

An illustration at the top of the page shows two hands. The left hand is orange and holds two pens with black and white diagonal stripes. The right hand is light blue and holds a pen with black and white diagonal stripes. The text 'AMAZING CLAIMS' is written in large, bold, black capital letters across the middle of the image, with a light blue shadow behind it.

AMAZING CLAIMS



**Lose weight while
you sleep!**

**Lose 30 pounds in
just 30 days!**

An illustration at the bottom of the page shows an orange hand holding a piece of fruit, possibly an apple, with a stem and a leaf. The hand is positioned below the text 'Eat anything you want and still lose weight!' and above the bottom edge of the page.

**Eat anything you
want and still lose
weight!**

You've seen the claims... Here are the facts:

FACT: Products and programs that promise quick and easy weight loss are bogus. To lose weight, you have to lower your intake of calories and increase your physical activity.

FACT: The faster you lose weight, the more likely you'll gain it back. Experts recommend a goal of about a pound a week.

FACT: To maintain weight loss, health experts suggest that you eat nutritious foods, cut your intake of calories and exercise more. Be skeptical about products that claim they will keep weight off you permanently.