Shellfish:

- 105 Crab, lobster, scallops, shrimp, clams (fresh or canned in water) 2 oz

Eggs:

- 106 Oysters 6 medium 1/4 cup

Wild Game:

- 107 Tuna (canned in water) 1 oz

Pheasant, duck, goose (without skin) 1 oz

Cheeses:

- 108 Any cottage cheese 1/4 cup

Grated Parmesan 2 tbsp

- 109 Diet cheeses* (with less than 55 calories per oz.) 1 oz

Other:

- 110 95% fat-free luncheon meat 1 oz

Egg whites 3 whites

- 111 Egg substitutes with less than 55 calories per 1/4 cup 1/4 cup

*400 mg or more of sodium per exchange

FRUIT GROUP

Each of the following has approximately 60 calories

- 118 Apple, raw (2 in across) 1 apple

Applesauce (unsweetened) 1 cup

- 119 Apricots (medium, raw) 4 apricots

Apricots (canned) 1 cup or 4 halves

Banana (9 in long) 1 banana

Blackberries (raw) 1/2 cup

Blueberries (raw) 1/2 cup

Cantaloupe (5 in across) 1/4 melon

Cherries (large, raw) 1 cup

Cherries (canned) 1 cup

Figs (raw, 2 in across) 2 figs

Fruit cocktail (canned) 1 cup

Grapefruit (medium) 1/2 grapefruit

Grapefruit (segments) 1/4 cup

Grapes (small) 15 grapes

Honeydew melon (medium) 1/4 melon

Mandarin oranges 1 cup

Mango (small) 1/4 cup

Nectarine (1 1/2 in across) 1 nectarine

Orange (2 1/2 in across) 1 orange

Peach (2 1/2 in across) 1 peach

Peaches (canned) 1 peach or 1/2 cup

Pear 1/2 cup or 1 small

Pears (canned) 1/2 cup or 2 halves

Persimmon (medium, native) 2 persimmons

Pineapple (raw) 1/4 cup

Pineapple (canned) 1/4 cup

Plum, raw (2 in across) 2 plums

Pomegranate 1/2 pomegranate

Raspberries, raw 1 cup

Strawberries, raw (whole) 1 1/2 cup

Tangerine (2 1/2 in across) 2 tangerines

Watermelon (cubes) 1 1/2 cup

NOTE: 3 or more grams of fiber per serving

Place lettuce on serving plate. Cut onion into thin slices, separate into rings. Arrange onion over lettuce. Drain chilled potatoes, discarding liquid. Arrange over onion slices. Drain chilled beans, discarding liquid. Arrange beans, tomato wedges, reserved tuna and egg on top of onion. Pour remaining reserved dressing mixture evenly over salad. Yield: 1 serving.

97 Red Snapper with Tarragon-Lime Sauce - 250 cal

6 oz red snapper fillet

2 tbsp reduced-calorie mayonnaise

1/4 tsp grated lime rind

Dash of white pepper

Chopped fresh parsley

Vegetable cooking spray

1 tbsp plain low-fat yogurt

Pinch dried whole tarragon

Chopped fresh parsley

Lime slices

Rinse fillet with cold water, and pat dry. Arrange in a baking dish coated with cooking spray.

Combine mayonnaise, yogurt, grated lime rind, juice, tarragon and pepper; spoon evenly over fillet. Bake, uncovered, at 350° for 20 minutes or until fish flakes easily when tested with a fork.

Transfer fillet to a serving platter and garnish with parsley and lime slices. Yield: 1 serving.

98 Grilled Cheese Sandwich - 260 cal

2 slices whole wheat bread

2 slices low-fat American cheese

Toast bread in toaster. Place cheese between toast slices and place in microwave or conventional oven until cheese melts. Yield: 1 serving.

99 Tuna-Cheese Baked Patties - 250 cal

1/2 6-oz can water-packed white tuna

1/4 cup minced onion

1/4 cup skim milk

1/4 tsp Worcestershire sauce

1/4 tsp lemon juice

1 egg yolk, beaten

1/4 cup soft, whole wheat breadcrumbs

2 tbsp water

1 tsp margarine

1 tsp all-purpose flour

1 tsp chopped fresh parsley

1/4 tsp Dijon mustard

Dash pepper

2 tbsp shredded Swiss cheese

1 egg

1/4 cup fine, dry breadcrumbs

Place tuna in a colander, rinse under cold tap water. 1 minute.

Set colander aside to let tuna drain 1 minute. Melt margarine in a large skillet over low heat.

Add onion and sauté until tender.

Add flour, stirring until smooth.

Cook 1 minute, stirring constantly. Gradually add milk, stirring constantly, until thickened and bubbly. Remove from heat.

Stir in reserved tuna, parsley, and next 7 ingredients. Cover and chill thoroughly.

Shape into a patty. Combine egg and water; beat well. Dip in egg mixture; dredge in breadcrumbs to coat lightly. Place in a baking dish. Bake at 350° for 20 minutes or until lightly browned. Yield: 1 serving.

100 Gingered Poached Salmon - 260 cal

1 6-oz salmon steak

1/4 cup Chablis or other dry white wine

1/4 cup water

1/2 small lemon

2 green onions, cut into 1-inch pieces

1 tbsp minced fresh gingerroot

Salt

Rinse steak with cold water and pat dry. Set steak aside.

Combine wine, water, lemon, onion, gingerroot, and salt in a 10-inch skillet, stirring well. Bring to a boil. Cover, reduce heat, and simmer 10 minutes. Add salmon steak, cover and simmer 8 minutes or until fish flakes easily when tested with a fork. Yield: 1 serving.

Complaint

EXHIBIT A

CALORIC CONTENT OF BASIC ENTREES OR STAPLES

VEGETABLE GROUP

Each of the following has approximately 25 calories per one cup or ½ cup (cooked)

152 Artichoke (½ medium)
153 Asparagus
154 Beans (green wax, Italian)
155 Bean Sprouts
156 Beets
157 Broccoli
158 Brussel sprouts
159 Cabbage, cooked
160 Carrots
161 Cauliflower
162 Eggplant
163 Greens (collard, mustard, turnip)
164 Kohlrabi
165 Leeks
166 Mushrooms, cooked
167 Olives
168 Onions
169 Pea Pods
170 Peppers (green)
171 Rutabaga
172 Sauerkraut
173 Spinach, cooked
174 Summer squash (crookneck)
175 Tomato (one large)
176 Tomato/vegetable juice
177 Turnips
178 Water chestnuts
179 Zucchini, cooked

Starchy vegetables such as corn, peas, and potatoes are found on the Bread/Starch list.

BREAD/STARCH GROUP

Each of the following has approximately 80 calories:

CEREALS/GRAINS/PASTA	
180 Bran Cereals (such as Bran Buds, All Bran) concentrated	½ cup
181 Bran cereals, flaked	½ cup
182 Bulgur (cooked)	½ cup
183 Cooked cereals	½ cup
184 Cornmeal (dry)	2½ tbsp
185 Grapefruit	3 tbsp
186 Grits (cooked)	3 tbsp
187 Other ready-to-eat, unsweetened cereals	¾ cup
188 Pasta (cooked)	½ cup
189 Puffed cereal	1½ cups
190 Rice, white or brown (cooked)	½ cup
191 Shredded wheat	½ cup
192 Wheat germ	3 tbsp

DRIED BEANS/LENTILS

193 Beans and peas (cooked), such as kidney, white, split, black-eyed	½ cup
194 Lentils (cooked)	½ cup
195 Baked beans	½ cup

STARCHY VEGETABLES

196 Corn	½ cup
197 Corn on cob, 6 in. long	1
198 Lima beans	½ cup
199 Peas, green (canned or frozen)	½ cup
200 Plantain	½ cup
201 Potato, baked	1 small
202 Potato, mashed	½ cup
203 Squash, winter (acorn, butternut)	½ cup
204 Yam, sweet potato, plain	½ cup

BREAD

205 Bagel	½ (1 oz.)
206 Bread sticks, crisp, 4 in. long x ½ in.	2 (½ oz.)
207 Criblons, low-fat	1 cup
208 English muffin	½
209 Frankfurt or hamburger bun	½ (1 oz.)
210 Pita, 6 in. across	½
211 Plain roll, small	1 (1 oz.)
212 Raisin, unfrosted	1 slice (1 oz.)
213 Rye, pumpernickel	1 slice (1 oz.)
214 Tortilla, 6 in. across	1
215 White (including French, Italian)	1 slice (1 oz.)
216 Whole wheat	1 slice (1 oz.)

CRACKERS/SNACKS

217 Animal crackers	8
218 Graham crackers, 2½ in. square	3
219 Matzo	4 oz.
220 Melba toast	5 slices
221 Oyster crackers	24
222 Popcorn (popped, no fat added)	3 cups
223 Pretzels	¾ oz.
224 Rye crisp, 2 in. x 3½ in.	4
225 Softie-type crackers	6
226 Whole wheat crackers, no fat added (crisp breads, such as Rini, Kavi, Wasa)	2-4 slices (¼ oz.)

CALORIC CONTENT OF BASIC ENTREES OR STAPLES

SPICES, TOPPINGS, CONDIMENTS, SEASONINGS AND FREE FOODS

SPREADS AND OILS

227 Margarine, imitation, 1 tsp.	15 calories
228 Mayonnaise, reduced-calorie, 1 tsp.	35 calories
229 Vegetable Oils (corn, safflower, soybean, olive), 1 tsp.	120 calories

(These items must be calculated within your daily caloric levels and should be limited)

TOPPINGS

230 Mock sour cream (1 oz.)	50 calories
231 Yogurt, plain, lowfat (8 oz.)	145 calories
232 Jelly, low-calorie (1 tbsp.)	25 calories
233 Pancakes syrup, sugar-free (2 tbsp.)	25 calories
234 Salad dressings, low-calorie (1 tbsp.)	15 calories

Each of the following has approximately 15 calories per serving:

235 Bouillon
236 Beef or chicken broth (without fat)
237 10% real juice diet soft drinks
238 Non-fat or skim milk (8 oz.) has 90 calories

CONDIMENTS

The following condiments have a negligible number of calories and can be used to enhance other foods.

Non-stick pan spray
Sugar substitutes (Equal, Sweet 'n Low, etc.)
Whipped topping, low-calorie
Horseradish
Mustard
Pickles, dill (unsweetened)
Taco sauce (1 tbsp.)
Vinegar

FREE FOODS - Regular Program users only.

The following foods contain less than 20 calories per serving and can be eaten several times daily, if you wish.

Vegetables (1 cup raw):	
Cabbage	Celery
Chinese cabbage	Cucumber
Green onion	Hot pepper
Mushrooms	Radishes
Zucchini	Lettuce
Spinach	

Sweet Substitutes

Candy, hard, sugar-free	Gelatin, sugar-free
Gum, sugar-free	

Seasonings

Celery seeds	Lemon juice
Chili powder	Lime juice
Curry	Onion powder
Garlic	Pimento
Herbs	Worcestershire sauce
Flavoring extracts (vanilla, etc.)	
Cinnamon	Lemon pepper
Chives	Mint
Dill	Paprika
Garlic powder	Soy sauce, low-sodium
Hot pepper sauce	Vinegar

BEVERAGE GROUP

The following beverages are virtually calorie free:

Soft drinks, sugar-free
Carbonated water (Perrier, etc.)
Club soda
Decaffeinated coffee
Tea
Drink mixes, sugar-free (Crystal Light, etc.)

EXHIBIT A

THE FOOD FOR LIFE®
FAVORITE RECIPESRECIPES TO INCREASE
YOUR ENJOYMENT OF
FOOD FOR LIFE DRINKS, SOUPS
AND DESSERTS

The following recipes have been compiled to enhance your enjoyment of the Food For Life Weight Management System. They have been developed with the assistance of literally thousands of our creative users and we would like to thank them for sharing their ideas.

Use these recipes with any of our Food For Life products. A special measuring scoop is included in each can of product to ensure that you receive a full complement of nutrients with each serving. Refer to the label directions for the correct number of scoops per serving.

Your Food For Life products offer you tremendous flexibility to create a variety of delicious, nutritional options. The recipes are organized according to the flavor of product being used. When the ingredients in some of our recipes add extra calories, they are indicated in parentheses ().

These recipe ideas may prompt you to experiment and create your own personal specialties. Go ahead, have fun! To help you calculate the extra calories you may be adding to your gourmet "piece de resistance," we've included a Quick Calorie Counter at the end of this section.

GENERAL HINTS FOR ADDING
VARIETY AND INTEREST TO
YOUR FAVORITE FLAVORS

As a rule, all of our weight-loss products are intended to be mixed with water. However, they can be mixed with a variety of other beverages without affecting their caloric content. For example, diet sodas, ice, coffee, or tea are frequently added with delicious results.

It's best to put your water or specified liquid into the blender first, then add ice cubes and blend for a few seconds before adding your Food For Life formula and any other ingredients. This will ensure complete mixing and avoid "clumping" of the formula at the bottom of the blender. Rinse blender immediately after mixing.

- For a thinner drink, use 10 to 12 ounces of hot or cold water. For a thicker drink, use approximately 6 to 8 ounces of water and add 2 to 4 ice cubes. Blend until you have a slushy mixture before you add formula (if it's too thick, add more water, then pour off what you don't want).
- For a sweeter drink, add artificial sweetener (Sweet & Low, Equal, etc.).
- Diet sodas add interesting flavor variety and may be substituted for water in your drinks. For example:

ROOT-BEER FLOAT

- 1 serving Vanilla with Diet Root Beer

CHOCOLATE CHERRY

- 1 serving Chocolate with Diet Cherry Soda

DOUBLE CHOCOLATE FUDGE

- 1 serving Chocolate with Diet Chocolate Fudge Soda

STRAWBERRY CREAM

- 1 serving Strawberry with Diet Cream Soda

ORANGE CREAM

- 1 serving Orange with Diet Cream Soda

Notes

Some diet sodas are higher in sodium than others and although they don't add calories, they may cause water retention.

Hot water, and the carbonation in diet sodas, causes pressure to build up in the blender when mixing—be sure to use an appliance with a pressure-release top to avoid your mixture "exploding," especially when using very hot liquids.

- Mix half portions of two different flavors. For example:

MILK CHOCOLATE

- 1/2 serving each of Chocolate and Vanilla

STRAWBERRIES & CREAM

- 1/2 serving each of Strawberry and Vanilla

DIPPED STRAWBERRIES

- 1/2 serving each of Chocolate and Strawberry

CHOCOLATE CREAM

- 1/2 serving each of Super Chocolate and Vanilla

CHIMATO SOUP

- 1/2 serving each of Chicken and Tomato Soups

- For **SHRUBS**, use sugar-free drink crystals (Crystal Light or Sugar Free Kool-Aid), a little water and lots of ice. Blend your Food For Life product with 4 ounces of cold water and diet drink crystals (1/2 teaspoon for a mild flavor, more if you like a "tangy" taste). Add ice cubes gradually until you have a firm, slushy consistency. No need to freeze, just serve it right up!

ORANGE JULIUS

- Vanilla and orange crystals

TUTTI FRUIT!

- Strawberry and citrus or fruit punch crystals

ITALIAN ICE

- Vanilla and lemonade crystals

ORANGE CREAM

- Chocolate and orange crystals

- For **FIBER** lovers, add 1 tablespoon bran or 1 ounce of wheat germ to any flavor.

Pour a Vanilla drink on your favorite high-fiber cereal instead of milk, top with fresh fruit for a super-nutritious breakfast!

- **GREAT SHAKES!** For a nutritious and kid-pleasing after-school snack or weekend treat, blend the following for thirty seconds:

- Food For Life flavor of choice

- 6 oz. low- or non-fat milk (60)

- 1 scoop low-cal ice milk (75)

- **GELATIN** does wonderful things to our Food For Life products.

- For example:

- Pudding: 1 packet unflavored gelatin (25) and flavor of choice. Dissolve gelatin in 1/2 cup boiling water. Add formula and blend. Add 1 1/2 cups ice, blend, pour into dish and chill.

- Ice cream: Follow directions for Pudding, freeze mixture for 1 hour. Remove from freezer and whip with electric mixer for 3 minutes. Re-freeze for 30 minutes.

- (Look for variations in each flavor section of our recipe book.)

- Some of the recipes are quite elaborate, but we've tested them in our kitchen and they're worth the effort. Enjoy!

FAVORITE RECIPES

Unless otherwise stated in individual recipes, combine in an electric blender 8 to 10 ounces of cold water and 4 to 6 ice cubes. Blend for several seconds until a slushy consistency is achieved, then add Food For Life formula and blend another 15 to 20 seconds. See Helpful Hints.

CHOCOLATE

CHOCOLATE HERB MAGIC

- 8 oz. chilled orange herb tea

- 4 or more ice cubes

- 1 serving Chocolate

MILKY WAY

- 1 serving Chocolate

- 1/2 tsp. Vanilla Flavoring

- 1/2 tsp. Maple Flavoring

- 1/2 tsp. Butter Flavoring

NUTTY HOT CHOCOLATE

- 1 serving Chocolate

- 8-10 oz. HOT water

- Black Walnut Flavoring

- Butter Flavoring

CHOCOLATE MINT

- 1 serving Chocolate

- 1/2 tsp. Mint Flavoring

BANANA SUE

- 1 serving Chocolate

- 1/2 fresh banana (40)

- or 1/2 tsp. Banana Flavoring

HEATH BAR

- 1 serving Chocolate

- 1/2 tsp. Butter Flavoring

- 1/2 tsp. Rum Flavoring

- 1/2 tsp. Almond Flavoring

- 1 tsp. Instant decaf coffee

VIENNESE COFFEE

- 8 oz. hot decaf coffee

- 1 serving Chocolate

- 1/2 tsp. cinnamon

ALMOND MOCHA

- 1 serving Chocolate

- 1/2 tsp. Vanilla Flavoring

- 1/2 tsp. Almond Flavoring

- 1 tsp. cocoa (4)

- Decaf coffee

- Serve hot or cold

ORANGE CHOCOLATE

- 1 serving Chocolate

- 8 oz. Diet Orange Soda

HONEYED ORANGE CHOCOLATE

- 1 serving Chocolate

- 8 oz. orange juice (120)

- 1/2 tsp. Black Walnut Flavoring

- 1/2 tsp. Vanilla Flavoring

- 1/2 tsp. cinnamon

- 2 tsp. honey (40)

ALMOND JOY

- 1 serving Chocolate

- 1/2 tsp. Almond Flavoring

- 1/2 tsp. Coconut Flavoring

FOOTSE ROLL

- 1 serving Chocolate

- 1/2 tsp. Orange Flavoring

- 1/2 tsp. Vanilla Flavoring

VANILLA

TROPICAL VANILLA

- 1 serving Vanilla

- 1/2 tsp. Pineapple Flavoring

- 1/2 tsp. Coconut Flavoring

- 1/2 tsp. Almond Flavoring

VANILLA SUNRISE

- 1 serving Vanilla

- 10 oz. Diet 7-Up

- 1 medium seedless navel orange (60)

PUMPKIN PIE

- 1 serving Vanilla

- 1 tsp. pumpkin pie spice

ALMOND CREAM (MARDIPAN)

- 1 serving Vanilla

- 1/2 tsp. Vanilla Flavoring

- 1/2 tsp. Almond Flavoring

- 1/2 tsp. Almond Flavoring

VERY BERRY

- 1 serving Vanilla

- 1/2 cup fresh or frozen blueberries (45)

- or strawberries (25)

APPLE PIE a la MODE

- 1 serving Vanilla

- 1/2 tsp. Almond Flavoring

- Dash of apple pie spice

APPLE SPICE

- 1 serving Vanilla

- 1/2 cup peeled diced apple (32)

- Cinnamon to taste

- 1/2 tsp. Almond Flavoring

- 1/2 tsp. Vanilla Flavoring

BLOOM HONEY

- 1 serving Vanilla

- 1/2 tsp. Maple Flavoring

- 1/2 tsp. Vanilla Flavoring

- 1 tsp. peanut butter (36)

EXHIBIT A

ET'S FAVORITE (REESE'S PIECES)

1 serving Vanilla
9 oz. Diet Chocolate Soda
1 tbsp. peanut butter (100)
6-8 ice cubes

BANANA ALL SORTS

1 serving Vanilla
1 small banana (80)
1 tsp. pecans (48) CP
1 tsp. instant decaf coffee OR
1 tsp. cocoa (10)

AMARETTO CREAM COFFEE

1 serving Vanilla
¼ tsp. Almond Flavoring
1 tsp. instant decaf coffee
(or 10 oz. brewed decaf)

CANTALOUPE FREEZE

4 oz. water and 6-8 ice cubes
1 serving Vanilla
½ cup cantaloupe (25)

CAPPUCCINO

9 oz. hot water
1 serving Vanilla
1 tsp. instant decaf coffee
¼ tsp. Rum Flavoring
¼ tsp. cinnamon

VANILLA CREME

9 oz. Diet Creme Soda
1 serving Vanilla
Few drops Vanilla Flavoring

HOT SPICED TEA

10 oz. hot brewed tea
1 serving Vanilla
¼ tsp. Black Walnut Flavoring
Dash Allspice

VERMOR'S FLOAT

4 oz. cold water
4 oz. Vermor's Diet Soda
1 serving Vanilla
1 cup of ice cubes
Blend until as smooth and creamy as ice cream.

BANANA PUDDING (serves 2)

1 envelope gelatin (25)
¼ cup cold water
1½ cups boiling water
2 servings Vanilla
¼ tsp. Banana Flavoring
Dissolve gelatin in cold water.
Add rest of ingredients and blend
for 15 seconds. Garnish with
slices of banana.

POPSICLE PUNCH

1 serving Vanilla
6 oz. water
3 ice cubes
¼ tsp. Anise Flavoring
¼ tsp. Orange Flavoring
¼ tsp. Vanilla Flavoring
Orange food coloring
(optional)

Blend ingredients, then freeze
until crystals form. Whip with
electric mixer. Re-freeze. Serve
garnished with mint leaves.

BUTTER PECAN ICE CREAM

1 serving Vanilla
3 oz. water and 1-2 cups
crushed ice
¼ tsp. Maple Flavoring
¼ tsp. Coconut Flavoring
Dash of nutmeg

ORANGE FROSTY

1 serving Vanilla
¼ cup boiling water
8 oz. Diet Orange Soda
3 large ice cubes
Dissolve gelatin in water, add
half of the orange soda and
blend. Add rest of ingredients and
blend again. Freeze for half an
hour, stir and serve.

BUTTERSCOTCH PUDDING

1 envelope unflavored
gelatin (25)
1 serving Vanilla
¼ cup diet Butterscotch
pudding (25)

BUTTER MINT CREAM

1 serving Vanilla
¼ tsp. Butter Flavoring
¼ tsp. Rum Flavoring
¼ tsp. Mint Flavoring

STRAWBERRY

1 serving Strawberry
¼ tsp. Vanilla Flavoring

STRAWBERRY SPLIT

½ serving Strawberry
½ serving Chocolate
½ small banana (40)

STRAWBERRY PINA COLADA

1 serving Strawberry
¼ tsp. Coconut Flavoring
¼ tsp. Banana Flavoring
¼ tsp. Pineapple Flavoring

STRAWBERRY DAQUIRI

1 serving Strawberry
1 cup fresh or frozen
strawberries (50)
½ tsp. Rum Flavoring

SUPER CHOCOLATE

SUPER CHOCOLATE CREAM
1 serving Super Chocolate
2 tsp. Cool Whip (32)
CHOCO-PEANUT DREAM SHAKE
½ serving Super Chocolate
½ serving Chocolate
1 tsp. crunchy peanut
butter (36)

CHOCOLATE ORANGE

1 serving Super Chocolate
¼ tsp. Orange Flavoring
¼ tsp. grated orange peel
1 pkt. sweetener
Serve topped with 1 tbsp.
Cool Whip (12)

CHOCOLATE PEANUTS

1 serving Super Chocolate
1 tsp. peanut butter (36)
6 oz. water
8-12 ice cubes
HOT BUTTERED RUM DESSERT
(serve hot or cold)
1 serving Super Chocolate
¼ tsp. Butter Flavoring
¼ tsp. HOT water
1 tsp. Mini Flavoring
1 tsp. Butter Flavoring
6 oz. HOT water

BAVARIAN MINT PIE

4 servings Super Chocolate
¼ tsp. Peppermint Flavoring
20 oz. HOT water
3 pkts. sweetener
Baked pastry shell (210)
Blend ingredients until smooth.
Pour into pastry shell. Cool in
refrigerator until set and chilled.
Cut pie into 8 pieces (26 each).
Top with a tablespoon of Cool
Whip (12) on each slice.

CHOCOLATE CHEESECAKE

1 serving Super Chocolate
½ small banana (40)
1 oz. low-cal cream cheese (60)
Chill or freeze

POPSICLE SURPRISE (serves 2)

1 serving Super Chocolate
6 oz. COLD water
1 Meal Replacement Bar
(flavor of choice)
Blend Super Chocolate. Cut
bar into small bite-size pieces.
Place in small plastic container.
Pour Super Chocolate over bar
pieces and freeze.

CHOCOLATE PISTACHIO CREME

(serves 2)
2 servings Super Chocolate
12 oz. ice and water
2 oz. low-cal cream cheese (120)
¼ cup pistachio pudding (25)
Top with 1 tbsp. Cool Whip (12)

IMPORTANT: DO NOT

BOIL OR SIMMER SOUPS
Unless otherwise noted in indi-
vidual recipes, blend Chicken or
Lentil Soup formulas with 8 to
10 ounces of HOT water.

CHICKEN SOUP

CREAM OF ASPARAGUS SOUP
1 serving Chicken Soup
Coarse ground black or
white pepper
1 undrained 15-oz. can
asparagus bits & pieces (100)
Heat asparagus. Use 4 ounces
asparagus broth to blend with
Chicken Soup for 15 to 20 sec-
onds. Add asparagus and rest of
broth and blend 5 to 10 seconds.
Don't overblend.

OYSTER STEW

1 serving Chicken Soup
½ cup finely chopped
onion (32)
½ cup canned oysters (109)
Water to make up 14 oz.
Coarse ground black pepper
Dash Tabasco sauce
Combine ingredients except
Chicken Soup, simmer until onion
is tender and oysters begin to
curl. Blend in Chicken Soup
formula with half of the oysters.
Put all ingredients in blender and
whirl for just a few seconds.

ZESTY CHICKEN

1 serving Chicken Soup
2 tsp. medium picante
sauce (20)
CHILENY CAULIFLOWER
CHICKEN CHOWDER
1 serving Chicken Soup
1 tbsp. chopped onion (4)
¼ tsp. celery seed
1 cup bite-sized, steamed
cauliflower (28)

CREAM OF CELERY SOUP

1 serving Chicken Soup
1 cup diced celery (28)
1 pkg. low-sodium chicken
bouillon (12)
¼ tsp. garlic powder
¼ tsp. parsley flakes
½ tsp. Old Bay seasoning
Pinch of black pepper/
cayenne pepper/Tabasco
sauce/barbecue spice (to
add zip)

CREAM OF ONION SOUP

10 oz. water
¼ cup finely chopped
onions (16)
¼ tsp. flour (10)
¼ tsp. chicken bouillon (15)
¼ tsp. garlic powder
Salt substitute and pepper
to taste
Bring above ingredients to a
boil, simmer 10 minutes, stirring
frequently; transfer to blender
and add:
¼ serving Chicken Soup
¼ serving Vanilla Drink
Blend for 10 seconds. Serve
garnished with parsley.

MEXICANO CHICKEN

1 serving Chicken Soup
¼ tsp. chili powder
¼ tsp. garlic powder
¼ Jalapeno pepper, diced
Boil water, spices and pepper;
blend in Chicken Soup and serve.

Complaint

EXHIBIT A

CURRIED CHICKEN SOUP

1 serving Chicken Soup
 1/2 tsp. curry powder
 1/2 cup finely chopped onion (32)
 1/2 tsp. dried parsley
 1/2 tsp. Butter Flavored
 Pinch of black pepper

DOUBLE CHICKEN SOUP

1 serving Chicken Soup
 1/2 tsp. poultry seasoning
 1/2 tsp. dried onion flakes
 1/2 tsp. nutmeg
 1/2 tsp. garlic powder
 1/2 tsp. Butter Flavored

SPICY RICE

1 serving Chicken Soup
 1/2 tsp. barbecue spice
 Dash garlic salt
 3 1/2 tsp. cooked rice (30)
 Stir in rice and serve

CHICKEN 'N' MUSHROOMS

1 serving Chicken Soup
 1/2 cup fresh sliced mushrooms (10)
 Onion powder and seasonings to taste

THICK VEGETABLE

CHICKEN CHOWDER
 1 serving Chicken Soup
 1/2 tsp. bouillon (10)
 1/2 cup instant potato flakes (70)
 1/2 cup finely chopped onion (32)
 1 cup diced celery (28)
 1/2 cup diced carrots (25)

"CHIMATO SOUPS"

SPICY CHIMATO
 1 serving Chicken Soup
 1 serving Tomato Soup
 Dash pepper and/or Tabasco and/or salsa

CHILI CHIMATO

1 serving Chicken Soup
 1 serving Tomato Soup
 1/2 tsp. poultry seasoning
 1/2 tsp. chili powder
 Crushed bay leaves

SOUP VENETIAN

1/2 serving Chicken Soup
 1/2 serving Tomato Soup
 6 oz. V-8 Juice (35)
 1/2 tsp. onion puree
 1/2 tsp. chicken bouillon
 Pinch of oregano
 Garnish with shredded parmesan cheese (1 1/2 tsp. 23) and chopped parsley

TOMATO SOUPS

ZESTY TOMATO SOUP
 1 serving Tomato Soup
 6 oz. V-8 Juice (35)
 low sodium (40)
 Dash Worcestershire sauce
 Herbs and seasonings to taste

TOMATO SOUP ROYALE

1 serving Tomato Soup
 1 whole tomato (25)
 2 tsp. oregano
 1/2 tsp. beef jerky seasoning mix
 Boil tomato, oregano and beef jerky seasoning in 8 ounces of water for 5 minutes. Transfer to blender and add tomato Soup. Blend for 10 to 15 seconds.

CRUNCHY TOMATO SOUP

1 serving Tomato Soup
 1 1/2 tsp. salad crunches (35)

TOMATO SOUP OLE

1 serving Tomato Soup
 1/2 cup hot salsa (20)
 Garnish with chopped chives or cilantro. Serve with celery sticks

TOMATO SOUP ZINGER

1 serving Tomato Soup
 Dash of onion powder
 Dash of garlic powder
 Dash of dried parsley
 Dash of Tabasco sauce
 Dash of Worcestershire sauce

BLOODY MARY

8 oz. ICE COLD water
 1 serving Tomato Soup
 Celery seed
 Dash of Worcestershire or Tabasco sauce
 Pour over ice

CHILI SOUP

1 serving Tomato Soup
 Dash of Chili con Carne seasoning

PEPPER TOMATO

1 serving Tomato Soup
 1/2 cup fresh or dried chopped green peppers (16)
 1/2 cup fresh or dried chopped onion (16)

Pepper

Spike seasoning
 1 fresh or canned tomato (25)

CONTINENTAL TOMATO SOUP

1 serving Tomato Soup
 1/2 tsp. Sherry Flavored

SUPER TOMATO SOUP

1 serving Tomato Soup
 6 oz. Hot V-8 Juice (35)

PIZZA SOUP

1 serving Tomato Soup
 Dash of Tabasco sauce
 Dash of garlic powder
 1/2 tsp. Italian Herbs
 Dash pepper
 1 1/2 tsp. parmesan cheese (23)

BUTTERY SOUP

1 serving Tomato Soup
 1/2 tsp. Butter Flavored

MORE EXOTIC RECIPES**CUPCAKE**

Combine
 1 serving Chocolate
 1 tsp. cocoa (4)
 1 egg white (16)
 Add enough water to make a thick batter. Fill cupcake liners half full. Microwave 75 seconds.

SHORTCAKE

2 scoops Super Oats
 1/2 c. Egg Beaters* (30)
 1/2 c. non-fat milk (45)
 1/2 tsp. baking powder

Combine ingredients in bowl. Pour into non-stick pan and bake in 350° oven for 35 minutes, or until a toothpick inserted in center comes out dry.

ZUCCHINI CASSEROLE

2 scoops Super Oats
 3 sm. grated zucchini (2c) (64)
 1/2 1/2 tsp. chopped onion (10)
 1/2 c. Egg Beaters* (30)
 1/2 tsp. ground black pepper
 Mix all ingredients. Bake in small, uncovered casserole dish in 350° oven for 25-30 minutes.

PANCAKES

(Makes 7-8" pancakes)
 2 scoops Super Oats
 1/2 c. cold water
 1 egg white (16)
 Pinch of baking powder
 Pinch of nutmeg
 1/2 c. berries (optional) (60)
 Mix all ingredients. Pour batter onto hot non-stick griddle. When pancake starts to bubble, turn over and cook other side until golden. Top with sliced strawberries or other fresh berries.

COOKIES

(Makes 12 cookies)
 6 scoops Super Oats
 8 tsp. light Promise* margarine (400)
 3 tsp. sugar (138)
 1 1/2 tsp. lemon juice or vanilla extract
 Optional:
 12-15 almonds or walnuts (90)
 Confectioners sugar (42)
 Cream margarine and sugar together, gradually mix in Super Oats. Beat in lemon juice (or vanilla). Shape dough into a ball, cover and refrigerate for an hour. Shape small pieces of dough into balls the size of a quarter and, if desired, lightly roll in confectioners sugar. Place 2" apart on non-stick cookie sheet. Bake in pre-heated 350° oven for 15 minutes.

APPLESAUCE MUFFINS

(Makes 9 muffins)
 6 scoops Super Oats
 6 ozs. applesauce (184)
 1/2 c. Egg Beaters* (30)
 1 tsp. baking powder
 Stir until all ingredients are moistened. Fill muffin cups to half way from top using a non-stick pan. Bake in 350° oven for 15-20 minutes.

QUICK CALORIE COUNTER

Apple juice, 6 oz. (90)
 Apple, whole (65)
 Asparagus, 15 oz. can (100)

Bacon bits, 1 tsp. (10)
 Banana, small (80)
 Beef bouillon, 1 tsp. (20)
 Blackberries, 1/2 cup (40)
 Blueberries, 1/2 cup (45)
 Bran cereal, 1 oz. (70)
 Broccoli, 1/2 cup, diced (20)

Carrot, 1/2 cup (25)
 Carrots, 1/2 cup, diced (30)
 Cauliflower, 1/2 cup (15)
 Celery, 1 cup, diced (28)
 Cherries, 1/2 cup, pitted (50)
 Chives, 1/2 cup, chopped (16)

Chicken bouillon, 1 tsp. (20)
 Chicken, broiled, 1 oz. (40)
 Chocolate syrup, 1 1/2 tsp., low calorie (7)
 Cocoa, 1 tsp. (4)
 Cool Whip, 1 1/2 tsp. (12)
 Cream cheese, 1 oz., low-calorie (60)

Egg, whole, large (77), white (17), yolk (60), whole, small (60)
 Flour, 1 tsp. (10)
 Gelatin, 1 pkt. Knox (25)
 Grapefruit (100)
 Grapefruit juice, 1/2 cup (46)
 Green Onion, 1/2 cup, finely chopped (22)

Honey, 1 tsp. (20)

Loganberries, 1/2 cup (45)
 Melba toast, 1 piece plain (10)
 Milk, nonfat, 8 fl. oz. (80)
 Mushrooms, 1/2 cup, sliced (10)
 Neutrine (73)

Oatmeal, 1 1/2 tsp. instant (15)
 Onion, 1/2 cup, finely chopped (32)
 Orange (60)
 Orange juice, 8 oz. pure (120)
 Oysters, 1/2 cup, canned (109)
 Parmesan cheese, 1 1/2 tsp. (23)
 Peach (40)

Peanut butter, 1 tsp. (36)
 Pear (100)
 Pepper green, 1/2 cup, chopped (16)
 Pineapple, 1/2 cup, diced (40)
 Potato, 1 cup, peeled, chopped (120)

Pudding, 1/2 cup diet powder (50)
 Raspberries, 1/2 cup (40)
 Salad Crunches, 1 1/2 tsp. (35)
 Salsa, 1/2 cup (20)
 Shrimp, 4 oz. (100)
 Strawberries, 1/2 cup (25)

Tabasco, 1/4 cup (20)
 Tofu, 1 oz. (20)
 Tomato, whole (25)
 V-8 Vegetable Juice, 6 oz. (35)
 Low sodium (40)

Water chestnuts, 1 oz. (20)
 Watermelon, 1/2 cup, diced (20)
 Wheat germ, 1 1/2 tsp. (28)

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EXHIBIT B

EXHIBIT B



**FOOD FOR LIFE.
PROGRAM GUIDE**

Cambridge.

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EXHIBIT B

“You are about to begin one of the most gratifying experiences of your life!

Regardless of your goals — achieving an ongoing plan for lifetime nutrition, maintaining your ideal weight, or reducing your weight — we have a plan for you. Whatever your lifestyle, our fully integrated system of nutrition, peer support, behavior modification, and physical activity can address your needs and help you move toward a healthier, happier future.



Cambridge was founded on a spectacular breakthrough product and a philosophy of caring and sharing — at Cambridge we care about you and we are here to help you begin your own program for success.

Yours in Health and Well-Being!”



Linda Hevern
Executive Vice President

WELCOME

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EXHIBIT B

CONGRATULATIONS!

You've made the right choice in joining over 8 million others who have used the Cambridge products and programs for weight management and lifetime nutrition.

This Program Guide presents flexible program options that can be easily adapted to nearly any goal or lifestyle. Your Cambridge Consultant can help you choose the option that is right for you. Every program provides all of the elements for success and the nutrition you need to feel your best and be your best.

Products and Programs — an ongoing program for every body — for life!

- Fast Start Program
- Physician Monitored Program
- Regular Program
- Maintenance Program
- Lifetime Nutrition Program

Peer Support — friendly support from your Cambridge Consultant, and through meetings and Retreats

Behavior Modification — get Control For Life® and Cambridge Cares™

Physical Activity — get Set For Life® to become fit for life!

**...TO THE CAMBRIDGE
FOOD FOR LIFE NUTRITION AND
WEIGHT MANAGEMENT SYSTEM!**

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EXHIBIT B

DR. ALAN N. HOWARD



DR. ROBERT O. NESHEIM



DR. NAN E. BRENZEL



In 1970, Alan Howard, Ph.D., an acknowledged authority on obesity and coronary heart disease from a nutritional point of view, and a team of scientists at Cambridge University in England developed a weight control formula that started a revolution in the treatment of obesity. This pioneering effort resulted in a 330-calorie concentrated nutritional formula, so unique it has been patented world-wide. In 1979 it became known as The Cambridge Diet.

During the 1980's Robert O. Nesheim, Ph.D., one of the most widely respected authorities on nutrition in the United States, further advanced this formula based on additional research, growing scientific knowledge and new technological developments. Under his direction, a totally integrated system of nutrition and weight management products and programs was created that successfully addressed lifestyle issues.

He worked with Nan E. Brenzel, Ed.D., trained as a clinical behaviorist with a professional concentration in weight management and motivation, who created a behavior modification component and peer support programs for those engaging in long-term lifestyle changes. Dr. Nesheim continued to refine the Cambridge Food For Life Products and Programs until his retirement in 1991.

CAMBRIDGE RESEARCH AND DEVELOPMENT: A SCIENTIFIC PROGRESSION

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EXHIBIT C

Physician Monitoring Guidelines

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The Food For Life® Weight Management System is a comprehensive and responsive weight management system offering programs designed for safe and effective long-term weight loss.

Your patient _____ would like to begin one of our weight-loss programs.

We believe and strongly recommend that any person embarking on a weight-loss program should consult with their physician before doing so. Specifically, we have requested that he or she consult with a physician because

☐ their medical history indicates that they are under a physician's care or currently taking medication.

☐ they have selected a modified fasting program which requires medical monitoring.

We would appreciate your reviewing the program your patient has selected and would like you to make any recommendations that you feel are necessary.

Program Selected:

☐ Regular Program.

☐ Physician Monitored Program.

This pamphlet contains a description of these programs as well as suggestions for medical monitoring. To clarify any points provided within, or for additional information, we invite you to contact us directly using our toll free number.

Robert O. Neshiem, PhD
Department of Science and Technology

Avadyne, Incorporated
2801 Salinas Highway
Monterey, CA 93940

1-800-443-2584



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*For your convenience, we offer the following
Cambridge products:*

Drinks:

Food For Life Vanilla
Food For Life Chocolate
Food For Life Strawberry

Original Cambridge Diet Vanilla
Original Cambridge Diet Chocolate
Original Cambridge Diet Strawberry
Original Cambridge Rich Vanilla Shake
Original Cambridge Wild Strawberry Shake

Maintain For Life Vanilla

Soup:

Food For Life Chicken
Food For Life Tomato
Food For Life Potato

Cereal:

Food For Life Super Oats

Dessert:

Food For Life Super Chocolate

Nutrition Bar:

Plantation Peanut
Bavarian Chocolate
Tropical Coconut
Alpine Raisin Oat

Behavior Modification

Control For Life Learning Program
Cambridge Care

Physical Activity

Set For Life Body Shaper
Set For Life Walking Program
Paragon Fast Recovery

For more information, call your Cambridge Consultant

or call 1-800-4-HEALTH

550484/930484

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EXHIBIT C

CAMBRIDGE FOOD FOR LIFE NUTRITION PRODUCTS AND PROGRAMS

Whether your goal is to lose weight, maintain your ideal weight, or provide yourself with optimal nutrition, Cambridge Food For Life Nutrition products and programs give you the ability to control your calories while giving you the benefits of complete nutritional assurance.

Learning is as simple... Low calories plus balanced nutrition — with Cambridge Food For Life Nutrition and Weight Management products and programs there are no complicated menus to follow or weighing of food. There are just delicious, quick-to-mix formulas plus some flexible meal choices.

Safe... All Cambridge Food For Life Nutrition products are manufactured under the highest standards of quality control and purity; none contain drugs, exotic chemicals or preservatives.

Effective... Quick and safe weight loss, plus the assurance of getting everything your body needs for vitality, well-being, and optimal health.

The Formula. The Foundation. Cambridge Food For Life Nutrition products are manufactured using the latest technology and quality assurance guidelines.

The Cambridge Food For Life Nutrition formula is a nutritious, wholesome food with the advantage of special features: low lactose, added fiber, and remarkable taste. Most diets of less than 1200 calories from conventional foods alone do not provide recommended amounts of many essential nutrients. But Cambridge Food For Life Nutrition does — so you can use it as a delicious foundation for weight loss and lifetime nutrition.

3 servings a day of Cambridge Food For Life Nutrition cereal, soups, pudding and drinks provide:

- 420 calories
- 45 grams high-quality protein
- 54 grams carbohydrate
- 3 grams fat
- 4-21 grams dietary fiber
- 100% USRDA for vitamins, minerals, and protein
- Trace elements and electrolytes at levels recommended by the National Academy of Sciences.

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EXHIBIT C

IMPORTANT NUTRITIONAL INFORMATION ABOUT CAMBRIDGE FOOD FOR LIFE NUTRITION PRODUCTS

NUTRITION INFORMATION (3 SERVINGS)		
Amount	Amount	% Daily Value*
Calories	420	—
Protein	45 grams	100
Carbohydrates	54 grams	—
Fat	3 grams	—
Sodium	1500 mg (1.57**)	—
Dietary Fiber	4 grams†	—
Vitamin A	5000 IU	100
Vitamin C	60 mg	100
Thiamine	1.5 mg	100
Riboflavin	1.7 mg	100
Niacin	20 mg	100
Calcium	1000 mg	100
Iron	18 mg	100
Vitamin D	400 IU	100
Vitamin E	30 IU	100
Vitamin B6	2.0 mg	100
Folic Acid	400 mcg	100
Vitamin B12	6.0 mcg	100
Phosphorus	1000 mg	100
Iodine	150 mcg	100
Magnesium	400 mg	100
Zinc	15 mg	100
Copper	20 mcg	100
Biotin	300 mcg	100
Pantothenic Acid	10 mg	100
Vitamin K*	67 mcg**	—
Potassium*	2000 mg**	—
Manganese*	4.0 mg	—
Chloride*	1800 mg	—
Chromium*	60 mcg	—
Selenium*	60 mcg	—
Molybdenum*	150 mcg	—

*Super Oats cereal contains 21 grams.
 †U.S.RDA has not been established.
 **The Food and Nutrition Board of the National Research Council recommends these quantities of these essential trace elements and electrolytes as being within the range required in the diet of an adult.

Water: Water is an essential element in sustaining human life. Not only are our bodies comprised of large amounts of water, but vital bodily functions are dependent on adequate supplies of water. Water transports nutrients, removes waste from the body, regulates body temperatures, and is an important catalyst to losing weight. When on a weight loss program, it is absolutely essential to drink 6 to 8 glasses of water daily. There are many benefits to drinking plenty of water. Water can: 1) help suppress your appetite; 2) relieve diet-related headaches; 3) prevent dehydration; 4) prevent or relieve constipation; 5) relieve fluid retention; and 6) help promote fat mobilization, so you can lose weight even faster!

Fat and Cholesterol: The Cambridge Food For Life Nutrition products can help you reduce your fat and cholesterol levels. The Food For Life Nutrition formula is very low in fat — only 3 grams of fat per day (3 servings/420 calories). Cholesterol is found only in trace amounts from the nonfat milk or whey protein concentrate ingredients used in the formulation. By selecting low-fat and low-cholesterol foods to use with the Food For Life Nutrition products, a healthy diet is easy!

Sodium: Although sodium is a necessary mineral in your diet, most people eat too much of it. The Cambridge Food For Life Nutrition formula provides 1500 milligrams of sodium in 3 servings per day. This amount falls within the range recommended by the National Academy of Sciences (500 to 2400 milligrams/day). You should check the amount of sodium in your additional conventional food choices.

Calcium: Calcium is a very important mineral to maintain strong bones, especially for women. The Cambridge Food For Life Nutrition formula gives you 100% of the USRDA for calcium (1000 milligrams) in 3 servings, so you can be sure you are getting enough while losing weight and eating for lifetime nutrition.

Fiber: A variety of fiber sources are important for a healthy diet. Cambridge Food For Life Nutritional cereal, soups, pudding, and drinks provide 4 grams of dietary fiber in 3 servings per day — with bran from oats, corn, and soy. And, Cambridge Food For Life Super Oats cereal provides 7 full grams of dietary fiber in each serving — 21 grams per day! Additional dietary fiber can easily be added to your diet with healthy fruit, vegetable and whole grain choices.

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EXHIBIT C

THE CAMBRIDGE FOOD FOR
LIFE NUTRITION AND WEIGHT
MANAGEMENT PRODUCTS &
PROGRAMS DELIVER THEIR
PROMISE — THEY WORK!

You can improve your health by reducing weight safely, quickly, and easily. And you can maintain your new weight and achieve optimal health through lifetime nutrition. In fact, it's easier than you ever thought possible. No matter what your goal, a Cambridge Food For Life Nutrition program has been designed to meet your needs.

Choose the program that's right for you...

Let's get started!

The Food For Life Nutrition and Weight Management System is not rigid and structured. It is comprised of flexible program options that can be easily adapted to nearly any goal or lifestyle. It's up to you!

- Fast Start Program
- Physician Monitored Program
- Regular Program
- Maintenance Program
- Lifetime Nutrition Program

Choose the one that's right for you today. And, if your lifestyle changes tomorrow or next week, the Cambridge Food For Life Nutrition programs are flexible with you! There is no need to abandon the program... simply review the programs again and decide which is the best for you.

EXHIBIT C

... A Program for Every Goal and Lifestyle

To be effective, a program has to match your goals and lifestyle. The more closely a weight loss program fits your individual needs, the more successful you will be in meeting your goals. The Cambridge Food For Life Nutrition and Weight Management System gives you flexibility, yet guidance. Answering the following questions on the Personal Success Profile will help you select the best weight loss program option for you.

PERSONAL SUCCESS PROFILE**Weight Loss Goal:**

1. Approximately how much weight do you want to lose?

☐ 15 lbs. or less ☐ 16 to 30 lbs. ☐ more than 30 lbs.

Medical History:

2. Are you currently under a physician's care for any of the following conditions?

☐ heart disease ☐ hypoglycemia ☐ kidney disease
☐ stroke ☐ pregnancy ☐ gout
☐ diabetes ☐ cardiovascular disease ☐ chronic infection
☐ nursing mother other: _____

3. Are you currently taking diuretics or other medications?

☐ yes ☐ no

If you answered "yes" to question #2 or #3, you must consult your physician before starting this or any other weight loss program. Your physician can help you decide if the Physician Monitored Program is the right one for you.

Personal History:

4. My motivation and commitment are high right now and I would like to lose weight as quickly and safely as possible.

☐ yes ☐ no

If yes, how long do you feel you can go without conventional foods?

☐ few days ☐ 1 week ☐ 2 weeks ☐ 3+ weeks

5. My motivation and commitment are stable but I would rather have more food choices and lose weight more gradually.

☐ yes ☐ no

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EXHIBIT C

Support Needs Assessment:

Use the values below to rank your personal tendency in response to the following statements:

1. Never 2. Sometimes
3. Frequently 4. Always

6. Behavior Modification

- ____ a. I feel totally in control around food
____ b. I find it easy to keep commitments
____ c. I cope well in stressful situations
____ d. I can resist pressure from others
____ Total

7. Physical Activity and Metabolism

- ____ a. I follow a regular exercise program
____ b. I go out of my way to walk or climb stairs
____ c. My daily routine requires a high level of activity
____ d. I am active in my leisure time
____ Total

8. Peer Support

- ____ a. I tell friends when I start a diet
____ b. My loved ones support my weight loss goal
____ c. I share my feelings with others
____ d. Group support is helpful to me
____ Total

Interpretation Guide: to help you choose the program that's right for you.

The Fast Start Program

The Fast Start Program is your best choice if you:

1. Have 15 pounds or less to lose (Question #1)
2. Are willing to go without conventional food for up to 2 weeks (Question #4)

The Fast Start Program can be combined with the Regular Program for any number of days (up to two weeks) in the following ways:

1. For initial rapid weight loss at the beginning of the Regular Program
2. To help overcome weight loss plateaus
3. To help bring weight loss back in line if you have "overeaten" for a few days

The Fast Start Success Plan kit provides basic items you need to help you get started on your Fast Start Program.

The Physician-Monitored Program

If, for medical reasons, you need to be supervised by a physician while you are losing weight the Physician Monitored Program is designed for you. It should be your choice if you:

1. Answered "yes" to questions #2 or #3
2. Have more than 30 pounds to lose (Question #1)
3. Want to go without conventional food for more than 2 weeks (Question #4)

The Regular Program

If you answered "yes" to question #5 the Regular Program is the program of choice for you. The Regular Program includes healthy conventional foods throughout the entire program.

The Regular Success Plan kit contains basic items you need to help you get started on your Regular Weight Loss Program.

Scoring

Questions #6, #7, and #8 help to evaluate your personal need for support from your Cambridge Consultant and the "Control For Life" and "Set For Life" Body Shaper/Exerciser and Walking programs which have been developed to help you

succeed with your weight loss goals.

Total your score for each section:

- 4 - 8 Support required for success
9 - 12 Support strongly recommended
13 - 16 Support can be helpful

To help you be successful in your weight loss program, please turn to page 21 and review and complete *Setting My Goal*, a tool to help you get started in making a commitment to your program and to identify those people who will support you in your program.

EXHIBIT C

Fast Start Program

The Cambridge Food For Life Fast Start Program is a unique program for people who wish to lose weight as rapidly, yet safely, as possible. The Fast Start Program is a sole source of nutrition and allows you to lose weight quickly because all you need is 3 servings of Cambridge Food For Life Nutrition daily during this program. Through the balanced nutrition of the Cambridge Food For Life Nutrition formulas, your body will get the critical nutrients it needs to maintain good health in only 420 calories a day.

Features:



- Maximum weight loss in the shortest possible time
- Recommended for people with 10 - 15 pounds or less to lose
- Lose 10 pounds in two weeks (may be partly from loss of excess fluids)
- May be used as a "fast start" to the Regular Program for greater initial weight loss
- May be used periodically along with the Regular Program to accelerate your weight loss during plateaus or to compensate for periods of overeating



This program is followed for a maximum of two consecutive weeks. If you have more weight to lose, follow the Regular Program, using the Fast Start Program whenever you feel the need to give your weight loss progress a little "boost." The Fast Start Program should not be used for more than two consecutive weeks unless under the supervision of a physician (see Physician Monitored Program).



How to follow the program:

- 1 Simply enjoy 3 servings of the the Cambridge Food For Life Nutrition formula (cereal, soups, pudding, or drinks) each day at or near your normal mealtimes. Do not skip any servings.
- 2 Drink a minimum of eight 8-ounce glasses or two Cambridge chug mugs of water each day (tea or decaf coffee or other non-caloric beverages are allowed in addition to, but not substituting for, the water).

How your body loses weight on a very-low-calorie diet

While on the Fast Start Program, your body will be going through some adjustments to a very-low-calorie diet. After a few days, it will convert to using stored fat as its primary source of fuel usually creating a state of mild ketosis in the body. This can actually benefit you by creating a mild feeling of euphoria, extra energy, and some suppression of hunger.

If, at any time on the Fast Start Program, you experience prolonged headache, nausea, vomiting, or any other symptoms, return to the Regular Program and contact your physician.

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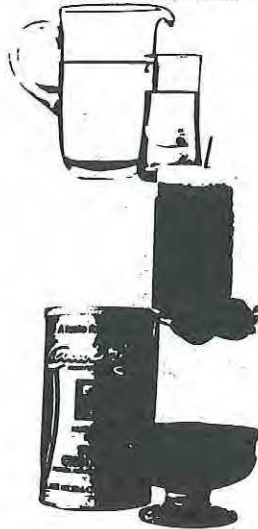
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EXHIBIT C

Physician Monitored Program

This is the responsible approach to weight loss for those who have large amounts of weight to lose (30 pounds or more) or for those under a physician's care for other medical conditions. In clinical trials, the average weight loss was 16 to 20 pounds per month. Because the program uses the Cambridge Food For Life Nutrition formula as the sole source of nutrition (420 calories/day) for a longer period of time, physician supervision is required.

Features:



- Maximum weight loss in the shortest possible time
- Recommended for people who have large amounts of weight to lose (30 pounds or more)
- Physician supervision ("Physician Monitoring Guidelines" available)
- Less expensive and less regimented than hospital programs using very-low-calorie diets

How to follow the program:

- 1 Consult your physician. A copy of the "Physician Monitoring Guidelines" is available from a Cambridge Consultant if your physician would like one.
- 2 Enjoy 3 servings of the Cambridge Food For Life Nutrition formula (cereal, soups, pudding, or drinks) each day, or as directed by your physician at or near your normal mealtimes. Do not skip any servings.
- 3 Drink a minimum of eight 8-ounce glasses or two Cambridge chug mugs of water each day (tea, decaf coffee or other non-caloric beverages are allowed in addition to, but not substituting for, the water).
- 4 When you are 10 to 15 pounds from your goal weight, we recommend you switch to the Regular Program until you reach your goal weight.

The Physician Monitored Program is a very-low-calorie diet and results in rapid weight loss. Because a low caloric level and large amounts of rapid weight reduction can place unusual strain on the body, monitoring by your physician is essential.

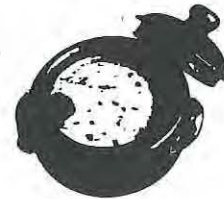


EXHIBIT C

The Regular Program is the most flexible plan. It's suitable for any weight loss goal and can be adapted to any lifestyle. You can lose 2 to 5 pounds per week on the Regular Program.

On this program, you will combine 3 servings of the Cambridge Food For Life Nutrition formula (cereal, soups, pudding, or drinks) with 400 calories of conventional food (one calorie controlled, nutritionally balanced meal).

Features:

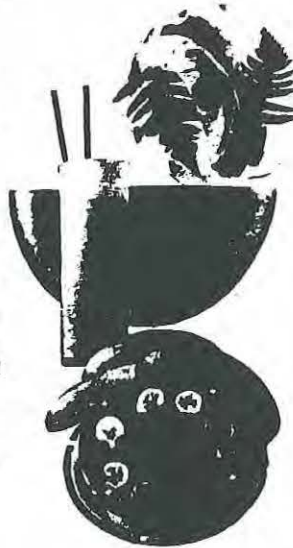
- Flexible program to fit any goal or lifestyle
- Combines the Cambridge Food For Life Nutrition formula as a nutritional foundation with healthy conventional food selections
- 820 calories a day for effective weight loss

How to follow the program:

- 1 Enjoy 3 servings (420 calories) of the Cambridge Food For Life Nutrition formula (cereal, soups, pudding, or drinks) each day at or near your normal mealtimes. Do not skip any servings. Add 400 calories from a variety of healthy conventional foods in the form of snacks or meals for a daily total of 820 calories.
- 2 Drink a minimum of eight 8-ounce glasses or two Cambridge chug mugs of water each day (tea, coffee, and other non-caloric beverages are allowed in addition to, but not substituting for, the water).
- 3 Continue on your program until you reach your weight loss goal.

There is no right or wrong time to take your Cambridge Food For Life Nutrition servings as long as you have three each day. Most commonly, Cambridge servings are taken at regular mealtimes. Those who are on the Regular Program and consume their conventional meal at dinnertime may have their last Cambridge serving during the evening, to overcome late night snacking.

Regular Program



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EXHIBIT C

Weight Maintenance Program

It is important to monitor your weight gain at two or three pounds so you can take action quickly. Remember, our programs are designed to put you in control — and keep you there!



The Cambridge Food For Life Nutrition and Weight Management System is remarkably effective in providing long-term weight management. This success is mostly due to the ease and simplicity of the Cambridge Weight Maintenance Program. It consists of simply continuing to use the Cambridge Food For Life Nutrition formula as a nutritional foundation while you determine what caloric level you need to maintain your individual body weight. In this way, you can easily control your total calories without jeopardizing good nutrition.

Begin by gradually adding conventional foods to your Cambridge Food For Life Nutrition and Weight Management Program until you reach the number of calories that support your desired body weight and activity level. That's your maintenance point.

Weigh yourself weekly at the same time each morning with the same amount of clothing (preferably before you have had anything to eat or drink). If you find a pound or two creeping back, you have 3 options. You can:

1 Lower the calories in your maintenance program.

2 Increase your exercise.

3 Switch back to one of the weight loss programs.



EXHIBIT C

Lifetime Nutrition Program

Good health and well-being are built on a foundation of complete and balanced nutrition. The Cambridge Food For Life Nutrition products offer you a lifetime of nutritional assurance — simply continue to take them every day as your nutritional foundation.

Planning healthy meals for life the Cambridge way

There are any number of ways to fit these nutritious and satisfying products into your own unique lifestyle and meal patterns — as a meal replacement, instant breakfast, healthy snack, or alternative lunch or dinner. Regardless of how hectic your schedule is or how little time you have to dedicate to meal planning, shopping and dining — your nutritional requirements are insured with Cambridge.

Cambridge Maintain For Life®

Cambridge Maintain For Life is a simple, efficient, affordable supplement to assure you are getting good nutrition every day — for life! This convenient once-a-day formula provides

- 100% of the USRDA for all vitamins and minerals
- 12 grams (25% USRDA) high quality protein
- 24 grams carbohydrates
- only 2 grams of fat
- 3 grams dietary fiber
- only 160 calories

Cambridge Maintain For Life provides a sound nutritional base for all your other food choices. It's easy to combine Cambridge Maintain For Life with select portions of traditional foods to create quick, delicious, and healthy meals for lifetime nutrition.

Some people prefer the range of choices available through the Cambridge Food For Life products and use it up to three times a day as a nutritional foundation, or as a meal replacement for one or two meals, or as a healthy snack. For example, use the cereal for a hot breakfast, or eat a bar with or for lunch, or enjoy a shake or pudding with your evening meal for dessert — or do all three!

Making healthy food choices

In addition to your once-a-day Cambridge Maintain For Life serving selecting simple, basic foods unadorned by sauces and gravies are your best and easiest choices for healthy eating. What could be easier than small portions of meat, seafood, or poultry enhanced only by light seasonings and broiled or baked to tenderness? Add to that some steamed or microwaved vegetables with fragrant herbs and you have quickly arrived in a healthy gourmet heaven. You can even add a little pasta, rice, potato, or bread if you like. Or, you can select portion-controlled prepared entrees and add your own fresh salad, vegetable, or fruit for an easy, balanced meal.

With our advanced technology, low-fat, low calorie, and low sodium meals require a minimum of decision-making and culinary effort. With our busy lifestyles and the trend toward eating-on-the-go as opposed to the traditional family meal, using the Cambridge Maintain For Life and the Cambridge Food For Life products in conjunction with healthy food choices assures you healthy eating — for life!

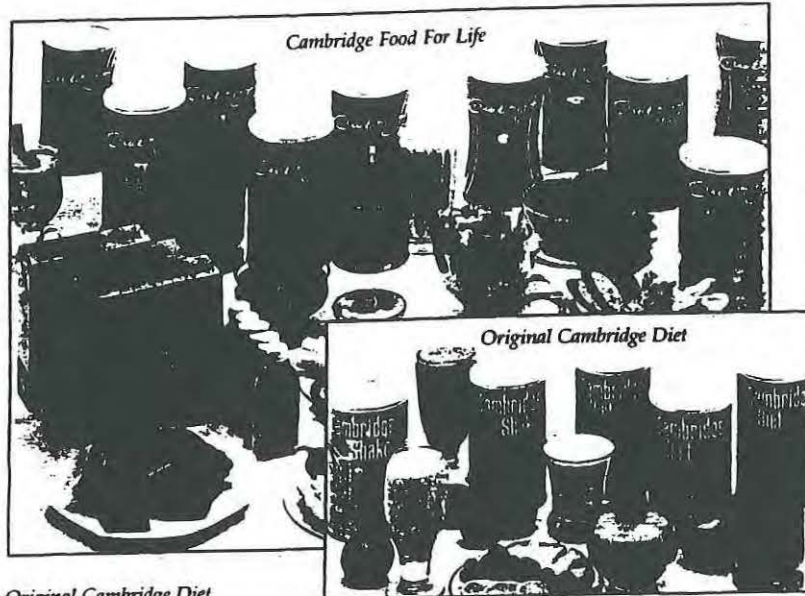
Note: Cambridge Maintain For Life is designed specifically as a once-a-day supplement for lifetime nutrition. It must not be used as an exclusive source of nutrition.

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EXHIBIT C

Products and Programs



Original Cambridge Diet

3 servings daily provide

- 100% of the USRDA for all vitamins and minerals
- 33 grams (75% USRDA) high quality protein
- 42 grams carbohydrate
- 3 grams fat
- 3-4 grams dietary fiber
- Trace elements and electrolytes
- 330 calories

The Original Cambridge Diet, taken one to three times per day, continues to be the product of choice for many who use it as a supplement while on the Regular Weight Loss Program, Weight Maintenance Program, or as a foundation for lifetime nutrition. It may be used as the exclusive source of nutrition while on a weight loss program only when taken four times a day. Taken four times daily, The Original Cambridge Diet provides the required protein (100% USRDA) in 440 calories.

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THE CAMBRIDGE INTEGRATED SYSTEM A FOUNDATION FOR GOOD HEALTH AND WELL-BEING



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EXHIBIT C



PEER SUPPORT

Peer support is integral to your being successful in your commitment to a lifetime of health and well-being. Surrounding yourself with positive people and sharing your goals with them provides the reinforcement and encouragement that will help you reach your goals.

The Cambridge Food For Life Nutrition and Weight Management System is built on a foundation of positive peer support. Your Cambridge Consultant has personally experienced the products and programs and is eager to share them with you.

Weight Loss

Peer support is important for everyone but critical for those on a weight loss program. Your Consultant can provide support for your success by

- helping you set your personal goals
- assisting you in setting up your personal support group (refer to the "My Friendship List" on page 21 of this Program Guide)
- maintaining records of your progress, and
- providing helpful information and support during your initial use of the products and programs.

Also, ask your Cambridge Consultant about support group meetings.

Retreats

Unique to the Cambridge Food For Life Nutrition and Weight Management System are retreats. Held periodically throughout the country, these weekend retreats provide an opportunity for you to experience personal success in a supportive environment. Through friendship and encouragement, they can help you regain your commitment to lifetime health and well-being whether through a program of weight loss, weight management, or a program of lifetime nutrition.

FRIENDLY SUPPORT FROM
YOUR CAMBRIDGE
FOOD FOR LIFE CONSULTANT

EXHIBIT C



SUCCEEDING WITH PLANNED CHANGE

"All change requires a modification of current behavior even if it is as simple as setting up a new routine and following through."

— Linda Hevern

The Cambridge Food For Life Nutrition and Weight Management System includes the vital component of behavior modification to help you achieve a healthier lifestyle.

Everyone who embarks on a Cambridge program is dealing with change — even people who have healthy support systems and habits in place may need help in designing and implementing a plan to make sure their lifetime nutritional needs are assured on an ongoing basis. Your Cambridge Consultant can help you with this.

Because we recognize that it is never easy to make changes, and because the changes needed to be made to succeed in a weight loss program can be particularly difficult, we designed the Control For Life Program to help you identify and change specific undesirable behavior patterns and replace them with positive behaviors.

This unique, self-instruction program is a tool that can be used by yourself or with others to create self-awareness, behavior change, and self-control — all essential elements in helping you stay on track as you build commitment toward long term behavior changes. The step-by-step guide helps you overcome obstacles to your success such as poor food choices, destructive eating behaviors, and inactive lifestyle.

Ask your Consultant for more information about The Control For Life Learning Program, as well as Cambridge Group Support Modules and a Cambridge Care line of bath and body products available exclusively to our Cambridge customers.

BEHAVIOR MODIFICATION



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PHYSICAL ACTIVITY

Physical activity is important to be fit for life, yet in our modern world, it is no longer an automatic part of everyday work life. To achieve and maintain a healthy lifestyle, it is important to include a program of physical activity. The most sensible physical activity program is an integrated system of aerobics, stretching, muscle building, and more to build endurance, flexibility, and strength. Other benefits of physical activity are health promoting benefits such as conditioning of the heart and lungs as well as the psychological benefits of stress reduction, and a sense of well-being. Some physical activities accomplish more of this than others, but the best activity is the one you like doing, because you'll do it!

For individuals who have not been exercising regularly, or for those who are overweight, walking is one of the best ways to get started in a physical activity program. It does not require special facilities or equipment other than good, comfortable shoes. Walking briskly for 30-45 minutes, three times a week, will provide the same benefits as other aerobic activities. For more information about beginning a walking and exercise program, please ask your Consultant about our Set For Life Walking Guide and the Set For Life Body Shaper Program.

To maximize the benefits of your physical activity program, the Set For Life Body Shaper was designed to provide you with an integrated physical activity system which will shape, tone and firm while you increase flexibility and build strength in both the upper and lower body. When used properly and regularly, working with the exerciser will bring immeasurable rewards in terms of improved looks, health, and confidence — all with minimum effort.

Regular physical activity can offset the diet-related decrease in metabolism. Activity raises our metabolism which, in turn, increases weight loss up to 10% over dieting alone. Not only do you burn more calories while exercising but you continue to burn calories at the accelerated rate even while resting following the exercise.

Note: Because your body undergoes some physiological adjustments during the first few days while on a low-calorie weight loss program, you should not overexert yourself. It is advisable to consult your physician when beginning an exercise program.



**GET FIT FOR LIFE
WITH EXERCISE**

EXHIBIT C

DELICIOUS CEREAL, SOUPS, DESSERT, AND DRINKS

Easy Mixing Instructions

Unless otherwise noted in individual recipes, for best results use an electric blender (an electric blender will give you the smoothest, creamiest drink), pour into a glass or dish, and serve.

Electric blender:

For cold drinks

1. Pour 8 oz. of cold water into blender. Add ice to make 10 oz.*
2. Add 2 level scoops Cambridge Food For Life Nutrition formula.
3. Blend 15 - 20 seconds.

*For a thicker, shake-like consistency, place 1/3 cup of crushed ice or 4 average-size ice cubes in blender; then, add water to the 8-ounce level. Add Cambridge Food For Life Nutrition formula and blend 30 to 60 seconds.

For hot drinks and soups

1. Pour 8 oz. hot water into blender.
2. Add 2 level scoops Cambridge Food For Life Nutrition formula.
3. Blend 15 - 20 seconds. (Note: When making hot drinks, blenders should have a pressure release valve or hold the lid slightly ajar to allow steam to escape.)

Added variety:

There are many palate-pleasing variations to these basic instructions. Experiment to come up with your own favorites!

- If you prefer a sweeter taste, add a non-caloric sweetener.
- For greater flavor variety, add 1/2 teaspoon of any Cambridge Food For Life Nutrition Flavorings to your formula prior to mixing.
- Your favorite seasonings and spices will add aroma and flavor to the Cambridge Food For Life Nutrition soup formulas.

Your Cambridge Consultant can teach you various additional recipes and if, for any reason, you cannot produce the same great drinks you tasted with your Cambridge Consultant, call and ask your Consultant for help.

Shaker:

If an electric blender is not available

1. Pour 8 oz. of cold water into a shaker. (Cambridge chug mug or any hand shaker)
2. Add 2 level scoops of Cambridge Food For Life Nutrition formula.
3. Shake vigorously for 30 seconds or until completely mixed. Hold lid securely. Do not use this method for hot drinks.

Microwave (Cereal/Oats):

1. Place 2 rounded scoops Cambridge Food For Life Nutrition Super Oats formula into a cereal bowl or other container suitable for your microwave oven.
2. Add 2/3 cup water (unless otherwise specified in recipe) and stir.
3. Microwave on medium power, 4-5 minutes, stirring at least once during cooking, and once again before serving.

Stove Top (Cereal/Oats):

1. Place 2 rounded scoops Cambridge Food For Life Nutrition Super Oats formula into a cooking utensil.
2. Add 2/3 cup boiling water (unless otherwise specified in recipe) and stir until mixed.
3. Cook for 2 minutes, remove from heat, and let stand until desired consistency.

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Over the years, many taste-tempting recipes have been developed for the Cambridge Food For Life Nutrition cereal, soups, dessert, and drinks. Here are a few to get you started. Enjoy!

FAVORITE RECIPES

Follow the mixing instructions on the opposite page using the ingredients listed below. These recipes may be used with The Original Cambridge Diet (330 calorie formula). When mixing the 330 formula, use only one instead of two level scoops.

CHOCOLATE DRINK

Health Bar
1 serving Cambridge Food
For Life Chocolate Drink
1/4 tsp. butter flavoring
1/4 tsp. rum flavoring
1/4 tsp. almond flavoring
1 tsp. instant decaf coffee

Orange Chocolate
1 serving Cambridge Food
For Life Chocolate Drink
8 oz. diet orange soda
(instead of water)

Viennese Coffee
1 serving Cambridge Food
For Life Chocolate Drink
8 oz. hot decaf coffee
(instead of water)
1/4 tsp. cinnamon

VANILLA DRINK

Fina Colada
1 serving Cambridge Food
For Life Vanilla Drink
1/4 tsp. coconut flavoring
1/4 tsp. pineapple flavoring
1/4 tsp. rum flavoring
1/2 pkt. Equal

Amaretto Cream Coffee
1 serving Cambridge Food
For Life Vanilla Drink
1 tsp. instant decaf coffee
1/4 tsp. almond flavoring

STRAWBERRY DRINK

Strawberry Shortcake
1 serving Cambridge Food
For Life Strawberry Drink
1/2 tsp. vanilla flavoring

Strawberry Daiquiri
1 serving Cambridge Food
For Life Strawberry Drink
1 cup fresh or frozen
strawberries (40 calories)
1/2 tsp. rum flavoring

EGG NOG DRINK

1 serving Cambridge Food
For Life Egg Nog
1/2 cap vanilla custard flavoring
1/2 pkt. Equal

CHICKEN SOUP

Chicken 'n Mushrooms
1 serving Cambridge Food
For Life Chicken Soup
1/2 cup sliced fresh
mushrooms (10 calories)
1/8 tsp. onion powder
Pinch of black pepper

For additional taste tempting recipes including Cambridge pies, muffins, cookies, quiches, and casseroles, refer to our Cambridge Recipe Book available from your Cambridge Food For Life Consultant.

TOMATO SOUP

Tomato Zinger Soup
1 serving Cambridge Food
For Life Tomato Soup
Dash each of onion powder, garlic powder, dried parsley, Tabasco, and Worcestershire

SUPER OATS

Super Oats Stuffing
1/2 serving Cambridge Food
For Life Super Oats
1/2 serving Cambridge Food
For Life Chicken Soup
1/3 cup water
Follow microwave instructions on the opposite page.

SUPER CHOCOLATE

Coconut Tingalings
1/2 serving Cambridge Food
For Life Super Chocolate
1/2 serving Cambridge Food
For Life Super Oats
6 oz. hot water
1 cap coconut flavoring
1 pkt. Equal
Mix ingredients until smooth, pour into 2-oz. cups. Freeze and eat like candy. Instructions for easy instant pudding and other types of Chocolate desserts are on the Super Chocolate label.

When on the Fast Start or Physician Monitored programs, do not use the recipes that contain added foods.

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Don't forget to drink a minimum of eight 8-ounce glasses (2 Cambridge chug mugs) of water every day in addition to your Cambridge Food For Life Nutrition products. Coffee, tea, or diet soda are permitted, although not as a substitute for water. As you decrease the quantity of food in your diet, you also reduce the fluid intake from those foods. Since the body composition is approximately 60% water, it is very important to replenish those fluids. So, drink up!

Three servings of the Cambridge Food For Life Nutrition products each day assure you that you are getting the vital nutrition needed for good health. Do not skip any servings while on your weight loss program. You will not lose weight any faster, but you will sacrifice essential nutrition.

The Cambridge Food For Life Nutrition drinks, soups, cereal, and pudding are especially formulated for great taste! If your tap water has a strong taste, we suggest that you try filtered or bottled water so as not to distort the flavor.

Use Cambridge Care, "nutrients for the skin," to overcome dry skin, a common side effect of dieting.

Weigh weekly. For a long-term commitment, weighing daily can be detrimental to your program. The weight of the liquids you consume daily can add two or more pounds to your weight.

The first few days of your weight loss program will probably be the most challenging, so plan to keep busy. If you feel hungry, chew sugar-free gum, have a drink of water, or get involved in some other activity to distract your attention away from food.

Become very conscious of any and all food that goes into your mouth. "Nibbles" and in-between-meal snacks that are not part of your meal pattern are easily forgotten, but the calories they add are not! If you must snack, choose a small portion of a low-fat, low calorie food and include these calories in your daily total. A half-serving of a Cambridge Food For Life Nutrition drink, soup, Super Oats, or bar is a good selection. Awareness of what you eat is the key to good weight control.

Get to know yourself — learn your eating habits, strengths and weaknesses. There are ways to control them. Be honest — no one else has to know! Ask your Cambridge Consultant about the "Control for Life" learning program for help. You can learn to say "no" to food and learn when to say "yes" without feeling guilty.

Think of new rewards for yourself. There is life beyond food! Enjoy a new dress, a good book, a movie. Or, nurture yourself with Cambridge Care bath and body products.

Commitment is key. Follow your program with sincerity and regularity, and you will succeed!

HELPFUL HINTS FOR NOW AND LATER

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EXHIBIT C

SETTING MY GOAL

MY GOAL

My goal is to weigh _____ pounds and/or be size _____.

MY PROGRAM

I have selected the following program which I will follow to my goal.

- ☐ Fast Start Program
☐ Physician Monitored Program
☐ Regular Program
☐ Combination

MY COMMITMENT

I understand that to reach and maintain my goal I am making a determined commitment to adhere faithfully to my program. I know that with my program and my determined commitment I will overcome any obstacle. I am starting now.

Signature _____ Date _____

MY FRIENDSHIP LIST

I understand that peer support is an important part of the weight management programs. I know that to reach my goal I will need to surround myself with positive people. The following are those that I want on my support team. I will share my goal with them and ask them to follow these rules.

1. Don't feed me
2. Do not be critical if I have a "bad day"
3. Provide positive feedback when progress is noticeable

1 _____	5 _____
2 _____	6 _____
3 _____	7 _____
4 _____	8 _____

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EXHIBIT C

For best success, it's important to have a goal or target weight for your weight loss program. It helps you keep moving in the right direction and lets you know when you've made it.

PERSONAL PROGRESS CHART

This is your Personal Progress Chart to help you watch your weight loss progress. The first week you may want to weigh yourself daily to see how you are doing. Then, weigh yourself once a week and record the date, your new weight, and the number of pounds that you lost (or gained). It's best to weigh in the morning, before you eat or dress.

Date _____ Starting Weight _____ Target Weight _____ Date Achieved _____

Date	Weight	Pounds (-) (+)	# Cambridge Meals	# Regular Meals	Substitute Non-Food Activities
Day 1					
Day 2					
Day 3					
Day 4					
Day 5					
Day 6					
Day 7					
Day 8					
Day 9					
Day 10					
Day 11					
Day 12					
Day 13					
Day 14					
Day 15					
Day 16					
Day 17					
Day 18					
Day 19					
Day 20					
Day 21					

Keeping a record of your Cambridge meals and other foods you eat during the first week and especially the first three days of your weight loss is critical — it will help keep you aware of the amount of food and calories you are consuming. Keeping track of your activities will help you develop substitution skills that can be effective in helping you attain your goals.

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Sometimes your progress will be more significant in your body measurements or dress size — waistlines become smaller, hips and thighs become trimmer and abdomens flatten. If you are complying with your program, you will succeed!

MEASUREMENT CHART

Clothing Size Goal _____

Date Achieved _____

	Month	Month	Month	Month	Month	Month	Month
Date							
Waist							
Abdomen							
Hips							
Thighs							
Arms							
	Month	Month	Month	Month	Month	Month	Month
Date							
Waist							
Abdomen							
Hips							
Thighs							
Arms							
	Month	Month	Month	Month	Month	Month	Month
Date							
Waist							
Abdomen							
Hips							
Thighs							
Arms							

Here are some non-food activities that many people find are pleasurable and effective substitutions that take you away from an environment that encourages eating.

Calorie Burning Activities

Brisk walking or jogging
Exercising*
Bicycling
Swimming
Dancing
Gardening

Nurturing Activities

Mineral Bath**
Jacuzzi
Sauna
Facial
Massage
Manicure

Creative Activities

Sewing
Knitting
Crafts
Painting
Pottery
Woodworking

*The Cambridge Set For Life Body Shaper and Exerciser and Set For Life Walking program are convenient and ideal exercise tools.

**The Cambridge Care line includes Mineral Bath with Dead Sea salts, known for their nurturing and relaxing properties, as well as other products for bath, body and facial care.

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QUESTIONS AND ANSWERS

Q Can the Cambridge Nutrition products be used as a nutritional supplement?

A Absolutely! The Cambridge Nutrition formulas are an excellent nutritional addition to the everyday diet. Because many of us have full days with busy schedules, there is often little time left for adequate meal planning. Skipping meals or "eating on the run" has become a way of life. The Cambridge Nutrition cereal, soups, pudding, drinks, or bars provide the nutritional assurance to every day and a healthy alternative to missing meals.

Q Is there a role for Cambridge products with athletics?

A Cambridge products have been used in both individual and team sports including the U.S. Olympic Swim Team and Mt. Everest climbers. It provides a strong nutritional foundation for athletes whose performance is largely dependent upon their bodies receiving the precise balance of nutrients which Cambridge provides.

Cambridge offers great versatility to the athlete — as a high energy food source, nutritional weight reduction program, when necessary; and as a comprehensive balance of macronutrients and micronutrients to supplement and enhance the body's utilization of conventional foods to maintain or add weight.

Q Can children use Cambridge Food For Life Nutrition products for nutritional value?

A Children can use the Food For Life Nutrition products as supplements to regular eating patterns with notable results — a trend in decreased consumption of "empty-calorie" snacks and movement toward better eating and nutritional habits.

To ensure sufficient calories for energy

and adequate protein for growth and development, any weight-reduction program for children should be under the advice and supervision of a physician.

Q Can everyone lose weight with the Cambridge Food For Life Nutrition and Weight Management System?

A Everyone has the opportunity and the tools to make it happen. The Cambridge Food For Life Nutrition and Weight Management System offers weight control products and programs for everyone.

Some products are designed to be used as a nutritional base with conventional food, others as a total meal replacement, or in a mix-and-match system with other Cambridge Nutrition products. All can be used in personalized programs to control your present weight, or to assure safe, effective, sensible weight loss.

No matter which products and plans you select, remember that successful weight control depends upon an honest commitment to stay with the program you choose.

Q Is there a reason for "plateauing" while on the program?

A Some people experience a plateau effect with their weight reduction progress at various points during dieting.

One reason this may occur is due to temporary periods of water retention by the body.

The body's metabolic rate also varies periodically which may alter the rate of weight reduction.

Some people have also noticed a period during which there was no noticeable weight reduction, however, there was an apparent reduction in inches. Check your measurements!

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Q Can I have an unlimited amount of diet soft drinks while on the Cambridge Food For Life Nutrition and Weight Management System for weight loss?

A Diet soft drinks are permitted, but many soft drinks contain sodium which, if consumed in excess, may cause the body to retain water and slow the weight loss process.
Some diet soft drinks also contain caffeine which may have a stimulant or irritant effect on the body.

Q Is it all right to drink coffee while on the Cambridge Food For Life Nutrition and Weight Management System for weight loss?

A Coffee is permitted; however, consumption of large quantities is not recommended. Caffeine acts as a stimulant to body systems and sometimes provides an irritant effect. Some herbal teas may offer a pleasant beverage alternative. If you feel you must drink coffee, decaffeinated is preferred.

Q Is it allowable to drink alcohol while taking Cambridge Food For Life products as a sole source of nutrition?

A People who take Cambridge Food For Life as a sole source of nutrition should not drink alcoholic beverages. Alcohol contains seven calories per gram and provides no other significant nutritional value.
Alcohol can impair the body's ability to utilize other nutrients.

Q Why is it sometimes so difficult during the first few days of dieting?

A During the first few days of dieting your body makes metabolic adjustments which occasionally can cause transient side effects such as headache, diarrhea, frequent urination, or dizziness. As you consume less bulk and fewer calories than your body requires for energy, it must adjust to using your stored fat as a source of energy. These symptoms usually pass within a few days; however, if they persist, consult your physician.

Q What causes temporary diarrhea for some people when beginning the diet?

A Diarrhea may initially be caused from the concentration of nutrients provided in Food For Life Nutrition products as well as the mild diuresis (loss of body fluids) which accompanies low-calorie, low-carbohydrate diets. Most bodies regulate themselves within a few days. Be sure to consume plenty of fluids. However, if diarrhea persists, consult your physician.

Q What is recommended for those who experience some constipation while dieting?

A Some changes in bowel habits may be expected as your body adjusts to different dietary patterns. Bowel movements may not necessarily be as often.

There are seven grams of fiber in each serving of Cambridge Food For Life Super Oats to aid in digestion and elimination. Adequate fluid intake is important. Mild exercise sometimes assists bowel movements. Mild laxatives used temporarily, such as those containing psyllium, may be helpful. If constipation persists, check with your physician.

Q Can people with high blood pressure use the Food For Life Nutrition and Weight Management System for weight loss?

A Many people with high blood pressure have experienced extremely positive results using the Food For Life Nutrition and Weight Management System for weight loss with monitoring and supervision by their physician.

It is very important that these people take their physician's advice when selecting the program best suited to their needs, especially if they are taking medication.

Q Can people with diabetes use the Cambridge Food For Life Nutrition products?

A Many diabetics who have taken Cambridge have had remarkable weight reduction with

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no adverse effects. As a result of weight reduction and positive nutrition with Cambridge, many diabetics have been able to reduce their medication and minimize many of the other health risks associated with diabetes.

Medical supervision is mandatory because a reduction in medication is often warranted as the body achieves weight reduction and better health.

What are electrolytes and what is their function in the body?

Electrolytes are elements carried in the fluids in our bodies which carry positive (cations) and negative (anions) impulses. They include sodium, calcium, potassium, magnesium, chloride, bicarbonate, phosphate, and sulfate. Cambridge provides scientifically calibrated amounts of all these essential nutrients.

Is there any similarity between Cambridge and the liquid protein diets?

The liquid protein diet is quite dissimilar to the Cambridge formula.

The liquid protein diet was recommended to the American public with virtually no prior testing. Cambridge experienced 8-1/2 years of research and clinical testing before being introduced to our customers. We support continual ongoing research.

The sources of protein are quite different. The liquid protein product is composed of a by-product of boiled cowhide. Cambridge uses high quality protein from casein, nonfat dry milk and soy products as the primary sources of protein.

The liquid protein diet provided no balance of other valuable nutrients. Cambridge offers a very specific balance of protein, carbohydrates and fat, along with the other vitamins, minerals, electrolytes and trace elements necessary for proper body functions.

Cambridge is a scientifically engineered complete food.

I've heard that a small percentage of nutrients in Cambridge products are not "natural." Why?

The Cambridge products have been developed under the most rigid standards of quality to provide the very best products. These standards are upheld in the selection of vitamins, minerals, and other nutrients contained in all Cambridge products.

While some nutrients in Food For Life Nutrition products are from synthetic sources, when the body absorbs nutrients it does not discriminate between those from natural sources and those synthetic. It is most important to have the proper combination of nutrients in proper quantities.

How should Cambridge Nutrition products be stored?

Cambridge Nutrition products should be stored in a manner that will preserve their nutritional quality. The following storage conditions are recommended:

Food For Life formulas —
75°F (24°C) maximum

Diet and Nutrition bars —
65°F (17°C) maximum

Note: The nutrients in the Diet and Nutrition bars are very heat sensitive. Do not allow the bars to be exposed to heat (for example in the trunk of the car in the sun) for even a few hours. Before being shipped, Diet and Nutrition bars are stored under controlled temperature conditions.

Does a customer stop taking Cambridge when she/he reaches her/his goal weight?

Cambridge is a complete nutritional foundation that works for weight loss as well as lifetime nutrition. The Cambridge Nutrition and Weight Management System is designed to offer continued nutritional benefits with three meals a day supplemented by a balanced diet of conventional foods to supply adequate energy (calories) to maintain desired weight.

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EXHIBIT C

**CAMBRIDGE:
AN HISTORICAL EVOLUTION**

THE CAMBRIDGE DIET

In 1970, Alan Howard, Ph.D. and a distinguished team of research nutritionists and medical doctors at Cambridge University in England, wrestled with the problem of obesity. Dr. Howard had an idea that it would be possible to discover the exact combination of nutritional building blocks that were needed by the body and that it would be possible to develop a formula which supplied all of these nutrients in a minimal number of calories.

What they developed after nearly a decade of research was an amazing nutritional "breakthrough," a meal replacement that supplied all the known nutrients the body needed in a very-low-calorie formula.

Dr. Dennis Jones, a nutritionist and specialist in food chemistry, began collaboration with the team in 1973. He converted the research concept into a commercially viable formulation. He designed and implemented a development plan including formal clinical studies to full drug-testing standards. His goal was to turn Dr. Howard's original breakthrough research into an actual product that would be accessible to the public and not just remain in medical research.

The result of this work was a concentrated yet balanced nutritional formula so unique it was patented worldwide. The commercial rights to the formula were acquired by Cambridge Plan International in the United States, and here the flavor of the formula was dramatically improved for palatability and in 1979, it emerged as The Cambridge Diet.

THE FOOD FOR LIFE SYSTEM

The second "breakthrough" occurred during the 1980's. A totally integrated system for nutrition and weight management was created under the direction of Robert O. Nesheim, Ph.D., one of the most widely respected authorities in the field of nutrition.

As Director of Research and Development at Cambridge Plan International, Dr. Nesheim built on the extensive research behind the Original Cambridge Diet formula and drew on additional scientific information and new technological developments to greatly enhance and broaden the base of the Cambridge products. The new expanded line of products were developed with added fiber, added protein to supply 100% of the U.S. RDA, additional calories, and improved taste and variety.

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The second breakthrough was achieved by successfully addressing the wider range of lifestyle influences that come to bear on making nutrition and weight management programs successful. Dr. Nesheim's team created a powerful synergy through the integration of nutrition and weight management products and programs with the added elements of peer support, activity, and behavior modification for a totally integrated nutrition and weight management system.

He worked with Dr. Nan E. Brenzel, who has a personal commitment to nutrition and weight management. Drawing on her professional experience in the clinical and research field of weight management and motivation, she designed the Behavioral Modification components of the system: the Cambridge Retreats and Control For Life, a self-study program to replace undesirable eating behaviors with good effective behaviors for long-term weight management. Dr. Nesheim continued to improve and refine the elements of the Cambridge Food For Life System until his retirement in 1991.

THE 1990'S AND BEYOND

Today, we at Cambridge are building on and carrying forward our significant heritage. We continue the tradition of caring and sharing with emphasis on the value of good nutrition through the development and expansion of Cambridge products and programs. We are dedicated to the continuing development of significant and beneficial breakthrough products and programs that support our corporate mission to promote optimal health and well-being — for life!

As a part of the Cambridge "Good Corporate Citizen Plan," a portion of the company's revenues are contributed to solving the problems of world hunger and disease through good nutrition.

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The Food For Life Weight Management System

The Food For Life Weight Management System is an integrated, multi-dimensional system built around the Food For Life Meal Replacement Formula. It includes a variety of programs for caloric reduction, a self-study behavior modification program, a program to gradually increase activity levels and a comprehensive peer support program. The system has been shown to be remarkably effective in both initial reduction of weight and in the long-term retention of that weight loss. A study conducted by Opinion Research Corporation of 600 users who had lost 60 pounds or more showed that of the 400 who could be contacted after two years, more than 80% of the weight loss had been maintained.

The Food For Life Meal Replacement Formula

The Food For Life Meal Replacement Formula was developed in 1984 under the direction of Dr. Robert O. Nesheim. He began with an existing very-low-calorie diet formula developed by a team of scientists at Cambridge University and used for 8 1/2 years in clinical research. Dr. Nesheim improved the formula by insuring that it met the recognized standards for adequate levels of all the essential nutrients and, realizing the importance of palatability, he drew on his vast expertise in food technology to produce a formula that was as good tasting as it was nutritionally complete. The resulting Food For Life Formula comes in a wide variety of delicious drinks, soups, and desserts and supplies 100 percent of the U.S. RDA for protein, vitamins, and minerals, plus the required amounts of all other minerals and trace elements as recommended by the National Academy of Sciences in only three servings. The formula contains 140 calories per serving for a total of just 420 calories. It is made from the highest

quality food ingredients, contains no drugs or preservatives, and is manufactured under a quality assurance program based on the infant formula guidelines.

NUTRITION INFORMATION

SERVING SIZE	2 LEVEL SPOONS (40g)
SERVINGS PER CONTAINER	1 SERVING
CALORIES	140
PROTEIN*	15 GRAMS
CARBOHYDRATES	18 GRAMS
FAT	1 GRAM
SODIUM**	570 mg (5%)
DIETARY FIBER	13 GRAMS

PERCENTAGE OF U.S. RECOMMENDED DAILY ALLOWANCES (U.S. RDA)

	PER SERVING	PER SERVING
PROTEIN	30	100
VITAMIN A	35	100
VITAMIN C	35	100
THIAMINE	35	100
RIBOFLAVIN	35	100
NIACIN	35	100
CALCIUM*	35	100
IRON	35	100
VITAMIN D	35	100
VITAMIN E	35	100
VITAMIN B ₆	35	100
FOLIC ACID	35	100
VITAMIN B ₁₂	35	100
PHOSPHORUS	35	100
IODINE	35	100
MAGNESIUM	35	100
ZINC	35	100
COPPER	35	100
BIOTIN	35	100
PANTOTHENIC ACID	35	100
VITAMIN K*	22.3 mcg	67 mcg**
POTASSIUM*	670 mg	271 mg**
MANGANESE*	13 mg	2 mg**
CHLORIDE*	600 mg	150 mg**
CHROMIUM**	20 mcg	60 mcg**
SELENIUM*	20 mcg	60 mcg**
MOLYBDENUM*	50 mcg	150 mcg**

*U.S. RDA HAS NOT BEEN ESTABLISHED

**THE FOOD AND NUTRITION BOARD OF THE NATIONAL RESEARCH COUNCIL RECOMMENDS THESE DAILY INTAKES OF THESE ESSENTIAL TRACE ELEMENTS AND ELECTROLYTES AS BEING WITHIN THE RANGE REQUIRED IN THE DIET OF AN ADULT

EXHIBIT C

Components of the Food For Life Weight Management System

Calorie Reduction Programs

Users of the Food For Life Weight Management System may choose from two easy-to-follow programs: The Regular Program and The Physician Monitored Program.

The Regular Program is an 800-calorie program. It is based on three servings per day of the Food For Life Meal Replacement Formula plus a selection of approximately 400 calories of food from a Winning Foods List. This list contains prepared frozen entrees, easy-to-fix recipes and a "free" food listing of low-calorie snacks. This is our most widely used program and users will experience an average weight loss of 2 to 5 pounds per week.

The Physician Monitored Program is a 420-calorie modified fasting program. It is based on three servings per day of the Food For Life Meal Replacement Formula as the exclusive source of nutrition while being monitored by a physician. Users of this program may also choose a limited amount of snacks (80 calories) from the "free" foods on the Winning Foods List. The program is recommended only for those who have large amounts of weight to lose (30 pounds or more) and wish to lose the maximum amount of weight in the shortest possible time. In clinical trials patients following this program have an average weight loss of 16 to 20 pounds per month. As users of this program near their weight-loss goal they are required to convert to the Regular Program so that a period of adjusted food-related behavior is included.

Behavior Modification Program

Changing eating habits that result in surplus caloric intake is one of the most important factors linked to long-term, successful weight management. The Food For Life Weight Management System provides this component through the Control for Life Learning Program. It is a unique, self-study system designed to help build commitment, replace unwanted food-related behavior, and develop a new, higher

level of self-control. Control For Life is not complicated, requires no special counseling or support, and best of all, it's very effective. The program includes everything required for positive change, including self-evaluation and skill-building techniques... plus audiocassettes to help, even while engaged in other activities.

Including Increased Activity

Many people feel they have no control over their metabolism. The truth is that the metabolic rate can be raised simply by increasing the level of activity. When the rate of energy expenditure is increased, the rate of weight loss can be increased and a more solid foundation for maintaining weight loss is established.

The activity components of the Food For Life Weight Management System are the Set For Life Activity Programs. Users can choose from a simple walking program or the more advanced Set For Life Body Shaping Program.

This program is built around a unique device specifically designed to be used with the Food For Life Weight Management System. Regardless of the current level of activity, Set For Life Activity Programs are both easy and effective.

Built on a Foundation of Personal Support

The Peer Support Program

We believe that losing weight should not be a lonely experience. Studies have shown time and again the importance of peer support to aid in reaching weight-loss goals. Food For Life Counselors are available to work directly and personally with their customers throughout the weight-loss program and beyond. The Counselor has been trained to provide helpful information, to help establish a supportive circle of friends and loved ones, and if your patient chooses, can include him or her in support groups made up of others who share common problems and goals.

NOTE: For additional information on Food For Life Programs see the Food For Life Program Guide.

EXHIBIT C

Recommendations and Monitoring Guidelines

The Validity of Very-Low-Calorie Diets

For people with significant amounts of weight to lose (20-25% over ideal weight), very-low-calorie diets are now recognized as a valid and often preferred method of treatment.

The well-formulated, nutritionally complete, very-low-calorie diets of today have been extensively clinically tested and used successfully in physician and hospital-directed programs for over ten years.

Very-low-calorie diets have proven to be extremely flexible in that they can be combined with regular food or used as the exclusive source of nutrition. When used as the exclusive source of nutrition the initial rapid weight loss is very motivational and helps to maintain a high level of commitment.

Only You Know What is Best for Your Patient

As a physician, you are the person best qualified to determine the program most appropriate for your patient and the degree of monitoring required. Although your patient may have already selected a program, we are requesting your help. If your patient has selected a modified fast and you feel it is not appropriate for them, the 800-calorie program may represent a suitable alternative. Regardless of the program selected, we strongly recommend three servings per day of the nutritional formula to insure that 100 percent of all required nutrients are provided.

Recommended Tests

We recommend the following laboratory test be administered prior to any patient embarking on a very-low-calorie diet (VLCD):

Blood

Complete Blood Count (CBC)
Blood Lipid Profile

Serum Sodium
Serum Potassium
Creatinine
Uric Acid
SGOT
Serum T4

(ONLY if clinical hypothyroidism is suspected)

Urinalysis for proteinuria

Pregnancy Tests

Electrocardiogram

A standard 12-lead ECG should be obtained as part of the pre-diet physical examination.

Some physicians recommend an additional ECG weekly or after a 30-pound weight loss.

In the obese patient without complicating disease or medication, additional testing during the course of weight loss need be obtained only if suggestive signs or symptoms warrant.

Side Effects

Occasional side effects have been reported in association with the use of a VLCD. In general, these symptoms are mild and transient:

Fatigue
Cold intolerance
Headache
Orthostatic hypotension
and, with less frequency, halitosis, dry mouth, mouth ulcers, dry skin, nausea, vomiting, constipation, diarrhea, epigastric discomfort, flatulence, muscle cramps, amenorrhea, temporary hair loss, and decreased libido.

Most symptoms subside after the initial phase of dieting, or upon resumption of a normal eating pattern. Many of the side effects can be avoided by maintaining adequate fluid intake (i.e. two liters of water or non-caloric low-sodium, decaffeinated liquid).

EXHIBIT C

Medication

A significant reduction in the degree of obesity can have beneficial effects on patients with some chronic diseases including non-insulin dependent diabetes and hypertension. Therefore, a major reduction or elimination of medication may be required, particularly during the period of active weight loss. Medication levels and associated signs and symptoms must be closely monitored in these patients.

Insulin

Type I diabetes should NOT be treated with a VLCD. Type II diabetes may have oral hypoglycemia medication discontinued at the onset of the VLCD program. Frequently insulin may be discontinued at the onset or within three days of VLCD use, thus, it may be advisable to hospitalize such patients during the initial treatment to allow monitoring of glucose levels and insulin requirements. Keep in mind that outpatient control is less certain, since unreported noncompliance by the patient (i.e. failure to adhere to the VLCD program) may require a return to insulin therapy.

Laxatives

Your patient should be informed that frequency and content of stools will be reduced. If the patient has a history of constipation or requests laxatives, it may be desirable to prescribe a non-caloric bulk laxative periodically.

Refeeding

A reasonable program of refeeding should be implemented after being on any weight-loss diet and in particular after a low-bulk VLCD program. The addition of conventional foods and foods with a high fat content should be modest and gradual. Overeating after a period of using low-bulk, low-calorie products is to be avoided.

The Food For Life Program Guide includes a Winning Foods List to aid in refeeding and long-term weight maintenance.

General References

- Concerning the health benefits of weight loss, the following references relate to the use of very low-calorie diets:
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 3. Grimby A, Haggensen G, and Eriksson H. "Weight Reduction: Short and Long-Term Effects on Blood Pressure." *British Medical Journal* 289: 1985-1987.
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 5. National Institutes of Health. "Consensus Development Conference Statement: Diabetes Mellitus and Overweight." *Diabetes Mellitus* 33: 1311-1319, 1984.
 6. Henry R.R. et al. "Glycemic Effects of Diet Restriction and Insulin in Patients with Non-Insulin Dependent Diabetes Mellitus." *Diabetes Mellitus: Complications and Metabolism* 3: 1-10, 1984.
 7. Henry R.R. et al. "Metabolic Consequences of Very Low-Calorie Diet Therapy in Patients with Non-Insulin Dependent Diabetes Mellitus." *Diabetes Mellitus* 33: 1311-1319, 1984.
 8. Henry R.R., Wadden T.A., and Berkowitz J. "Short and Long-Term Effects of Very Low-Calorie Diet Therapy on Weight Loss in Patients with Non-Insulin Dependent Diabetes Mellitus." *Diabetes Mellitus* 33: 1311-1319, 1984.
 9. Schultz R.R., Thompson J., Guerin G.E., and Marper S. "Assessment of Needs of Primary Care Physicians for Training in Nutrition." *Physiology and Nutrition: Aspects of Weight Reduction.* Manuscript in Preparation.
 10. Keys A. "Overweight, Obesity, Coronary Heart Disease, and Mortality." *Nutrition Reviews* 36: 197-201, 1978.
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 13. Vinkov E. U.S. Senate Select Committee on Nutrition and Human Needs. *Diet Related to Health and Disease*. Washington, D.C. Govt. Printing Office, July 1980.
 14. Brownell K.D. "The Psychology and Physiology of Obesity: Implications for Screening and Treatment." *Journal of American Dietetic Association* 84 (4): 406-414, 1984.

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EXHIBIT D

EXHIBIT D

NUTRITION INFORMATION		
PER SERVING	1 LEVEL SCOOP (42.5 G)	PER DAY
PER SERVING	1 SERVING	3 SERVINGS
Calories	160	480
Protein	15 grams	45 grams
Carbohydrate	18 grams	54 grams
Fat	1 gram	3 grams
Sodium	850 mg (35 g)	1500 mg (15 g)
Dietary Fiber	1.2 grams	4 grams
PERCENTAGE OF U.S. RECOMMENDED DAILY ALLOWANCE (RDA)		
PER SERVING	1 SERVING	3 SERVINGS
Protein	30	90
Vitamin A	35	105
Vitamin C	35	105
Thiamine	35	105
Riboflavin	35	105
Niacin	35	105
Calcium	20	60
Iron	35	105
Vitamin D	35	105
Vitamin E	35	105
Vitamin B6	35	105
Folic Acid	35	105
Vitamin B12	35	105
Phosphorus	35	105
Iodine	35	105
Magnesium	35	105
Zinc	35	105
Copper	35	105
Selenium	35	105
Ascorbic Acid	35	105
Vitamin K	22.3 mcg	67 mcg
Potassium	670 mg	2010 mg
Manganese	1.3 mg	4 mg
Chloride	600 mg	1800 mg
Cholesterol	30 mg	90 mg
Starch	30 mg	90 mg
Molasses	80 mg	240 mg

The nutritional information for Cambridge Food For Life Super Oats and Cambridge Food For Life bars varies slightly. Ask your Consultant for complete information.

IMPORTANT NOTICE—PLEASE READ

Consult your doctor before starting these diets in particular individuals who have heart and cardiovascular conditions, stroke, kidney disease, gall bladder disease, diabetes, gout, hypoglycemia, chronic infections, the very elderly, growing children, alcoholic, or anyone under medical care for any other condition should diet only under direct medical supervision. Your doctor can advise you whether you have any of the above conditions or for any reason should not be on these diets or any other diet. We will be happy to work along with you and your doctor to see that you achieve the exact result desired. Pregnant women and nursing mothers should not be on any weight loss program.

Cambridge Food For Life products are designed for use as a sole source of nutrition for periods of not to exceed two consecutive weeks at any one time.

YOUR CAMBRIDGE FOOD FOR LIFE® CONSULTANT IS:

A taste for success!

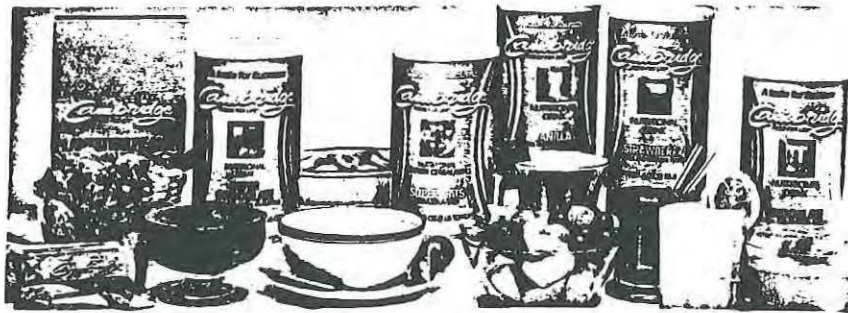
Cambridge
FOOD FOR LIFE

SCIENTIFICALLY
ENGINEERED FOOD FOR
OPTIMAL HEALTH, NUTRITION,
AND WEIGHT REDUCTION

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EXHIBIT D

*...not just a liquid!*

The Cambridge Food For Life Nutrition formula, so unique it has been patented world-wide, is the cornerstone of the Food For Life Weight Management System, and is available in a variety of products:

- Delicious drinks
- Hearty, high-fiber cereal
- Satisfying soups
- Rich, chocolatey pudding
- Nutritious bars

The Food For Life Weight Management System offers four program options to put you in control and keep you in control.

PROGRAMS

FAST START PROGRAM — With the Fast Start Program you can reduce up to 15 pounds in just two weeks. You use the Cambridge Food For Life formula as your exclusive source of nutrition. If you have no pre-existing medical conditions, you may use the product without medical monitoring for a period of up to two weeks.

PHYSICIAN MONITORED PROGRAM — Recommended for those who have large amounts (30 pounds or more) of weight to reduce, this program will result in a maximum amount of weight reduction in the shortest possible time. In clinical trials the average weight reduction for those on the Physician Monitored Program was 16-20 pounds per month. In this program the Cambridge Food For Life formula is the exclusive source of nutrition, and medical monitoring is required.

Both the Fast Start and Physician Monitored Programs can be used as a way to "get off to a fast start" before embarking on the Regular

Program. The initial rapid weight reduction has been found to be the most effective way to gain control over your eating habits and reduce weight.

REGULAR PROGRAM — This program is ideal for low, moderate, or high weight-reduction goals, and can be adapted to any lifestyle. You can reduce 2 to 5 pounds per week on the Regular Program. Three delicious formula drinks, soups, or bars combine with 400 calories of regular food for a total of 800 calories per day. Your regular food choices will consist of entrees or snacks selected from a specially prepared list called *Winning With Foods*.

WEIGHT MAINTENANCE PROGRAM — Designed for people who are satisfied with their current weight but are concerned about getting all the nutrition their body needs or those who have recently reduced their weight and wish to avoid regaining that weight. Three Cambridge Food For Life meals a day, in conjunction with regular low-fat meals similar to those on the *Winning With Foods* list, will provide you with a full day's supply of required vitamins and minerals.

PEER SUPPORT

Peer Support is an integral part of any weight management program. The Cambridge Food For Life System is built on a foundation of personal support. Your Cambridge Consultant has personally experienced the products and programs, and is eager to share them with you.

Peer support includes:

- Helping you set your personal goal
- Providing encouragement and support
- Assisting you in setting up personal support groups

EXHIBIT D

- Teaching you various recipes for drinks, soups and desserts
- Maintaining records of your progress
- Introduction to your Partner in Progress (PIP)
- Helpful information and support during your initial use of the products and programs

CAMBRIDGE RETREATS

Unique to the Cambridge Food For Life Weight Management System are retreats. Held periodically throughout the country, these weekend retreats provide an opportunity for you to regain your commitment to weight reduction, weight management, or lifetime nutrition.

The ideal way to begin your Fast Start Program, retreats offer:

- Fun, low-cost get-away weekend in a resort environment
- Education and information on nutrition
- Behavior modification techniques
- Opportunity to begin a walking program
- Time to relax, with the support to begin your weight reduction program
- Hundreds of helpful hints to help you reach your goal

**BEHAVIOR MODIFICATION**

... without the mystery

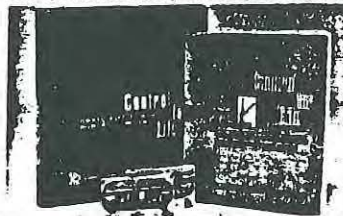
It's one thing to take weight off -- it is something else to keep it off. Unlike most weight reduction plans, the Cambridge Food For Life System includes the vital element of behavior modification designed to change your eating habits for life.

The Control For Life® Learning Program for behavior modification and self-control provides:

- Step-by-step, easy-to-follow guidelines to behavior change
- Tools for changing your undesirable eating behaviors

- Self-study system designed to help you build commitment
- Audiocassettes for repeated listening

With Control For Life, developing new behaviors is easy, even fun. And, you'll be in control for life.

**ACTIVITY PROGRAM**

Physical activity is very important in any weight reduction or weight management program. Research shows that an aerobic program of at least 20 minutes for a minimum of 3 times each week is one of the most effective and beneficial activity programs you can embark on.

When you increase your activity level and begin to exercise, you'll find you will:

- Have better control over your appetite
- Stay more easily committed to your long-term weight management program
- Improve your lean body mass
- Improve your cholesterol level
- Improve your self-esteem
- Reduce your anxiety and stress levels

Walking has proved to be an excellent form of aerobic activity ... it's easy, it requires no special equipment, it's not hard on your body. Cambridge provides Walking Program guidelines to start you on your way.



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EXHIBIT D

... treat your body with ultimate respect ...

Think of your body like a nutritional puzzle—each nutrient has its own shape and plays a specific role in your total nutrition.

NUTRITIONAL BALANCE

There is a link between balanced nutrition and being overweight. If your plan does not provide all the nutrients you need, it will trigger hunger. Hunger leads to overeating ... and overweight.

- Excess weight is linked to nutritional imbalance
- Hunger, leading to eating an excessive amount of calories, may be triggered by imbalanced nutrition
- The average person must consume 1800-2800 calories per day in conventional foods to obtain 100% of all vital nutrients
- Simply reducing calories to use up stored body fat is not enough; your body needs to be nutritionally balanced



Each nutrient fits a specific body need



Imbalanced nutrition can cause constant hunger

safe ... simple to use, easy to enjoy ... sensible

Based on nutritionally balanced products that take the guesswork out of nutrition, the Cambridge Food For Life Weight Management System enables you to maintain your target weight safely for life.

NEGATIVE CALORIC INTAKE

It's simple. If you consume more calories than you burn, you store the extra calories as fat, and you gain weight. Take in less than you need, and you burn fat.



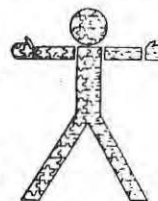
One pound of body fat = 3500 calories

- Depending on exertion, you burn 1500-2800 calories per day
- Consume more calories than you burn and you gain weight
- Burn more calories than you consume and you reduce weight
- Your goal is to consume fewer calories than your body uses

THE ANSWER IS ...

Cambridge Food For Life nutritional products are formulated to meet 100% of your body's nutritional needs in the fewest calories possible.

- One of the most successful plans of all time
- More than 8,000,000 people have successfully used the program
- Contains a precise balance of protein, carbohydrate, and fat together with 100% of U.S. RDA for all vitamins, minerals, and trace elements, all in only 420 calories per day
- No plan is simpler, safer, or more effective
- Pioneer program in the VLCD (Very-Low-Calorie Diet) field



**NOWHERE ELSE CAN YOU GET SO MUCH NUTRITION
IN SO FEW CALORIES!**

EXHIBIT E

**TREAT YOUR BODY
WITH ULTIMATE RESPECT**
for a fraction of the cost of
clinic-consultant based programs

EXHIBIT E

Cambridge Food For Life® Weight Management System *gives you the answer to your dreams!*

- 100% of the U.S. RDA for protein, vitamins, and minerals plus trace elements and electrolytes: all essential vitamins and minerals you need every day for health and vitality. It's all there—everything but the calories!
- Fast, effective, safe weight reduction!
- A perfect foundation for life-long nutrition and weight management
- A formula that satisfies—fights hunger—so easy to stay on—so easy to use.
- Contains no drugs or stimulants.
- 11-1/2 years of research and clinical testing by physicians and scientists.
- Personalized service and individual support to assure your success ... *and affordable.*

Would you like to know more?

• As a Weight Reducing Program:

This unique nutritional formula was created after 8-1/2 years of research and clinical testing. Its nutritional balance causes the body to burn up the maximum amount of its own excess fatty tissue in the shortest possible time.

• As a Lifetime Nutrition Plan:

Studies have shown that balanced nutrition, coupled with low-fat eating and exercise provides long-term medical benefits, such as

- ... *improved blood pressure*
- ... *improved heart and respiratory function*
- ... *improved energy*
- ... *lowered stress*



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EXHIBIT E

A summary of the Cambridge Food For Life Weight Management System

PRODUCTS

- High-Fiber Oat Cereal
- Creamy Tomato and Hearty Chicken Soup
- Rich, Chocolate Pudding
- Vanilla, Chocolate, Strawberry Drinks
- Great tasting nutrition/snack bars

PROGRAMS

Fast Start

reduce up to 15 pounds in two weeks

Physician Monitored

medically responsible approach for those with great amounts of weight to reduce

Regular

moderate weight reduction of 2 to 5 pounds per week plus

a lifetime nutrition plan for those who want to achieve and maintain better health.

Including...

step-by-step, easy to follow tools for changing your eating behavior and adding activity to your life.

SUPPORT

Built on a foundation of personal support designed to suit your lifestyle.

Why Weight?

Call Your Cambridge Consultant Now!

EXHIBIT F

EXHIBIT F

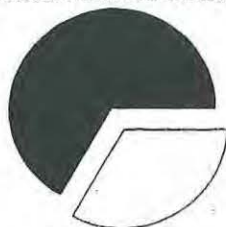


\$36 BILLION WILL BE SPENT ON DIET PRODUCTS & PROGRAMS THIS YEAR!

HOW CAN YOU TAKE ADVANTAGE OF THIS OPPORTUNITY? (SEE WHEN BAD NEWS IS GOOD NEWS FOR BUSINESS, PAGE 11)

53 MILLION ADULT AMERICANS WILL GO ON A DIET THIS YEAR

consume diet
foods 67%



DIET FACTS

Two-thirds or 53 million adult Americans will go on a diet this year. Half of American women go on a diet each year. This year, Americans will spend \$36 billion on diet products and programs. The opportunity has never been greater, the diet market has never been larger!

Cambridge has been on the leading edge of the diet industry over the past decade and has touched over seven million people who achieved a better quality of life through the use of our products and programs. As we reposition our company to target health, nutrition, and weight management, Cambridge will have a more substantial niche in this lucrative industry.

As we rebuild this company for the 90's you have an excellent opportunity to get in on the ground floor of this explosive industry. There is no limit to what we can achieve. Guided by our vision of continual improvement and committed to achieving good health and prosperity, we can make this a fabulous new decade for Cambridge.

We at Cambridge headquarters pledge our support to you, our customer and our sales force. Your success is our #1 priority.

RESTATEMENT OF MARKETING TOOLS

For your review we have summarized some of the marketing tools available.

Prospecting Tools:

- Cambridge Prospecting Flyer
- Cambridge Prospecting Brochure
- Cambridge Point of Sale Poster (available 3/25/92)
- Breakthrough Newsletter (3 issues, Feb 92, 3/25/92, 4/25/92)
- Home Marketing Scripts (available upon request). We increased daily sales as much as 20% with them!

packages for your local use. For information we require to give to your local news media, see Media Message, page 11.

- Media Packages for Retreats
- Videotape. Andrea Ileo and Lynne Murphy on Cable TV is available as an example of the coverage you can obtain at no cost to you. It is also a good example of how to present the benefits of Cambridge. Other examples: Donna Dugan's business cards (see Models of Excellence) and ad slick (see Tributes). Also see Janice Jones' Classic Marketing Techniques (page 11 in this issue).

Continued on page 10

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EXHIBIT F



THE ART OF STRATEGIC VISION®

FOOD FOR THOUGHT

We hope that you found our new creation, "Food for Thought", useful. We have been hearing requests for more communications for all Leaders and Consultants—more tips, news, and practical sales "how-to's". Food for Thought was our attempt to answer many diverse questions quickly and simultaneously. In addition, it was a way to provide you with some quick marketing ammunition, such as the comparison charts and "10 Ways to Increase Sales Volume—Now!"

Our intention is to use Food for Thought as a vehicle to give you quick responses to issues that concern you. Food for Thought provides a vital link between the home office and the field because our BREAKTHROUGH newsletter has been elevated to function as a more comprehensive marketing tool and organizational development vehicle.

COMMUNICATION IS CRITICAL

Breakthrough has always been important in communicating with you. In more re-

cent years, Breakthrough was used to provide recognition for successes and to announce new products, promotions, and policies.

BREAKTHROUGH AS A STRATEGIC DOCUMENT

Since joining the Cambridge family, we have expanded the scope of Breakthrough to include in-depth reporting on all aspects of our business. As such, the new Breakthrough newsletter has become a critical and cost effective vehicle to forge our future together.

It is deliberately designed to set the tone for unifying our entire organization and to help us focus on the direction we wish to take in actualizing the dreams of our entrepreneurial spirits.

Through our expanded scope and in-depth reporting, Breakthrough delivers essential training and marketing concepts (see BACK TO BASICS, Nov-Dec issue, and Models of Excellence, Sept-Oct, Nov-Dec, and this issue; specific marketing how-to's, see MEDIA MESSAGE in Consultant's Corner, page 11, this issue). Breakthrough makes visible and concrete the training and development taking place in the field through extensive use of photos, drawings, and other illustrations.

All the articles are designed to be informative, inspirational, and to help you improve your business. For example, this issue includes a working card system to help you manage many customers more easily. (See Models of Excellence, this issue).

Breakthrough is signifi-

cant as a recruiting device—it communicates to potential new customers and Consultants that we have substance and purpose.

Breakthrough is a testing ground where we create primary materials for our training programs. In each issue of Breakthrough, we address the current issues in the field. We also include program position papers and share some of our best Retreat handout materials.

Keep your issues of Breakthrough and order back issues to use as handouts. Use them as a reference tool, as a sales tool, as a recruiting tool, and as a working manual to design your personal business plan. Read them at your leisure, and read them in-depth. Breakthrough is designed as a strategic document to help you leverage your time and energy and to help you break through to success.

BREAK THROUGH WITH STRATEGIC PLANNING

If you're failing to plan, you're planning to fail.

I strongly believe that the growth of Cambridge is based on each of you being connected to your own central concerns and desires and out of those, creating your unique goals and objectives and committing to specific step-by-step actions to plan your work, and work your plan. Successful people and successful organizations create strategic visions and develop strategic plans based on these principles.

Don't settle for what is. Take control of your life and make the commitment to be-

come an active participant. All of your dreams and aspirations can be realized if you are willing to make the commitment. So, let us help you move forward. Set your goals and make sure you are getting the support you need to succeed.

Linda

Linda Hevern
Vice President

Ask us about Visionary Leadership training in your area.

Most people plan their vacations better than they plan their lives—Mary Kay Ash

As a member of the Board and Vice President of Professional Development for the American Society of Training and Development, Linda has created many training programs for people in business and brings to you some of the most powerful breakthrough insights that came from working with some of the best in the business over the last decade. Her Visionary Leadership series received national acclaim and is based on powerful planning models that leverage organization creativity and mobilize people to move forward toward inspired performance and high achievement.

The Art of Strategic Vision



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EXHIBIT F

Models of Excellence

A SIMPLE SYSTEM FOR SUCCESS

Following a successful 21-year career with McDonnell Douglas, Donna Dugan joined Cambridge over 10 years ago, and has been a successful member of our Circle of Champions since 1985. Through trial and error and much hard work, Donna has developed a tracking system for new and ongoing customers that works. She manages many and keeps it short and simple (KISS) with a system she designed to work smart, not hard!

Consistency:

Donna works her Cambridge business on an 8-10:00 a.m. schedule, Mondays, Wednesdays, and Fridays. This time is set aside for telephone calls.

Support:

Donna provides continued support to her customers not only during their weight loss program but during their weight maintenance program as well.

Product Knowledge:

Donna continually studies the weight loss industry, including nutrition and behavior modification.

Persistence:

"Ninety-nine out of 100 people don't call me for help so I call them every Monday, Wednesday, and Friday," says Donna. "Throughout the first two weeks on the program, I am there for them. People don't like to diet. I know that. We definitely work in the hospital, and it's not the maternity ward," she states dryly. Recognizing that, once Donna starts a customer on the program, she works with them, providing support wherever possible to help them reach their goal.

Tools:

The backbone of her business, Donna has created some valuable tools which allow her to handle a large number of retail customers in a minimal number of hours each day she works the business.

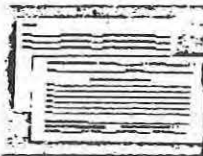
Donna uses a 3-card system for tracking new and ongoing customers, and shares her simple, straightforward system here:

Three Card System**New Customer—Hot Pink Card**

For new customers, Donna makes a hot pink "New Customer" card. Customers are asked to call 8:00-10:00 a.m. on Mondays, Wednesdays and Fridays. When they don't call Donna, she calls them.

Ongoing Product Needs—Green Card

If customers call her when they have a challenge or a question, Donna makes a green card, letting them know she will call them when she sees they are getting low in product to remind them to reorder.

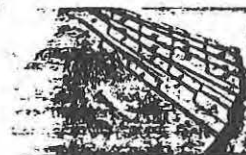
Continued Support—Yellow Card

If a customer wants continuing support 1, 2 or 3 times each week, or wishes to join her support group, Donna makes a yellow card.

The tool that makes it work is basic — a cardfile box with two sets of dividers

SET 1

Tabbed 1-31
(for each day
of the month)



Continued on page 4

EXHIBIT F

A Simple System For Success (Continued from page 3)

SET 2

Tabbed
Jan-Dec

This "tackler" file means no more forgotten customers, letting one slip by without a call or reminder from you. It's the simplest, most effective system you can use. These 5" x 8" dividers can be purchased in any office supply store. Why 5 x 8? It allows adequate room to make notes and write legibly so you are able to decipher your notes at a later date.

DONNA'S SUPPORT SYSTEM



Two weeks into their program, once a new customer is ready to purchase additional product, Donna presents them with 4 pages of detailed information about her support system:

The Telephone—Lets her customers know she's just a phone call away.

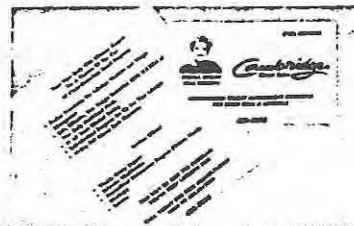
Support Group—Gives her customers information about her weekly support group which may mean the difference between success and failure to a customer.

Behavior Mod—Additional support on a weekly basis featuring modules created around the Control For Life program.

A copy of these informative pieces may be obtained by calling the Cambridge Order Desk, 1-800-4-HEALTH.

To elicit commitment from her customers, Donna now charges for these support programs—a 6-week program costs \$30. If they complete the program, staying with their commitment, she rebates their money plus they receive one free can of product.

BUSINESS CARDS



Key to Donna's success is positioning. She positions herself in Houston as a leader, an expert in the field of health and nutrition. One way she positions herself is through her business card. Donna is a pro, and wants recognition as a pro, which led her to now use a business card featuring her photo and she runs a local ad using this same photo. Over time, this type of card, coupled with similar advertising, builds recognition.

Her fold-over card provides more space to deliver her message. Think of your card as a billboard—and blast your message. Long after you're gone, when your potential customers come across your card, is it leaving the message you want? Do they know who you are, what you do, and more importantly, what you can do for them?...Donna's card says it all!

Last, but not least, Donna uses a small clear mylar sticker with this simple message on each can lid:

Have Questions?
Need Support?
Need Product?
Call Donna...480-9095



Donna's tools are basic, and they work. She handles a large retail business, yet still has time to devote to her organization.

EXHIBIT F

NATURAL/TARGET MARKETING

Let's talk target marketing. Target marketing is where it's at in the 90's. This column will feature specific target marketing ideas to help you build your business over the next year.

What is target marketing? Target marketing is pinpointing special groups of people that share commonalities.

Who is my target market—and what are the needs of this market? Seeking out a particular market segment (e.g., new mothers, beauty consultants, professional women, etc.), you begin to specialize in this particular group of people, learn to understand their specific needs, and talk their language. And in doing so, you learn how to get the best return for your effort.

Target markets come in all shapes and sizes and are typified by a wide variety of characteristics and may be classified by business, profession, age, special interest, etc.

In targeting a market, a group should be:

1. Identifiable and accessible
2. Identifiable by common characteristics (age, income, sex, hobbies, etc.)
3. Identifiable by needs, e.g., new mothers/health and nutrition; professional women's groups/nutrition-fitness-health-weight management; retired/health; etc.
4. Connected through a system of communications or network that will foster referrals from one group member to another (meet monthly, share the same newsletters, belong to the same association or group)

To help you approach your markets systematically, here are some pointers:

- | | |
|-----------------------|--|
| Identify your market | —Look for common needs |
| Research your market | —Use the library to obtain information on your selected group (see Encyclopedia of Associations) |
| Penetrate your market | —Attend network meetings |
| | —Join their associations, clubs, or chapters |
| | —Subscribe or obtain copies of their newsletters |
| | —Find out their company affiliation |
| | —Check out their trade journals |
| | —Work their trade shows |

Once you do your homework and spend the time to work this

market, the benefits begin to come back tenfold. Your phone begins to work both ways—they will call you, seeking you out.

Your target market should grow out of your natural market, that is, it should naturally flow from your interests, concerns, profession, or affinity. For many of us, professional women are our natural market, and therefore, an excellent market to target.



THE PROFESSIONAL WOMAN/ YOUR NATURAL MARKET

An excellent natural market to target for the Cambridge Consultant is the professional woman. Demographically, Cambridge will be targeting this entire group, but locally Consultants should pinpoint a specific group within this larger group. Examples of specific groups that organize on a local basis are: real estate saleswomen, teachers, nurses, nutritionists, small business owners, financial women, secretaries, retail managers, association executives, all women who have more money than time.

By narrowing down a broad category to a specific group or groups, you can more effectively focus on their needs, and can target your message to those needs. Attending their meetings, joining their networking groups, or attending their association meetings, you will be perceived as a peer who understands their needs.

The first step to finding and targeting a specific group is research. Check your local newspaper or the library to find out what groups meet locally. An excellent resource for information about associations is the Encyclopedia of Associations, which lists the state associations and where they meet. A few phone calls will give you the information you need.

Local groups you might look into are:

- 1) Local Chamber of Commerce
- 2) NAPS (National Association of Professional Saleswomen)
- 3) NAWBO (National Association of Women Business Owners)
- 4) Association of University Women
- 5) American Association of Nurses

Call for their meeting schedules. Let them know you are considering joining (perhaps as an associate member) and ask to attend a meeting as a guest.

Continued on page 12

Complaint

123 F.T.C.

EXHIBIT F

TRIBUTES

Recognition based on combined volume for October, November & December 1991.

TOP CIRCLE OF CHAMPIONS



- | | Name | Location |
|----|---------------------|---------------------|
| 1. | Betty & Paul Parker | La Mesa, California |
| 2. | Donna & Bob Dugan | Houston, Texas |

TOP CONSULTANTS



- | | Name | Location |
|----|------------------------|-----------------|
| 1. | Stephen & Arlene Reiss | Bronx, New York |
| 2. | Vickie & Trina Ngo Vu | Houston, Texas |

TOP AREA DIRECTORS



- | | Name | Location |
|----|----------------------|--------------------------|
| 1. | Kay & Dan Marovich | Rancho Palos Verdes, Ca. |
| 2. | Millie & Billy Chron | Burton, Michigan |

TOP PERFORMING ORGANIZATIONS

- | Rank | Name | State |
|------|-----------------------|-------|
| 1. | Betty & Paul Parker | CA |
| 2. | Donna & Bob Dugan | TX |
| 3. | Janice & Mel Jones | MA |
| 4. | Barbara & Gary Lazar | FL |
| 5. | Kay & Dan Marovich | CA |
| 6. | Millie & Billy Chron | MI |
| 7. | Alex & Ray Boswell | FL |
| 8. | Bill & Betty Gray | CO |
| 9. | Heidi & Mike Kirkland | CA |
| 10. | Anne McAlister | AL |

TOP DIVISION MANAGERS



- | | Name | Location |
|----|----------------------|-------------------------|
| 1. | Gerry Davis | Cleveland, Ohio |
| 2. | Ruthann & Bob Morris | Chula Vista, California |

Special thanks go to these top Consultants (combined volume, Aug. thru Dec. 1991) who are building their businesses while we build ours!

TOP UNIT LEADERS



- | | Name | Location |
|----|---------------------|------------------|
| 1. | Ramona & Leon Steel | Tigard, Oregon |
| 2. | Patricia Foreman | Orlando, Florida |

- | Rank | Name | State |
|------|--------------------------|-------|
| 1. | Stephen & Arlene Reiss | NY |
| 2. | Marie Coyle | PA |
| 3. | Vickie & Trina Ngo Vu | TX |
| 4. | Martin Chang | CA |
| 5. | Clorinda Leon | FL |
| 6. | Ruby McBrayer | MS |
| 7. | Patricia & John Hutchens | LA |
| 8. | Gloria & Todd Archbald | TX |
| 9. | Anna Reilly | NJ |
| 10. | Ruth Saulnier | WA |

1596

Complaint

EXHIBIT F

& TRIUMPHS



Cambridge® Food For Life Programs

Start Your Own Healthy Lifestyle Program
To a Lifetime of the Best of Overall Health and Vitality

- Proven Procedures for Lifetime Nutrition and Weight Management
- Safe, Effective, Fast Weight Reduction - WITH NO DRUGS or Your Daily Medication
- 15-20 Year Clinical Testing
- Individualized Programs Set Up For Your Lifestyle
- Proven Food Safety Risk Control

REVENUE OFFERS

- Visibility Growth Program
- Substantial Motivation
- Promotional Materials Program
- Bonus

THIS ISN'T AN ADVERTISING PROGRAM! YOU'VE BEEN LOOKING FOR
CALL TODAY FOR YOUR OWN CONSULTATION WITH AN ORIGINATOR

480-9095

Donna Dugan - #1 in 1991

According to Donna Dugan, Some people make it happen! Some people watch it happen! Some people wonder "what's happening!" The choice is up to you.

Donna wants to know who wants to build a business. She tells people who are going to "make it happen" to please call and let her know.

Local Visibility Through Local Efforts—Cambridge Is Back!

Many of our Leaders have been creating marketing experiments to expand their business. Here is some of what is being developed and achieved.

Local Radio: Janice Jones has been broadcasting nutritional information and talking about her Cambridge business on a local radio show beginning in January. Two disc jockeys at the radio station are on the program, losing weight, and talking it up on the air!

Trade Shows: Joy Schlender of Orlando, Florida, called us full of excitement about a trade show she participated in for the health industry people. She provided samples of the product and handed out Cambridge literature. She reported a great turnout that produced a lot of interest in Cambridge products and programs.

Cable TV: "In the ten years I've been in this business, the

best response I've received from any advertising or promotionals has been from a local cable show called "Fatbusters", says Andrea Ileo after she and Lynne Murphy appeared on Cable TV in Richmond, Virginia, to talk about Cambridge. Not only was the visibility free of cost, but they now have a professionally prepared videotape of their presentation. (A copy of this videotape is available on request by calling 1-800-4-HEALTH).

Two of Andrea's successful new customers, April Hargrove and Kim Pell, discovered Cambridge through the show and are so thrilled with their results that they are already sending her referrals. This is what they have to say:

"You were right about the energy level. I've been coming home from work and cleaning my house!", says Kim. Said April, "I don't see how anyone could have a problem with this diet. It's so easy!"

Andrea Ileo has good reason to show off...she is a product of the product!



Ten years ago Andrea went from 170+ lbs. to...



WOW!

Complaint

123 F.T.C.

EXHIBIT F

CAMBRIDGE CUISINE

PLANTATION PEANUT BLIZZARD

Dana Marshall, Los Angeles, first introduced Cambridge pies at the Los Angeles Cambridge Direct Sales Academy. Susan Weinstein, Orlando, took the recipes and introduced them to the Florida contingent where they have become a mainstay of their programs.

Tip: Make the pie crust ahead of time and give it time to cool before filling. This allows for less setting time.

Crust: Spray pie plate very lightly with Pam Butter spray*. Sprinkle with 1 scoop Super Oats and tap lightly to spread the Super Oats up the sides. Bake at 400 degrees for 4-5 minutes or till golden brown. Remove crust from oven and spray with water, using a mister.

Filling: 11-12 oz. cold water
1/2 cup hot water
2 packages Knox unflavored gelatin
3 scoops Super Chocolate
3 packages Equal
Peppermint or Peanut Butter flavoring

*1 spray = 2 calories

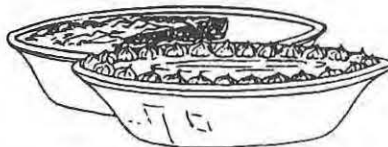
- Step 1:** Mix 4 oz. cold water with 2 pkgs. Knox unflavored gelatin. Set aside.
Step 2: Pour 7-8 oz. cold water in blender, add 3 scoops Super Chocolate and blend until mixture is super thick.
Step 3: Add 1/2 cup hot water to gelatin mixture; add gelatin mixture to Super Chocolate mixture in blender. Blend.
Step 4: Add 3 packages Equal and one of the following flavorings to taste (1/4 tsp-1/2 tsp).

For Chocolate Mint Pie:
Add Peppermint Patti Flavoring

For Peanut Butter Pie:
Add Peanut Butter Flavoring
(adds 7 calories)

Step 5: Pour mixture into crust, and refrigerate for at least one hour.

1 full pie = 2 Cambridge servings



A new taste sensation, courtesy of Elaine Newbill and Laurelle Pittman, this thick, rich and creamy shake is not only delicious but leaves a surprise of crunchy nuggets at the bottom of your glass.

7-8 oz. cold water
Ice
1 scoop Rich Vanilla Shake (OCD formula)
1 Plantation Peanut Bar

Add water and enough ice to blender to equal 12-14 oz.; blend. Add Rich Vanilla Shake; blend. Break up 1 Plantation Peanut Bar and add to mixture; blend again. Pour into frosty glass and enjoy this delicious treat!

HOT CHOCOLATE

Perfect for cold nights...kids love it for breakfast, too! Hot and nutritious, it's great for the entire family—company, too!

8-9 oz. hot water
1 pkg. Equal
2 scoops FFL Chocolate Drink
Cinnamon

Mix all ingredients in blender (be sure to vent lid on top of blender to allow pressure to escape while blending hot beverage). Pour into cup, and enjoy.

Even if you are not a chocoholic, this hot drink hits the spot!



CAMBRIDGE CAPUCCINO

So simple, but oh, so nice!

Prepare:
6 oz. hot coffee in an 8-10 oz. mug

Add:
1 pkg Equal

Top with OCD Vanilla Topping (recipe follows)

Topping:
8 oz. cold water
1 scoop OCD Vanilla Shake

Mix in blender. Spoon on top of coffee. Makes enough for 4 servings.

EXHIBIT F

CAMBRIDGE PRODUCTS

BUSINESS BUILDER



New!
101 Hot Tips: For Success With Your Cambridge Weight Management Program

101 Tips to help your customers STAY on their program! (audiocassette & text)

- Motivational, fast-paced
- Helpful tips to keep you committed
- Dozens of quick recipe ideas
- Ideal for new customers
- Perfect for anyone recommitting to their nutrition program

Build your business:

- Having a meeting? Use as an invitation
- Handout during your support meetings
- Mail to your active customers
- Offer to customers as an incentive to restart their program
- Ideal follow-up for Retreat attendees

101 Hot Tips Code# 630511 \$5.00
FREE with your product order while supply lasts!

FIRST TIME AVAILABLE!

Assorted Flavoring Packs

Variety 6-packs of flavorings are now available in the following assortments at a new low price:

Assorted Pack #1	Almond Coconut Peanut Butter Pistachio Vanilla Vanilla Custard
Assorted Pack #2	Irish Cream Peanut Butter Peppermint Pistachio Vanilla Vanilla Custard

Mix FFL Vanilla with Pistachio or FFL Chocolate with Peanut Butter. Or, for peppermint stick flavor, mix FFL Vanilla with hot water and Peppermint Pattis. And, for a different twist, add Irish Cream to your coffee for Cappuccino (see Cambridge Cuisine, page 8, this issue).

Assorted Pack #1	Code# 756100	\$6.00
Assorted Pack #2	Code# 756101	\$6.00

APPETITE SATISFIER

Aloe Fresh Gum

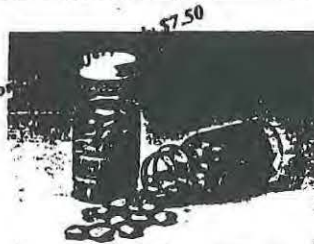
Calories: 2 calories per square
Caloric Source: Carbohydrates
Derived From: Jerusalem artichoke, Inulin

What Makes It Work? Is It All In My Mind?

No, it's not all in your mind. Physiologically, your body receives a small supply of fat free fuel to temporarily satisfy your hunger. Psychologically, it works when you realize that the point at which you want food may not really be hunger related, but it is your mind telling you you want food because you smelled, saw, or started thinking about food.

When To Use Aloe Fresh Gum

1. When you find yourself reaching for conventional



food...STOP! Take 2 squares Aloe Fresh Gum and substitute another activity or listen to the relaxation side of your Control For Life audiocassette. Because each Aloe Fresh square contains a small amount of calories, when you are sole sourcing, the added carbohydrate may increase your appetite. We recommend you use Aloe Fresh Gum only if you have experimented with gum in the past and it did not make you feel hungry.

2. When you transition from the Fast Start (Sole Source) Program to the Regular Program, chew 2 squares of Aloe Fresh

about every 2 hours. It can help satisfy you between meals.

3. When you are on the Regular Program or Maintenance Program, chew Aloe Fresh Gum when you feel hungry. For most people, this occurs about four hours after eating a small meal of conventional food or Cambridge product. Some people use Aloe Fresh Gum to satisfy a sweet tooth or have a desire for chewing. 60 squares per bottle.

Regularly \$10.50/bottle

Code# 785502

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EXHIBIT F

NEW CONSULTANTS

- IFSOs (Initial Fast Start Orders). A one-time-only opportunity to set up inventory at a discounted wholesale cost. Order must accompany Consultant Agreement.

IFSO C: for the full-time Consultant. Package costs the Consultant \$1004.60 (\$1856.00 value) and yields a \$848.30 profit.

IFSO B: for the part-time Consultant. Package costs \$509.89 (\$900.00 value) and yields \$389.90 profit.

IFSO A: for the wholesale user. Package costs \$206.30 (\$368 value) and yields \$164.65 profit.

- Academy 101, Vol 1: Personalizing your Cambridge Business. A how-to-build-your-own Cambridge business successfully.

NEW CUSTOMERS

- Fast Start Success Plan (3 cans FFL, 4 flavorings and 32-oz chug mug)
- Regular Success Plan (2 cans FFL, 4 flavorings, 32-oz chug mug, plus one box of bars)
- 101 Hot Tips—audiotape for program success
- Control For Life tapes and self-study workbook to help you gain awareness and modify behavior, complete with guided relaxation and music audiocassettes.

CONSULTANTS & LEADERS

- Leadership Retreats and Trainings—available by special arrangement. A Cambridge program designed to meet your special needs for success and to motivate others to achieve their own inspired performance.

UPDATE: JANICE JONES...DIRECT SALES AT ITS BEST! (see Models of Excellence, Nov-Dec issue)

Using a variety of classic marketing techniques, Janice Jones has been highly successful repositioning herself and focusing on a more lucrative market, as well as using high powered media for the 90's. Here's what she did:

- Selected the type of market she was aiming for—Janice targeted those interested in nutrition, mainly professional women.
- Was flexible with her knowledge of the product and the use of the product. (This meant adapting her presentation to fit the needs of the person she was talking to.)
- Focused on using the product with conventional food.

Janice also uses a variety of ways to reach people:

- Yellow Pages

- Bridal Shows (mostly young people)
- Interviews on Cable TV about nutrition and fat-free foods
- Radio show—Broadcasts weekly about nutrition and her Cambridge business
- Women's network—Attends luncheons hosted through a local college once a month. At these functions, Janice distributes brochures and her business cards.
- Communication—Talks to people about what she does.
- Keeps in touch—Stays in contact with the customers she starts on the product (even if they are not currently using it). As Janice says "you never know what will trigger them to call." She stays in touch by:
 - Telephone
 - Monthly mailings

Janice emphasizes that not only must these things occur all the time, they must be used in conjunction with one another if you're going to make your business prosperous.

TASK FORCE REPORT

These suggestions provided by our task force on advertising and visibility for making yourself and your business visible are simple—and they work!

- | | |
|---------------------------|---------------------------|
| Business cards with photo | Fairs, Malls, Trade Shows |
| Flyers | Brochures |
| Pins/Buttons | Newsletters |
| Newspapers | Yellow Pages |

Ruth Ann Morris, Chairperson of our task force, designed a flyer which she distributes to beauty salons, banks, bridal shops, and baby shops. She requests permission to leave several flyers letting the manager know she will pay \$10 for each referral from the shop. Attached to each flyer are several of her business cards. And Ruthann says, "Business is great."

EXHIBIT F

BAD NEWS IS GOOD NEWS FOR BUSINESS!

The Professional Woman
(Cont'd from page 5)

Most of you know, more than most folks, that in our business "less is more". The fundamental truth in our business is when the economy is down, business goes up.

This issue is dedicated to helping you look at the reality of our business environment and what you can do to take advantage of the current opportunity. In our cover story, we supplied you some statistics that show you facts about our industry, and in this article, we are giving you the rationale for being optimistic as well as the wisdom of direct sales in the current economy.

BEING OPTIMISTIC

Some of us may feel discouraged by the downturn in the economy and the changing market place.

The Economy

A downturned economy is an ideal opportunity to make our Cambridge businesses flourish. Think about it. With the downturn in the economy, more people are looking for real value. At only \$1.33 per meal, our product is economical and gets results.

Time Means Money

With people working harder and longer hours, they have less time. Cambridge products mean quick and easy meal preparation and clean-up, and fewer trips to the grocery store. One quick phone call and your products are shipped the following day.

The Health Connection

What better way to take care of your nutritional needs than with Cambridge Food For Life products which provide 100% of your nutritional needs. Pressured with more work, people are becoming fatigued and burned out. Those who use Cambridge report high energy and even euphoria! The benefits of our high-quality products are real and substantial.

Health Insurance

As health care costs rise, it becomes increasingly necessary for everyone to take responsibility for their own well-being. Illness is no longer affordable. What better way to assure that people are obtaining all the vital nutrition for good health than the Cambridge products?

Image Counts

With more people looking for work, competition is keen. Looking and feeling your best is important and we know Cambridge products and programs help people look and feel their best.

THE WISDOM OF DIRECT SALES

Direct Sales flourish when we cannot depend on traditional institutions for support which forces people to become entrepreneurial and support themselves.

Employment

With unemployment num-

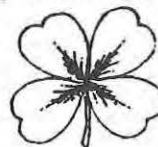
bers rising, what better time to invite more customers into the ranks of Consultants? People need work to earn money. As Donna Dugan so readily points out, it is possible to have a rewarding part-time job by simply working as a Consultant selling retail.

With only 13 active customers, you earn over \$500 per month; with 25 active customers, you earn over \$1000 per month; with 50 active customers, you earn over \$2000 per month. You can earn a minimum of \$40 for each active retail customer.

Mission: Share the Opportunity and Make Money With Your Good Works

The truly wonderful thing about working your Cambridge business and bringing others into the business is that it is possible to simultaneously earn your living and follow "a path with a heart," a truly humanistic mission.

We offer people a genuine means to make a positive difference in their own and other people's lives. Donna Dugan calls the money she earns from Cambridge the "Paycheck of the Heart"! Cambridge is truly a gift of love and caring.



Key to this type of marketing is visibility. You need to attend their meetings and get involved. Talk about your business as well as the products and programs. Key to visibility is positioning yourself within that market. If your particular group has a newsletter or magazine they publish, ask if you might write an article on nutrition or health (if you need help with your article, call 1-800-4-HEALTH). Be sure to tell them the one thing you request is that they include your photo and phone number.

Prospecting Tip: Sampling is an extremely effective form of advertising. At the next meeting you attend, bring a small basket filled with Plantation Peanut Bars. Tape your business cards to each bar. Explain to the meeting organizer that you would like to provide the sample bars, and ask to leave the basket at the registration table. The cost of one or two boxes of bars is considerably less than the average advertisement, and 10 times as effective. You might leave a package of brochures near the bars for additional information. It's a great ice breaker, and you get to deliver your message.

Give me a lever long enough...and single-handed, I can move the world.

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EXHIBIT F

Consultant's Corner

MEDIA MESSAGE



Publicity photo—Janice Jones

Public Relations. It's publicity, it's believable, and it gives you and Cambridge credibility and stature. And, we will help you. It's a multi-step process, so let's start at the beginning.

Cambridge will help you get your name in print every month in your local media. Here's how:

1) Have a 5 x 7 photo taken professionally. Call photographers in your area and ask for a business publicity shot. Have it done in black and white, and get several copies.

2) Decide on 5 local media where you would like to have your name mentioned regularly. Check the papers, determining where they list promotions, job changes, new hires, etc. Find out, by calling your local paper (start with business editor), to whose attention this message should be sent. We need

Editor's Name	City, State, Zip	Telephone number
Name of paper	Address	Fax number

3) Next, send us your bio. Write 3 or 4 paragraphs about yourself. Include information such as how long you have been with Cambridge, something about your business, any special groups you work with (position, awards, etc.). We will edit and finalize.

4) We will computerize this information, and send your bio and photo with a press release regarding your business on a monthly basis to the media on your list. When this has been published, send us a copy.

Will your paper always publish a press release? Not always. But, this type of release has a high chance of being used. It's not about Cambridge, it's about you, and that's news!

Published by: Cambridge Direct Sales
2801 Salinas Hwy, Bldg F, Monterey, CA 93940-6420
800-443-2584

NEWS & NOTES

• **Increase Sales Without Leaving Your Telephone...** We have been calling customers we have not heard from for a while using telephone scripts tested by Lynne Murphy and Carlene Firpo (our telemarketing voice since December). Our daily sales improved by as much as 20%.

service, and reaching out to you with "outcalls".

• **Director Of Nutrition Is Back...** Director of Nutritional Services from 1982 to 1988, Karen Peterkin, M.A., R.D., returns as our primary nutritional consultant.

• **Minimum Orders...** In our last issue of Breakthrough we announced a change in our minimum order policy. Effective April 1, we are accepting minimum orders of half case lots for the convenience of our customers. Thank you, Donna Dugan, for pointing out the need for this expanded service!

However, due to additional costs involved in processing half case orders, a premium for half case orders will be charged at the following retail prices:

3 cans FFL	\$59.85
3 cans OCD	\$70.50
3 boxes bars	\$62.85

• **Order Processing Team Member Returns...** Member of the Cambridge Order Processing team in 1982 and 1983, Terry Wells is the newest voice on our phones, taking your orders, providing

• **In The Next Issue...**
Barbara Lazar's Retreat
Andrea Ileo's Academy
Ann Wetzler's Academy

Please Note:

• **Change of Address**
...Please notify our Customer Service Department if you have a change of address or telephone number. Leaders, call us if there are any changes in your downline! We want to make sure that everyone is getting our correspondence.

• **Shipping Charges**
...Due to increases in shipping costs, we have found it necessary to increase our shipping charge from \$4.00 to \$6.00 per shipment. This increase becomes effective May 1.