

# Caloric RESPONSIBILITY

SOLVING THE WEIGHT LOSS PUZZLE

## WEIGHT LOSS SEMINAR SERIES 2014-2015

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LOSER**

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**5&6**

**Curtis Statham**

The Classic Loser 4 Winner  
Has lost over 127 lbs.!

Change your  
weight.  
Change your  
life!



VOL. 1 ■ ISSUE 1

To learn more about Curtis and his personal journey and transformation, plan to attend or host a Caloric Responsibility accelerated weight loss seminar series. Call 1.855.884.8809 or visit [www.caloricresponsibility.com](http://www.caloricresponsibility.com)





Treat yourself to the health benefits of infrared



The health benefits of sauna bathing on a regular basis are held by many medical professionals to be an important component of a personal wellness program.

Below are the most common health benefits associated with infrared sauna bathing on regular basis:

#### Detoxify.

The regular use of an Infrared or Traditional Sauna can add the practice of actively sweating on a regular basis to our lifestyle.

Numerous medical studies show that deep sweating in a sauna can help reduce levels in the body of lead, copper, zinc, nickel and mercury, all commonly picked up from our environment.

#### Relaxes Muscles.

Under high heat the body releases endorphins, the body's naturally produced pain relieving chemical. It also causes blood vessels to dilate and circulation to increase and the increased blood flow accelerates the body's natural healing process, soothing

aches and pains as it relaxes the muscle.

Many health practitioners use Infrared to help relax the muscles, improve range of motion and to sooth aches and pains in muscles and joints.

#### Provides Relief from Arthritic pain.

Similar to above bullet, the heat therapy reduces pain in muscles and joints through enhancing the body's natural processes.

#### Relieves Stress.

Probably the most sited benefit for all heat bathing—using a sauna to relax at the end of a long stressful day is one of life's greatest pleasures.

#### Inducing a deeper more relaxing sleep.

#### Cleanses skin.

Similar to detoxification deep sweating in an Infrared sauna helps remove embedded oils under the skin facilitating cleaner pores and enhancing the release of dead skin cells thus producing softer healthier appearing skin.

#### Passive cardiovascular activity to condition your heart.

As the body heats up, vessels dilate and cardiac output increases. A sauna provides the equivalent heart rate increase as light exercise.

#### Burns calories.

You may not realize it, but sitting in a sauna for 20 to 30 minutes can burn 200 to 300 calories. Your body works hard to remain cool and it causes passive cardiovascular activity that burns calories. A sauna does it without stress on your joints or major muscle groups.

#### Feels good.

Sitting in the enveloping heat of Saunatec's CarbonFlex® sauna is a comforting experience. Your entire body is heated evenly and you are surrounded in a warm, enveloping heat.

#### Relaxing in a far-infrared sauna not only feels good, but it's good for you!

# The Caloric Responsibility Difference

Metabolism. Weight loss. Fat. Just mention these words and you are certain to capture most people's attention. Given our obesity epidemic and what has become an obsession with losing weight, many of us are almost fanatical about boosting our metabolism and finding ways to lose weight as quickly as possible. Open almost any consumer health and fitness magazine, your Web browser, or turn on late night TV, and you'd be hard pressed to miss some advertisement promising the Holy Grail of a quick fix in transforming flab-to-fab. It comes as no surprise, therefore, to learn that approximately 108 million Americans follow some form of a diet each year and invest over \$20 billion a year on weight loss books, drugs and surgeries, and an additional \$44 billion a year on weight loss supplements.

Unfortunately, examine these products and programs more closely and what you'll discover are dangerous supplements that can be harmful to your health with sustained use; insane exercise programs that most will not nor cannot tolerate; or diets that severely restrict one or more nutrients that make people more miserable than ever. And although people may experience some initial success, all you need do is examine the statistics on sustainable success associated with these programs or products to realize that most are nothing more than a money pit selling snake-oil. For example, only 27 – 49 % of people who lose at least 10 % of their body weight sustain that success for at least one year, and that statistic deteriorates to 23 to 25% over a three to five-year period.

It appears, therefore, that helping people lose weight is not the real challenge – this lies in maintaining successful weight loss and this is the Caloric Responsibility (CR) difference. Unlike many commercially-available programs and products that adopt a directive approach of telling you what to do without consideration of your personal beliefs, preferences or even prior experiences, the CR program does not promise a quick fix. Instead, it empowers you to discover sustainable solutions to your everyday challenges. CR is built around awareness, mindful eating, self-efficacy, experiential events and effective behavioral change. If your mindset is driven around a quick fix, then this program is probably not well-suited for you until you decide, after a series of frustrating and quick-fix

attempts, to do things the right and sustainable way: the CR way.

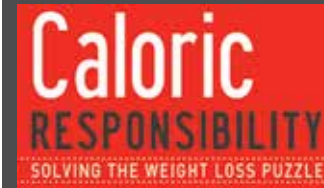
For example, a common belief associated with losing weight is built around the need to include exercise (and sometimes hard exercise) to expend calories. The unfortunate reality is that this mindset often results in poor experiences and attrition given the lack of visible results. The CR program recognizes and understands that a person needs to expend 2,000 kcal through activity each week in order to promote successful weight loss. When you consider the fact that the average adult only expends 275 – 300 kcal per exercise session, unless they can exercise harder, longer and more frequently than they can or care to, the calories needed to promote weight loss through exercise alone are generally insufficient. This is where the CR program differs – the program looks beyond the few hours of the week that you can or are willing to commit to exercise. Rather than demand more hours in your already crazy schedule to squeeze in more exercise, the CR solution complements your exercise efforts that can improve physical, psychological and emotional health to the remaining 110 hours you are awake. The program seeks simple and easily implementable solutions to help you expend more calories as every little calorie makes a

“The moment of discovery is the discovery of the right question.”

difference. To help illustrate this difference, take a 166 lb. (75.5 Kg) woman and if we can find just two hours in her day of total accumulated time where she can stand as opposed to sit while performing the equivalent of light office work (e.g., typing, talking on the phone, emailing, texting), the weight loss transformation for a five-day work week,

50-weeks a year is the equivalent of 11.6 lbs. (5.3 Kg). By comparison, she would need to visit the gym 135 more times a year or almost 3 times a week to exercise to lose that same amount of weight. The CR program provides you with multiple options and empowers you to make the choice you believe best fits your lifestyle and which can be sustained.

So, if you're frustrated after trying other unsuccessful approaches, or are ready to make sustainable changes, the CR program will show you a simplified strategy and empower you to make better, healthier and more enjoyable choices. Welcome...



**Todd C. Schneider**

**CALORIC RESPONSIBILITY CO-FOUNDER**

Motivational Speaker, Health and Wellness Author, Nutritionist, ISSA - Nutritional Coach, SFN (Specialist in Fitness Nutrition), CPT, ACE - Fitness Technician.

**Fabio Comana**

**CALORIC RESPONSIBILITY CO-FOUNDER**

**SEMINAR & EDUCATIONAL DIRECTOR**

MA, MS. NASM CPT, CES & PES; ACE CPT & HC; NSCA CSCS; ACSM, HFS, CISSN.

Exercise Physiologist and Faculty Instructor - SDSU, UCSD, National Academy of Sports Science (NASM).



## CURTIS STATHAM



1st place finisher Classic Loser 4  
Caloric Responsibility Client

Starting Weight 336lb  
After 3 months - 248lb  
After 4 months - 244lb

"I was ready for a change and am embracing my new lifestyle whole heartedly. By losing weight I have acquired a new found energy and self confidence that I have not had in a very

## ANDI BACON



2nd place finisher Classic Loser 4  
Caloric Responsibility Client

Starting Weight 255lb  
After 3 months - 190lb

"To say I feel like a different person is an understatement, I have more energy than I can remember having in a very

## LYNDA INGENTHORN



3rd place finisher Classic Loser 4  
Caloric Responsibility Client

Starting Weight 264lb  
After 3 months - 218lb  
After 4 months - 208lb

"I had tried everything to lose weight, and had actually given up"  
"Now my weight loss journey and healthy life style has begun. I feel fabulous and am grateful for Todd and the CR accelerated weight loss system"

# LOSE WEIGHT NOW!

**With the Caloric Responsibility Science based, Doctor recommended program!**

Learn how to take control of your weight forever, without the use of Expensive Injections, Drops, Pills, Potions, Powders!...No Pre-Packaged Meals, or Risky Surgeries!

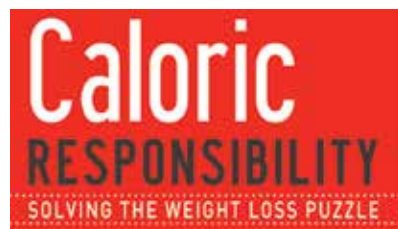
- Increase energy levels naturally • Improve Cognitive abilities
- Enhance Concentration • Stabilize moods • Increase Self confidence

Have you tried everything to loss weight, only to lose it and gain it back again?  
Are you confused about how to lose weight permanently?

**Would you like to learn:**

- What to eat • When to eat • How to maintain consistent weekly weight losses until you reach your goal weight • How to control your weight forever

Then the Caloric Responsibility natural energy and nutritional coaching program is for you.



## DR. TUDOR O. BOMPA

"The Caloric Responsibility concept and theories are life changing and produce lasting results."

Dr. Tudor O. Bomp  
11-time Olympic Medalist Coach

## Caloric Responsibility is:

- Science backed • Researcher Supported • Tested by Real People like you...

**To learn more go to....  
www.caloricresponsibility.com**

Pre-register on line and save **\$20.00** Reg \$99.00 with online coupon **\$79.99**  
(includes CR book, 90 min. seminar, with 30min Q &A),  
plus free online coaching and follow-up for first 100 registrants.  
At the door **\$99.00** (cash, credit card, or cheque )  
...**\$10.00** discount (pp.) for groups of three or more

## Change your weight, Change your Life... Live Seminar!



**TODD SCHNEIDER** has a weekly Health & Wellness Segment on 102.1 Classic hits, is the Classic Loser Trainer, has been featured on KKLA (Los Angeles largest talk news Radio), CBC, and has helped 1000's of people like you lose 10's of thousands of pounds.

*Motivational Speaker, Health and Wellness Author, Nutritionist, ISSA - Nutritional Coach, SFN (Specialist in Fitness Nutritional), CPT, ACE - Fitness Technician*



## Fabio Comana

MA, MS, NASM CPT, CES & PES;  
ACE CPT & HC; NSCA CSCS; ACSM,  
HFS, CISSN.  
Exercise Physiologist and Faculty  
Instructor - SDSU, UCSD, National  
Academy of Sports Science (NASM).



## Taylor Thomas

CALORIC RESPONSIBILITY  
FUNCTIONAL MOVEMENT  
SPECIALIST  
B.HK, CSEP-CPT

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Healthy behaviors start with trying something good just once – evaluate your experience. If you enjoyed it then try it again, but if not, then why force yourself to keep doing it when you know you will not sustain that behavior.

— FC



Successful change is built on emotional connections. Identify your passion paints, the things you hold dear and sacred and connect your desired change to these points to drive your results

— FC

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#1 SELLING  
ELLIPTICAL IN  
THE WORLD!**



**Professional Advice with every Exercise Equipment Purchase!**

## TODD C. SCHNEIDER

Motivational Speaker, Health and Wellness Author,  
Nutritionist, ISSA - Nutritional Coach,  
SFN (Specialist in Fitness Nutrition),  
CPT, ACE - Fitness Technician.

## NATE SMITHSON

Assistant Manager  
Certified Personal Trainer  
AFLCA  
ACE – Fitness Technician



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Medicine Hat  
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# TKO®

## WHATEVER IT TAKES®

### 10 functional fitness caloric responsibility programming guidelines

Courtesy of the Caloric Responsibility coaching team

**1 FORM is essential.** Creating good motor movement pathways is the primary purpose of functional fitness.

**2 SAFETY is a priority.** Functional fitness isn't about the amount of movements performed but the quality of the movement performed. Therefore safe and sustained movements are a must.

**3 CREATIVITY is key.** The variability of movements that can be performed is just as diverse as the conditions your body undergoes every day. This allows for a wide format of different exercises to be used.

**4 It's APPLICABLE and RELEVANT.** The movements in the functional fitness training program were designed to be immediately applied to various circumstances one may encounter physically in their life!

**5 It's a CALORIE CRUSHER.** Since the movements are primarily multi-muscle activators, functional fitness tends to burn lots of calories in a short period of time, especially when combined with interval training.

**6 It's ADDICTING.** And certainly not in a bad way. Becoming stronger and more proficient at everyday tasks has a certain aroma that's hard to beat.

**7 Proper NUTRITION is essential.** Without proper nutrition the body simply won't be able to sustain the energy required for particular full body or even singular muscle specific movements.

**8 LEARNING never stops.** The field of functional fitness is constantly expanding. Instructors are constantly required to check recent studies and investigate certain exercises in order to ensure that the client is getting the best exercise for his or her functional need.

**9 ENHANCES AND PROTECTS.** Not only does functional fitness enhance life, but it also helps protect it! The stronger the body is, the more likely it will be able to support itself when something unexpected happens such as a fall. It also slows down the progression of aging in the body.

**10 Most importantly, it's FUN.** Moving away from singular muscle movements can be an amazing shock to the body that also has so much variability that you won't get bored! Learning new movements and progressing through certain exercise formats always leaves room for games that can spice up ones workout regime, meanwhile, still sticking to the same scientific guidelines that set the standards in the industry.



WIN ME!





# ZERO-IMPACT CARDIO BY OCTANE FITNESS

Kick-start a healthy lifestyle with premium cardio equipment by Octane Fitness. We have the cardio products that are easy on your body but ramp up your heart rate so you get a great workout.

**ZERO**RUNNER



The Zero Runner has cracked the code to replicate **real running motion** without the impact. The ingenious hip and knee joints on the Zero Runner facilitate this custom motion and natural stride – just like you’re running outdoors.

Run for the first time -- or run again -- with the Zero Runner.

**xRide**  
by OCTANE FITNESS



Toughest workout you can get while sitting down. If you want maximum results from a seated workout, the xRide collection is for you. You’ll burn **23% more calories** than a **recumbent bike** due to the PowerStroke™ pedal motion that is only found on Octane recumbent ellipticals.

**LATERALX**  
MOVE IN A NEW DIRECTION



The award-winning LateralX offers 3D adjustable motion in multiple, varying planes so you burn **27% more calories** by activating more leg muscles – 30% more in the hip abductor and adductor muscles, specifically.

You now can move up and down, forward and back and side to side – all on one machine!

**CLASSIC  
LOSER 4  
WINNER**

After

I was ready for a change and am embracing my new lifestyle whole heartedly. By losing weight I have acquired a new found energy and self confidence that I have not had in a very long time. I owe it all to the Caloric Responsibility Coaching Systems. Thank You!

Before

**Curtis Statham**  
Winner of the  
**CLASSIC LOSER 4**  
127 lbs. lost to date



◀ Watch a video of the zero-impact cardio equipment.

CALL 888.OCTANE4

**Octane**  
FITNESS

OCTANEFITNESS.COM



# movement is medicine

Start getting your basic movement skills back today with the Caloric Responsibility Weight Loss program.

With obesity trends and obesity-linked diseases continuing to soar, I personally feel it's time to take back control of our health. Most people who are just looking for a diet, or a way to lose a few pounds, have no idea of the significance of the concept of caloric responsibility. This is not a small adjustment, or some fad or trendy diet. Caloric responsibility is a revolutionary change in ideology and philosophy that will add years and quality to your life.

**So what did some of our forefathers know about staying active? Lots!**

*Walking is man's best medicine.*  
— Hippocrates

*No citizen has a right to be an amateur in the matter of physical training... what a disgrace it is for a man to grow old without ever seeing the beauty and strength of which his body is capable.* — Socrates



## TODD C. SCHNEIDER

Motivational Speaker, Health and Wellness Author, Nutritionist, ISSA - Nutritional Coach, SFN (Specialist in Fitness Nutrition), CPT, ACE - Fitness Technician.

Quotes courtesy of the book *Caloric Responsibility* by Todd Schneider.

*Retrain the way you think and rethink the way you train. Exercise does offer many wonderful benefits, but it should always be a positive experience. Without it, exercise adherence is fleeting.*  
— FC

*In life we are often told what to do and many times it goes against what we think we can, or what we desire to do. We all need to stop telling and start asking. With exercise, let's ask what you can do or desire to do, even if it is only 5-minutes of movement today.*  
— FC

*Let him who would move the world first move himself.* — Socrates

*Those who do not find time for exercise now will have to find time for illness.* — The Earl of Derby, 1873

*Those who think they have not time for bodily exercise will sooner or later have to find time for illness.* — Edward Stanley

*Lack of activity destroys the good condition of every human being, while movement and methodical physical exercise save it and preserve it.* — Plato

*Physical fitness can neither be achieved by wishful thinking nor outright purchase.* — Joseph Pilates

*The sleep of a laborer is sweet, whether he eats little or much.* — Solomon

This ties into my favorite quote:

**“Movement is Medicine.”**

I have personally seen this concept change thousands of lives, as movement really is medicine. I find it senseless that millions of people are dying before their appointed time due to obesity-linked diseases. Why not plan to take a slow walk every day, or renew that gym membership? If you don't know where to start, give this book a read or plan on attending or hosting a “Caloric Responsibility” seminar.

# Fat camp/Boot camp

Taylor Thomas is a recent graduate from the University of British Columbia with a Bachelors degree in Human Kinetics. He desires to provide a comfortable and encouraging exercise atmosphere for anyone he trains. His main goal is to inspire those to realize that exercise doesn't have to be boring. His functional fitness background as well as intuitive and interesting workouts will surely change the way you view weight loss!

## FEATURE BENEFITS

- ✓ Increased mobility
- ✓ Increased energy levels
- ✓ Take the steps to prevent injury before it happens
- ✓ Lose fat
- ✓ Gain muscle
- ✓ Increase your metabolism
- ✓ Lose weight and experience the journey with others!

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per month



# Alcohol... Are We Ingesting Hidden Calories?

It is no mystery that for a very long time, alcohol has been a part of the society in which we live. Time after time I have overheard many people say, “I’m trying to watch my weight, therefore I’ll have a vodka-water please. It has no calories”. These statements seem justified, as any sort of nutritional label on a bottle of alcohol can rarely be found. This allows people to think that alcohol seemingly carries no caloric responsibility with it, and therefore, they don't have to worry about how much they consume. It is extremely vital to recognize that the body breaks down 1 gram of alcohol into 7 calories. This is staggering considering protein and carbohydrates break down into only 4 calories per gram and fat into a whopping 9 calories per gram. Now, a standard drink of hard liquor is 1.5oz, which converts to around 42.5grams of liquid. If the type of liquor is 40% alcohol, then the total caloric content of the drink (not including additives) is approximately 119 calories (40% of 42.5grams X 7cal)! That is almost disheartening! Who knew that even 1.5 ounces of 40% alcohol could carry so many calories? Now don't get me wrong, the occasional drink is fine. It is, however, very important to know that on those nights we feel like having more to drink, there is a need to recognize the sheer amount of calories we are about to ingest. Add sugary substitutes to mask the taste of the alcohol and we are setting ourselves up for a caloric apocalypse. This same method can be used to identify the alcohol caloric content of beer, wine, and spirits.

**Remember, think before you drink. Every calorie counts!**

## Taylor Thomas

CALORIC RESPONSIBILITY FUNCTIONAL MOVEMENT SPECIALIST  
B.H.K, CSEP-CPT



## Gel-Grip Series

Hampton's premier urethane dumbbell line is smooth and sleek, reflecting the best that urethane has to offer. Imprint your custom logo today on any one of our three Gel-Grip options. Contact Hampton Fitness today for details.



Free weights shouldn't be taken lightly.

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Check out our entire line of urethane products at [www.HamptonFit.com](http://www.HamptonFit.com) or call us at 877-339-9733 for a dealer near you.



203, Box 95, Sharon, Ontario, Canada L0G 1V0  
Tel: 905-478-2666 Email: [tudor.bompa@tbi.ca](mailto:tudor.bompa@tbi.ca)

November 28, 2013

To whom it may concern,

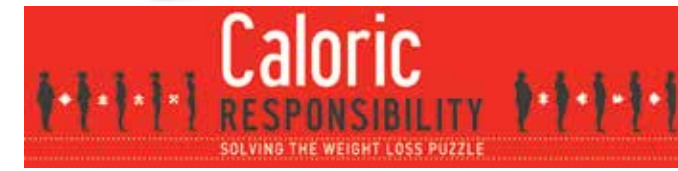
Re: Todd C. Schneider's book "Caloric Responsibility," interactive app and live seminars.

"Engaging, Inspiring, Challenging, Educational...the perfect blend of science and logic. The Caloric Responsibility concept and theories are life changing and produce lasting results.

Todd's writing is almost as energetic as his live seminar... The Caloric Responsibility book provides the consumers with a step by step program to take control of their weight forever!

What a brilliant, long overdue system!"

Dr. Tudor O. Bompa



## CALORIC RESPONSIBILITY ACCELERATED WEIGHT-LOSS TRAINING AND CONDITIONING CENTERS.

### Professional training and coaching services.

*Personal, Focused, Professional, Result Driven, accelerated weight loss systems. Our educational based mentorship and coaching programs have one common goal: to help you lose weight, manage energy levels, and get moving again. It is our passion to serve you, and make a difference in your life.*

### Remember... You are not alone!

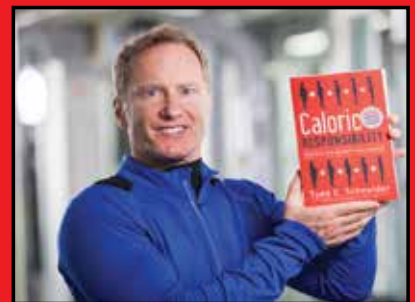
Currently 62-68% of North Americans are either overweight or obese. Struggling with the exact issues as you!

At our Caloric Responsibility Accelerated Weight Loss Centers, we take your success personally. We develop a personal food plan generated from your body composition and diet analysis, supported by your personal metabolic profiling. We top this off with personal cardio coaching nutritional sessions, and functional fitness training sessions, all professionally managed and personally tailored to your needs to produce amazing results.

At Caloric Responsibility Accelerated Weight loss Training & Conditioning centers, we know and understand your concerns and try addressing your questions, even before they are asked.

Everywhere we teach and present, the feedback and comments are the same: "Please help as I have tried everything!"

Welcome to the Caloric Responsibility difference.



## Todd C. Schneider

**CALORIC RESPONSIBILITY CO-FOUNDER**

Motivational Speaker, Health and Wellness Author, Nutritionist, ISSA - Nutritional Coach, SFN (Specialist in Fitness Nutrition), CPT, ACE - Fitness Technician.

*Learn the science behind the Caloric Responsibility 12 Step Program, and more on page 190, chapter 10 of the Caloric Responsibility book... available at Shoppers Drug Mart and Body Building Depot, or online at [caloricresponsibility.com](http://caloricresponsibility.com)*



- ✓ Poor energy levels!
- ✓ Impaired cognitive abilities!
- ✓ Mood swings!
- ✓ Poor quality of life!



**THE CLASSIC LOSER**

**5 October 2014 & 6 January 2015**

**REGISTRATION ON NOW!**

# Does this sound familiar?

Are you experiencing impaired cognitive abilities, topped off with a lack of desire to live life to its fullest? Perhaps you are just tired of feeling sick and tired? Are you lacking that zeal you once had? Do you suffer from body aches and inflammation? Do you lack the energy to get through your day? Are you ready for a change? Do you want to take control of your weight forever? Did you answer yes to any of the above the questions? If you did, the Caloric Responsibility program can improve these symptoms and help you to change your life.

Would you like to learn the science behind accelerating weight loss naturally? Would you like to:

- Increase your energy to that of your youth?
- Sharpen your mental response time?
- Increase muscle mass and decrease body fat?
- Start living life to the fullest?
- Take control of your life?
- Take control of your weight forever?

For over 28 years, I have had the honour of helping people just like you reach their goal weight. The truth is that I love what I do. Life changing results, accompanied by positive feedback, keeps me going. When we first began the "Caloric Responsibility" project five years ago, our personal goal was to simplify weight control (weight loss) and create a step-by-step, science proven, educational- based system which was easy to follow, informative, and produced lasting results.

For those of you we have had the privilege of training, you know the importance of the Caloric Responsibility educational-based coaching and mentoring system. In fact, we believe this is one of the reasons our program works so well and why other programs fall short of their over-exaggerated claims. Our program is very simple: we equip our clients through education, empowering each individual with the tools required to ensure their success.

**To learn more about NEAT (Non-Exercise Activity Thermogenesis) and how it can help you lose weight, call 1.855.884-8809.**

*Some of us don't know what we want until we are shown all the options available to us. If the process of changing behavior doesn't appeal to you, examine all your available options for change as you will find more suitable options.*

— FC

*Exercise is wonderful, but perhaps not what you feel comfortable doing right now. Why not try start by standing or moving about – we call this NEAT options, so I want to know - how NEAT can you be today?*

— FC

**Caloric RESPONSIBILITY**  
SOLVING THE WEIGHT LOSS PUZZLE

**OPEN TO THE FIRST 500 ENTRIES**  
Call 403.504.4543 | 1.855.884.8809  
or visit [www.caloricresponsibility.com](http://www.caloricresponsibility.com)

## SERIOUS ABOUT WEIGHT LOSS?

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# Serious about weight loss?

**So are we!**  
**REAL PEOPLE.**  
**REAL RESULTS.**

**NOW IT'S**  
**YOUR TURN!**

**CLASSIC LOSER 5**  
**October 2014 &**  
**CLASSIC LOSER 6**  
**January 2015**

**REGISTRATION**  
**ON NOW!**

**Open to the first 500**  
**entries per event**

**Call 403.504.4543**

**1.855.884.8809**

**or visit**

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