

YOU NO LONGER NEED TO CHOOSE BETWEEN THE DANGERS OF BEING OVERWEIGHT AND THE DANGERS OF DIET DRUGS

The Natural
Weight Loss
Alternative

Regulation of neurotransmitters in the brain helps control feelings of hunger. PhenCal naturally helps normalize the levels of neurotransmitters in your brain and helps you resist the urge to overeat.



Proven: Safe Without A Prescription

PhenCal 106™ was shown to work effectively and without any significant side effects during a two-year open controlled study.

Unlike prescription treatments, PhenCal 106™ contains all-natural ingredients and does not

Proven: Effective As Prescription Treatments

In a 90 day clinical trial, overweight subjects using PhenCal 106™ and on a controlled diet and exercise regimen lost an average of 27 pounds. These results are comparable to results of similar studies performed on prescription weight loss treatments.

contain any stimulants. This patented formula of amino acids, minerals and other nutrients promotes balanced levels of neurochemicals so that healthy eating patterns can be established.

PhenCal 106™ is not designed for you to skip meals or "burn" fat. Instead, it helps you to maintain a healthy diet and exercise regimen by warding off cravings and impulses to binge.

Proven: To Decrease Food Cravings

In a separate study PhenCal 106™ patients on a low calorie diet and exercise regimen reduced the average number of binges by 73%.

The amino acids in PhenCal 106™ are precursors to the brain chemicals responsible for your appetite. In other words, PhenCal 106™ naturally helps normalize your desire for food, instead of synthetically suppressing it.

Why risk the potential side effects associated with prescription treatments when PhenCal 106™ can produce comparable weight loss results? Depend on the all-natural alternative to prescription treatments - PhenCal 106™.

Like any weight loss product, it will only work when used in conjunction with an overall diet modification and exercise program. Offered with every bottle of PhenCal 106™ is a free diet and exercise plan.

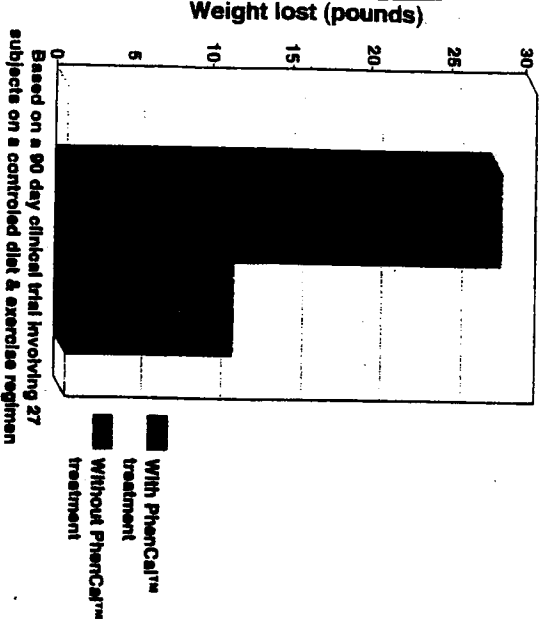
These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Need more proof? For free information or questions, call 1-888-PHENCAL. Exclusively from Weider Nutrition. U.S. Patent #4,761,429 & 5,189,064 & Patents Pending.

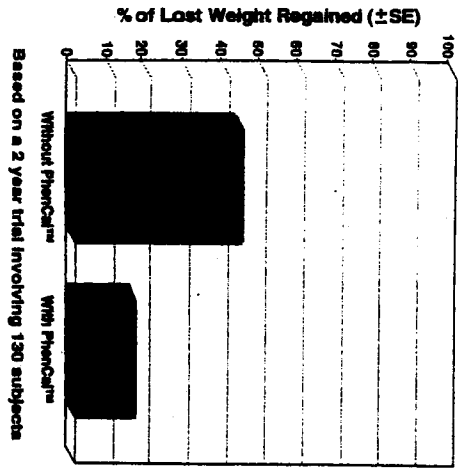
What Have the Studies Shown?

In a 90-day trial, participants using PhenCal 106™ reduced carbohydrate binging and craving and lost an average of 27 pounds.² When compared to similar studies of prescription treatments (Phen-Fen) PhenCal 106™ was shown to be as effective.

EXHIBIT B



In addition, a two-year clinical study showed that the PhenCal 106™ user was 292% less likely to regain the lost weight than someone who had not used PhenCal 106™. In fact, PhenCal 106™ has been proven to help prevent weight regain after 2 years of use.¹



PHENCAL

DIETARY SUPPLEMENT

Diet and Exercise Pla
106

The
Natural
Weight
Loss
Alternative

Great American Nutrition™
is a member firm brand of
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0977 612



PHENCAL

DIETARY SUPPLEMENT

106

Diet and Exercise Plan

What Is PhenCal 106™?

PhenCal 106™ is a patented weight-loss dietary supplement containing amino acids and other nutrients that help regulate chemicals in the brain. These chemicals, called neurotransmitters, play a critical roll in appetite. When neurotransmitters are out of balance, cravings and feelings of distress can occur.

PhenCal 106™ helps balance levels of neurotransmitters, which are then utilized by the brain when needed. They normalize the body's "reward system," promoting feelings of satisfaction.

How Does PhenCal 106™ Work?

PhenCal 106™ contains the amino acids DL-Phenylalanine, L-5-Hydroxytryptophan, and others which are precursors to the neurotransmitters responsible for appetite.

Not enough of one chemical or too much of another has a profound effect on feelings of hunger and how much we eat. PhenCal 106™ actually helps normalize the levels of neurotransmitters and helps you resist the urge to overeat.

PhenCal 106™ enhances weight loss from diet and exercise by warding off cravings and impulses to binge, particularly carbohydrates. Studies show that it works as effectively as prescription weight-loss treatments without the side effects.

What Are The Risks Of PhenCal 106™?

The studies have not shown any significant side effects! A two-year, controlled study showed PhenCal 106™ to be effective and free of any significant side effects.¹

Even after two years of human clinical studies, PhenCal 106™ has never produced a single major side effect, no heart disease, no hypertension, not even fatigue. Additionally, because it contains no stimulants or diuretics, it doesn't produce the dry mouth, diarrhea, frequent urination, or feelings of anxiety often associated with "diet pills".

In contrast, Phen-fen consists of Phentermine (a weak amphetamine) and Fenfluramine. The combination of these drugs, some doctors and scientists believe, is responsible for primary pulmonary hypertension, valvular heart disease, and long term changes in brain cells.

Who Can Benefit From PhenCal 106™?

PhenCal 106™ can benefit anyone on a weight loss program consisting of proper diet and exercise. PhenCal 106™ is designed to help normalize, rather than suppress, the appetite so that healthy eating habits may be established. PhenCal 106™ is not designed to help skip meals or "burn" fat. Like any weight-loss product, it will only work with an overall diet modification and exercise plan, as is included with PhenCal 106™.

Who Should Not Use PhenCal 106™?

Do not use PhenCal 106™ if you are phenylketonuric or taking Monoamine Oxidase Inhibitor (MAOI) drugs. PhenCal 106™ is not intended for pregnant or lactating women. People with diabetes or hypoglycemia should use PhenCal 106™ only under the direction of a physician.

How Does PhenCal 106™ Compare to Prescription Medication?

	PHENCAL 106™	PHEN-FEN
• Contains Stimulants	NO	YES
• Life-threatening side effects	NO	YES
• Reduces craving & bingeing	YES	UNKNOWN
• Normalizes "reward system"	YES	UNKNOWN
• Prevents weight regain after 2 years	YES	UNKNOWN
• Enhances weight loss*	YES	YES
• Supported by human clinical trials	YES	YES

* when used with a diet & exercise program

Where Can I Get PhenCal 106™?

PhenCal 106™ is a patented formula exclusively distributed by Great American Nutrition.

It is sold in fine drug, grocery, and health food stores throughout the U.S.

Where Can I Get More Information?

For more information or questions call 1-888-PHENCAL

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¹ Blum, *Surv Ther Res* 1996; 48: 217-223

² Blum, *Surv Ther Res* 1997; in press 1997

Get in Control and Stop the Yo-Yo!

PHENCAL™

AS EFFECTIVE AS _____ DIETARY SUPPLEMENT
 PRESCRIPTION TREATMENTS* _____

Proven Safe Without a Prescription

Unlike diet pills or prescription drug treatments, PHENCAL™ does not contain any stimulants or diuretics. It is not designed for you to skip meals or "burn fat". Instead, it allows you to maintain a healthy diet and exercise regimen by warding off cravings and impulses to binge.*

Proven to Decrease Food Cravings

Feelings of hunger are controlled by regulation of neurotransmitters in the brain. If there is an imbalance of these brain chemicals, cravings and feelings of distress can occur. PHENCAL™ actually helps normalize the amount of these chemicals and helps you resist the urge to splurge and regain, or yo-yo back and forth.*

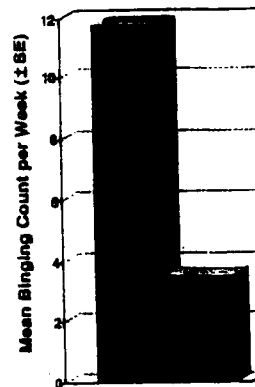
Proven Safe & Effective in Clinical Trials

In a human trial, PHENCAL™ promoted weight loss at levels comparable to those shown in other clinical trials for prescription drug treatments for weight loss. PHENCAL™ subjects had reduced carbohydrate binging and craving and lost an average of 27 pounds in 90 days.*

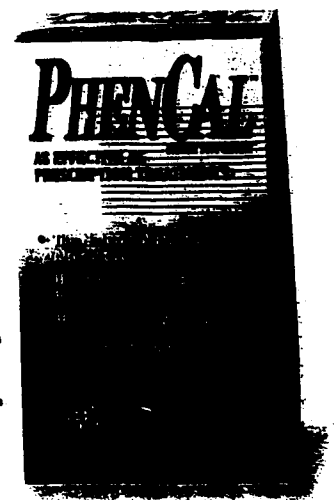
You can do it and PHENCAL can help!

1-888-PHENCAL

Available at
 Fine Health
 Food Stores.



Based on a 2 year trial involving 130 subjects



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