


MD'S WEIGHT LOSS BREAKTHROUGHS

Do You Have a Wheat Belly?



Learn
How You Can
Shed Up to
20, 30, 50 lbs
or More...

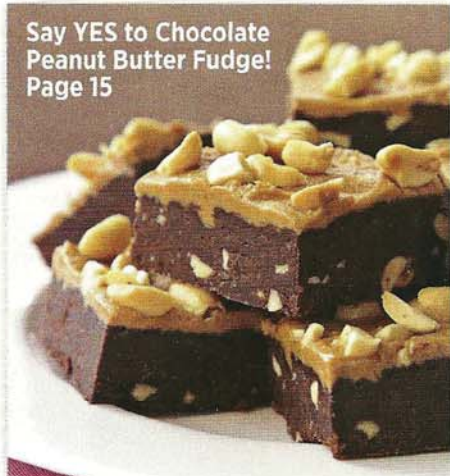
**Top Cardiologist Reveals
Remarkable Link between
Wheat and Weight Gain**

See Inside ▶▶▶

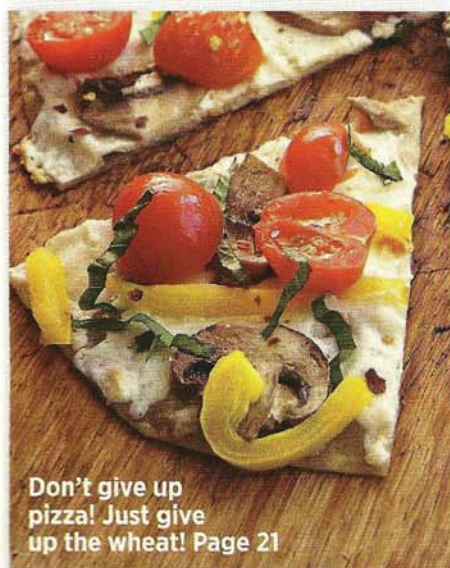
BY WILLIAM DAVIS, MD, CARDIOLOGIST

LOSE THE WHEAT...LOSE THE BELLY!

Say YES to Chocolate
Peanut Butter Fudge!
Page 15



Patients LOST
27.5 pounds on
a wheat-free
diet. Page 6



Don't give up
pizza! Just give
up the wheat! Page 21

■ **It's the WHEAT that's making you fat!** How modern, genetically altered wheat has doomed millions to obesity. Page 8

■ **EXERCISE IS NOT REQUIRED.** No matter how much you exercise, you may never lose weight unless you give up the wheat! Page 7

■ **BYE-BYE, WHEAT... BYE-BYE, 20, 30, 50 pounds or more. Plus glowing good health!** No counting calories required. Page 6

■ **EAT ALL YOU WANT with the world's most DELICIOUS weight loss foods.** You thought they were unhealthy for you... you were wrong. Page 14

■ **How today's "healthy" foods are harming your heart and clogging your arteries.** A stunning discovery that changes everything. Page 9

■ **Why making "healthier" choices can send your blood sugar soaring and trigger diabetes.** You only think you're making the right choice. Page 8

■ **Does eating wheat DISSOLVE your bones?** This could be why so many Americans have osteoporosis. Page 9

■ **How you can turn BACK the aging clock by avoiding just ONE food.** The scientific evidence you need to see now. Page 22

Plus MUCH more.

THEY lost the wheat and LOOK what happened!



Celeste LOST 55 POUNDS and 12 inches from her waistline and regained her self-confidence. Page 7

Geno LOST 104 POUNDS and beat high cholesterol and triglycerides. Page 10

Maureen LOST 51 POUNDS and no longer needs diabetes drugs. Page 9

Dale LOST 50 POUNDS and went from a dress size 14/16 to a size 2. Page 24

Chuck LOST 14 POUNDS OF BELLY FAT fast and dodged statin drugs. Page 17

The people featured in this promotion were highly successful in losing weight following the LOSE THE WHEAT, LOSE THE WEIGHT plan, but their results are not typical. A typical person should expect a safe and healthy weight loss rate of 1 to 2 pounds per week following the LOSE THE WHEAT, LOSE THE WEIGHT program, but no one can guarantee your results when losing weight. Please note that the names of the individuals featured in this promotion and the book have been changed to protect their privacy.



Lose the Wheat... Lose up to 20, 30, 50 Pounds!

MD DISCOVERED NEW WEIGHT LOSS BREAKTHROUGH

William Davis was an MD and a cardiologist. And he was also 30 pounds overweight—despite the fact he jogged 3–5 miles day!

His wife was a triathlete...and when he watched her races, he noticed that DOZENS of these superb athletes were actually fat!

How was it possible that these active men and women were still fat? It certainly wasn't a lack of exercise! Then, after researching the latest medical journals and scientific studies and testing the problem for himself AND his patients, Dr. Davis identified the culprit. IT WAS WHEAT.

So he created a simple, eat-all-you-want, wheat-free plan for himself and his patients. Then something spectacular happened. Not just once. Not just a few times. But virtually EVERY time.

Dr. Davis lost 30 pounds and beat his diabetes. And his patients returned looking like they had begun aging in reverse. Twenty, 30, 40, 50 pounds—EVEN 100 POUNDS—of fat had vanished. Their bellies were just gone...totally GONE.

In fact, if you take ONLY the last 30 patients who have tried Dr. Davis's plan, the average weight loss was 26.7 pounds. Even more remarkable...

✓ There is NO exercise required.

✓ There's NO counting calories.

(Over, please...)

✓ You don't need to give up your favorite foods.

Wheat Free Doesn't Mean Bread Free

In fact, you can eat the foods you think are off-limits. You get to KEEP eating virtually all the foods you love. And that includes bread... pasta...cake...cookies...fudge...you name it!

To make sure you will LOVE the food on this plan, we actually TESTED the recipes right here in our own Rodale test kitchen. So we prepared some of the dishes, invited some coworkers, and then recorded their comments.

The response was overwhelming. Every last dish received rave reviews from our taste-testers. You'll see their actual comments in the pages that follow!

You'll also discover how avoiding wheat can help completely turn around your health...erase a chronic condition...or even help you dodge a deadly disease, including:

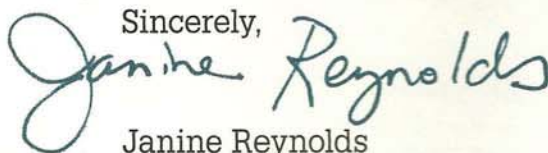
- | | |
|-----------------------|----------------------------|
| ✓ Diabetes | ✓ Irritable Bowel Syndrome |
| ✓ Arthritis | ✓ Brain Fog |
| ✓ High Cholesterol | ✓ Vision Problems |
| ✓ High Blood Pressure | ✓ Chronic Fatigue |
| ✓ Stroke | ✓ Sleep Problems |
| ✓ Heart Attack | ✓ Acid Reflux |
| ✓ Asthma & Allergies | ✓ Plus many more! |
| ✓ Celiac Disease | |

I know this sounds almost too good to be true. So please take a moment to read the science and meet the people whose lives have been transformed by Dr. Davis's remarkable program. It can easily do the same for you—if you just keep an open mind and read this report right now.

When you're done, I urge you to accept our free invitation to try the program without risking a penny or committing in any way.

Now please read on...and discover how to eat all you want and drop 20, 30, 50 pounds or MORE!

Sincerely,



Janine Reynolds
Rodale Books

“My last 30 patients who gave up wheat lost an average 26.7 lbs each...”

**No exercise. No counting calories.
Eat the foods you love. It worked for ME!**

*“In my opinion, this discovery offers a profoundly effective way
to restore good health and lose up to 50 pounds or more.”*

—William Davis, MD, Cardiologist

Dear reader,

Although I'm a cardiologist, right now I want to demonstrate how to **lose up to a pound of ugly fat every day** with...

NO EXERCISE. NO CALORIE COUNTING. NO HUNGER. NO MEASLY PORTIONS. AND NO SELF-DENIAL.

In fact, you can eat almost ALL you want and just watch in wonder as the bathroom scale spins in REVERSE.

What's the secret? Just give up wheat—by following the simple program explained in this report.

Is this really possible? Absolutely! In the next few pages, I'm going to explain why **“healthy” whole wheat is the hidden trigger behind that stubborn fat on your hips, thighs, face, and belly.**

Simply lose the wheat and...

BELLY FAT VANISHES: I have personally observed enormous potbellies just “go away” when
(continued on next page...)



**WILLIAM DAVIS, MD,
CARDIOLOGIST**

**“I lost 30
pounds of
flab when
I gave up
wheat!”**

My spare tire started at age 19 and kept growing—even though

I jogged 3–5 miles a day! Then I saw a shocking photo of myself on the beach and decided to take action. As a practicing cardiologist, I knew what that extra flab was doing INSIDE my arteries. Plus I was also battling diabetes! So I created the wheat-free plan explained in this report. Result? 30 pounds GONE and I have beaten my diabetes! My patients have reported similar and spectacular results with this program. It can do the same for you. **PLEASE READ ON!**

my patients avoided this food.

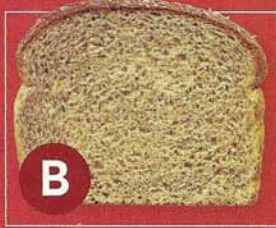
My patient Celeste, for example, lost a remarkable 12 inches from her waist after giving up wheat. Her waistline went from 39 inches to only 27. (See her story on page 7.)

Twenty, 30, 50 POUNDS or MORE JUST DISAPPEAR: The typical weight loss I have seen with my patients has been fast and fantastic—with up to 50 pounds or more vanishing within the first few months.

The Shocking Dietary Truth:



A



B

Which of these foods is a “healthier” choice for losing weight?

It's the candy bar! The glycemic index (the measure of how much a food increases your blood sugar and appetite) for a candy bar is only 41. The measure for whole wheat bread (just one slice) is as high as 72—**more than 1.5 times the index**. No WONDER we've all had so much trouble losing weight.

—From page 34 in your free-preview copy of Dr. William Davis's **LOSE THE WHEAT, LOSE THE WEIGHT** program. To request your free-preview copy and receive 3 FREE gifts, detach and mail the certificate in the back of this report.

In fact, if you take **ONLY** the last 30 patients of mine who stopped eating wheat, **the average weight loss was 26.7 pounds each**.

My patient Geno, for example, lost over 100 pounds by eliminating wheat from his diet. **In the first six months alone, he lost 64 pounds and 14 inches from his waist.** (See page 10.)

Top scientists AGREE: LOSE THE WHEAT AND YOU LOSE THE WEIGHT. For example...

■ 5 inches of belly fat vanishes:

A researcher at a prestigious university reported that weight dropped 24.5 pounds and belly fat was reduced by 5 inches for subjects who gave up wheat.

■ **27.5 pounds disappear:** According to a Mayo Clinic/University of Iowa study, test subjects lost an average of 27.5 pounds each on a wheat-free diet.

Study after study, patient after patient, the results are undeniable. Even **BETTER**, the health benefits of giving up wheat go **WAY BEYOND** your waistline. For me, giving up wheat helped me lose weight **AND** beat diabetes. For my patients, the results were nearly miraculous:

■ **DIABETES GONE!** Maureen not only lost 51 pounds, but she no longer needed her diabetes drugs. Her blood sugar was **NORMAL**.

■ **COLITIS GONE!** My patient Wendy had ulcerative colitis so severe, she was facing colon removal. By eliminating wheat, she's now cured (yes, **CURED**) and lost 38 pounds.

■ **JOINT PAIN GONE!** My patient Jason, who suffered from crippling joint pain that left him unable to walk, experienced **COMPLETE** relief, walked, and even **RAN** after taking “healthy” whole wheat off his menu. (See page 19.)

What happened when Dr. Davis's patients **LOST THE WHEAT?**

Celeste **LOST 55 POUNDS,** including 12 inches from her waist.



Celeste no longer felt "cool." Something happened starting in her mid-forties, and even without substantial changes in habits, she gradually ballooned up to 182 pounds.

"This is the heaviest I have ever been," she groaned as she sat in my office. No problem! I explained why she should give up wheat, and she gave it a try.

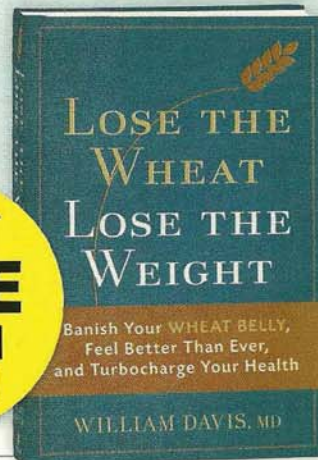
In the first 3 months alone, she lost 21 pounds—more than enough to convince her that the program worked. Celeste stuck to the diet, admitting to me that it had quickly become second nature with no cravings.

Fourteen months later, Celeste couldn't stop smiling when she returned to my office at 127 pounds—a weight she'd last seen in her thirties. She'd lost 55 pounds from her highest weight, including 12 inches off her waist, which shrank from 39 inches to 27!

She could wear her tightest designer cocktail dress proudly, no wheat belly bulge in sight!

Read her full story on page 57 of your free-preview copy of LOSE THE WHEAT, LOSE THE WEIGHT.

A typical consumer who follows the program described in LOSE THE WHEAT, LOSE THE WEIGHT can expect to lose up to 1 to 2 pounds per week.



TRY IT
FREE
FOR 21
DAYS!

Even more amazing: NO EXERCISE IS NEEDED because you're turning off your body's fat-making machine

Of course I'm a big believer in exercise, and many of my patients lost SO much weight that they naturally became more active.

**BUT EXERCISE IS NOT REQUIRED TO
LOSE WEIGHT WITH THIS PROGRAM.**

It's a simple fact that when you give up wheat, you are actually turning OFF your body's fat-making machine once and for all. Counting calories then becomes pointless because you've already eliminated the REAL root cause of your extra fat—especially around your belly.

I know that's hard to believe, so let's take a hard look at the research. Then I'll explain how you can harness this discovery through my LOSE THE WHEAT, LOSE THE WEIGHT plan...and drop 20, 30 or even 50 pounds or more EASIER than you ever have before.

I'll also invite you to try LOSE THE WHEAT, LOSE THE WEIGHT completely free for 3 weeks. (That's more than enough time to see BIG results on your bathroom scale).

First, let's begin by exposing the biggest weight loss mistake of ALL TIME...

The fat-making myth of so-called "healthy" whole grains

The first advice to eat more whole grains

was issued by the National Heart, Lung, and Blood Institute through its National Cholesterol Education Program in 1985. Funny thing: 1985 coincides precisely with the explosion of obesity and diabetes in America. (See the chart below.)

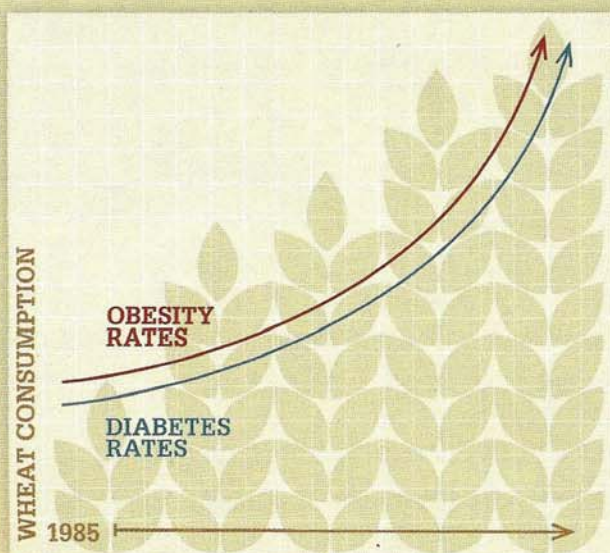
But WHY is wheat so toxic to your waistline?

Because it's NOT really wheat anymore! It's a genetically engineered SUPER-carbohydrate that came from the Sierra Mountains in Mexico in the 1960s.

Thanks to funding from a renowned foun-

When did we all get so **FAT**?

When we started eating all those "healthy" whole grains!



In 1985, the government declared that the secret to health, wellness, and being THIN was to eat more healthy whole grains like wheat. So manufacturers packed the shelves with new food products. The result? See for yourself. An explosion of extra pounds and new cases of diabetes...and it's still happening today.

dation and the Mexican government, a small group of scientists set out to make wheat easier to grow and more pest-resistant.

The goal was noble: To help end world hunger. The result was unexpected and HARMFUL to our health.

By altering the genetic structure of the wheat, and making it more tasty and palatable, the scientists unwittingly created a new SUPER-carbohydrate unlike anything the human body had ever experienced before.

Even a small serving of this "new" wheat triggered STUNNING surges in human blood sugar levels.

The results were so dramatic, you actually get a SMALLER blood sugar shock from a candy bar than from two slices of today's "healthy" whole wheat bread!

The "new" wheat also has the uncanny ability to pack on pounds—while you think you're eating healthier

Not only does the NEW wheat trigger a tsunami of blood sugar, but the surge lasts a whopping TWO HOURS, then crashes in a matter of minutes.

This roller-coaster ride repeats itself throughout the day. The result? Your hunger and cravings are virtually out of control. Fat accumulates all over your body—especially around your middle.

I call it a WHEAT BELLY. And the bigger it gets, the faster the fat accumulates. It's a vicious cycle that has saddled millions of Americans with unwanted and unattractive fat. But not just any fat...the most DANGEROUS fat of all.

Wheat signals your body to pack on unhealthy "visceral" fat

What's inside a "wheat belly"? It's visceral fat—the ugliest, nastiest, unhealthiest fat of all. It's a potent trigger for blood sugar problems

and inflammation in every cell of your body—the kind of inflammation that can lead to **DOZENS** of chronic and dangerous conditions like diabetes, heart disease, cancer, arthritis, high blood pressure, and high cholesterol.

Just LOOK at what those “healthy” whole grains are really doing to your heart

Eating “healthy” whole wheat these days helps flood your arteries with teeny, tiny cholesterol particles—the **WORST** kind of all. They have a nasty habit of sticking and accumulating on your artery walls. Eventually they reduce healthy blood flow—or even worse, break off in nasty little clumps that trigger heart attacks and strokes.

How does this happen?

As a genetically modified **SUPER**-carbohydrate, wheat triggers a chemical domino effect (oxidation, glycation, and inflammation) that **SHRINKS** your LDL particles and helps them clog your arteries.

That’s why I almost always recommend that my heart patients eliminate wheat from their diets. **It’s great for losing weight AND protecting your heart.**

Eating wheat can also weaken your bones

Scientists now know that the more dietary wheat you consume, the more **SULFURIC ACID** accumulates in your body—the same stuff that’s found in many car batteries. So your body needs to neutralize that acid by stealing calcium from your bones!

In a University of Toronto study, eating more bread (filled with wheat gluten) **increased calcium loss** by a whopping **63 percent**—making you a sitting duck for osteoporosis!

Wheat is bad news for your joints too

It’s true. Dietary wheat boosts cellular inflammation in every corner of your body and

What happened when Dr. Davis’s patients LOST THE WHEAT?

Maureen LOST 51 POUNDS and no longer needs her diabetes drugs.



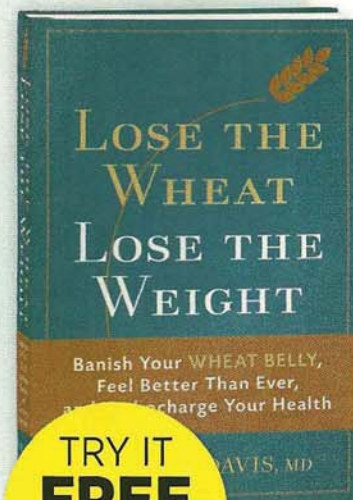
Within the first 3 months of starting the **LOSE THE WHEAT, LOSE THE WEIGHT** program, Maureen lost 28 pounds off her starting weight

of 247. After a year, Maureen had lost a total of 51 pounds, weighing in below 200 for the first time in 20 years. Her blood sugar is now under control—so she no longer needs her diabetes drugs.

Read her full story on page 110 of your free-preview copy of **LOSE THE WHEAT, LOSE THE WEIGHT**.

To request a 21-day free-preview copy of Dr. Davis’s LOSE THE WHEAT, LOSE THE WEIGHT, please detach and mail the certificate next to page 27 in this report.

A typical consumer who follows the program described in **LOSE THE WHEAT, LOSE THE WEIGHT** can expect to lose up to 1 to 2 pounds per week.



TRY IT FREE FOR 21 DAYS!

helps trigger joint pain.

My patient Jason was suffering from joint pain (and heart problems) so severe, he could barely move. So I recommended he give up wheat.

Three months later, he walked into my office completely pain free! He had even begun jogging again! Even more remarkable, his heart problems were almost GONE. You'll find Jason's story later in this report.

Wheat can WRECK your digestive system

Wheat consumption has also been linked to digestive problems like celiac disease, IBS, gas, bloating, and diarrhea. It can trigger allergies and asthma. It can actually accelerate the

aging process so your skin looks years older than your actual age. It can trigger psoriasis and skin rashes. It can cause brain fog plus memory and concentration problems. It can blur your vision. And that's just the beginning!

Now comes the BIG question: If wheat is so obviously dangerous, WHY do we keep eating it? One reason is that many food manufacturers are bombarding us with new "healthy whole grain foods" every day. But there's another, even more sinister reason...

"Bread is my crack!"

Thanks to recent experiments on the metabolic effects of wheat consumption, we now know that eating wheat actually generates MORPHINE-like compounds in the human

What happened when Dr. Davis's patients tried the LOSE THE WHEAT, LOSE THE WEIGHT plan?

Geno LOST 104 POUNDS, dodged diabetes, and had great cholesterol and triglyceride numbers



When I first met Geno, he was 5'10", weighed 322 pounds, and was battling blood sugar problems. He was also worried about his heart.

Six months later, after following my advice to give up wheat, Geno had lost an incredible 64 pounds and 14 inches off his waist. He regained the energy of his youth. He started walking and biking outdoors and was sleeping like a baby.

Even better, his blood sugar was normal. His HDL (good) cholesterol had doubled and his triglycerides dropped from several hundred milligrams to within perfect range. Another 6 months later, Geno had lost 40 more pounds, now weighing 218—a total of 104 pounds lost in one year. "My goal is 198 pounds, the weight I had when I got married," Geno told me. "Only 20 more pounds to go." And he said it with a smile.

Read his full story on page 71 of your 21-day free-preview copy of LOSE THE WHEAT, LOSE THE WEIGHT.

A typical consumer who follows the program described in LOSE THE WHEAT, LOSE THE WEIGHT can expect to lose up to 1 to 2 pounds per week.

body that result in a euphoric mental state.

In effect, wheat is an addictive appetite stimulant: It makes you want more—more cookies, cupcakes, pretzels, candy, soft drinks. More bagels, muffins, tacos, submarine sandwiches, pizza. It makes you want both wheat-containing and non-wheat-containing foods!

That also explains why bread and other wheat-filled foods are SO darn hard to give up. I've had one patient tell me, "Bread is my crack!"

Fortunately, my plan helped them make an almost painless transition to a wheat-free diet. And the results were remarkable. **Twenty...30...40...50 pounds or more would just disappear in a matter of months.** My patients would leave my office with a copy of my plan in their hands and...

WITHIN DAYS many began feeling better and reported that their "mysterious" symptoms had vanished

WITHIN WEEKS the pounds began to just melt away from their "wheat bellies" and they started fitting into skinny clothes they had almost given up on.

WITHIN MONTHS they would return to my office as TRANSFORMED human beings who were almost unrecognizable compared to their former, wheat-belly selves. The weight loss was astounding. Their skin looked young and smooth. They had all-day energy. They slept better. Their self-esteem had quadrupled. And they were engaged, active, young-looking men and women who were enjoying life—instead of avoiding it.

YOU can be next

By special arrangement with my publisher, Rodale Inc. (publishers of *Prevention* magazine), you can now try my **LOSE THE WHEAT, LOSE THE WEIGHT** program **free for 21 days.** All you have to do is detach and mail the certificate next to page 27 in this report.

If you want to beat blood sugar problems or diabetes...

GIVE UP WHEAT.

It's true: If you want to beat diabetes, give up wheat. If you want to keep your blood sugar in check, give up wheat.

And if you want belly fat to vanish at a faster rate than you've ever experienced before, you guessed it...GIVE UP WHEAT.

Wheat, my friend, may truly be the "smoking gun" behind the almost epidemic rise in blood sugar problems and diabetes in this country.

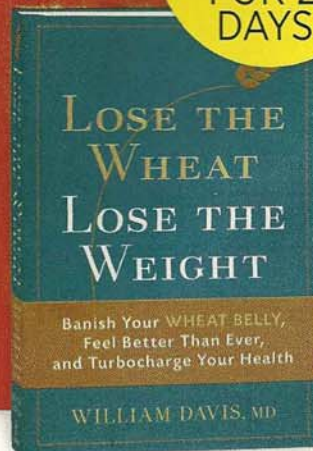
Because of wheat's incredible capacity to send blood sugar levels through the roof, trigger cravings, and pack on belly fat, it is the **ONE** critical food to eliminate if you want to beat diabetes. I have seen it work time and time again for my patients.

Giving up dietary wheat has CURED many of my patients suffering from diabetes.

That's right: Diabetes in many cases can be cured—not simply managed—by the removal of carbohydrates, especially wheat, from your diet.

To request a 21-day free-preview copy of Dr. Davis's LOSE THE WHEAT, LOSE THE WEIGHT, please detach and mail the certificate next to page 27 in this report.

**TRY IT
FREE
FOR 21
DAYS!**



Sounds easy enough. But I KNOW what you're thinking...

“How can I possibly give up eating wheat, when it’s in almost everything I eat?”

It's true. Wheat is a basic ingredient in dozens of popular foods these days, including breads, cakes, muffins, cookies, pasta, cereals, fried foods, and more. So the thought of giving up ALL these foods can sound almost impossible...until you discover the totally **AMAZING food choices** you get with the LOSE THE WHEAT, LOSE THE WEIGHT plan. For instance...

Who says you have to give up bread, cakes, and cookies? Not me!

Remember, you're giving up WHEAT, not bread, cake, or cookies. There are many delicious alternatives to the wheat-based flour used in most baked goods.

Once you become familiar with them, you

can still sit down and enjoy a delicious piece of bread with dinner...and even a piece of cake for dessert!

Some examples:

■ **Do you LOVE fresh-baked bread?** Who doesn't? On page 248 in your free-preview copy of LOSE THE WHEAT, LOSE THE WEIGHT, you'll discover a simple substitute for ordinary baking flour that works just as well and tastes absolutely fabulous!

Wheat Free Does NOT Mean Bread Free!

Just a simple ingredient substitution and you can still enjoy fresh-baked bread! See page 248.

One cup of this substitute has only 6 grams of carbs and a whopping 24 grams of protein. Compare that to a cup of ordinary baking flour, which contains a stunning 95 grams of carbs and only 13 grams of protein!

All you do is make this substitution in



Our Flourless Chocolate Cake was a HUGE hit with our taste-test panel!

Karen told us,

“It’s so light, you won’t feel guilty if you cut a BIG slice!”



your favorite recipes and **you beat the wheat WITHOUT giving up your favorite foods!**

■ **Do you ADORE a bagel in the morning?**

Okay, fair enough. The problem is that bagels are packed with wheat and deliver a super-dose of blood sugar-boosting SUPER-carbs.

But do you think you might be able to skip the bagel if you could have a fresh-baked BANANA-BLUEBERRY MUFFIN? Or how about a slice of Apple Walnut Bread? Could you live with that?

If a BANANA-BLUEBERRY MUFFIN is called "suffering," then sign me up! Our amazing recipe is on page 290 in **LOSE THE WHEAT, LOSE THE WEIGHT!**

■ **Don't even THINK of skipping dessert!**

How about a magnificent, moist piece of carrot cake smothered with the richest cream-cheese icing you've ever tasted?

Or maybe you'd prefer a piece of cheesecake instead? Our recipe on page 297 has all the flavor you love **WITHOUT** the wheat you don't need.

Is the thought of giving up PIZZA just too much to bear?

I understand. That's why, on page 269, you'll find a completely wheat-free recipe that tastes better than any fresh or frozen pizza you've ever tried. Love pepperoni? Pile it on! Do you prefer sausage? No problem! You can smother it all with fresh mozzarella and Parmesan cheese on a crispy, delicious crust that tastes fabulous...**WITHOUT** the wheat.

Are you afraid your meals will be reduced to steamed vegetables and a cube of tofu? Don't worry! Many of my patients have reported that they've **NEVER** eaten (or felt) better than on the **LOSE THE WHEAT, LOSE THE WEIGHT** plan. Just look...

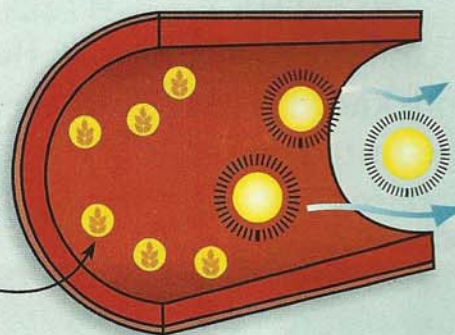
■ **Who could complain about enjoying Parmesan-Breaded Pork Chops with Balsamic-Roasted Vegetables for dinner?** The cheesy

(Continued on page 16...)

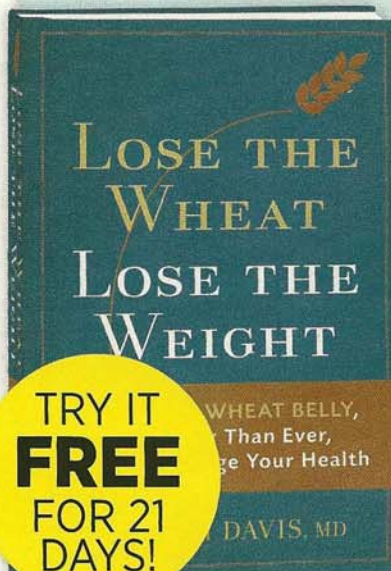
How eating wheat shrinks your LDL cholesterol particles so they stick to artery walls...

and help trigger heart attacks and strokes

Small, sticky particles form when you eat excess carbs like wheat.



When you eat whole wheat products, they actually help **SHRINK** the LDL particles in your bloodstream—making them far more likely to stick to your artery walls and trigger heart attacks and strokes.



To request a 21-day free-preview copy of Dr. Davis's **LOSE THE WHEAT, LOSE THE WEIGHT**, please detach and mail the certificate next to page 27 in this report.

Lose the wheat... lose 20, 30, 50 lbs... and love what you eat!

Who says giving up wheat means giving up flavor? NOT the LOSE THE WHEAT, LOSE THE WEIGHT plan by Dr. William Davis. We could tell you how great the recipes are, but you and I both know the proof is in the tasting. So we recently taste-tested some of the recipes and recorded the response. *Just look what our taste-testers told us!*



"My Italian friends would approve!
Delizioso!" —Lori M.

When Jacob T. took one bite of our ***Ricotta Pancakes with Strawberries***, he was thrilled!

"I could devour a whole stack of these flapjacks!" he told us. "The strawberries make this the perfect Sunday breakfast!"

"Great and filling! Can't wait to try these for breakfast or even dinner!" —Karen V.

Our Shirataki Noodles with Marinara Sauce were a five-star sensation too.

Marielle told us, "The noodles are firm, springy, and oh-so-slurpable. I would serve this to all the pasta lovers in my family!"

**Over 45 delicious
wheat-free recipes
to choose from
Try them all FREE!**

- ★ Egg and Pesto Breakfast Wrap
- ★ Zucchini "Pasta" with Baby Bella Mushrooms
- ★ Crab Cakes
- ★ Pecan-Crusted Chicken with Tapenade
- ★ Mexican Tortilla Soup
- ★ Brie, Pear, and Prosciutto Sandwich
- ★ Herb-Roasted Chicken and Gravy
- ★ Flourless Orange-Almond Cake
- ★ Baked Potato Crisps with Chive-Sour Cream Dip

And MUCH more

The Parmesan Pork Chops were off-the-charts delicious for everybody.

"These pork chops were moist and flavorful with a light but crunchy breading. It's elegant enough for company." —Sheila D.

The ***Banana-Blueberry Muffins*** were an absolute smash! Just look what our taste-testers reported:

"These are so delicious—I would never have known they don't have flour. I plan to bake these for my family! —Annmarie

"They taste better than my mom's! But don't tell her that. I can't believe there's no gluten." —Jacob T.

It was the same story...dish after dish after dish! And the desserts were a huge hit too!

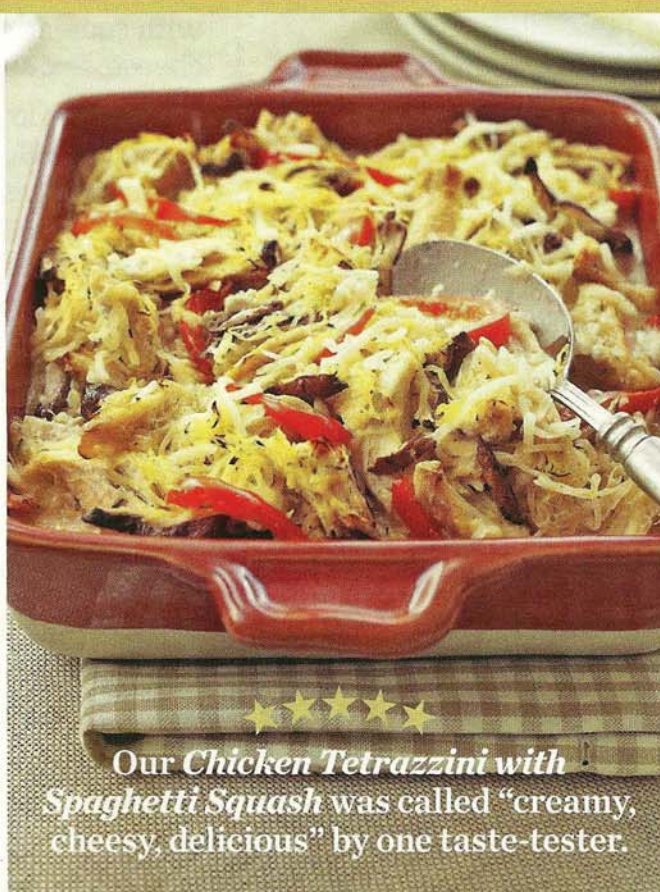
Our ***Chocolate Peanut Butter Fudge*** was almost instantly GONE!

Karen told us it was "so good that just a small piece WOWS. It's creamy and crunchy and the perfect end—all without the wheat!"

Thanks to the over 45 amazing recipes in your free-preview copy of **LOSE THE WHEAT, LOSE THE WEIGHT**, wheat-free dining has never tasted SO FABULOUS.

How would you like to enjoy amazing dishes like these and just watch as your scale goes down, down, and DOWN!

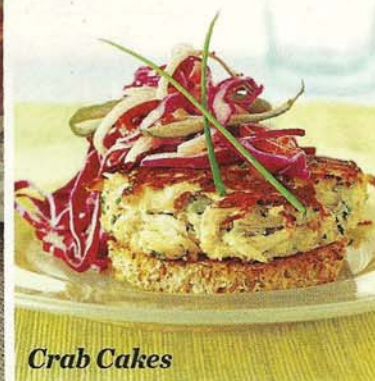
Why not see for yourself and send for your free-preview copy today? Simply detach and mail the certificate in the back of this report and we'll rush your copy on its way with ZERO obligation to buy a thing!



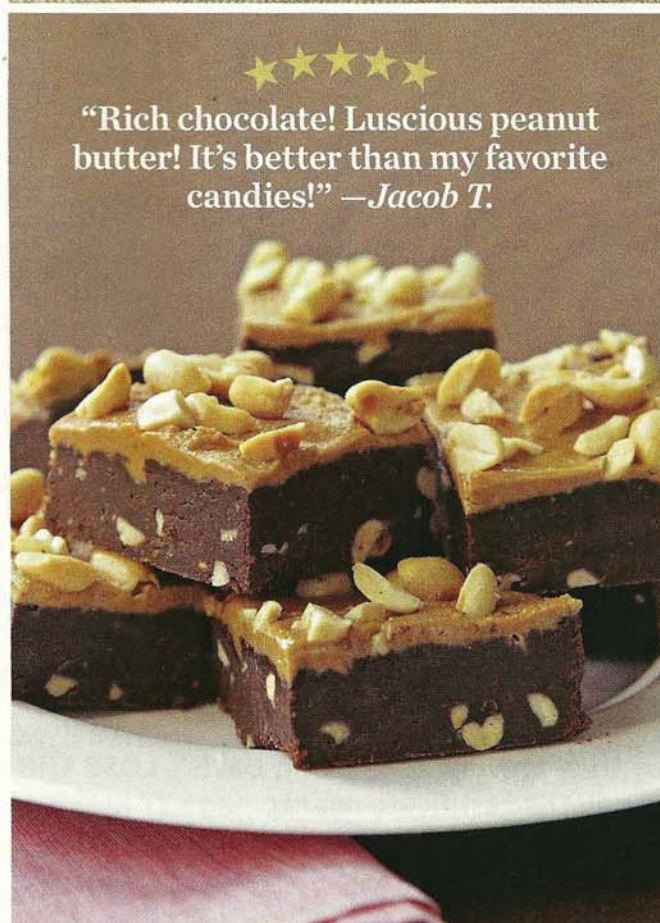
★★★★★
Our *Chicken Tetrazzini with Spaghetti Squash* was called "creamy, cheesy, delicious" by one taste-tester.



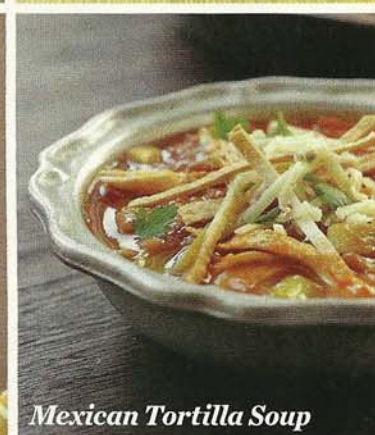
Banana-Blueberry Muffins



Crab Cakes



★★★★★
"Rich chocolate! Luscious peanut butter! It's better than my favorite candies!" —Jacob T.



Mexican Tortilla Soup



Parmesan Pork Chops

(...continued from page 13)

crust is wheat free and helps keep the pork chops moist and tender. The balsamic-roasted vegetables are an absolute perfect complement to the richness of the pork chops. The only problem? You need to make sure you prepare enough for second, or even third, helpings!

■ **Are you addicted to pasta?** Then you'll adore our Garlic Shrimp and Broccoli with Noodles. It delivers all the garlicky delight of a heaping plate of pasta—but contains ZERO wheat. You can enjoy it as is or smother it

with some fresh-shaved Parmesan or Romano cheese. See the recipe on page 274.

■ **Do you love a hearty, hot sandwich at lunchtime?** No problem! How about a Brie, Pear, and Prosciutto Sandwich? The crispy crust and melted cheese taste like it's full of unhealthy carbs...but it's not. So you can indulge yourself COMPLETELY guilt free. Your recipe for satisfaction is on page 271.

■ **Feel like some Chinese food tonight?** On page 280, you'll find an easy, fast recipe for pork-fried rice that will put your local

What happened when Dr. Davis's patients LOST THE WHEAT?

David LOST 20 POUNDS and reports,

"I am looking forward to my 35th high school reunion!"



When David was in his twenties, his total cholesterol level was already well over 250—due to what he thought was genetics, having had a grandfather die of a heart attack at a young age.

But years of watching what he ate, including what he thought were "healthy" whole grains, and hitting the pavement on regular runs didn't change his cholesterol numbers. "For over 20 years I ate whole grain cereal for breakfast and rarely had eggs," he said.

Tired of doing all the right things yet seeing no improvements in his health, David decided to go wheat free.

Within just 2 weeks of following Dr. Davis's advice, people complimented his smaller waistline. "Today, I physically feel and look great," said David. "In fact, I am looking forward to my 35th high school reunion in July...and I don't need to lose weight, because I am already there!"

IT WAS THE EASIEST 20 POUNDS DAVID EVER LOST!

Read his full story on page 62 of your free-preview copy of LOSE THE WHEAT, LOSE THE WEIGHT.

To request a 21-day free-preview copy of Dr. Davis's LOSE THE WHEAT, LOSE THE WEIGHT, please detach and mail the certificate next to page 27 in this report.

A typical consumer who follows the program described in LOSE THE WHEAT, LOSE THE WEIGHT can expect to lose up to 1 to 2 pounds per week.

restaurant to shame. You'll get the rich flavors you love...and you can lose weight at the same time!

Or if you prefer something else, how about making some of our amazing Ginger Spice Cookies from page 294? I love to serve them while they're still warm and chewy, topped with fresh whipped cream and raspberries!

You'll get dozens of delicious recipes that will satisfy even the toughest food critics!

For breakfast you can eat like ROYALTY as you enjoy meals like **Ricotta Pancakes with Strawberries...Spinach and Cheese Mini-Quiches...**or even a hearty **Tex-Mex Egg Tortilla** that will keep your hunger under control all day long!

Love eggs? Go ahead, indulge yourself with a 3-egg omelet stuffed with Cheddar cheese. There are NO restrictions on our wheat-free foods.

For lunch, how about some crispy Crab Cakes that deliver the flavor and texture you love—but without the fat-making wheat carbs you hate.

Or maybe you'd prefer some **Beef Sliders with Thyme-Sauteed Onions** and some **Sweet Potato Fries** on the side!

For dinner, how about our amazing **Chicken Tetrazzini** or **Herb-Roasted Chicken and Gravy**?

There are dozens MORE, and you'll find them all in your free-preview copy of **LOSE THE WHEAT, LOSE THE WEIGHT!**

"Are these recipes REALLY good...or am I going to miss the wheat?"

When I first created **LOSE THE WHEAT, LOSE THE WEIGHT**, I knew the food had to be sensational. I KNEW that my family loved the recipes, but what about the general public?

Chuck gave up wheat, LOST 14 POUNDS of belly fat, and dodged statin drugs

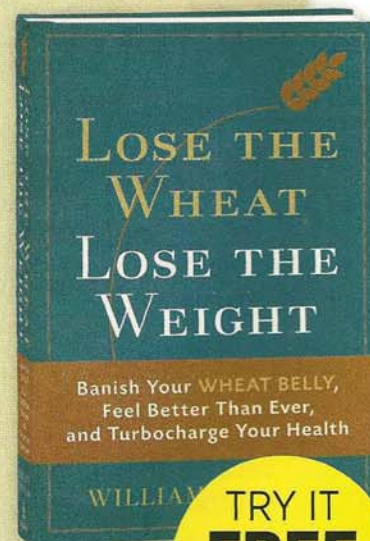
Chuck came to me because he had heard that it was possible to reduce cholesterol without drugs. His cholesterol test was ominous and he was on the brink of needing cholesterol drugs for life.

After 90 days on the LOSE THE WHEAT, LOSE THE WEIGHT program, Chuck's numbers were fantastic! He had dodged the drugs and lost 14 pounds at the same time!

Read his full story on page 160 of your free-preview copy of **LOSE THE WHEAT, LOSE THE WEIGHT**.

To request your 21-day free-preview copy of LOSE THE WHEAT, LOSE THE WEIGHT, detach and mail the certificate in the back of this report.

A typical consumer who follows the program described in **LOSE THE WHEAT, LOSE THE WEIGHT** can expect to lose up to 1 to 2 pounds per week.



TRY IT FREE FOR 21 DAYS!

So, with the help of the famous *Prevention* test kitchen at Rodale Inc., we decided to taste-test some of the recipes and see what happened!

The Rodale test kitchen prepared a selection of recipes from **LOSE THE WHEAT, LOSE THE WEIGHT** and served them to a group of local residents...and then recorded their reactions.

William Davis, MD, reports...

Acid reflux and irritable bowel symptoms DISAPPEARED!



And that was just for starters!

In addition to losing weight and controlling their blood sugar and cholesterol, my patients have reported that their symptoms of acid reflux and irritable bowel syndrome disappeared.

Plus their energy improved. They had greater focus. They slept better. Rashes disappeared—even rashes that had been present for many years. Their rheumatoid arthritis pain improved or disappeared. Asthma symptoms improved or resolved completely, allowing many to throw away their inhalers!

Thinner. More energetic. Clearer thinking. Better bowel, joint, and lung health. Time and time again the results were the same: fantastic!

Best of all, my new LOSE THE WHEAT, LOSE THE WEIGHT plan helps you avoid the wheat—yet feast on the hands-down best meals you’ve ever tasted.

We asked our panel of “judges” to rate the recipes NOT as “diet” foods but as EVERYDAY foods they would prepare and serve to their own families.

The results? **EVERY** single recipe received a **RAVE REVIEW** from our judges.

One taster reported that our Veggie Pizza recipe was a slice of pure heaven and said, “I would serve this every Friday night to my family for pizza night!”

Marielle M. told us, “**The flaky crust is nice and crispy—like a NY-style pizza...**”

Barb S. reported that our Chicken Tetrazzini was a “**cheesy, satisfying comfort food with LOTS of flavor...**”

Time after time, dish after dish, the results were the same...**UNANIMOUS** rave reviews. (You can see more recipes and reviews on pages 14 & 15 in this report.)

Are you beginning to see how a diet without wheat is not only possible but even tastier?

“OK, I’m interested, but how do I begin?”

The first step is to detach and mail the certificate in the back of this report. Then you’ll receive a 21-day free-preview copy of **LOSE THE WHEAT, LOSE THE WEIGHT—**plus 3 **FREE** *Prevention* health guides.

You’ll have a full 21 days to home-test the program. If you aren’t completely delighted, you can return the book within 21 days and not owe a single penny. Keep your free guides (as a thank you gift) and that will be that!

Fair enough? Good. Let’s look at exactly what happens when you lift the cover of your free-preview copy of **LOSE THE WHEAT, LOSE THE WEIGHT.**

LOSE THE WHEAT, LOSE THE WEIGHT Step #1: Get wheat-smart to lose the wheat belly!

The first step is to learn how to find the

What happened when Dr. Davis's patients tried the LOSE THE WHEAT, LOSE THE WEIGHT plan?

"After 5 days, I couldn't believe it: I had no pain whatsoever."

When Jason first came to me, he was worried about his heart. His doctor told him he might even need a heart transplant. He also had such severe joint pain, he could barely move without wincing.

For both his heart AND his joints, I asked him to try my LOSE THE WHEAT, LOSE THE WEIGHT program.

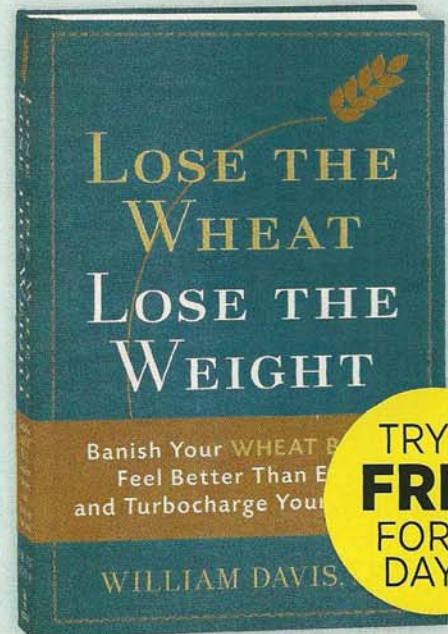
Jason returned to my office 3 months later a changed man. "After 5 days, I couldn't believe it: I had no pain whatsoever," he told me.

What impressed me further was that he no longer showed any evidence of heart failure!

Read his full story on page 128 of your free-preview copy of LOSE THE WHEAT, LOSE THE WEIGHT.

To request a 21-day free-preview copy of Dr. Davis's LOSE THE WHEAT, LOSE THE WEIGHT, please detach and mail the certificate next to page 27 in this report.

A typical consumer who follows the program described in LOSE THE WHEAT, LOSE THE WEIGHT can expect to lose up to 1 to 2 pounds per week.



"hidden" wheat in the foods you eat every day. It's not just a matter of looking for the word "wheat" on the label. On page 239 you'll find a complete list of the "aliases" manufacturers use to disguise the wheat in their products. Once you learn a few "code words" for wheat products, shopping is a cinch.

Some of the ingredients to avoid include caramel and artificial colorings (they are often wheat-based), emulsifiers, starches, bran, semolina, bulgur, and any kind of "filler."

You'll also discover:

■ Why buying foods labeled "gluten-free" is NOT a guarantee that you'll get a healthier food. In many products, the manufacturer substitutes a similar grain that's almost as

bad for your blood sugar! See page 238.

■ How NOT to get a wheat belly from your favorite drinks. It's true: Some beverages are packed with blood sugar-raising ingredients that go way beyond mere sugar. Beer is one example, of course. But you just won't believe where the wheat is hiding, until you see page 239.

■ How to navigate the breakfast cereal aisle safely. Who could imagine that CORN flakes and "healthy" granola cereals are packed with wheat? Well, they are! You'll find the complete list on page 239.

■ The four CHEESES that are packed with wheat. One of the nicest things about LOSE THE WHEAT, LOSE THE WEIGHT is that

cheese is now BACK. You can eat almost ANY cheese, except the four listed on page 239!

■ **How to escape from a fast-food restaurant wheat free AND gluten free.**

Yes it IS possible, when you try the tricks on page 240.

■ **The simple secrets to wheat-free snacking.** On page 242 in your free-preview copy of LOSE THE WHEAT, LOSE THE WEIGHT, you'll find a complete list of the wheat-packed snack foods to avoid—like jelly beans and dry-roasted nuts! Just avoid these few snack foods and everything else is STILL on your table.

■ **The wheat-free kitchen makeover.**

Once you've found the hidden wheat in your everyday foods, it's time to "restock" your kitchen with all the essentials you'll

need to enjoy wheat-free gourmet meals. On page 243, you'll find a COMPLETE grocery shopping list. We've done all the thinking so YOU don't have to.

Easy recipe "makeovers."

Many people assume that avoiding wheat throws all your favorite recipes and dishes out the window, **but that's just NOT true!** Many wheat-based, classic recipes work just fine with the smart substitutions that begin on page 245!

■ **Gluten-free menus and restaurants** are beginning to pop up everywhere, but do they know what it takes to eliminate the wheat and KEEP the taste? On page 303, you'll find all the details, plus a few simple tricks that will guarantee you get wheat-free meals without feeling deprived!

LOSE THE WHEAT, LOSE THE WEIGHT Step #2: Cold turkey...or taper?

For most people, the quickest, most painless way to eliminate wheat is to slash it from your diet cold turkey: Stop it immediately and don't look back.

The next few days may bring mental "fog" or fatigue. But, having counseled thousands of people through this process, I can assure you that the effect lifts quickly and most people report a level of clarity and energy they haven't experienced in decades!

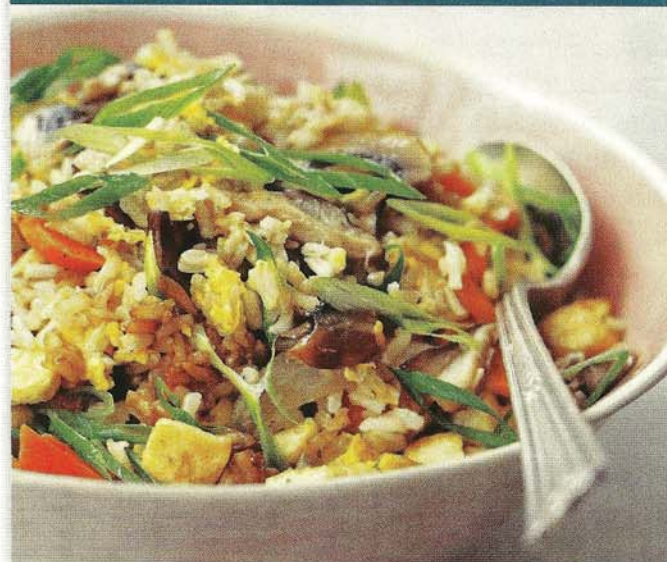
If you're not prepared to go cold turkey, no problem! On page 206 in your free-preview copy of LOSE THE WHEAT, LOSE THE WEIGHT, you'll find a painless, four-week "taper" program, that gently breaks your addiction to wheat products.

You'll still feel better and can see results on your bathroom scale, but with fewer "withdrawal" symptoms from going cold turkey.



Quick-Cookin' Pork Fried Rice: *Mmm!*

Our recipe delivers the Asian flavors you love, without the fat-making wheat!



Either way, you just can't go wrong! We guide you every step of the way and tell you what to expect and how to handle it almost effortlessly.

**LOSE THE WHEAT,
LOSE THE WEIGHT Step #3:**
*Enjoy the foods you love...and
watch the scale plummet!*
NO COUNTING CALORIES.

Steak. Burgers. Eggs. Fish. Cheese. Nuts. Wheat-free bread, cakes, cookies, muffins, and desserts. "Fatty" foods you thought were bad for you. They're ALL on the list of wheat-free foods you can enjoy every day...without counting calories.

You can enjoy remarkable weight loss while you feast on all this great food.

**20, 30, 40, 50 pounds or
more disappeared when
my patients stopped eating
wheat...YOU can be next**

■ **My patient Celeste LOST 55 pounds** and regained her self-confidence.

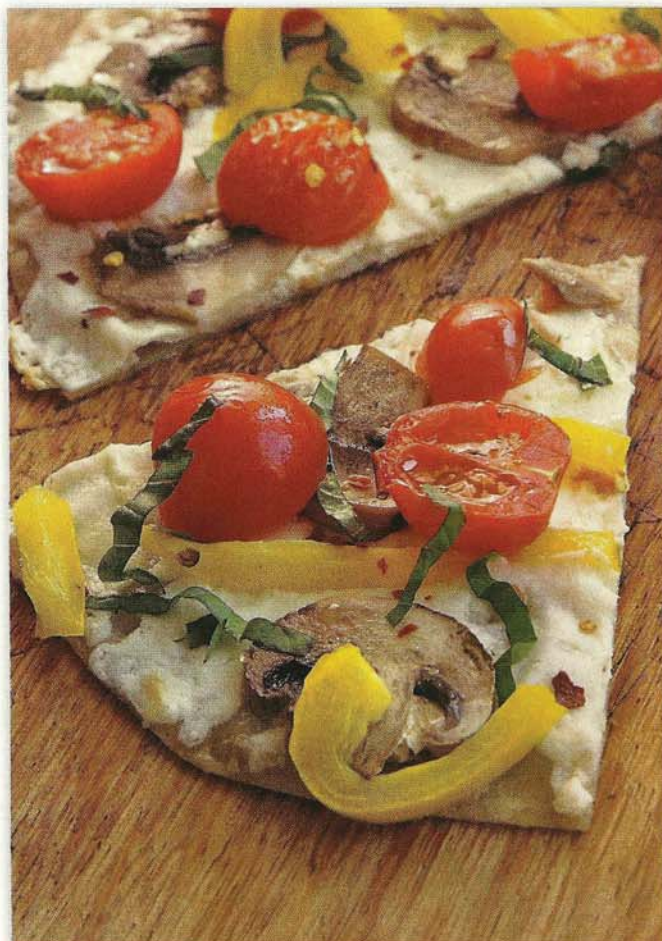
■ **My patient Geno lost a whopping 104 pounds** and his cholesterol and triglyceride numbers went from awful to almost perfect!

■ **My patient Maureen lost 51 pounds** and said goodbye to her diabetes.

■ **My patient Dale lost 50 pounds** and went from a size 14/16 dress to a size 2. She told me, "I'm delighted that at the age of 58, I'm in not only the best shape of my life, but in far better shape than I ever thought possible—stronger, more flexible, more energetic."

And remember, **NONE** of these people were told to count calories. They simply eliminated the #1 fat-making food from their daily diets... and replaced it with delicious foods the whole family adores.

It just doesn't get any simpler—or more effective—than this.



Lose the wheat, keep the pizza! Our wheat-free recipe got rave reviews from our taste-testers. Just look:



**"...this far surpasses
some of the best pizza
shops. The abundance
of cheese and fresh
veggies are the perfect
crust toppers..."**

—Karen B.

Why not try it and see for yourself?

All you have to do is detach and mail the postage-paid certificate next to page 27 and my publisher will immediately rush your 21-day free-preview copy of **LOSE THE WHEAT, LOSE THE WEIGHT** on its way.

You'll have a full 3 weeks (21 days) to preview the book and see if it will work for you. **There's ZERO obligation to buy** a thing now. That's what I LOVE about Rodale Inc. When they say "FREE," they really mean it.

Can you turn BACK the aging clock by eliminating wheat from your diet?

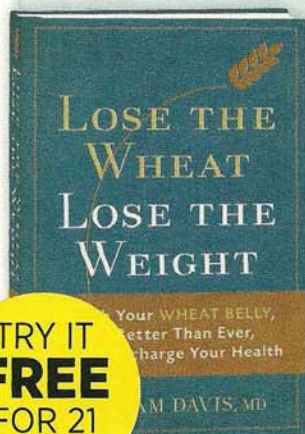


One study, detailed on page 148, suggests that eating wheat can actually accelerate the aging process for your skin through a process called glycation.

Glycation contributes to the destruction of the essential building blocks the skin needs to stay young and wrinkle free.

When my patients STOPPED eating wheat, they not only lost weight but also helped slow the fundamental process that helps trigger aging and wrinkles.

To home-test LOSE THE WHEAT, LOSE THE WEIGHT for 21 days FREE, just detach and mail the certificate in the back of this report!



TRY IT
FREE
FOR 21
DAYS!

You'll also receive 3 FREE Prevention health guides just for trying **LOSE THE WHEAT, LOSE THE WEIGHT**



Lose The Wheat **GROCERY SHOPPING GUIDE**

FREE GUIDE #1:

Lose the Wheat Grocery Shopping Guide

One of the hardest things about eating wheat free is sorting through the foods at your grocery store. Reading labels helps. But who wants to stand in the aisle, squinting and translating food labels all day?

That's why this all-new guide is the absolute PERFECT companion to **LOSE THE WHEAT, LOSE THE WEIGHT**.

It's your aisle-by-aisle supermarket guide to making healthier choices for yourself and the ones you love. It's organized by food category—just like your supermarket—so there's no guesswork ever. You just grab and GO. You're in and out of the market in record time, and you know you've made smart choices for your family.

This guide is NOT available anywhere else, at any price. It was created specifically to work with the **LOSE THE WHEAT, LOSE THE WEIGHT** plan. And it's our FREE gift to you just for returning your certificate today.



Walk Off 5 TIMES MORE BELLY FAT!

FREE GUIDE #2:

Walk Off 5 TIMES More Belly Fat!

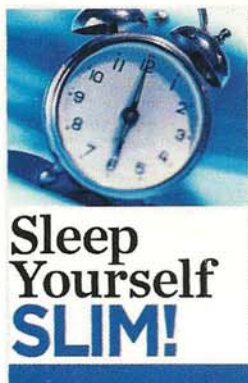
Remember, the **LOSE THE WHEAT, LOSE THE WEIGHT** plan does NOT require exercise, but I DO recommend that you get moving to get even faster, belly-busting results.

Your free guide delivers **a simple, 8-week**

program that targets belly fat like a laser beam. Thanks to breakthrough research, we now know that all workouts are NOT equal.

It turns out that by making simple adjustments to your exercise habits (explained in your free guide), you can burn FIVE TIMES more belly fat in the same workout time. Your free guide harnesses this exercise breakthrough with a simple, progressive walking plan that can deliver BIG results without burning you out. Losing belly fat was never easier or more pleasant!

When you're ready, your free guide also includes a set of flat-belly exercises that help firm your ever-shrinking midsection. It's almost like having a personal trainer at your side!



FREE GUIDE #3: Sleep Yourself Slim!

Ever notice that doughnuts, muffins, and pastries are so much harder to resist when you're running on not quite enough sleep?

You're not alone. In studies from the University of Chicago, it was found that sleep deprivation increases insulin resistance quickly and boosts serious cravings for high-fat, high-carb sweets like pies, cakes, and cookies!

And guess where almost all that extra fat goes. Your belly, of course!

So getting a good night's sleep is NOT just for rest; it actually helps control your appetite. Your free guide reveals the full, fascinating details and demonstrates how to summon deep, natural sleep all night, EVERY NIGHT.

You'll discover the 5 simple rules for sleeping soundly. The simple bedtime rituals that almost guarantee a restful night. How to defeat the worst sleep saboteurs—including a snoring spouse! Why your bedside clock



Our taste-testers reported that our *Ricotta Pancakes* were

“nice and fluffy.”
You'd never guess
they were completely
wheat FREE!



may be a bad idea. The ancient Oriental art that can add an extra HOUR of deep sleep every night, according to researchers. And SO much more.

If you have any trouble sleeping, it could be sabotaging your efforts to lose weight. Discover in your free guide how to reverse the sleepless curse—so you can sleep like a baby at last!

What happened
when Dr. Davis's patients
LOST THE WHEAT?

Dale **LOST** **50 POUNDS** in just 1 year. She went from a size 14/16 to a size 2.

"It began coming off immediately, steadily, effortlessly," she said. "At first I lost the 20 pounds I have repeatedly lost and regained my entire adult life. Then I began to see numbers on the scale that I hadn't seen since college."

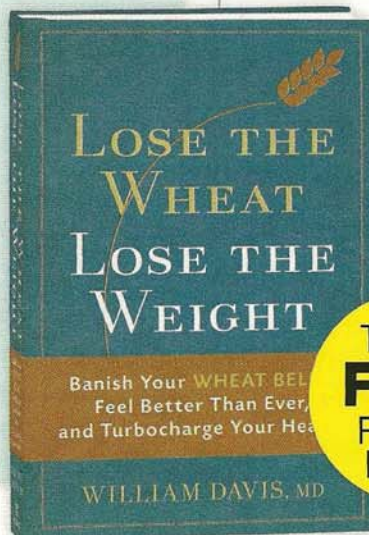


"I'm surprised at how much more familiar my body seems to me now than the one with all the extra weight I was carrying around for the past 40 years!" she said. "I'm delighted that at

the age of 58, I'm in not only the best shape of my life, but in far better shape than I ever thought possible—stronger, more flexible, more energetic."

Read her full story on page 96 of your free-preview copy of **LOSE THE WHEAT, LOSE THE WEIGHT**.

A typical consumer who follows the program described in **LOSE THE WHEAT, LOSE THE WEIGHT** can expect to lose up to 1 to 2 pounds per week.



All 3 guides are yours free to KEEP—just for returning your certificate today... NO OBLIGATION to buy

Please remember, **there's never any obligation** when you respond to this invitation. Once you return your certificate, you'll receive a 21-day FREE-preview copy of **LOSE THE WHEAT, LOSE THE WEIGHT** plus three FREE guides that are yours to keep no matter what.

You're also protected by Rodale's iron-clad 3-part guarantee

GUARANTEE #1: You NEVER risk a single penny when you home-test **LOSE THE WHEAT, LOSE THE WEIGHT**. You have a full 21 days to see if you get the results you want!

GUARANTEE #2: The 3 FREE bonus guides are yours to keep **NO MATTER WHAT**. They're our "thank you" gifts to you just for returning your certificate today.

GUARANTEE #3: Get a refund ANYtime, even 20 years from now! If, and only if, you decide to keep your free-preview copy of **LOSE THE WHEAT, LOSE THE WEIGHT**, you can receive a full and prompt refund for as long as you own the book! Ten, 20, or even 50 years from now, **you can ask for your money back!**

I think you'll agree that's a pretty fair deal. But that's just the way the folks at Rodale Inc. work. They've published *Prevention* magazine for over 61 years now, and they take your trust seriously.

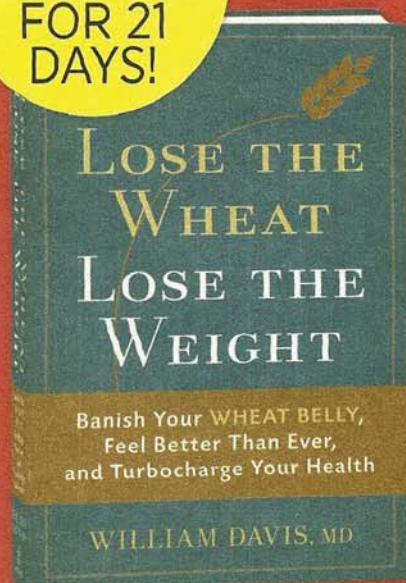
That's also why I'm delighted they have invited YOU to be among the first to experience the remarkable results that

(Continued on page 27...)

**TRY IT
FREE
FOR 21
DAYS!**

TRY IT
FREE
FOR 21
DAYS!

Lose the Wheat... Lose the Weight... Eat like Royalty!



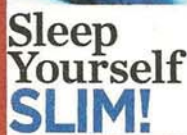
Detach and mail this certificate to home-test Dr. William Davis's revolutionary weight loss program and lose 20, 30, 40, 50 pounds or more with **NO EXERCISE** and **NO CALORIE COUNTING**. We promise that there's...

- ✓ **ZERO Risk**
- ✓ **ZERO Obligation**
- ✓ **ZERO Fine Print**

This is a real, old-fashioned, risk-free invitation!

3 BONUS GUIDES **FREE**

just for looking.
They're yours
to keep no
matter what!



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 177 EMMANUS, PA

POSTAGE WILL BE PAID BY ADDRESSEE

RODALE BOOKS

PO BOX 378

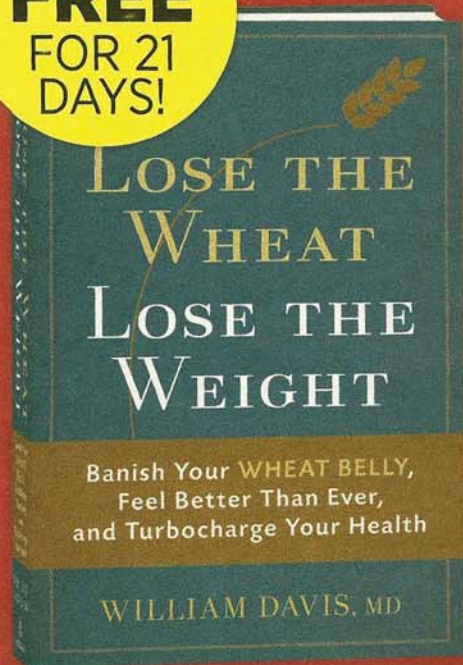
EMMANUS PA 18099-0378



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



TRY IT
FREE
FOR 21
DAYS!



Beat Your Wheat Belly **FAST!**

Detach and mail this certificate and discover how to lose 20, 30, 50 pounds or more by eliminating the toxic wheat in your diet...and then enjoying the world's most delicious meals with **NO CALORIE COUNTING** and **NO EXERCISE**.

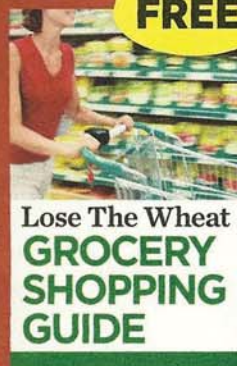
**YES, I want to lose
20, 30, 50 pounds or more!**

Please send me LOSE THE WHEAT, LOSE THE WEIGHT for 21 days FREE— with NO obligation to buy. If I keep it, I'll pay for it in 4 easy installments of only \$7.99 each, plus shipping and handling. If I'm not delighted, I'll return the book within 21 days and owe nothing. My three free gifts are mine to keep no matter what.

OS 41 / 045060 / 3195 / 001375

201807603 / Printed in USA

FREE!



Lose The Wheat
**GROCERY
SHOPPING
GUIDE**

FREE!



Walk Off
**5 TIMES
MORE
BELLY FAT!**

FREE!



Sleep
Yourself
SLIM!

(...continued from page 24)

only LOSE THE WHEAT, LOSE THE WEIGHT can deliver.

I have just one final question for you

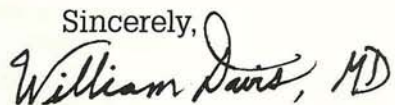
Do you sincerely want to lose weight? Good. Then I urge you to accept this free-trial invitation today.

I don't believe in "magic bullets" when it comes to medicine. But I can honestly say that going wheat free is the closest thing I have ever seen.

I know it can make a profound difference in your life, if you'll only give it a fair chance.

You really DO risk nothing for previewing the book free for 21 days. So I hope to hear from you soon!

Sincerely,

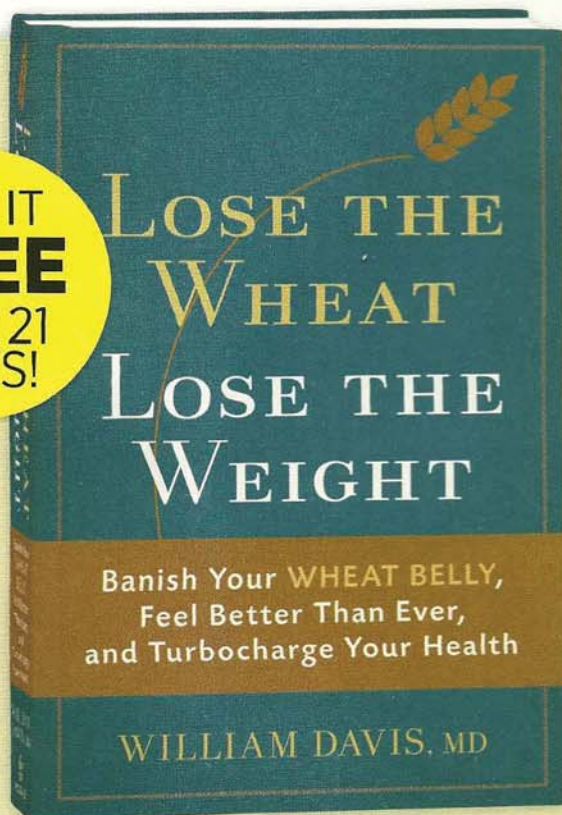


William Davis, MD

P.S. STILL SKEPTICAL? THAT'S OK! Every last patient of mine who eliminated wheat looked at me sideways and said, "You've got to be kidding, doctor. There's NO way I can live without bread, pasta, and wheat!"

Yet EVERY patient who did it reported they had never felt better, ate better, or lost more weight!

TRY IT
FREE
FOR 21
DAYS!



**And Claim Your
3 FREE Gifts!**

Home-Test LOSE THE WHEAT, LOSE THE WEIGHT for 21 Days **FREE!**

Why not see for yourself what a profound improvement this remarkable plan could deliver for you? **You risk nothing to give it a try. You don't send us a penny—unless you are fully satisfied.** Let Dr. Davis demonstrate that you can lose the wheat and experience the greatest weight loss success of your life!



INSIDE: Top Cardiologist Reports:

“Want to lose weight fast without exercise? Lose the wheat and lose 20, 30, 50 pounds or more.”

“Over 2,000 men and women from my clinic have confirmed the remarkable results AND reported more energy, deeper sleep, less joint pain, healthier digestion, better cholesterol numbers, easier breathing, fewer rashes, and MORE. It helped ME (and many of my patients) beat diabetes too!”

—*Dr. William Davis, Cardiologist*

**Sample of actual patient results from the enclosed program.
Find out **HOW** they did it in this report:**

Celeste LOST 55 POUNDS and 12 inches from her waistline and regained her self-confidence. Page 7

Geno LOST 104 POUNDS and beat high cholesterol and triglycerides. Page 10

Dale LOST 50 POUNDS and went from a dress size 14/16 to a size 2. Page 24

David LOST 20 POUNDS FAST—just in time for his 35th reunion—and got great cholesterol numbers. Page 16

Chuck LOST 14 POUNDS OF BELLY FAT fast and dodged statin drugs. Page 17