

What's your excuse?

What keeps you from having a healthier life?

Now there's a no-excuses magazine that helps real women reach their goals of becoming healthier and stronger!



Dear Reader:

I know a 50-year-old woman who injured her hip. Her doctor gave her aggressive pain treatments and told her not to exercise. She was, she said, “getting old and fat and couldn't do anything about it.” To keep her weight down, she tried every diet under the sun. Many helped her lose weight, but inevitably she couldn't keep up with the fad diets, and would gain the weight back.

I also know a woman who's 52, wears a size 2 dress, and won a national fitness contest in the 50+ age category. She can pump more iron than men half her age and twice her weight. Before you jump to the conclusion that she spends all her time in a gym, you should know that this wife and mother has a full-time job that requires her to commute two hours every day.

What's the difference between these two women?

Actually, that's a trick question. Both stories are about the same woman. Linda, from Texas, had reached a point in her life where she knew she had to change. When she looked down the road at her future, she knew her old age was going to be painful and unhealthy. She didn't like where she was going. So she decided to travel down a different road—one that would lead her to a healthy life.

Many of us have those defining moments. Putting on a bathing suit after having our second baby. Running into an old high school classmate who looks fantastic. Getting frustrated by not being able to pick up a heavy box—or a 2-year-old grandchild. Missing a connecting flight at the airport because even the short distance to the gate was too far to run.

That's when we wonder: how did we get this way?

The more important question is—how do you transform yourself into a fit, healthy woman—at any age?

If you've ever struggled on your own to lose weight or get in shape, you know it's not easy. You might lose weight on the latest diet, just to gain all of it back as soon as you go off. Or you might walk around the block every night after dinner and find that it makes absolutely no difference in your weight or fitness level.

I'm here to tell you that you can have the strong, lean body you want.

I won't lie to you and say it's easy. But carrying excess weight around and feeling tired isn't easy, either.

***Energy for Women* is an exciting new magazine that will help you meet your goals!**

There's no other magazine on the market like it. It's based on the idea that in order for women to do all the things they want to do in life, that they first must take care of themselves.

While other health and fitness magazines for women devote many advertiser-friendly pages to new lipstick colors and the latest fashions, *Energy* is completely devoted to your health.

***Energy for Women* is not superficial. It's an advanced course in exercise and nutrition.**

You already know the basics. You don't need one more article about eating enough fruits and vegetables, or how important it is to exercise. In *Energy*, experts with academic credentials show you cutting edge training techniques so you get the greatest results. After all, if you only have so much time to exercise, you might as well get the maximum benefit from it.

You have the benefit of respected dieticians presenting the latest research on nutrition. Fad

over, please

diets and untested theories have no place in *Energy's* pages.

You'll learn which supplements can kick a sluggish thyroid into gear ... which herbal teas contribute to tooth erosion ... why you should expose yourself to the sun ... how coffee can improve your workout performance ... how vegetarians can get enough protein ... which exercises will give you sexy shoulders ... why circuit training is critical.

Get great results—fast.

In just six weeks, you can have lean, strong legs. In just eight weeks, you can have bikini-worthy abs. In just 12 weeks, you can literally change your body and drastically cut your body fat percentage without hiring an expensive personal trainer. Let the experts show you how to get the most out of your training efforts.

You'll also learn from real women—who changed their lives!

Every issue has stories from real women who decided to get healthier. You'll learn what made them change, and how they motivated themselves. One woman said, "I decided I could add years to my life, or life to my years."

These women are not models or body-builders. They're mothers, grandmothers, women who could be your co-workers, neighbors, or sister. Their strategies, fitness routines and eating plans will work for you, too.

Fitness begins in your head.

But does anyone ever talk about that? What motivates women to start—and stick with—a training program? *Energy* helps you find and keep the motivation you need to succeed.

So you'll find articles in *Energy* that explore the mind/body connection. Like why you should write your goals down. How you can identify and overcome what holds you back. Common pitfalls and strategies for overcoming them.

You'll also discover tips and techniques for dealing with stress and bringing pleasure and relaxation into your life. Articles on why you should throw away your scale. How to nourish your sense of humor ... Beating the blues with exercise and diet ... 7 steps to building your self-confidence ... Where to find inner strength ... Forming a healthy body image.

With *Energy*, there's no excuse.

What's your excuse for not exercising enough? Just had a baby? One of our real-women success stories is about a new mom who successfully completed a triathlon after having her second child.

Travel on the job? We show you how packing one lightweight piece of fitness equipment makes it easy for you to get a serious, full body workout in your hotel room.

Busy work schedule? We guarantee that once you discover *Energy*, you'll be fitter, healthier—and have enough time for your job and for exercise—and maybe a few more things you've always wanted to fit in!

Whether you're young, old, in pain, too fat, too thin, *Energy* gives you the tools you need to change old habits and have a better life.

Here's a no-excuses offer: Try *Energy* for FREE!

Don't take my word for it. After all, it's your life, your body. We've made it easy to see if *Energy for Women* will help you become stronger and healthier.

Just return the enclosed card in the postage-paid envelope. We'll send you the latest issue of *Energy for Women*. When you get it, try the exercise programs. Read about other women who have changed their lives. Treat yourself to a magazine that is unlike any other women's magazine.

If you like it and agree it will help you reach your goals, just pay the bill. For just \$19.97, you get 12 inspiring issues—that's a savings of \$39.91 off the newsstand price. If you decide not to subscribe, just write "cancel" on the bill, and return it. The free issue is yours to keep or pass on to another woman trying to make a change in her life.

Take the first step. Send away for an issue today.

Sincerely,

Gretchen Ferraro
Editor

P.S. You've got everything to gain from sending away for a risk-FREE issue.
What have you got to lose?