

Dietary Supplement & Weight Loss Accelerator

Kids Obesity

A FAT CHANCE FOR KIDS

OBESITY 'A CRISIS'

Will overtake smoking as fatal factor: expert

MICHAEL FRISCOLANTI CANWEST NEWS SERVICE

Toronto – Obesity has become such “a crisis of historic proportion” that it is only a matter of time before it overtakes tobacco as the leading cause of premature and preventable death, a leading expert said yesterday. David Katz, an outspoken critic of fast-food culture and the high calories that go with it, said cases of obesity are growing so rapidly that some of today’s children could be grappling with heart disease before their teenage years are finished. “We live in a toxic nutritional environment of our own making.” Katz told colleagues at the annual Canadian Cardiovascular Congress. “It is a sea of calories in which we are drowning.” So many people are drowning in that sea, he said, that decades worth of medical advances aimed at fighting heart disease and other ailments are in danger of being overrun. “The crisis shows no signs of improving any time soon,” Katz said. “We’re all in the same gig sinking ship, I’m afraid to say,” said Katz, director of medical studies in public health at the Yale University School of Medicine. Katz, a slight man who insists he snacks on multigrain bread and the odd piece of dried fruit, said the obesity epidemic is rooted in the simple fact that humans have not adapted since the prehistoric age when people hunted for their dinners. Food was scarce back then, and people burned thousands of calories in the physical act of finding their next meal. Today, Katz said, kids do little but lie on the couch and play video games in between visits to the kitchen. “We are designed for a very different world than we live in now,” he said, comparing people’s inability to adapt to that of a polar bear in the desert.” (but) we have not change.” During his 90-minute presentation, Katz painted a disturbing picture of today’s high-speed, high-calorie world. Burger King drive-throughs beckon us at every corner. “The toll of this is enormous,” he said, “Children growing up in the U.S. and soon Canada are the first cohort in modern memory looking at a shorter life expectancy than their parents because of epidemic obesity and diabetes.” Today, about one in 10 Canadian children is overweight – a number that has almost tripled since the mid-1980s.

The Gazette, Montreal, Monday, October 27, 2003

Prycena Questions

Dietary Supplement & Weight Loss Accelerator

1. Should Prycena and Immunocal/HMS 90 be taken separately?

- To avoid competition for protein binding sites, we recommend that Immunocal/HMS 90 be taken first thing in the morning on an empty stomach and that Prycena be used prior to lunch and supper.

2. What is the maximum recommended dosage?

- As directed on the label - 1.8 oz (50 g) per day.

3. Does Prycena have an effect on cellulite?

- Prycena’s activity targets adipocyte fat cells to reduce their size. This may reduce the size of cellulite but other effects are not known.

4. Can a diabetic they take Prycena?

- A diabetic must calculate the fructose in the product and incorporate it into their daily regime. They should consume the recommended dosage: 1.8 oz split into one or two servings. Prycena contains 20 grams of carbohydrates per serving or 10 grams per scoop. We believe Prycena can be easily incorporated into a diabetic diet plan. As always, if in doubt you should consult your Registered Dietician.

5. What sugars are in Pycena and how much?

- Pycena contains about 13 grams of fructose, 0.6 grams lactose and 2.0 grams of maltodextrin per serving (2 scoops).

6. What is the source of whey? Does the milk contain antibiotics or steroids?

- Pycena is from the same Idaho milk source as Immunocal/HMS 90. The milk used to produce Pycena is very clean with extremely low bacterial counts. The government allows a bacterial count of 100,000 parts per milliliter; milk used by Glanbia has an average count of 1,000. Whey is derived from cheese and cheese cannot be produced from milk that contains antibiotics or steroids.

7. Is the whey a concentrate? An isolate?

- The whey is an isolate, which is why it is so low in fat and lactose.

8. Can this product be heated without adversely affecting outcome?

- The product can be warmed without changing the protein structure. Use of a microwave oven is not recommended.

9. What is represented in the 14% mineral content?

- Calcium, phosphorus, magnesium, potassium and trace amounts of zinc, copper and iron are found in Pycena. There is 1000 mg of Calcium in a 50g serving.

10. How much caffeine is in one scoop, recognizing that it is made from cocoa?

- The amount of caffeine in the product is low and should not cause any side effects.

11. Is there any chromium in this new product?

- Only trace amounts of chromium are found in Pycena. Levels are certainly safe for humans.

12. How unique is this product relative to anything else on the market in Canada or the United States?

- Glanbia is not aware of anything remotely similar on the market. Pycena is certainly a unique product!

13. Some users of Pycena have complained of constipation after taking the product. What would be a suggested course of remedial action?

- When an individual increases protein intake, they should also increase their intake of water. Eight-ten glasses of water are recommended daily. Should further action be required, the addition of a magnesium supplement to the diet is recommended. Extra fibre and exercise are also known to relieve constipation.

14. Can I take Pycena if I am lactating?

- Lactation increases one's nutritional needs significantly and while there is no obvious reason not to take Pycena (its minerals and protein would be very desirable), we would not recommend beginning a diet while lactating. If you have a question about this you should consult your physician.

15. What type of protein is in Pycena?

- Pycena contains only whey proteins, partially hydrolyzed to increase the activity of the weight control peptides

16. How much lactose is in Pycena?

- There is about 0.6 grams of lactose per serving. This is a very small amount when compared to other dairy products. For example an 8 oz glass of milk has about 12 grams and half a cup of ice cream has 4 grams.

17. Will it affect me if I am lactose intolerant?

- It is unlikely that this much lactose to cause an intolerant reaction, particularly if the serving is taken in two halves (i.e. one scoop at a time). Taking the product before a meal would also reduce the chances of a reaction.

18. What does each of the ingredients in Pycena do?

- Fructose – natural sweetener Maltodextrin – lower glycemic index sweetener, adds creaminess Cocoa powder – Color and chocolate flavor Natural Flavor – Flavor to make it taste good Carrageenan Gum – Thickener to give the drink more body Now that you've got the scoop, use it! And Stop Fat Now!

Most Diets:

- Leave you hungry – How successful can this be?
- A Drink replacement – How long can you go before you *have* to 'eat' food?
- Restrict foods you can eat – Deprived of the foods you like to eat?
- You have to PAY for every pound you lose and/or buy only their food – miss a meeting and you have to pay a \$20 fee and more!
- Have stimulating drugs, herbs or caffeine – side effects can be nasty and even deadly!



How about something:

- Safer than drinking a glass of milk!
- Scientifically proven to work!
- NO SIDE EFFECTS!
- With 20 grams of PROTEIN per serving and 1000 mg of CALCIUM per serving to build strong bones and to assist in a multitude of cellular functions!

A Simple, Natural Solution!

Pry = *before* **cena** = *meal*

Immunotec's NEW **Pycena** with active ingredient Prolibra,
is a weight loss "accelerant".

BURN BABY, BURN!!

Pycena contains two peptides: a glycomacropeptide that helps maintain a feeling of fullness and a micropeptide that, along with almost 1,000 mg of dairy calcium, helps burn fat and calories naturally. To increase the fat burning mechanism, the amount of the micropeptide (or fat-burning peptide) has been doubled in the NEW PRYCENA thereby helping you burn even more fat and calories.

Pycena also contains 24% of the recommended daily value of fiber, which is so important with respect to weight loss! And, the source of this fiber is arabinogalactan, from the Larch tree!

Arabinogalactan has been shown to increase the growth of healthy bacteria in the gastrointestinal tract and is known for its immune enhancing properties.

Prycena Information

Natural Weight Loss System

Drug Free – NO caffeine, NO drugs, NO ephedra,

NO PPA, No Side Effects

EXCELLENT Source Of Dairy Calcium

Easy to take:

3-4 oz of WATER or milk (soy, rice, dairy or other variety of milk) with one scoop 15 – 30 minutes before lunch and dinner!

Use only the recommended amount of liquid. Keep your drink concentrated for best results.

Facts on new Prycena; per serving (2 scoops /1.7 oz)

Calories 140

Total Fat 1g

Cholesterol 0mg

Sodium 160mg

Total Carbohydrates 16g

Dietary Fiber 6g

Fructose Sugars 7g

Protein 20g

Calcium 980mg

Iron 2 mg

Other ingredients

Whey protein isolate- whey mineral complex

Crystalline fructose

Fiber (arabinogalactan)

Natural flavors

Natural cocoa powder

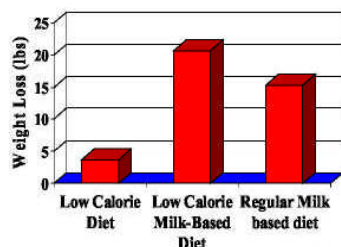
Maltodextrin

Carrageenan gum

Soy Lecithin

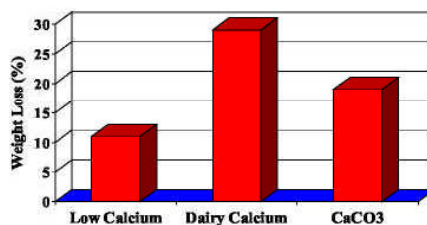
Weight Loss Trial – Dairy Based

16 Week Trial



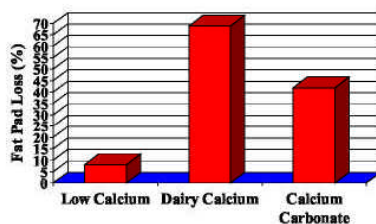
Summerbell, 1998

Dairy vs. other Calcium Sources



Shi H, Di Rienzo D, Zemel MB 2001

Dairy vs. other Calcium Sources



Shi H, Di Rienzo D, Zemel MB 2001

How to Purchase Pycena

One canister equals 28, 1- scoop servings

14 day supply at two scoops a day, recommended dose

So you need two canisters a month. Become a “customer” 11

YOUR FIRST ORDER: PRYCENA ACCELERATOR PACK

US: \$101.38 including shipping

CA: \$93.00 plus tax and shipping according to province

Pycena Accelerator Pack

If you know someone who wants to start a weight-loss program, or if you're looking for the tools that are necessary to begin yours, look no further! The Pycena Accelerator Pack is designed to bundle everything that you need to get going:

A one month supply of Pycena (two canisters)

A Pycena Weight Management Booklet

A copy of Focus on Weight Loss Magazine

A Pycena pedometer

A Pycena water bottle

...all for the price of only two canisters of Pycena!

Take advantage of the opportunity to get everything you need in one package.

* Pycena Accelerator Pack is available for a one-time purchase only.

YOUR NEXT STEP IS TO PURCHASE PRYCENA ON A REGULAR BASIS, 2 CANISTERS A MONTH AS AN AUTOSHIP CUSTOMER

YOUR COST: US \$82.70 INCLUDING SHIPPING

CA: \$93.00 plus tax and shipping

Questions

Can diabetics use Pycena?

Answer: YES. Only 10 grams of carbohydrates and 7 grams of crystalline fructose per scoop. Less ‘sugar’ than in a piece of fruit.

Can people who are lactose intolerant take Pycena?

Answer: YES. All the ‘irritants’ have been removed.

Can a person with true milk allergies take Pycena?



Answer: NO. There is one milk protein that their body would recognize. Only 4% of the World's population has a true milk allergy.

LOSE WEIGHT WITH ICE CREAM!!!

You've probably heard it by now ... MANY people are losing weight with Pycena! And they're doing it in a unique way; they're making Pycena ice cream! The idea first came from Keith Hooper who enjoyed ice cream and decided to try making his own version with Pycena. His idea worked and now he's enjoying his delicious Pycena ice cream treat and melting away - he's lost an amazing 55 pounds in 17 weeks! Interested in whipping up a batch of your own?

Here's how to do it:

Combine 18 ounces of milk - regular, soy, or chocolate (for even more delicious flavor) with 3 scoops of Prycena in an ice cream maker and voila ... a delicious frozen treat that will help you shed unwanted pounds. Order Prycena today and enjoy!

BIG QUESTION, NEXT PAGE...

Do you need to lose weight?

WEIGHT HEIGHT	100	105	110	115	120	125	130	135	140	145	150	155	160	165	170	175	180	185	190	195	200	205	210	215	220	225	230	235	240	245	250
5'0"	20	21	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49
5'1"	19	20	21	22	23	24	25	26	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	43	44	45	46	47
5'2"	18	19	20	21	22	23	24	25	26	27	27	28	29	30	31	32	33	34	35	36	37	37	38	39	40	41	42	43	44	45	46
5'3"	18	19	19	20	21	22	23	24	25	26	27	27	28	29	30	31	32	33	34	35	35	36	37	38	39	40	41	42	43	43	44
5'4"	17	18	19	20	21	21	22	23	24	25	26	27	27	28	29	30	31	32	33	33	34	35	36	37	38	39	39	40	41	42	43
5'5"	17	17	18	19	20	21	22	22	23	24	25	26	27	27	28	29	30	31	32	32	33	34	35	36	37	37	38	39	40	41	42
5'6"	16	17	18	19	19	20	21	22	23	23	24	25	26	27	27	28	29	30	31	31	32	33	34	35	36	36	37	38	39	40	40
5'7"	16	16	17	18	19	20	20	21	22	23	23	24	25	26	27	27	28	29	30	31	31	32	33	34	34	35	36	37	38	38	39
5'8"	15	16	17	17	18	19	20	21	21	22	23	24	24	25	26	27	27	28	29	30	30	31	32	33	33	34	35	36	36	37	38
5'9"	15	16	16	17	18	18	19	20	21	21	22	23	24	24	25	26	27	27	28	29	30	30	31	32	32	33	34	35	35	36	37
5'10"	14	15	16	17	17	18	19	19	20	21	22	22	23	24	24	25	26	27	27	28	29	29	30	31	32	32	33	34	34	35	36
5'11"	14	15	15	16	17	17	18	19	20	20	21	22	22	23	24	24	25	26	26	27	28	29	29	30	31	31	32	33	33	34	35
6'0"	14	14	15	16	16	17	18	18	19	20	20	21	22	22	23	24	24	25	26	26	27	28	28	29	30	31	31	32	33	33	34
6'1"	13	14	15	15	16	16	17	18	18	19	20	20	21	22	22	23	24	24	25	26	26	27	28	28	29	30	30	31	32	32	33
6'2"	13	13	14	15	15	16	17	17	18	19	19	20	21	21	22	22	23	24	24	25	26	26	27	28	28	29	30	30	31	31	32

Body Mass Index Chart

A BMI of 27 or greater is approximately 20% above ideal weight. This is where the presence of risk factors begin to occur. A BMI of 30 or greater is approximately 30% above ideal weight, otherwise known as obesity.

Calculating the BMI:

You can also use the following formula if you are outside the range of the table.

Example: for a person who is 65 inches (165 cm) tall weighing 150 lbs (68 kg).

1. Multiply weight by 704 150 x 704 = 105,600
2. Multiply height by itself 65 x 65 = 4,225
3. Divide the answer in step 1 by the answer in step 2 to get BMI 105,600 divided by 4,225 = 24.99

BMI = 25 (rounded)

Prycena Dietary Supplement & Weight Loss Accelerator

Dietary Supplement & Weight Loss Accelerator

Frank

Prycena Testimonial # 175:

Hi Herb,

I started Prycena on April 24th. I stepped on the scales this morning and found I had lost 9 pounds. Nine pounds in 20 days!!!! Credit goes to Prycena, my discipline, walking a mile to a mile and 1/2 , 5 days a week. It takes a well rounded

program to accomplish your goal. Pycena has helped me to control my caloric intake. It discourages me from over indulging by curbing my appetite.

But the best testimony is that I've been taking Immunocal for one year at the rate of 1 & 1/2 envelopes per day. I have experienced eczema for about three years. I wondered if Immunocal could possibly help this irritable skin condition. I have been controlling the itching and the irritation by the use of a substance called udder cream. Since four weeks ago I have had no outbreaks of eczema and have not used udder cream on my skin. I have tried to figure out what I have changed in my life for the past four weeks. I've come to the conclusion that I've changed nothing but have continued taking Immunocal daily. I believe that Immunocal has been the prime mover in my case to beat eczema.

I have no reason to discontinue Immunocal and everything to gain by continueing taking to it.

I sincerely hope this helps someone else that is bothered by this irritable scourge.

Be diligent is the best advice I can give anyone who decides to help themselves by introducing their life to Immunocal. Keep on keeping on!!! (as the old saying goes).

Frank

Melina

Pycena Testimonial # 176:

I started the Pycena Dec 19/ 05 about 2 1/2 weeks ago. In this time I have lost 5 pounds, and 2 inches. I feel great and looking forward in achieving my goal of losing 25 pounds in total. Will update when I have done this!

Melina Coates (Didsbury, Alberta)