

Portion Control Video (DVD)

Portion control, calorie awareness and food selection are emphasized. Highlights include:

• **Don't let food manufacturers tell you how much to eat** -

read the label and learn practical measuring tips for various foods

• **When you choose more fruits and vegetables**, you get to eat more food for fewer calories

• **How to load a healthy plate** - a great formula for every meal

• **Use smaller plates and cups**

Our video is lively, fun and engaging to help consumers get their portions right for every meal. Information presented complies with the Dietary Guidelines for Americans. Here are excerpts from each section:

• **Snacks and beverages** - Don't go by package size; read the label and measure. See our healthful snack platter that is larger than a portion of chips and fewer calories, too!

• **Breakfast** - Huge baked goods are around 500 calories. But 1 cup lowfat milk/yogurt, 1 cup fruit and 1 serving whole grain are about 250 calories. Servings of grains shown with tips to measure cereal and serve in smaller bowls.

• **Lunch** - Watch us dissect a submarine sandwich that is 1200 calories and find out it is a whole plate of meat, a whole plate of bread and just a tad of veggies. We make a better lunch with a salad, chicken vegetable soup and whole grain bread for 400 calories.

• **Dinner** - A plate of fried food with cheesy macaroni and potatoes rings in at 1200 calories. A plate with 1/4 chicken breast the size of a deck of cards, 1/4 whole grain (1/2 cup) and 1/2 veggies with delicious herb lemon sauce is just 400 calories.



New

• **Dessert** - Laugh with us as we make a demo putting too much ice cream in a big bowl. Then we show how to measure into a beautiful footed glass with berries and a drizzle of choc sauce - beautiful - and half the calories. Compare a finger sized cookie (biscotti) with huge slice of cake.

Order now with our special introductory price that includes bonus CD with files for color handouts, photos and PPT show with leader/activity guide.

Length of Show: 15 minutes

DVD + CD \$59 - introductory price - order now!

Clip Art and DVD Show

— **MyPyramid Clip Art**- Colorful educational clip art based on MyPyramid. Grains, veggies, fruits, dairy, meat/beans, serving sizes and types. Over 60 images for print, websites, PPT shows and more! - \$29

— **Fruit/Veg Photo CD** - \$29 - special savings!

— **Diet/Exercise Clips CD** - \$29 - special savings!

— **Health Clips2 Color Clipart CD** - \$29 - special savings!

— **Want to Lose? DVD** - Audience learns basics of calories in and energy out for weight loss. They will understand how to use diet and exercise to lose weight. Individuals learn special tips on how to get enough exercise and how to consume fewer calories. Complete with narrated slides, video clips and photos. Perfect for lunch and learn or where time and attention span are limited. 8 minute show on DVD for TV, with handouts. Just \$44.



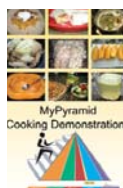
Top Sellers for Nutrition Education

— **The Nutrition Facts Label Game** - \$69

A PowerPoint show game with over 80 slides shows a food package with healthy-sounding claims and then the audience finds the "blunder" i.e. too much salt, fat, calories, using the Nutrition Facts Panel. Learning is fun and practical.



— **MyPyramid Cooking and Food Demonstrations** - \$69 - MyPyramid Cooking Demo Kit: Teach your clients how to prepare easy and delicious healthful meals. This complete demonstration kit makes it easy for you from a simple food tasting to a full blown cooking presentation. Your class will love to learn with food: MyPyramid Fast Meals, Assembly Meals, Breakfast, Snacks, Cooking with Kids, Monthly Harvest with fruits and veggies. Includes 100 pages handouts/leader guide, MyPyramid Poster, PowerPoint Show "Shopping With MyPyramid" with 30 slides and speaker's notes. GREAT DEAL!



— **Nutrition Basic 5 Package** -

Great for NNM - \$69 - Five of our most popular posters for nutrition education: MyPyramid, Nutrition Facts Label, Healthy Plate, Portion Control and Do You Need to Lose PLUS copy-ready handouts. (A \$95 value!)



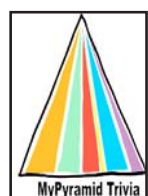
— **My Pyramid Bingo** - \$49 Teach individuals about MyPyramid with a fun game of bingo. Play over and over - unlimited number of people. 20 laminated color game sheets, 30 copy-ready BW game sheets, copy-ready handout/leader guide.



— **4 Lessons to Lower Blood Pressure** - \$69 - NEW! This fun program will teach individuals how to keep their blood pressure in check. Four lessons with PowerPoint shows with speaker's notes and color handout PDF on CD plus copy-ready handouts/leader guide include: Introduction to High Blood Pressure, Make the DASH, Cut the Salt and Get Moving to Lower Blood Pressure. Plus you receive 3 posters: DASH diet, Blood Pressure, Exercise.



— **MyPyramid Trivia** - \$69 This fun game will teach individuals the most important messages of MyPyramid. Includes PowerPoint show and handouts on CD plus a set of copy-ready printed handouts.



— **Portion and Calorie Bingo** - \$49

Portion and Calorie Bingo is a fun game that will help your clients watch portion sizes. Play over and over - 20 laminated color sheets, 30 copy-ready BW sheets, handouts/leader guide.



Posters and Color MiniPoster Handouts

Poster Prices

- 1 poster — \$19
 - 2-4 — \$15 each
 - 5-11 — \$10 each
 - 12 — \$120 plus one free!
- You may vary selection

Miniposters 8.5" X 11"

Printed on both sides, they match our posters - use as miniposters or color handouts! Pack of 100 = \$34.95

Nutrition Basics

- ___ MyPyramid Poster – 18X24
- ___ MyPyramide Spanish – 18X24
- ___ MyPyramid Kids – 18X24
- ___ Nutrition Facts Label – 18X24
- ___ Which Side Are You On? - 14X20
- ___ Fiber Is Your Friend - 18X24

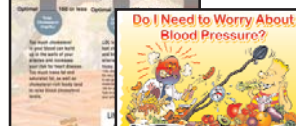
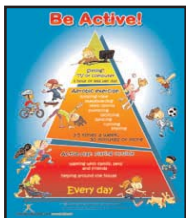
All have aqueous coating.

Heart Savvy

- ___ Cholesterol Education Poster – understand cholesterol numbers and how to lower them. 16X20 coated.
- ___ Blood Pressure Poster - understand BP numbers and how to lower them. 18X24 with coating
- ___ Make the DASH Poster – a great visual to teach individuals about the DASH diet. 18X24 coated

Weight Control

- ___ Calorie Poster/Handouts – Potatoes, potato crisps, oranges and M&Ms are shown. "Which one contains the most calories?" (They are all the same!) 14X20 with 8 handouts.
- ___ BMI 2 sides – teens & adults 4' to 6'4" on one side and obese patients (200 to 500 pounds) on other side. 18X24 coated
- ___ Weight Control: It's All About Balance Poster – Balance diet and exercise for weight control. 14X20
- ___ Be Active Kids' Activity Pyramid 18X24



Whole Grain

- ___ Grains Are for Brains: emphasizes the nutrition advantages for eating more whole grains. 18X24 coated.
- ___ Delicious Ways to Enjoy Whole Grains: shows 15 beautiful whole-grain dishes. 18X24 coated.
- ___ Go for the Whole Grain Poster/Handouts – Comes with 7 copier-ready handouts plus a leader/activity guide to teach about the benefits of whole grains. 18X24 coated.

Fruit and Vegetable

- ___ More Fruits and Vegetables Poster/Handouts - Stresses importance of eating more fruits and vegetable. Includes 5 pages of copier ready handouts. 18X24 coated.
- ___ Welcome to Our Farmer's Market Poster/Handouts – Handouts and leader guide provide ideas and activities to promote consumption of fruits and vegetables. 14X20

- ___ Salad Poster/Handouts – Handouts include 4 weeks of activity ideas and a demo with instructions. 18X24 coated.

- ___ Get Ahead with Vegetables Every Day Poster/Handouts - 20 different vegetables, it comes with 7 handouts plus leader/activity guide. 18X24 coated.

- ___ Fruits and Veggies Are Cool Dudes Poster/Handouts – With 7 copier-ready handouts plus a leader/activity guide to teach children or adults about the benefits of fruits and vegetables. 14X20

- ___ NEW Fruits and Vegetables Make Your Heart Feel Like Dancing Poster/Handouts – The message is positive, upbeat and fun. Includes 4 pages of handouts with leader guide. 18X24.

- ___ When It Comes to Fruits and Vegetables, Don't Eat Like a Bird!! Poster – Great icebreaker for any presentation. 14X20

- ___ Eat to Excel - Phytoman Poster - with 10 pages of copier-ready puzzles, handouts and recipes. 14X20

Holiday

- ___ Holiday Exercise 14X20
- ___ Holiday Pyramid 14X20 plus 10 handouts with recipes



___ Laminate my posters for \$3 each

ORDER FORM

Order by fax: 800-433-7435
By phone: 800-462-2352

foodandhealthcommunications
By mail: FHC, P.O. Box 266498,
Weston, FL 33326; EIN # 86-0905781

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Charge ___ Visa ___ MCard ___ AMEX
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Exp date _____ Card CVC _____
Name on card _____
Billing address _____

ITEM	QTY	UNIT PRICE	TOTAL PRICE

- FREE UPS Ground Shipping through 01/31/2009 for continental US** (Foreign, Alaska, Hawaii = actual cost USPS) or expedite:
- \$15 UPS 3 day select
 - \$25 UPS 2-day air
 - \$30 UPS next day

All items are backed by our 100% satisfaction guarantee!

Subtotal _____
6% tax (FL) _____
Shipping _____
Total _____

12 Lessons of Weight Management & Wellness Volume 1

12 Lessons of Wellness and Weight Management Volume 1 - This program is great for a 3 to 12-month worksite wellness/weight management incentive program – teach a new, timely weight management lesson/skill each month (or week). You can also use topics individually for wellness programs, health fairs, classes, counseling and more.

All topics support the messages given in the 2005 Dietary Guidelines for Americans and MyPyramid. Topics chosen are meant to support today's consumer so they can make better choices in their fast-paced lifestyles.

Many do not take the time to eat breakfast or cook and they eat on the run. They are overwhelmed with large portions and no education about the calorie density of foods. Still more do not exercise or realize the benefits of being more active. These lessons will instruct and motivate in a positive manner for better health and weight management.

12 Lesson Complete Bundle with 12 posters, 12 sets of 10 BW copy-ready handouts/leader guide, 12 PowerPoint shows with 30 plus slides with speaker's notes just \$350 (just \$29 per lesson, save \$238!)

12 Lessons Poster-Only Bundle - \$99 for all 12 posters (save \$129)

Individual Lessons - \$49 (check here and below) includes: PowerPoint Show, Poster, BW Handouts/leader guide

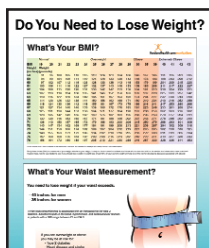
Color handouts/miniposter pack of 100 - \$34.95 (check here and below)

Color Handout/Miniposter Bundle - \$348 - Pack of 100 each of the 12 MORE lessons of double-sided 8.5X11 color handouts (save \$71.40)

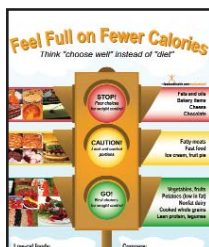
Lesson 1: Do you need to lose weight? This lesson explores the medical necessity to lose weight by measuring waist and BMI



Lesson 2: Want to Lose Weight? If you want to lose weight you need to eat fewer calories than you consume - it is just simple math - and here is a simple lesson to explain the basics of weight loss.



Lesson 3: Feel Full on Fewer Calories - This lesson explains the concept of calorie density. By choosing foods like fruits, vegetables and cooked whole grains, you get to eat more than if you choose foods that are high in fat and sugar.

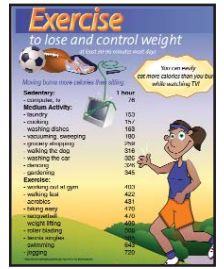


Customer Survey Responses:

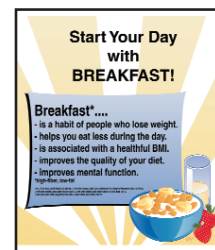
“Thank you for such a thorough and concise product! We received an abundance of positive feedback from those we presented the material to, and will continue to utilize the course.”



Lesson 4: Exercise to Lose & Control Weight - the importance of exercise is emphasized along with ways to work it into your schedule and stay motivated

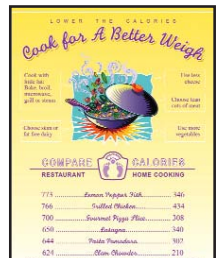


Lesson 5: Portion Control - participants learn the importance of portion control; they also learn important visual cues to aid with getting portion sizes right!



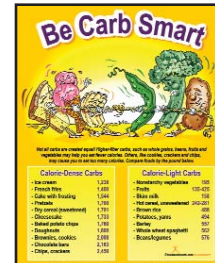
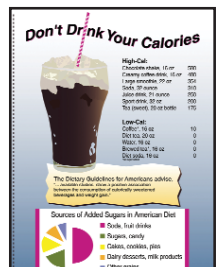
Lesson 6: Eat Breakfast - studies show that those who eat breakfast take in fewer calories during the day. This show will help individuals learn to make time for breakfast and to make better choices to help with weight management.

Lesson 7: Cooking is the Better Weigh - if you cook at home you save time, money and calories. We have a fun chart that shows just how much and gets them started in their own kitchens with great recipes.



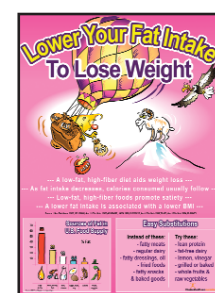
Lesson 8: Dining Out: Do It the Smart Weigh - if you have to dine out, it is best to know what you are getting ahead of time. Participants learn how to make better choices and order it their way.

Lesson 9: Don't Drink Your Calories - Most of the added sugar in the American diet comes from beverages. Consumers are enlightened about calories from beverages in this lesson.



Lesson 10: Carbohydrate 101 - Be Carb Smart - Not all carbs are created equal. Carbs that are nutrient and fiber dense and low in calories are the key to weight control.

Lesson 11: Snacking Smart - Think out with the bag and learn to eat more fruits, vegetables, whole grains and low-fat dairy products to have lower calorie snacks that don't go to waist!



Lesson 12: Lower Fat for Better Weight Control - Here is how to lower the fat in your diet so you eat fewer calories.

12 MORE Lessons of Wellness and Weight Management Volume 2 - This program is great for a 3 to 12-month worksite wellness/weight management incentive program – teach a new, timely weight management lesson/skill each month (or week). You can also use topics individually for wellness programs, health fairs, classes, counseling and more.

All topics support the messages given in the 2005 Dietary Guidelines for Americans and MyPyramid. Topics chosen are meant to support today's consumer so they can make better choices.

These lessons were requested by our customers who loved the first volume so much they wanted more. Topics like home exercise equipment, managing food cravings, fad diets, holiday events, shopping and more help educate today's harried consumer even better for wellness and weight loss.

_____ **12 Lesson Complete Bundle with 12 posters, 12 sets of 10 BW copy-ready handouts/leader guide, 12 PowerPoint shows with 30 plus slides with speaker's notes just \$350 (just \$29 per lesson, save \$238!)**

_____ **12 Lessons Poster-Only Bundle** - \$99 for all 12 posters (save \$129)

_____ **Individual Lessons** - \$49 (check here and below) includes: PowerPoint Show, Poster, BW Handouts/leader guide

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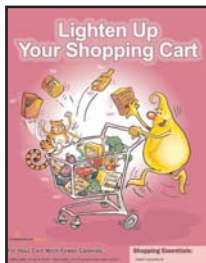
_____ **Color Handout/Miniposter Bundle** - \$348 - Pack of 100 each of the 12 MORE lessons of double-sided 8.5X11 color handouts (save \$71.40)

_____ **Lesson 13: Getting Started, Set Realistic Goals** - Learn how to set realistic goals to succeed in your weight loss efforts. Examine why weight loss attempts have failed in the past. Determine trends that can be avoided in the future.



_____ **Lesson 14: Home Exercise** - Learn how to exercise at home. Keep yourself on track with your workouts. Find ways to move more every day and burn extra calories. Choose the best equipment within your budget.

_____ **Lesson 15: Shopping Light** - The Shopping Light program helps

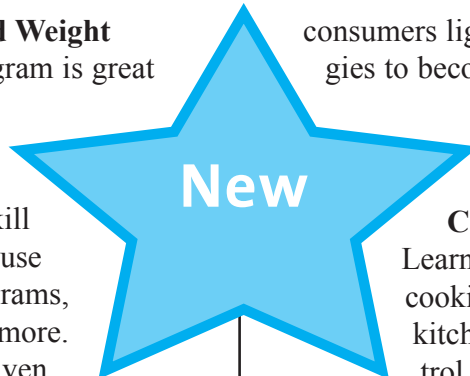


Customer Survey Responses:

“Overall a great product for us with little extra input needed. Nice to have the framework done!”

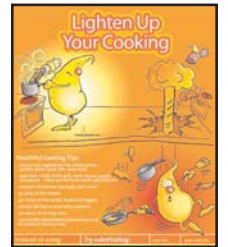
“The handouts have been great.”

“Materials have been very helpful and informative.”

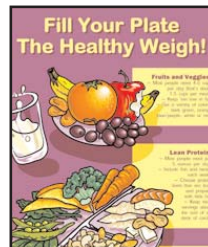
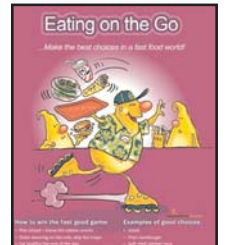


consumers lighten their shopping carts with strategies to become more aware of calories. They will learn valuable tips for each aisle.

_____ **Lesson 16: Cooking Light** - Learn the advantages of cooking lighter in your kitchen with portion control..

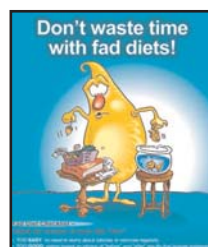
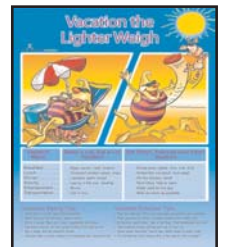


_____ **Lesson 17: Fast Food Choices** - Most people eat out more than once a week and this usually includes a trip to a fast food place. Fast food is becoming a staple. Some fast food choices are better than others.



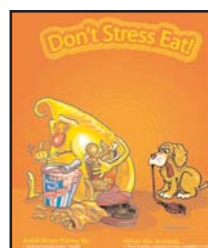
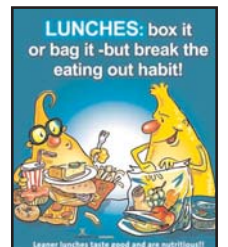
_____ **Lesson 18: Healthy Plate** - Question - 2 plates have exactly the same amount of food. BUT one plate has a lot less calories.

_____ **Lesson 19: Vacation Light** - This lesson plan helps individuals control their waist while on vacation! The idea that a vacation can jump start rather than sabotage efforts for weight control is explored and emphasized.



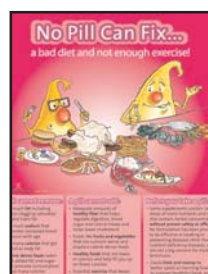
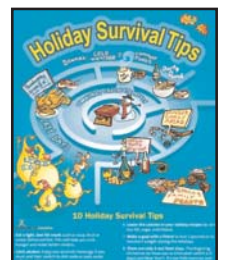
_____ **Lesson 20: Fad Diets: Don't Waste Your Time** - Learn the truth about fad diets - do they work? How do you spot one? What should you really do when you want to go on a diet?

_____ **Lesson 21: Brown Bag It** - Learn the advantages of packing your lunch. Save calories, time and money.



_____ **Lesson 22: Stress Eating and Food Cravings** - The Stress Eat materials help individuals identify and manage stress and hidden calories so they don't sabotage weight loss efforts. They will also learn to recognize and deal effectively with cravings.

_____ **Lesson 23: Holiday Lights** - The holidays are here and you are trying to watch your weight! This is one of the most challenging times of the year.



_____ **Lesson 24: Healthy Diet Doesn't Come in a Pill** - Millions of Americans now take various antioxidant supplements hoping they can largely counteract the negative health effects of a bad diet and lack of exercise.