

In-Store Support

- The Vice-Busting Diet free with purchase of participating PGX products – a \$19.95 value!
- Three custom display options
- Posters, bagstuffers, and product brochures



Important Dates

- Consumer campaign: Oct 1, 2010 – Feb 28, 2011
- Retailer buy-in: Oct 1, 2010 – Dec 31, 2010
(2011 dates to follow)
- Advertising starts: Oct 15, 2010

Ask your sales rep for more details
or contact customer service at 1-800-663-8900.

"The advice Julia offers is eminently sensible, definitely doable, and wonderfully empowering. It is also tried and true, the basis for Julia's own remarkable weight loss success. Healthy, vibrant and 130 lbs lighter than her former self, Julia talks about weight loss – and lasting weight control – not as a hypothetical, but as a journey she knows intimately. When you follow where Julia leads, there is no risk of losing your way, because Julia has walked every step of this walk already!"

– Dr. David Katz, author of *The Flavor Point Diet* and *The Way to Eat*

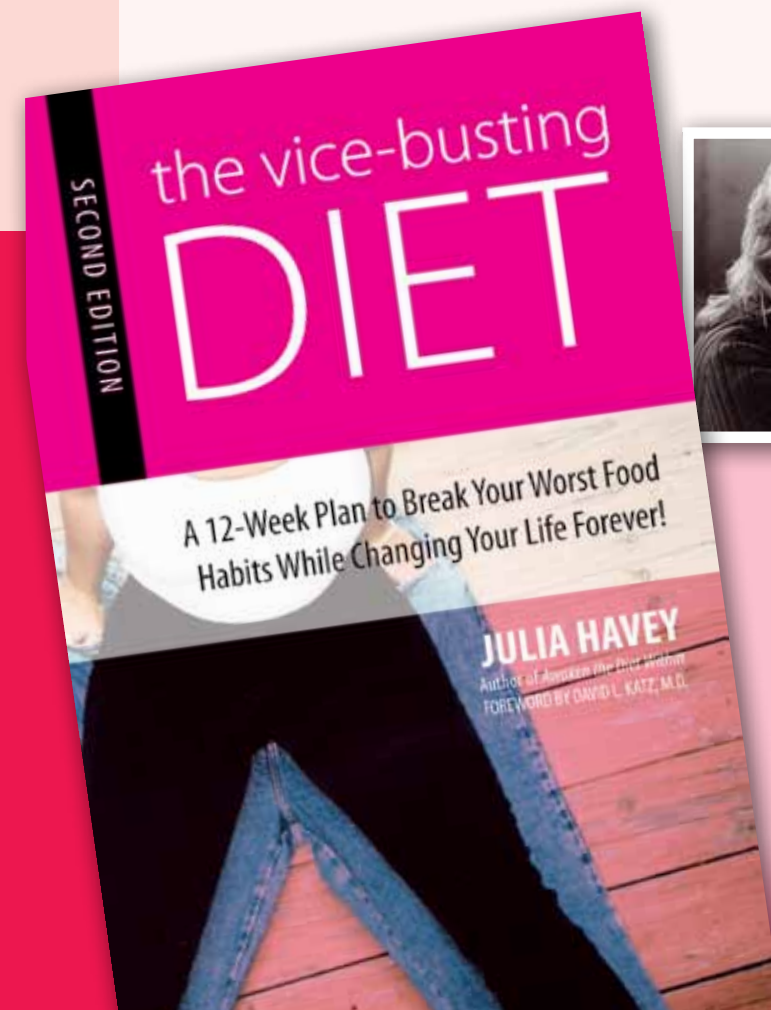


**natural
Factors**

naturalfactors.com

Natural Factors CONSUMER PROMOTION Winter 2010/2011

PGX[®] Helping 1 million people lose weight – for free!



**The goal: To help
1 million people**

"Since losing 130 lbs myself, I have helped thousands of people to reach their weight loss goals through simple changes in lifestyle, not regimented diet plans. Together with PGX, I want to help 1 million people to achieve their weight loss goals by making these same changes."

– Julia Havey, author of *The Vice-Busting Diet*

PGX.com

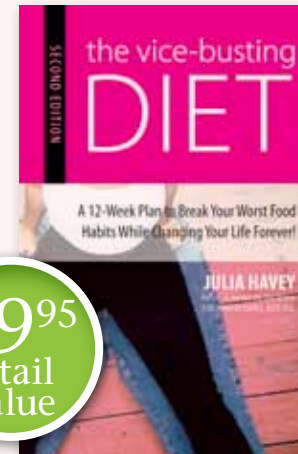
This is more than just a free book. Starting October 15, PGX is helping one million people lose weight with an all new website. The new PGX.com will include "Your PGX" – a section of our website personalized for subscribers. This section will include free tools to help members reach their goals.

Go to PGX.com for 24/7 FREE member access to:

- The Vice-Busting Diet e-book and audio book
- 26-week PGX program weight loss journal
- Comprehensive healthy eating food guide
- Consultations with master motivator Julia Havey
- Nutritional counselling, and more



A million people, a million dollar campaign



\$19⁹⁵ retail value

PGX is teaming up with Julia Havey, author of *The Vice-Busting Diet*, to help one million people lose weight for free! To promote this amazing offer, we're giving away free copies of her book (gift with purchase), providing free access to the online program, and spending one million dollars in marketing, advertising, and PR!

Huge Advertising Spend

We're pouring hundreds of thousands of dollars into a huge advertising campaign in print, television, and outdoor media.

Television: From mid-October to the end of November, and again in January and February, on-screen branding ("snipes") and PGX commercials will be airing at prime time during popular shows and news programs like:

- *The Biggest Loser*
- *Breakfast Television*
- *CityLine*
- *Entertainment Tonight*
- *Doctors*
- *Global National News*
- *House*
- *Brothers and Sisters*

Newspaper: Full-page, full-colour ads in major Canadian dailies like the *Toronto Star*, *Vancouver Sun*, and more.

Magazine: Eye-catching one- and two-page ads in popular health magazines like *Alive*, and mainstream magazines like *People* magazine.

Outdoor: Billboards in major cities, including Vancouver, Toronto, and Ottawa.

Public Relations



Julia Havey

Julia Havey will be making appearances across Canada talking about her experience with weight management and PGX. Beginning in Ontario in October she will appear on *CityLine TV* and *Breakfast TV Toronto*. She is also scheduled to appear on *Breakfast TV* in Vancouver, the Canadian Christian Channel, and the Dr. Charles Adler Radio Show, with other prospects including *Global Morning News Vancouver* and *Canada AM*. Additional TV, radio, and print media will be added as interviews are booked.