

Over **40** and trying to lose weight?

Diet Center of Winston-Salem has the key!

Diet Center, a leader in the weight-loss industry for more than 35 years, has devised an exciting new program customized exclusively for women over 40.

WHY IT'S BETTER. The clothes that make you look your best are tailored to your exact measurements—that's the concept behind Exclusively You WomanStyle. By combining measurements of body composition with your activity level, heredity characteristics, likes, dislikes and lifestyle, Diet Center can produce a completely personal weight-management plan.

Designed specifically to meet the needs of women 40 years and older, the guidelines of

WomanStyle have been developed after careful investigation of the latest research and infor-



Sheila Strain-Bell of Winston-Salem, lost 22 lb and 52 inches and 9.5% body fat.

mation on menopause.

HOW IT WORKS. So-called "ideal weight" tables based on height charts have no way of reflecting lean-to-fat ratio. Exclusively You WomanStyle uses a Body Composition Analysis, which shows you the source of your weight loss. By combining basal metabolic rate with daily activities, exercise and other variables, WomanStyle can determine the calories you need for optimum weight loss.

LIFESTYLE. Whether you have an active schedule or do a lot of sitting, your program will be fine-tuned for best possible results.

Exclusively You WomanStyle does much more than offer a custom fit. Your progress will be carefully monitored by Diet Center counselors, who will make adjustments in your regimen as you work toward your goals. "Going through menopause may be a universal experience for women, but falling victim to the sharply-increased risk for disease associated with it no longer has to be," says owner Merrilyn Helton.

OTHER ADVANTAGES. Counseling is still a critical part of the Diet Center difference, as is eating real food instead of expensive processed substitutes.

You'll also learn how to eat at restaurants without fear, frustration or deprivation. This program helps you establish flexible, positive health behaviors.

The program helps develop



Barbara Berube of Winston-Salem lost 50 pounds, 63 inches and 10 percent body fat.

an eating style low in dietary fat, saturated fat, cholesterol and caffeine, and high in fiber, calcium and fluids.

WHAT IT COSTS...AND

PAYS. In a recent comparison of weight management organizations offering personal counseling, a nationally televised morning news show found Diet Center had the lowest prices. But what Exclusively You WomanStyle costs is less important than what it pays. It has the power to change your life. "Our new clients are so excited about what the program has to offer," says Helton. "They know we care about them as individuals."

You can give more to your family, friends and yourself by becoming the person you want to be. Find your dream—call Diet Center and schedule your FREE, no-obligation consultation. Our current special is \$30 off the six-week program. Take Helton's advice: "It's never too early or too late to begin living a more healthy life."

Call 336-760-0433, or go to www.dietcenterwinston.com.