



Corporate Wellness

The Not One Ounce Holiday Program

Survive The Gauntlet

Halloween's "Candy Katrina" flood of sugary treats kicks off the yearly season of dietary disaster. This gauntlet of weight gain woes begins with Halloween, extends through Thanksgiving, and is compounded by the parade of holiday parties (with their brownie buffet bars), travel stress, and break rooms filled with treats shellacked with red and green icing.

No wonder we typically gain about 5 pounds over the holiday season.

Not One Ounce program participants, by contrast, typically lose between 3 and 4 pounds over the holiday season.



Success - Prior rounds of Not One Ounce:

- NPR Station, KCRW 2008, Average weight lost/ person = 3.3 lbs
- Highmark BCBS, 2009, Average weight lost/ person = 3.9 lbs

No More Dietary Credit Card

With all these challenges, people treat the season like a "dietary credit card" – just eat it all, and pay for it later (with interest) in the diet month of January.

The Not One Ounce program gives your employees the instruction and support they need to avoid the dietary credit card, lose weight and, when January does come, they won't even need to diet!



Every Week Is Critical

- Week 1:** Managing the Candy Katrina
- Week 2:** Eating Preparations in the run up to Thanksgiving
- Week 3:** Foods for the Thanksgiving Feast
- Week 4:** Surviving the Holiday Season
- Week 5:** Junk Food at the Office
- Week 6:** Candy at Your House
- Week 7:** Holiday Party Parade
- Week 8:** Eating at Family Gatherings

Here's How It Works

■ Easy on the admin

No administrative overhead on your part. We manage the marketing, sign up, program delivery, incentives, tracking, and reporting.

■ Flexible delivery for our participants

All materials are delivered within an electronic format and is available from any computer, at any location. Each participant will retain a username/password combination that secures their private information.

■ Bells and whistles tuned for success

Once on the site, they will be able to view weekly lectures, interact with other participants through a fully moderated system, and receive daily updates on recipes, one-minute health tips, and health related articles.

■ Follow up reporting

After the program, we will provide you with reporting on how we did – not just a recitation of the data, but a true assessment showing areas of strength, and areas of needed improvement.

Dr. Will Clower

Ph.D. Neuroscience, Emory University Atlanta



Award-winning author Dr. Will Clower applies his neuroscience knowledge to explain how the Mediterranean culture can enjoy their rich healthy foods and still be thinner than us, with healthy hearts and longer lives.

This author of the highly-praised cultural comparison, *The Fat Fallacy*, has been featured everywhere from *The View* with Barbara Walters, Fox News, CBS, and ABCNews, to USA Today, New York Times, Readers Digest, and *Cosmopolitan Magazine*.

His work has also garnered recommendations by luminaries such as **Julia Child**, **Peter Mayle**, **Dr. Dean Edell**, and **Susan Loomis**.

With humor and clarity, Dr. Clower simplifies the complexities of healthy eating, boiling complicated ideas into easily digestible bites.

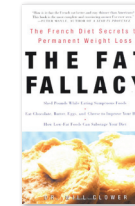
Dr. Will Clower: On a Mission...

"To change the culture of health, that is our vision. Mediterranean Wellness was founded to provide a new paradigm to handle an old problem. Weight and health problems are costing us millions of dollars and threaten to overtake tobacco as the leading cause of preventable death. As a result, this is the first generation of children in our history who will not outlive their parents. We have to change more than calories consumed. We have to change the entire culture of health. We do that through our programs every day."

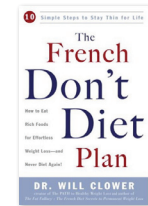


Dr. Will Clower's Writing and Key Appearances

(as of October 2010)



■ *The Fat Fallacy*,
Crown Books



■ *The French Don't Diet*
Crown Books

- CBS Up To The Minute
- FOX News with Shepherd Smith
- The View with Barbara Walters
- Dr. Clower is the ongoing host of radio program "The Business of Health" and hosted eleven TV episodes of SANTE: "Where good food is good health."

