

When it comes to something as important as losing weight, knowing what you're getting in a weight loss program is a paramount consideration. However, so many products today make so many claims that you need to exercise your mind before you can make the right choices for your body.

# you decide!

## ALL WEIGHT LOSS PROGRAMS ARE NOT CREATED EQUAL

When it comes to weight loss, it can be virtually impossible to separate the facts from the fads. Weight loss programs are big business — a \$50 billion-dollar industry, in fact. With so many diet plans out there, how can a person tell which program is the best, which is easiest to follow, and fits with their lifestyle? And what about the impact on long-term health?

### MEASURING UP

How "good" a particular weight loss program is must be determined not only by its ability to cause weight loss, but

how well it matches up to consumer needs and delivers benefits. To show how GR<sup>2</sup> Control stands out when it comes to delivering overall user benefits, we compared it directly with several other leading weight loss programs.

What we found was interesting: While each program had its good points, none were as well thought out, easy to follow, or as safe and effective as GR<sup>2</sup> Control. And none utilized the same outstanding level of leading-edge science, technological expertise and premium quality as GNLD routinely incorporates into every product we make!

### CHARTING YOUR COURSE

The chart below spells out some of our findings, as popular weight loss programs are compared side by side. At GNLD, we have a long history of looking past trends and fads to the science behind particular products. The information found on the chart will help you to make more informed choices.

The chart shows that GR<sup>2</sup> Control has a "Total user benefit" of 100%. That means GNLD delivers more of what people are looking for in a weight loss program!

## WEIGHT LOSS PROGRAMS COMPARISON:

USERS BENEFITS	GNLD GR <sup>2</sup> Control	Amway (Nutrilite) Trim Advantage Master Pack <sup>†</sup>	Herbalife Thermogetics Advanced Gold <sup>†</sup>	Weight Watchers 1,2,3 Success <sup>†</sup>	Jenny Craig Weight Loss Program <sup>†</sup>	Nutri/System Weight Loss Program <sup>†</sup>
Glycemic Response Control Technology	Yes	No	No	No	No	No
Human Clinical Trials	Yes	No	No	No	No	Yes
High-Protein/Low-Carbohydrate Meal Replacement Shake	Yes	No	Yes	No	No	No
Thermogenic herbal blend with non-central nervous system stimulants	Yes	No	Yes	No	No	No
Appetite-reducing fiber blend with Konjac	Yes	No	No	No	No	No
No calories, portions or points to count	Yes	No	No	No	No	No
No check-ins or meetings to attend	Yes	No	No	No	No	No
No pre-packaged meals to buy	Yes	Yes	Yes	No	No	No
Delivers an explosion of health benefits*	Yes	?	?	?	?	?
Great price	Yes	?	?	?	?	?
Total user benefit (based on number of "Yes" responses)	100%	10%	30%	0%	0%	10%
<b>PROGRAM COST PER 14 DAYS</b>						
Retail	\$119.60	\$182.32	\$128.24	\$99.96	\$129.50	\$100.00
DC	\$89.70	\$134.31	\$98.78	Home Kit required		
Cost per day/retail	\$8.54	\$13.02	\$9.16		\$9.25	\$7.14+
Cost per day/DC	\$6.41	\$9.59	\$7.06			
Number of complete meals/days included	2	2	2	need to purchase all meals	2	each meal requires purchase of add'l. food

\*Explosion of health benefits includes everything from lower risk of heart disease and diabetes, to lower blood pressure, less chance of stroke, and more. It may even add years to your life!

<sup>†</sup> Trademarks: Amway Nutrilite Trim Advantage (Amway Corporation, Ada, MI); Herbalife Thermogetics Advanced Gold (Herbalife International Inc., Inglewood, CA); Weight Watchers 1•2•3 Success (Weight Watchers International Inc., Woodbury, NY); Jenny Craig Weight Loss Program (Jenny Craig, Inc., La Jolla, CA); Nutri/System Weight Loss Program (Nutri/System Inc., Horsham, PA).