

Warning: Always consult your doctor before beginning any type of nutritional program. A nutritional liver cleanse is not recommended if you are nursing or pregnant.

CONFIDENTIAL REPORT:

The Secret to Being Healthy & Permanent Weight Loss!



Here is the FREE REPORT that you requested!

- Have you tried *EVERY* “Diet” under the sun, with poor results?
- Do you exercise religiously, but can’t seem to lose that last 10 pounds?
- Do you do everything the Doctors and/or Experts suggest for your problem?
- Do you have ongoing Digestion issues that diet and medications just don’t help?
- Do you always feel tired, even after sleeping or resting?

If you answered “Yes” to ANY of the above questions, your answer may be minutes away!

Dear Friend,

Hello, I’m Dr. Brian L. Seymore and I am very excited to share with you what thousands and thousands of people across the WORLD have recently discovered that changed their lives forever! Whether they suffered with obesity, digestive issues, or fatigue, many *former* sufferers have a “New Lease on Life”, thanks to the Isagenix Liver Cleanse System! I better quickly state that this is NOT a “colon cleanse” or anything similar at all! This is very different.

The most common reason for people to choose Isagenix is for weight loss, therefore, we will have a little more of an emphasis on weight loss in this report.

So if YOU suffer with weight loss issues, digestive issues or fatigue... unplug the phone, turn off the television and go to a quiet place with a pen and paper. Read this ENTIRE report, cover to cover. This will be the most important report you will ever read. This report will provide you with all the information you will need to make the decision that is BEST for YOUR problems! This report will expose the myths you may have heard and give you ALL the facts... based on science, statistics and research... no opinions. This may change your life. Good luck!

The Facts.

According to Dr. Jean Lemaire, the United States has the MOST overweight people in the world. Being OVERWEIGHT is one of the single most common causes of chronic disease! Being overweight is comparable to having diabetes or high blood pressure. It is a true diagnosable disease that affects life expectancy. In the U.S. the average life expectancy ranks only 48th in the world, which is shocking due to the fact that we are one of the richest countries. (1)

The facts on Obesity are UNBELIEVABLE! 80% of the U.S. population is overweight, 30% of that is obese. Obesity is different from being overweight. An adult male is obese when his weight is 20% or more over the maximum desirable for his height. A woman is obese at 25% or more. Anyone more than 100 pounds

overweight is morbidly obese. The percentage of children and adolescents who are obese has DOUBLED in the last 20 years. (2)

As you can see... this is a problem that is “OUT OF CONTROL”! Obviously we are NOT “hitting the target” with what we are doing as a society... until now. (More later...)

According to the Centers of Disease Control (*commonly known as the “CDC”*), being overweight or obese increases the risk of MANY diseases and health conditions including: Hypertension (*high blood pressure*), Type II Diabetes, dyslipidemia (*high total cholesterol or high levels of triglycerides*), heart disease, stroke, gallbladder disease, osteoarthritis, sleep apnea, as well as other respiratory problems, and some cancers in the breast and colon.

Type 2 Diabetes has become an epidemic in the United States. It makes up over 90% of all cases of diabetes. Many people with Type 2 Diabetes do not know they have it, although it is a serious condition. Maintaining an ideal body weight and an active lifestyle may prevent the onset of Type 2 Diabetes. (3)

The digestive systems of many Americans are NOT functioning properly and it is having devastating consequences for us... Half of all adults (*approximately 62 million Americans*) suffer from chronic gastrointestinal (GI) disorders. Americans lose a total of 229 million days of work annually due to GI problems - at a cost of \$14.5 billion. Over 8 million visits to the doctor and 1 million visits to the ER each year for severe indigestion. American adults spend an average of \$500 per person annually on laxatives. Americans spend \$6.8 billion annually in prescription and over-the-counter products to ease symptoms of indigestion. Colon cancer is the second leading cause of cancer deaths in the U.S., killing more people each year than breast cancer. (4) As you can see, what we are currently doing is NOT working!

Obese individuals have 30 to 50% MORE chronic medical problems than people who smoke or drink heavily! (5)

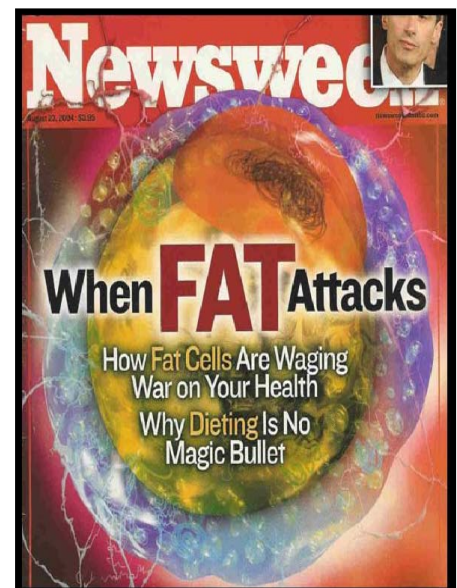
You see, weight loss is VERY serious and has become a BIG business. All you have to do is watch television late at night and you will see commercial after commercial marketing this diet, that magic pill or a certain exercise program that is “guaranteed” to have *the pounds melt right off the belly, or those hip* in 8 short minutes (or something like that). Celebrities, Doctors, or “Experts” are often paid HUGE sums of money to gain your trust and sell you into purchasing the product. BILLIONS of dollars are spent on that marketing to target YOU! It is a BIG, BIG business with only one goal in mind... making money!

#1 Reason “Diets” DON’T Work:

Most commercial low fat and/or low calorie “diets” simply do not work. Most people believe that you lose weight by cutting calories or fat, by eating only one meal a day, or by only eating certain foods, or by starving yourself. A breakthrough study by Dr. P. Webb, published in the American Journal of Clinical Nutrition, revealed that calorie intake alone was NOT sufficient to predict weight loss. (6)

Research findings (*published by Leibel, Rosenbaum and Hirsch*) showed that the reason these diets do NOT lead to permanent weight loss is because the body adjusts its energy requirements as it loses weight. This results in a resistance to maintaining weight loss, even with a low calorie intake. (7)

Look to Water. Another reason for “failed” or “poor” results with most diets is the failure to properly hydrate. You need to drink half your body weight in ounces of water daily. (*ex: 140 lbs, need 70 oz of water per day*)



SO... WHAT IN THE HECK IS GOING ON?

Ok, so the World Health Rankings are out... (they come out every year), and just what is this? Every year the World Health Organization (WHO) ranks EVERY country's quality of healthcare. What do they look at? Quality of care, effectiveness, etc.

With the BEST Drugs, the BEST Doctors, and the BEST Hospitals: [*Johns Hopkins (Baltimore, MD), Mayo Clinic (Rochester, MN), Cleveland Clinic (Cleveland, OH), Duke Medical Center (Durham, NC), Jewish Hospital (Louisville, KY), etc.*]... You would think the United States should have a HUGE advantage here, wouldn't you? Let's see?

HERE ARE THE SHOCKING RESULTS: 1. France, 2. Italy, 3. San Marino **37. United States!**

YES, you are seeing that right... we, the United States ranks 37th! So... what is this REALLY telling us? We have the BEST Drugs available, the BEST Doctors and the BEST Hospitals. So the problem lies OUTSIDE our Medical System! It does indeed. Otherwise, our "experts" and their medical treatments would have come up with something by now. Let's be honest, if there were a single pill that ACTUALLY WORKED for weight loss, the Drug Companies would have fixed the obesity epidemic we are now encountering!

TOXIC CHEMICALS & POLLUTANTS ARE THE PROBLEM

PEOPLE: We are doing this to ourselves by JUST LIVING! What I mean by this is the AIR we breath, the FOOD we eat and the WATER we drink... not to mention the amount of drugs we Americans put into our bodies...

The U.S. Environmental Protection Agency (EPA) reviews an average of 1,700 new compounds that industry is seeking to introduce each year. The 1976 Toxic Substances Control Act requires that any new compounds be tested for any ill effects before approval, only if evidence of potential harm exists. Such evidence is rarely present for *new* chemicals. The EPA approves about 90 percent of new compounds *without* restrictions. In the U.S. there are 82,000 chemicals in use, of which only a quarter have *ever* been tested for toxicity. (8)



OUR FOOD: Don Colbert, M.D., discovered there are over 3000 chemicals and 10,000 solvents, preservatives, and emulsifiers (*used to stabilize processed foods*) in our food. (9)

OUR AIR: According to the EPA, people exposed to toxic air pollutants at sufficient concentrations and durations may have an increased chance of getting cancer and may damage their immune system. They may also develop neurological, reproductive (e.g., reduced fertility), developmental, respiratory and other health problems. People are exposed to toxic air pollutants not only through the air they breathe, but air pollutants also affect our soils and water. (10)



OUR WATER: In a study published in *Environmental Science and Technology*, drugs such as antibiotics, hormones, strong pain killers, tranquilizers, and those used in chemotherapy, have been measured in surface, ground, and tap water. The U.S. water supply has contained 10 times the antibiotics as the German water supply! (11) According to the *World Book Encyclopedia*, a study was done which found 188 million pounds of chemicals were discharged into our lakes, streams and rivers. (12)

Our Air and Water Quality is a MAJOR Concern!

A study was done assessing the Air and Water Quality and World Rankings were compiled and once again, the United States was FAR from impressive... See the results:

Our Air & Water Quality World Rankings: (13)

1. Switzerland, 2. Sweden, 3. Norway, 4. Costa Rica **39. United States**

So what does THIS have to do with Obesity, Digestive Problems, *and/or* Fatigue?

A LOT! Let me explain...

Everything we introduce into our body affects us... whether we eat it (Food), drink it (Water) or breath it (Air), it has an impact on our health... a MAJOR impact if you live in the United States as you read a little earlier.

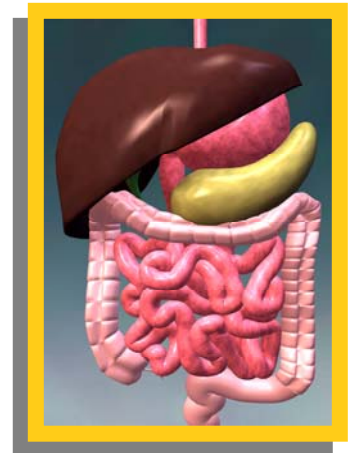
You see, with the poor (and worsening) quality of our Food, Air, and Water we are unknowingly introducing more and more Toxic chemicals, substances and particles into our bodies.

Every individual has several filtering systems in place to “catch” and eliminate these Toxins from our bodies, but the Toxins are being introduced into our bodies at alarming rates, far exceeding our body’s ability to filter out the harmful elements.

THE LIVER

The liver is the primary detoxifier of **everything** that enters the digestive tract or that is breathed in or absorbed through the skin. (*The kidneys are the secondary detoxifier*) When there are too many chemicals introduced into the body, the liver and kidneys cannot function properly. They get “clogged”.

Furthermore, the liver works as a processor, converting carbohydrates, fats and proteins into fuel the body can use. Thus, if it gets “clogged” and cannot function properly, your health is in jeopardy.



A VERY Important Question

What would happen if you did not:

- Change the oil filter in your car for 30 years?
- Change the filters in your home heating and/or air conditioning system for 30 years?
- Clean the dryer vent for 30 years?
- Change the filter in your vacuum for 30 years?
- **Cleanse the filter for your body (the Liver) for 30 years?**

The answers are obvious, aren't they? At BEST the system would work poorly. In many cases, you are looking at a MAJOR catastrophe! Our bodies are miraculous, they find a way to keep functioning (in most cases), although FAR below ideal (or normal) function.

THIS IS THE KEY:

When Chemicals, especially Toxins, cannot be filtered by the liver and kidneys, they are forced into your blood stream. (*The circulatory system is like a race track... and the liver is the pit stop. If the pit stop area is “blocked” the race car has to go around again and hope it can get in the pit stop after doing another lap...*)

The problem with this is as the Toxins are released back into the blood stream, they can enter cells of ANY organ or tissue throughout the body and destroy their normal function. (*This is TOXICITY.*)

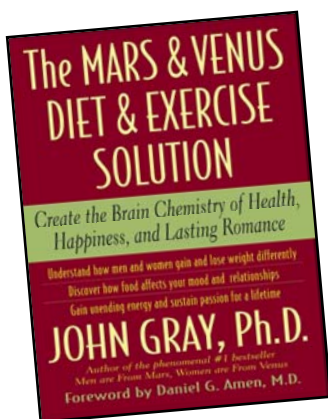
The body is pretty smart... and can recognize harmful Toxins in the body, so to prevent the destruction of organs, tissues and cells, the body tries to “insulate” the Toxins by surrounding the chemicals with fat. By surrounding them in fat, they are “detained” and cannot harm otherwise healthy organs, tissues and cells.

You see, THAT is the key that you MUST understand. This is what prevents PERMANENT Weight Loss, Digestive Issues and Fatigue!

The Solution is to Nutritionally Cleanse the Body of these Harmful Impurities. Cleansing not only allows your Body to Function Better, but it Dramatically Reduces Fat and Weight.

Introducing the Isagenix Cleansing and Fat Burning System! This system is designed to cleanse the Liver and flush out unwanted Toxins that are clogging the liver, encapsulated in fat and roaming throughout our bloodstream. Weight Loss, Improved Digestion and Increased Energy are merely side effects of cleansing the liver! When is the last time you heard of side effects that you ACTUALLY WANT?!

Let’s hear what some EXPERTS have to say about Isagenix:



“Over the 30 years I have been a teacher, I’ve NEVER endorsed ANYTHING, and this is the first product I wholeheartedly endorse...”

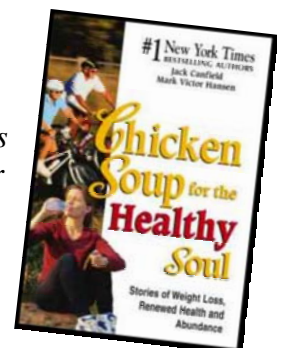
My patients & clients are all benefiting from this accelerated weight loss program... it’s not just about losing weight, it’s about giving our bodies the nutritional support we need.

What I see is it also helps our body generate the neuro-balance required to sustain energy & motivation.”

- Dr. John Gray, Ph.D.

“In the first 9 days I lost a total of 12 pounds; over a 5 week period I lost 33 pounds and my waist went from 43 inches to 37 inches...I feel more energy... I have NO cravings for alcohol or carbohydrates... to me, it’s miraculous!”

- Jack Canfield, co-author
Chicken Soup for the Soul Series



Let Me Explain How This System Works

WHAT'S IN IT / WHAT DO I HAVE TO TAKE?

There are **FOUR** Elements to this Cleansing and Fat Burning System:

First Element: The Shakes. (*Isalean Shake™*)

100% whey protein shakes from New Zealand (where no herbicides or pesticides are used in the raising of cattle) is not heat treated. By not treating the whey with heat, the digestive enzymes are preserved. The shakes also contain 200 nutrients, amino acids, 70 trace minerals and digestive enzymes. Domestic whey protein is heat treated and contains growth hormones and/or antibiotics.



Second Element: The Juices. (*Cleanse For Life™*)

Aloe vera-based mineral drink, which also contains nutrients and digestive enzymes. The aloe vera is processed in such a way that only the inner heart of the aloe plant is used. It is then processed with the same technique used to produce powdered milk known as a low temperature, spray dried process, which is very expensive, but it allows many of the most powerful digestive enzymes in any food to be preserved and not be destroyed.



Third Element: The Snacks.

The nutritional snack taken 6 times each day. The snack contains no stimulants and is designed to balance the body's blood sugar, so you do not "crash".



Fourth Element: The Super Vitamins.

The Super Vitamins assist in the burning of fat. They safely boost your energy and increases your chances of success on the program.



HOW LONG DOES A CLEANSE TAKE?

Typically, patients do a Cleanse over 11 days. Two "Pre-Cleanse Days" followed by a 9 day cleanse:

Pre-Cleanse Days (1 & 2):* Whey protein shake for breakfast.
Eat a healthy 400 to 600 calorie lunch.
Your last meal of the day is another nutritious shake.
Drink ½ body weight in ounces of water (to help flush toxins).

Cleanse Days (3-4):* Aloe vera mineral drink four times throughout the day.
6 snack tablets.
Super vitamins.
12 to 18 unsalted, dry-roasted almonds.
Drink ½ body weight in ounces of water (to help flush toxins).

Cleanse Days (5-9):* Whey protein shake for breakfast.
Eat a healthy 400 to 600 calorie lunch.
6 snack tablets.
Super vitamins.

12 to 18 unsalted, dry-roasted almonds.
Your last meal of the day is another nutritious shake.
Drink ½ body weight in ounces of water (to help flush toxins).

Cleanse Days (10 & 11):* Aloe vera mineral drink four times throughout the day.
6 snack tablets.
Super vitamins.
12 to 18 unsalted, dry-roasted almonds.
Drink ½ body weight in ounces of water (to help flush toxins).

** (This is a **ROUGH Estimate ONLY** for informational purposes. Upon beginning your Cleanse, you will receive a Cleanse Manual with **ALL details, amounts, time of the day to take them, etc.**)*

FREQUENTLY ASKED QUESTIONS

(OK, Let's Get THESE Out of the Way)

- 1. Is this “Safe”, “Natural”, Approved by the FDA, etc.?** Safe and Natural, ABSOLUTELY. Approved by the FDA, no, but neither is over 99% of what you eat. By definition, the FDA cannot endorse or approve nutritional products, so it's not that Isagenix was *denied* approval, Isagenix is simply not eligible for approval.
- 2. Will I be Hungry while going through the Cleanse?** Typically no. Because you get all of the nutrients in high quality form, you should not feel hungry. If, however, your lifestyle requires greater calorie intake (training athletes, etc.), your Manual will have suggestions for you to try while going through the Cleanse.
- 3. How Much Weight Will I Lose?** Results vary, but the average Isagenix user loses approximately 7.8 pounds during the first cleanse. Some have lost over 20 pounds.
- 4. Will this Weight Loss be “Water Weight”?** Absolutely NOT. Many patients under Isagenix actually INCREASE their water intake while Cleansing and still lose a remarkable amount of weight (*remember, you will be drinking ½ your body weight in ounces of water daily*).
- 5. I have Diabetes (or Crones, GERD, IBS, etc.), will the Cleanse negatively affect my problems?** NO, Absolutely NOT. In fact, many people have experienced significant improvements in their medical conditions after Cleansing as it improves the function of our body.
- 6. Are there any Side Effects to Cleansing?** As the Toxins are released from the “clogged” Liver and the Fat cells into the blood stream (to be filtered by the Liver), some patients experience headaches, decreased energy, aches and possibly a mild fever. These symptoms are not common, but they do occur. They are understandable as your body may treat this like an illness. When this occurs it typically resolves quickly.
- 7. Do You Sell Isagenix?** No. I am a Consultant and a Coach. You purchase your products directly from Isagenix International. I help you set up an account and show you what products you need, etc.
- 8. How Much does a Cleanse Cost?** The TOTAL cost for a typical Cleanse costs approximately \$160. This is paid to Isagenix directly and includes ALL products, shipping and a one year membership (which entitles you to purchase Wholesale directly from Isagenix). Basically, you are purchasing your “meals” ahead of time for 11 days. When you calculate it, it's likely CHEAPER to do the Cleanse than what you are doing right now.
- 9. How Often can I do a Cleanse?** That depends on YOUR goals. Many people do a Cleanse as often as once a month! Other less frequently than that. There are “Maintenance Isagenix” plans you may do in between Cleanses.
- 10. Can my Entire Family (Including Children) Cleanse?** Yes, absolutely! It will be easier for everyone to be “on board” doing the same thing. It is not “recommended” for women who are pregnant or breast feeding.

- 11. Should I change any of my habits/behaviors?** Yes! In order for you to get optimum results and optimum health, you need to make lifestyle modifications. Including: Stop smoking, drinking caffeine, consuming sugar and alcohol. Minimizing consumption is a great start, but your ultimate goal should be to consume NONE of these if your goal is ultimate health! Keep in mind, you *may* have developed a dependence on these addictive agents, expect symptoms of withdraw when tapering off or stopping all together.
- 12. Should I exercise while going through a Cleanse?** That depends. If you already exercise, keep doing what you are doing. It is NOT recommended to BEGIN an exercise program during the first Cleanse (or even the 2nd). Of course exercise is crucial for weight loss, but if you do not currently exercise, I'm sure you can wait 1 ½ weeks to start! Always consult your doctor to make sure you are health enough to begin an exercise program.
- 13. What else do you do?** In our Wellness Center we help many patients with a variety of problems: Headaches, Neck Pain, Back Pain, Bulging or Degenerative Discs, Carpal Tunnel, Sports Injuries, Auto Accidents, Rotator Cuff, Knee Injuries, etc. If you or someone you know is suffering, contact us. We may be able to help!
- 14. Is there just 1 Cleanse program?** No, there is the “standard” 9 Day Cleanse (11 days total), a less aggressive 30 Day Cleanse and a VERY Aggressive “Mars-Venus” Cleanse. We usually recommending starting with the 11 Day though. Many prefer to try one of the others on their second Cleanse.
- 15. OK, This TOTALLY Makes Sense! HOW DO I GET STARTED?** This is the BEST question you asked! You actually have several ways you can get started:

1. You can call our office (410-877-8077) and tell whoever answers the phone you want to start your Cleanse and would like to speak with the Cleanse Director! Our Cleanse Director will get you registered, help you get your products ordered, get your Cleanse Manual to you and answer any other questions.
2. E-Mail us at Cleanse@MSIWC.com

My purpose is to educate the public (*You*) and be your Doctor (*Teacher*) while assisting you and your family to Optimum Health! Please share this someone you care about!



Most Sincerely,

Dr. Brian L. Seymore, DC, PT, DIBE, CCCN, R.NCS
Director, Maryland Spine Institute & Wellness Center

P.S. If you have read this far, you know this is for you. I look forward to meeting with you in person soon!

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