



ENERGY



HEALTH



BODY



IMMUNITY



HAPPINESS

When you make a purchase within 7 days of receiving this report, you'll receive a 30 day supply of **Athletic Green's Omega-3 TG Fish Oil** absolutely **FREE**.

**Yours
FREE!**



List price: \$33.95

- ➔ Promotes Improved Joint Health So You Can Feel Like You Did In Your 20's!
- ➔ Enhances Cognitive Health For Improved Memory.
- ➔ Supports Vibrant Skin and Healthy Hair!
- ➔ High Potency EPA and DHA (1120 mg per serving) Without Embarrassing Fish Burps! (Fresh Lemon Flavor)

▶ *See the reverse side of this page to claim your **FREE** bottle!*

Boost Energy & Increase Overall Health with Athletic Greens!

MIX THIS TINY PACKET OF Athletic Greens Superfood Cocktail into a cold glass of water. Drink, and in seconds get the antioxidant equivalent of eating 12 servings of fruits and vegetables — as incredible as that sounds!



PLUS:

- ➔ Delicious drink that kills your food cravings so you don't overeat.....**Page 6**
- ➔ Now get the antioxidant equivalent of eating 12 servings of green vegetables — in a single glass of water.....**Page 3**
- ➔ Why you should never take Omega-3 made from farm-raised salmon.....**Page 8**
- ➔ A 30-day weight loss meal plan with delicious, easy-to-prepare foods from the world's top chefs.....**Page 10**
- ➔ A single drop of this fluid gives you the Vitamin D you need — vital if you stay out of the sun.....**Page 12**

And more...

Respond within 7 days to claim your **FREE 30 day supply of Omega-3 TG Fish Oil — just turn to page 23!**



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Boost Energy & Increase Overall Health With Athletic Greens!



Mix this tiny packet of Athletic Greens Superfood Cocktail into a cold glass of water, drink, and **in seconds get the antioxidant equivalent of eating 12 servings of fruits and vegetables — as incredible as that sounds!**

PLUS:

- ➔ Delicious drink that kills your food cravings so you don't overeat. **Page 6.**
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- ➔ A 30-day weight loss meal plan with delicious, easy-to-prepare foods from the world's top chefs. **Page 10.**
- ➔ The best way to ensure you're getting the Vitamin D you need to be disease-free. **Page 12.**

Happiness!



And more...

Respond within 7 days to claim your FREE 30 day supply of Omega-3 TG Fish Oil — just turn to page 23!



"100% Focus On Happiness" — What does that mean for you?

Hey Mate,

I hope this finds you better than ever!

It's no secret that when you're a healthier version of yourself, you'll make a better: mother, wife, husband, partner, boss, friend, or [You fill in the blank].

You see, putting your health first and foremost in your life is NOT selfish.

The truth is it's liberating, allowing you to be a better version of YOU for those who are closest to you and most of all...

A whole new world, filled with opportunity, opens up to you.

Now, putting your health first means focusing on the positive things that bring health and happiness into your life.

It also means giving your body the nutrients it needs for long lasting natural energy, vitality and total body health — All of which directly influence your happiness...

And that starts with complete nutrition from Whole Food Sources.

Mate, that's why I created **Athletic Greens Superfood Cocktail** — to give me peace of mind by knowing that I was giving my body the "Nutritional Insurance" it needed.

A process for me to improve my health led to a product that has already helped over 200,000 other customers.

Chris "the Kiwi"

If you've ever wondered what's in Athletic Greens, read the superfoods article on page 4.



And it doesn't stop there because in this Health Digest you hold in your hands I also share with you some other things that can help you maintain a healthy and happy life.

Because that's what it boils down to, right?

Health and Happiness...

"100% Focus On Happiness"

That is my mantra, and it starts with phenomenal health.

Best,

Chris "The Kiwi"

Chris "the Kiwi," CEO & Co-Founder, **Athletic Greens**

P.S. To make it even easier to maintain excellent health I want to give you a gift with your order if made within the next 7 days of receiving this Health Digest — a 30 day supply of Omega-3 TG Fish Oil absolutely FREE while supplies last! (See page 23 for details)

FREE!



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Call Toll-Free 1-888-380-3543



Introducing the world's first "super supplement!"

Maximize your nutrient absorption! Just mix this tiny packet of Athletic Greens Superfood Cocktail into a cold glass of water, drink, and — in seconds — get the vitamin, mineral, and antioxidant equivalent as you would eating up to 12 servings of fruits and vegetables!

You've heard the term "superfood," but what does it mean? Here at Athletic Greens, our "Premium Superfood Cocktail" gives you the equivalent antioxidant nutrition in one heaping tablespoon that you would get eating 12 servings of fruits and vegetables!



That's because *Athletic Greens Premium Superfood Cocktail* is super-concentrated. Each packet is made from 75 ingredients sourced from whole foods in their natural form. Each spoonful contains healthful probiotics and enzymes for optimal nutrient absorption and digestion.

Our team of doctors and nutritionists cumulatively spent over a decade of research to formulate an easy-to-mix superfood powder with naturally sweet taste that delivers essential nutrients. Since 2009, over 200,000 customers have relied on Athletic Greens to meet their daily nutritional needs!

Super-nutrition from Superfood

Athletic Greens Superfood is packed with raw greens, antioxidants, herbs, enzymes, co-factors, mushrooms, vitamins, adaptogens, scarce nutrients, trace elements and minerals, and probiotics.

Each 12-gram serving is full of plants, fruits, herbs, and mushrooms that detoxify and protect your liver and other organs. Each serving of Athletic Greens Superfood provides the antioxidant equivalent of 10 to 12 servings of fresh fruits and vegetables.

Packed with more than 8 grams of nutrient dense raw green foods per serving, Athletic Greens can also help maintain the alkalinity of your blood stream. Most important, Athletic Greens allows you to maintain very high daily nutrient density vital for good health at the cellular level.

Protection against unhealthy eating habits

The reason to take *Athletic Greens Premium Superfood* daily is that it ensures you're getting the full complement of nutrients your body needs for optimum health.

Let's face it. Sometimes you're not able to fully ensure that you're getting the nutritious vitamins, minerals and other micronutrients from the foods you eat. Luckily, with just one spoonful of Athletic Greens Superfood, you've got your "nutritional insurance" — including green vegetables, super herbs, probiotics, and essential vitamin and minerals.

Because it's a powder you dissolve in a glass of water, Athletic Greens Superfood provides three times better absorption than other superfoods sold as tablets and capsules, which are not as effective at introducing nutrients into your body. Prebiotics and probiotics in Athletic Greens Superfood help your gut function more efficiently, maximizing your absorption of the nutrients in our Superfood.



Yours FREE!

Respond within 7 days to claim your **FREE** 30 day supply of Omega-3 TG Fish Oil — just turn to page 23!

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Call Toll-Free 1-888-380-3543



Our customers praise Athletic Greens

"My favorite greens supplement. This is my all-in-one greens insurance policy. It contains 75 ingredients including inulin for bacterial balance in the digestive tract."

—Timothy Ferriss, *NY Times* best-selling author, *The Four Hour Body*

"I've been using Athletic Greens for almost a year and in that time I haven't once gotten sick. In addition, I've constantly felt energized throughout the day."

—Jasna Blemberg

"I will turn 81 this month. Athletic Greens are part of my morning ritual. I swim three times a week, walk, and have a great sex life, Athletic Greens help me do that and they are the best tasting green product on the market."

—Daniel Fiddler

"I was recently diagnosed with HIV. So I gave your Athletic Greens a shot to boost my digestion. Well, it did just that: I dropped 12 pounds of belly fat, increased energy levels, and cleared some memory retention hurdles. And my T-cells have climbed to a steady healthy range and remained stable."

—John Hand

"My HgA1c was 11.0 and my total cholesterol was 311. Within 3 months after I began taking the Athletic Greens each morning, my HgA1c was down to 7.8, my total cholesterol was down to 113. My triglycerides dropped from 193 to 92, and LDL dropped from 127 to 70."

—Anthony Taylor

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Superfoods give you super savings

If you took all the organic superfoods, antioxidants, herbal extracts, protein, vitamins and minerals in Athletic Greens, and purchased them individually, even assuming you could get them at the same high quality, it would cost you over \$390 a month.

A daily dose of **Athletic Greens Superfood Cocktail** starts from as low as \$2.95 a day. No other supplement provides this level of nutrient density for the price!

Two convenient sizes

• Single-serving packet (Travel Packs)

Each contains one serving (12 grams) of **Athletic Greens Superfood Cocktail**. Lightweight 4 x 4-inch packet fits easily in a pocket, purse, or backpack for instant energy and nutrition when you're on the go!



• 30 or 60-serving packages

Bulk packages contain a one or two month supply (360 or 720 grams) of **Athletic Greens Superfood Cocktail**. Keep them in the fridge and drink one serving daily before breakfast. If you're stressed, make that two daily servings for extra nutritional support and natural energy.



Call Toll-Free 1-888-380-3543



A "super protein" from grass-fed cows that's way better for you than eating sugary protein bars...

Just one glass of this smooth, creamy, and delicious Grass-Fed Whey Protein kills your food cravings for the whole day!

Here's something interesting...

A recent study from the University of Washington School of Medicine showed that when people increased their protein intake from 15% to 30% of their daily eating, they saw a significant reduction in food cravings followed by weight loss.

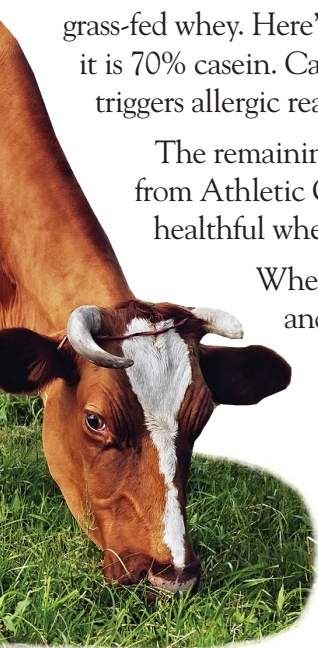
Mate, other than grass-fed meats, one of the most convenient and nutritious sources of protein is grass-fed whey. Here's why: Milk contains protein but it is 70% casein. Casein is a common allergen that triggers allergic reactions in many people.

The remaining 30% of milk is whey. Grass-Fed Whey Protein from Athletic Greens loses the casein and gives you concentrated healthful whey.

Whey is much less allergenic than casein.¹ Low in fat and carbs, *Athletic Green Whey Protein* is made from concentrate that contains high levels of bioactive peptides and milk mineral complex.

Whey made from concentrate is also more easily absorbed by the body than hydrolyzed whey protein. In addition, most other proteins are processed at high temperatures that break apart the beneficial amino acids they contain.

Delicious and Healthy!



¹ Logical Health Alternatives, 1/13, p. 7.

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Athletic Greens Whey Protein is not denatured. It is minimally and COLD processed so the life giving nutrients from grass-fed cows are kept intact, delivering their full health benefits.

Plus, many other protein drinks on the market are mostly powdered milk. Some contain heavy metals or artificial sweeteners. Others are made in China or India without U.S. quality control standards.

Each container of Whey Protein contains 22 servings. And each serving gives you 20 grams of high-quality protein and 125 milligrams of potassium.

Now I must warn you: some people may not tolerate even healthy sources of whey protein. If that is your case, then it's best to stick to grass-fed meats or cleanly raised meats and other healthy sources of protein. However if you can tolerate whey protein, it can be a very nutritious and convenient way of meeting your body's protein needs on a daily basis.

A super food delivering super health!

Athletic Green Grass-Fed Whey Protein can help optimize cardiac health, build lean muscle, and reduce body fat. But as a true super-food, whey protein can do even more...

- **Help control blood pressure.** In a study reported in the *Journal of Clinical Hypertension* of 30 subjects, half received 20 grams per day of a whey protein. Results indicated that whey protein helped promote healthy blood pressure levels.²
- **Promotes healthy blood-sugar levels.** The Mayo Clinic found that whey protein may aid in the balance of blood sugar. During digestion, whey protein triggers the release of peptides that cause insulin to be secreted from beta cells.³ It also helps your insulin work more effectively to maintain normal blood sugar levels after meals.⁴

² <http://onlinelibrary.wiley.com/doi/10.1111/j.1524-6175.2006.05667.x/full>
The Journal of Clinical Hypertension, vol. 8, issue 11, pp. 775-782, November 2006:
Effect of Whey Peptides on Cardiovascular Disease Risk Factors
³ Logical Health Alternatives, 1/13, p. 7.
⁴ Dr. Mercola, "What Has Better Protein Than Meat, Fish, or Eggs," 10/23/10.



Call Toll-Free 1-888-380-3543



- **Keeps skin firm and smooth.**

Whey protein is a proven age eraser for the skin. All the skin cells on your body get replaced every 24 days. Getting enough protein in your diet is vital to that process. Protein helps build collagen, keeping your complexion firm and radiant.⁵

- **Strengthens bones.** Increasing intake of dietary protein reduces bone mineral loss and reduces risk of fracture in older women. In addition, whey provides about 500 to 800 mg of calcium per 100 grams of protein, and it triples intestinal absorption of calcium.⁶

- **Provides immune system support.** Because it is made from raw milk cheese whey. Each Whey Protein serving contains 250 mg immunoglobulins that support your immune system and are beneficial to gut flora.⁷ Research shows that even a 25% reduction in protein intake can compromise the immune system.⁸

Assists memory. Memory relies on the flow of information between neurons in the brain. Protein helps forge new connections between the neurons.⁹

The purest whey from the green pastures of New Zealand and Australia

There are no artificial sweeteners or other chemical additives in **Athletic Greens Grass-Fed Whey Protein**. It's made from healthy grass-chomping dairy cows pastured in New Zealand and Australia, and nothing else.¹⁰



⁵ Logical Health Alternatives, 5/12.

⁶ U.S. Dairy Export Council, Whey Proteins and Senior Nutrition.

⁷ Dr. Joseph Mercola, Whey Has Better Protein than Meat, Fish, or Eggs, 10/23/10.

⁸ <http://www.whfoods.com/genpage.php?name=faq&dbid=24#protein>

⁹ http://agingresearch.buffalo.edu/health/health_tips/keep_improve_memory.htm

¹⁰ Food Science of Vermont, 8/12/13.

New Zealand and Australia are beautiful countries with some of the cleanest air, purest water, and greenest pastures on the planet. Our dairy herds graze on healthy green grass all year round.

Dairy farmers in these two bucolic locations adhere to the highest standard of product safety, environmental sustainability, and human livestock treatment. They do not use hormones, chemicals, antibiotics, genetically modified organisms, hyper-immunizations, injected pathogens, or bovine growth hormone.

Because of this, milk from New Zealand and Australia has gained a worldwide reputation for goodness, nutrition, energy, and taste. And it's why Athletic Greens uses only New Zealand and Australian milk in the making of Grass-Fed Whey Protein.

No artificial sweeteners!



Serving Size: 26.5 grams
Servings Per Container: 22

	Amount Per Serving	% DV*
Calories	106	
Calories from Fat	13	
Total Fat	1g	3%
Saturated Fat	0.6g	4%
Cholesterol	25mg	9%
Sodium	38mg	1%
Potassium	125mg	4%
Total Carbohydrate	3g	1%
Sugars	3g	+
Protein	20g	40%
Calcium	20mg	10%
Immunoglobulins	2500mg	+
Lactoferrin	1000mg	+
Serum Albumin	1125mg	+

*Percent Daily Value are based on a 2000 calorie diet.
† Daily value not established.

Nutrition Facts

To order **Athletic Greens Grass-Fed Whey Protein**, use the handy reply certificate on page 23.

Respond within 7 days to also claim your FREE 30 day supply of Omega-3 TG Fish Oil!

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Call Toll-Free 1-888-380-3543



Could this be the purest, freshest, and **most potent Omega-3** ever developed?

You've probably heard that you should take Omega-3 every day. But can you name all the reasons **WHY** Omega-3 is so critical to your continued good health?

You may have heard of the benefits of Omega-3 fish oil in your diet — but should you be taking Omega-3 fish oil daily?

Mate, absolutely. According to Dr. Edward Siguel, 70% of Americans are deficient in Omega-3 fatty acids.¹ Dr. Mark Hyman says around 99% of Americans are deficient in Omega-3 fats.²

Omega-3 fatty acids are polyunsaturated fatty acids, and they are essential for good health. The two key nutrients in Omega-3 fish oil are *ecosapentaenoic acid (EPA)* and *docosahexaenoic acid (DHA)*.

Your body cannot make Omega-3 fatty acids, so we need to get them from food. Fish living in clean, cold water is the best source and, clearly raised grass-fed beef are good but a very distant second...



What if we don't eat the right amount of fish daily?

The next best thing is to take Omega-3 fish oil

supplements to get the essential fatty acids we need for good health.

But how important is it really?

Well according to a new investigation conducted by Harvard University researchers, Omega-3 deficiency could be the sixth biggest killer of Americans, causing up to 96,000 deaths a year.³

¹ <http://smartpantvitamins.com/Omega-3-epadha-the-most-pressing-nutritional-deficiency/> quoting the 2005 Dietary Guidelines Advisory Committee meeting, 23 June, 2010: Omega-3 EPA/DHA: The Most Pressing Nutritional Deficiency?

² http://www.huffingtonpost.com/dr-mark-hyman/health-tips_b_3132596.html Huffington Post blog — an article by Mark Hyman MD, April 24, 2013: We're Not going to Take It Anymore

³ <http://www.willardswater.com/newsletters/July09WebVersion.pdf> Nutrition Coalition, Inc., Possibilities, July 2009, citing Harvard: Harvard Researchers: Omega-3 Deficiency Causes Up To 96,000 U.S. Deaths a Year

Helps achieve optimal brain and heart health

The numerous heart and brain health benefits of Omega-3 fish oil are showing up in new studies — many are identifying potential benefits for many conditions including cancer, inflammatory bowel disease, lupus, and rheumatoid arthritis.⁴

*Ultra-filtered
for
contaminants!*

What's more is that some researchers have found that cultures who eat foods with high levels of Omega-3 fatty acids have lower levels of depression.

And some studies have found that fish oil can reduce symptoms of ADHD and cognitive decline as well as have a positive effect on age-related memory loss.⁵

Fish especially has long been known as the #1 brain food. The Omega-3 fatty acids in fish help enhance the functions of your neurons.⁶ One recent study found that people who eat fish have larger brains than those who do not.⁷ Researchers at Tufts University recommend you eat fish three times a week.⁸

Do you know what Ischemic heart disease is? It happens when plaque builds up in the arteries, restricts blood flow, narrows the arteries, and reduces blood flow to the heart. A study in the *American Journal of Clinical Nutrition* found that people with higher concentrations of DHA and EPA have a lower risk of fatal ischemic heart disease.⁹



⁴ <http://www.hsph.harvard.edu/nutritionsource/Omega-3/> Harvard school of Public Health, The Nutrition Source: Ask the Expert: Omega-3 Fatty Acids by Dr. Frank Sacks, Cardiovascular Disease Prevention

⁵ <http://www.webmd.com/healthy-aging/Omega-3-fatty-acids-fact-sheet> Web MD, The Facts on Omega-3 Fatty Acids

⁶ Martha Funnell, "Keep Your Brain Healthy," Answers at Walgreens, Fall 2014,

⁷ <http://www.theatlantic.com/health/archive/2014/08/this-is-your-brain-on-fish/375638/>

⁸ <http://www.prevention.com/food/healthy-eating-tips/best-foods-your-brain/s=2>

⁹ Am J Clin Nutr. 2003 Feb;77(2):319-25. n-3 Polyunsaturated fatty acids, fatal ischemic heart disease, and nonfatal myocardial infarction in older adults: the Cardiovascular Health Study. Lemaitre RN(1), King IB, Mozaffarian D, Kuller LH, Tracy RP, Siscovick DS.



Don't take Omega-3 capsules made from farm-raised salmon!

Athletic Green Premium Omega-3 is made from smaller fish, like sardines and herring, which are caught in the wild and not farmed. Small fish are virtually free of mercury, PCBs, dioxins, and other contaminants that salmon, tuna, swordfish, and other large fish often contain in dangerously high concentrations.¹⁰


High exposure to mercury can damage the nervous system.¹¹ Fish caught in oceans, lakes, and streams are generally free of antibiotics and hormones used in fish farms.¹² Fish raised in fish farms, which are not used in our Premium Omega-3, are often loaded with hormones, antibiotics, and artificial dyes. And Athletic Greens Omega-3 is ultra-filtered and tested for contaminants by a reliable third part laboratory to ensure the highest levels of purity!



¹⁰ http://water.epa.gov/scitech/swguidance/fishshellfish/outreach/advice_index.cfm EPA,

¹¹ <http://www.epa.gov/mercury/effects.htm>

¹² <http://www.scientificamerican.com/article/farm-raised-fish-not-free-mercury-pcb-dioxin/> Scientific American, June 15, 2011: Harvest of Fears: Farm-Raised Fish May Not Be Free of Mercury and Other Pollutants

		Ultimate Omega™ Nordic Naturals®	Whole Omega™ New Chapter®	Finest Fish Oil™ Carlson®	Spectrum Fish Oil Spectrum Essentials®	Ultra Omega™ Now Foods®	Fish Oil Kirkland Signature™
Amazon Customer Review	NEW!	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Wild Caught	YES	Yes	Yes	NO*	Yes	NO*	Yes
Small Fish Only	YES	Yes	NO*	NO*	Yes	NO	NO
3rd Party Tested for Contaminants	YES	Yes	Yes	Yes	Yes	NO	NO
Guaranteed Sustainable	YES	Yes	Yes	Don't Say**	Yes	Don't Say**	Don't Say**
Ultra Filtered	YES	Yes	NO*	NO	NO	NO	NO
Highly Concentrated	YES	Yes	NO*	NO	NO	Yes	NO
Guaranteed Allergen FREE	YES	Yes	Yes	NO	NO	NO	NO
NO Fishy Aftertaste	YES	Yes	NO*	Yes	NO	NO	NO
Natural EPH/DHA 18:12 Ratio	YES	Yes	NO*	Yes	Yes	NO	Yes
EPA	336	325	90	160	180	500	180
DHA	224	225	110	100	120	250	120
EPA/DHA per serve	1120	1100	400	520	600	1500	600
Serving Size	2	2	2	2	2	2	2
Capsule per bottles	60	180	120	120	250	180	400
Servings per bottle	30	90	6	60	125	90	200
Recommended Retail Price	\$69.95	\$69.95	\$54.05	\$22.84	\$25.99	\$48.67	\$19.99
BEST PRICE ONLINE	\$33.95	\$59.46	\$23.74	\$13.16	\$23.10	\$21.92	\$14.99
\$ per 100mg of DHA	\$0.15	\$0.15	\$0.18	\$0.11	\$0.08	\$0.05	\$0.03
QUALITY	YES	Market Leader	Average	Questionable	Average	Questionable	Questionable
Kiwi's Thoughts	YES FINALLY!	Out to beat this one	Poor Value	Surprisingly Bad	Best of the Mediums	Surprisingly Bad	Best Budget Option
Kiwi's Very Biased Recommendation		NOTES: *When you are a company that HAS these, you yell it to the sky because it means quality and it costs you money. These are important, failure to mention these at all means they are NOT.					
 Yours FREE!		Get Your Daily Dose Of Omega-3 Fish Oil – FREE! Regularly \$33.95 a bottle, if you respond within 7 days of reading this, you can get a 30 day supply of Athletic Greens Omega-3 TG Fish Oil absolutely FREE with your purchase of any product from this catalog. See page 23 to order and claim your FREE Omega-3 TG Fish Oil!					

Eat yourself thin in 30 days or your money back!

Enjoy delicious gourmet meals,
eat all you want, never feel
hunger pangs, and lose fat
and excess weight **FAST!**

There are plenty of eating plans that promise you'll lose weight. But the diet they put you on tastes like hamster food. And the portions are so small you'll feel like you're starving 24/7.

But what if there was a 30-day weight loss plan where you could eat like a king or queen? One in which you can eat such delicacies like cumin lamb chops ... Mediterranean crusted salmon ... bacon (yes, bacon!) wrapped scallops on pea puree ...

Coq au Vin ... and dozens more mouth-watering recipes for 3 square meals a day — breakfast, lunch, and dinner.

Breakfasts included in this 30-day weight loss plan are just as lip-smacking. Start your morning

with asparagus and red onion frittata ... eggs scrambled with onion and black pepper ... bacon and egg loaf ... or a chorizo and tomato omelet.

Mate, the reason this eating plan works is because foods that help you shed pounds and fire up your metabolism for more energy are **EASY** when they are delicious as well as quick and easy to prepare. Once you try it, you'll agree: Fat loss never tasted this good!

Now the meal plans that enable you to be fully satiated while losing weight have been collected in the new ***Delicious Fat Loss Success Program***, written by Huffington Post food writer Elisa Ashenden.



Kitchen-tested to be quick, easy and delicious

Elisa has spent thousands of hours in her kitchen testing and refining these meals.

The result?

An easy to follow foolproof guide that takes you step by step through making delicious, healthy meals that your whole family will enjoy!

The best part of all is that now you too can try this slimming plan ... and the delicious recipes ... risk-free for 30 days!

The secret recipe cards of the world's greatest chefs

Elisa Ashenden has created 107 recipes that are easy and quick to make, taste great, and can actually help you lose weight. Many are variations of the recipe collections of the world's greatest chefs, which she traveled the globe to collect. They are now collected, along with her proven 30-day meal plan, in the new book ***The Delicious Fat Loss Success Program***.

*107 delicious quick
and easy recipes!*

Mate, losing the extra weight that may be holding you back doesn't mean giving up on delicious foods. Nor does it mean cutting back on portions. And it definitely doesn't mean endless hours of confusion in the kitchen.

The key is in having an easy to follow plan — a plan that's been put to the test!

A plan that will guide you through making tasty foods to turbo charge your metabolism and give you more natural energy than you'll know what to do with!

Plus when you follow the eating plan laid out for you in *The Delicious Fat Loss Success Program*, you can:

- Prevent dangerous spikes in your blood sugar levels.
- Correct thyroid dysfunction, leptin and insulin signaling.
- Improve gut health and absorption of nutrients.



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- Reduce pain from systemic inflammation.
- Alter your gut bacteria from the bad kind to the good kind.
- Eliminate gas, bloating, and pain when you eat.
- Boost your immune function.
- Elevate your mood and energy.
- Get a good night's sleep with no more insomnia
- Grow luxurious, shiny hair.
- Get smooth, unblemished skin regardless of your age.
- Lose fat rapidly and keep it off permanently.

These physical attributes are indicators of good health. And while *The Delicious Fat Loss Success Program* focuses on rapid and easy fat loss, the nutrient-dense meals in the 30-day eating plan will heal your body from the inside — and these changes will manifest on the outside!

To preview *The Delicious Fat Loss Success Program* in the comfort and privacy of your home risk-free for 30 days, turn to page 23 now.

Are you deficient in this vital nutrient?

Lower your risk of cancer, diabetes, depression, arthritis, Alzheimer's disease, and heart attack by getting enough Vitamin D....

Did you know that 4 out of 10 Americans suffer from a serious long-term shortage of this vital nutrient in their systems?

And in the short-term virtually every American suffers from some degree of deficiency in this nutrient at least part of the year! The Harvard School of Public Health says a billion people worldwide are Vitamin D deficient.¹



1 = "Low Vitamin D Intake Boosts Heart Attack," Stroke Risk by 60 Percent by David Gutierrez, staff writer.

Is Vitamin D shortage a global health crisis?

You should get your Vitamin D levels measured at your doctor's office through a blood test, because a Vitamin D deficiency increases your risk of everything from cancer and heart attack to diabetes, arthritis, and depression:

■ Researchers at Harvard Medical School who followed 1,739 patients over 5 years found that a deficiency of Vitamin D increased risk of heart attack and stroke by 60%.²

■ A study at the University of Toronto shows that low levels of Vitamin D can cause multiple sclerosis in children.³

■ An article in the May 2009 issue of the *Journal of Alzheimer's Disease* suggests that a deficiency of Vitamin D may lead to early onset of Alzheimer's disease.⁴

■ Another study, reported in the *New England Journal of Medicine*, states that almost half of critically ill patients in intensive care units are deficient in the nutrient.⁵

■ A ground-breaking new study reported that eliminating Vitamin D deficiency in the American population could save nearly a million lives each year!⁶



2 = "Low Vitamin D Intake Boosts Heart Attack," Stroke Risk by 60 Percent by David Gutierrez, staff writer.

3 http://www.naturalnews.com/026408_Vitamin_D_multiple_sclerosis_disease.html

4 <http://iospress.metapress.com/content/36446851088243n2/> *Journal of Alzheimer's Disease*, vol. 17, no. 1, pp. 151-159, 2009: Does Vitamin D Reduce the Risk of Dementia? By William B. Grant

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Why you need Vitamin D daily

Just as a Vitamin D deficiency can increase your risk of all these conditions and many others, you can easily solve the problem by raising your Vitamin D to healthy levels. And now, you can do it even in winter when there is little or no sun!

For instance:⁷

- In one major clinical study, researchers found that having normal levels of Vitamin D in your bloodstream reduces your risk of 17 kinds of cancer by 77%.⁸

Prostate cancer ... breast cancer ... colon cancer ... ovarian cancer ... bladder cancer ... pancreatic cancer ... non-Hodgkin's lymphoma ... lung cancer — Vitamin D can help keep them all at bay — so you stay healthy and cancer-free!

- 90 years ago, a study of children whose bones had been weakened by rickets were deficient in Vitamin D, which we now know directs the body to use calcium for bone mineralization.
- A report in the Journal of Hormonal and Metabolic Research shows that taking Vitamin D supplements increases testosterone levels. Low testosterone levels in men can cause fatigue, inability to concentrate, accumulation of belly fat, and of course erectile dysfunction.
- A study conducted by the Stanford University Department of Medicine found that Vitamin D may have anti-inflammatory actions that prevent estrogen from stimulating breast cancer cell growth.



⁷ AG, emails 20-22.

⁸ <http://articles.mercola.com/sites/articles/archive/2013/05/12/vitamin-d-may-prevent-breast-cancer.aspx>



Chris, I wanted to give you some feedback on your **Athletic Greens** product. I am a 59 year old physician and amateur athlete. I have been using **Athletic Greens** as my sole supplement in addition to general clean eating for over a year. It helped me to withstand the intense training for Ironman Texas that I did in May, 2014 and then a Spartan Trifecta later in the year. My wife, Tammy, also uses it and swears her nails have never been stronger, which I guess is true for me, too!

Little did I know during this past year of high intensity endurance sports that I was also slowly growing a throat cancer that didn't cause symptoms until metastases occurred in my neck nodes. I have just completed high dose radiation and chemotherapy with a goal for cure. My only nutrition at the moment is tube feedings but through it all I kept up with the **Athletic Greens** as the only thing I'm really swallowing. My doctors have been surprised that the high level of phytonutrients, antioxidants, and anti-inflammatory ingredients are to account for this. I am on the road to recovery with a very positive feeling. What you have accomplished with your hard effort I feel has saved my life! —Art Martin

- Current research shows that Vitamin D inhibits the growth of prostate cancer cells and triggers their deaths — stopping prostate cancer in its tracks!
- *The American Journal of Clinical Nutrition* reports that tripling a person's blood concentration of Vitamin D improves insulin sensitivity by 60%, restoring metabolic balance to prevent or even reverse diabetes.
- In clinical trials, Vitamin D relieved depression more effectively than broad-spectrum light exposure.

YES! All it takes is about 30 minutes to 1 hour a day in the sun to get the Vitamin D your body needs. By far, safe sun exposure is the best way to naturally get your daily dosage of Vitamin D.

A Healthy Warning

Mate, let this serve as a healthy warning of the widespread deficiency of this vital nutrient and the importance getting enough of it every day.

We sell a potent form of Vitamin D3 to help you avoid deficiency during the the winter months, however because summer is around the corner, I recommend you stick to getting your Vitamin D from the best source — the sun!

Be sure to soak up the Vitamin D your body needs for optimal health and keeping you disease-free!



7 reasons why Athletic Greens Superfood Cocktail is essential daily nutrition if you want to enjoy phenomenal health...

- 1** The 75 raw greens and additional ingredients in Athletic Greens Superfood are doctor-approved and backed by a large body of clinical studies in peer-reviewed medical journals. The resulting formula delivers more energy, boosts your metabolism, enables you to avoid nutritional deficiencies, and optimizes total body health.
- 2** Many raw greens superfoods have an unpleasant taste and are difficult to choke down. Athletic Greens has a naturally pleasant, sweet taste. So you'll enjoy starting your day by drinking your daily glass of Athletic Greens.
- 3** For each ingredient we use the highest quality, most natural source available, which means the majority of our ingredients are organic. For minerals, which are non-organic, we have sourced the most bioavailable form of the mineral available.
- 4** Athletic Greens are nutrient-dense, made from a careful selection of the highest-quality, highest efficacy superfoods on the planet. These ingredients are freeze-dried to preserve their molecular structure. They are then cold milled because hot milling damages enzymes and nutrients.
- 5** Think of Athletic Greens as your daily nutritional insurance policy. It is an all-natural mega-nutrient formula designed to help you avoid nutritional deficiencies and cover the daily nutritional needs of active people.
- 6** **LOYALTY for Discounts and Rewards:** When you order with our Loyalty Program option (see page 23), you get Athletic Greens health products at a significant discount to the regular rates as well as special savings offers not available to our other customers.
- 7** **OUR UNCONDITIONAL MONEY-BACK GUARANTEE:** If you are not 100% satisfied with Athletic Greens or any other product in this catalog, simply return the unused portion or even the empty container within 365 days for a full and prompt product refund. That way, you risk nothing.



Athletic Greens No-Risk Certificate 23

☒ **YES**, send me the items I have checked below. If I am not 100% satisfied, I may return the unused portion of the product — or even the empty container — for a prompt and full product refund within 365 days. That way, I risk nothing.

To quickly claim your products today, just follow these 2 simple steps....

Step 1: Choose which items you would like purchase:

Athletic Greens Superfood Cocktail

- ☐ Single-serving Travel Packs, box of 20.....\$99.95
Special Loyalty Price (SAVE An Extra 25%)*.....\$74.97
- ☐ 1 Month Supply (30-serving container).....\$127.00
Special Loyalty Price (SAVE An Extra 20%)*.....\$97.00
- ☐ Double Dose (60-serving container).....\$254.00
Special Loyalty Price (SAVE An Extra 30%-Best Deal)*.....\$177.00

The Delicious Fat Loss Success Program (Meal Plans Plus Over 100 Recipes)

- ☐ Digital Edition For Faster Delivery**.....\$29.95

Premium Omega-3 Fish Oil (Natural Triglyceride Form)

- ☐ Single Supply (One bottle, 60 capsules, 30 day supply).....~~\$33.95~~
FREE when you purchase any other product from this catalogFREE
- ☐ Couples Pack (Two bottles, 120 capsules each, 60 servings each).....\$69.90
Special Loyalty Price (SAVE An Extra 20% - Best Deal)*.....\$55.92

Grass-Fed Whey Protein Concentrate (Un-denatured)

- ☐ Triple Pack Whey Protein (Three bottles - 22 servings Each).....\$110.85
Choose your flavor: ☐ 3 Bottles of Chocolate ☐ 3 Bottles of Banana ☐ 3 bottles of Vanilla
☐ 1 Bottle of Each Flavor (Your Price Per Bottle Is Only \$36.95!)
- ☐ Triple Pack Special Loyalty Price (SAVE An Extra 20% - Best Most Popular Deal)**.....\$88.68
Choose your flavor: ☐ 3 Bottles of Chocolate ☐ 3 Bottles of Banana ☐ 3 Bottles of Vanilla
☐ 1 Bottle of Each Flavor (Most Popular Option)
(Your Price Per Bottle Is Only \$29.56!)
- ☐ Ultimate Value Pack Whey Protein (Six bottles - 22 servings Each).....\$179.70
Choose your flavor: ☐ 6 Bottles of Chocolate ☐ 6 Bottles of Banana ☐ 6 bottles of Vanilla
☐ 2 Bottles of Each Flavor (Your Price Per Bottle Is Only \$29.95!)
- ☐ Ultimate Value Pack Special Loyalty Price (SAVE 20% - BEST DEAL)***.....\$143.76
Choose your flavor: ☐ 6 Bottles of Chocolate ☐ 6 Bottles of Banana ☐ 6 bottles of Vanilla
☐ 2 Bottles of Each Flavor (Your Price Per Bottle Is Only \$23.96!)

*You will conveniently receive automatic shipments once a month

**You will conveniently receive automatic shipments every 3 months

***You will conveniently receive automatic shipments every 6 months

If you choose to join the Loyalty Program and enjoy discounted pricing and other special offers exclusive to Loyalty Members Only, rest assured that you can cancel your shipments at any time without penalty of any kind. Remember that you're always protected by our 1 Year Money Back Guarantee on today's order and all future shipments. That means for whatever reason, if you no longer want the instant savings from the Loyalty Program, just call us up at 1-888-380-3543 and we'll cancel your Loyalty Program Membership.



Step 2: Just call us toll-free at 1-888-380-3543 and we'll take care of you right away!