



Introduce your employees to

The PATH wellness program



Your
tour guide
to the
Mediterranean
lifestyle

DR. WILL CLOWER
thePath
LIVE MEDITERRANEAN



Discover *The PATH to wellness*

Tested for over a millennium, lived by millions every day

The Mediterranean people famously enjoy the most sumptuous foods, and do not gain weight. Food is a celebration that is central to their lifestyle. They linger over two-hour lunches and eat late into the evening. And, yet, you never see them counting calories or even dieting. How do they do it?

The common-sense answer is the central premise of The PATH. In contrast to the American diet of fast food, low-fat or “lite” food alternatives and fad diets, the Mediterranean dietary approach is the most effective, long-term solution to permanent weight loss and a healthier lifestyle. And lifestyle is the key to success.

The PATH corporate curriculum provides employees with the most innovative, practical approach to living healthier, more productive lives, both inside and outside the workplace. Proven in hospitals to lower cholesterol in just eight weeks, this time-tested way of eating is enjoyed by millions along the Mediterranean and is now available for you and your employees.



Eat well.

Lose weight.

Love your food again.

The PATH program is a holistic approach to wellness that goes far beyond standard “molecule micromanagement.” Our curriculum teaches not only what to eat, but also the Mediterranean habits of healthy eating that control portions, the stress reduction techniques that prevent overconsumption, and real-world strategies for fitting daily activity into your life. Only such a lifestyle approach can begin to produce lasting changes in the lives of your employees.

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Discover a fresh approach to wellness along The PATH of least resistance

Every company committed to employee wellness understands the correlation between health, happiness, and productivity. Now you can build this connection for your employees with the Mediterranean cultural habits of healthy eating.

The ultimate benefits for your employees include:

- Lower cholesterol
- Reduce/alleviate illness symptoms
- Lose weight
- Gain energy and sense of wellness/well-being
- Learn to love food again

Your company benefits from these results with:

- Reduced healthcare costs
- Reduced absence due to illness
- Increased productivity
- Higher morale

The PATH is a completely unique program

- Only The PATH is proven in hospitals to lower cholesterol in just eight weeks.
- Only The PATH Wellness program offers a comprehensive lifestyle approach that it is taught for-credit at the university level and within hospitals for doctors and nurses.
- Only The PATH translates the sumptuous success of the Mediterranean diet for our fast-paced lives. Everyone knows that this approach is the healthiest diet in the world, but this is the only program on this continent that puts their success within your reach.
- Only The PATH can deliver its materials to your employees all at once, even if you have many branches in many locations across the country or across the world.
- Only The PATH offers a unified delivery, support system and follow-up that provides you feedback on the success of your entire employee base.



Real results from people who have already taken the journey

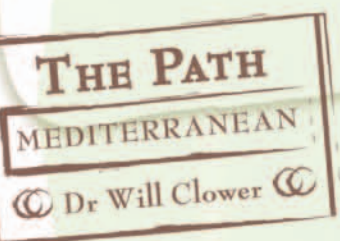
- *Medical conditions are controlled: high blood pressure, lactose intolerance, IBS*
- *Patients have been taken off Zocor cholesterol medication by their doctors*
- *Employees report increased energy levels through the work day*
- *Weight loss can occur at one-to-two pounds per week*
- *Healthy food choices with fewer trans fats and more fruits/veggies*
- *Employees end the chronic consumption of between-meal snacks*
- *"Portion distortion" is controlled*



If you have e

The PATH beats Weight Watchers®

Move beyond the tired support group approach. Give your employees more material from a fresh and proven method. In a six-week, head-to-head dietary comparison in *ALLURE* magazine, The PATH outperformed Weight Watchers, with PATH dieters roughly doubling the weight loss...without counting points or reporting to "weight police."



Here's how the program works

WEEK ONE: The PATH to healthy foods • In the first week on The PATH, participants learn how the synthetics and chemicals in food products sabotage their weight control efforts. They will be given lists to help them purge their pantry, re-stock with healthy choices, and begin eating whole foods again.

WEEKS TWO, THREE, FOUR: The PATH to portion control • This is the heart of The PATH, showing participants how to control "portion distortion" through their behavioral habits of healthy eating. They learn to control chronic consumption with the tools that "dial down their appetite thermometer." In the end, they will be able to eat all the food they want...but will just want less overall. *This is a key secret of the Mediterranean diet.*

WEEKS FIVE, SIX: The PATH to finding your peace in an active life • These lessons solve stress-induced eating with simple techniques that restore your peace on a daily basis. The effect is to alleviate the weight gain and health problems that come from daily chronic stress. Week Six tackles the "fit fallacy:" the notion that you have to be an Iron Man tri-athlete to be healthy, with easy alternatives for daily movements to remain active for life.

WEEKS SEVEN, EIGHT: Applying your PATH to your life • Weeks Seven and Eight make The PATH applicable, person by person. There is no one-size-fits-all answer, so we provide a "behavioral change" model to create a framework for realistic goal-setting. Week Eight is the time when we troubleshoot the specifics of individual employee situations. No matter what the struggle, we have solutions to help employees follow through on their long-term commitment to health.

"Due to the overwhelming response to The PATH and the positive feedback we have received, Citizens Bank is offering the eight week session again this year."

—Stephen Nani, Human Resources, Citizens Bank



eight weeks...

How to get there

This corporate wellness program consistently produces compelling results and can be customized to suit the size and individual needs of your employee base. We offer three flexible forms of implementation, which can be tailored even further as you require.

OPTION ONE: Put your employees on The PATH to wellness • Provide the program for your employees by underwriting the cost. Corporations choosing this option have found that this produces the maximum participation from their employees.

OPTION TWO: Incent your employees for success • Share the cost by partially underwriting the program with a financial commitment from your employees at the level of your choosing, thereby giving them a stake in their own health. There are many ways to structure such a cost-sharing arrangement, and we can assist you in doing so.

OPTION THREE: License the program • For companies interested in the benefits of a long-term consistent relationship, The PATH offers a licensing option to provide the best value for your company. License The PATH for a one-year period, at a cost based on your total number of employees. The full, eight-week curriculum of The PATH can be offered six times during the year.

Support for the journey

From start to finish, The PATH curriculum is completely turn-key. Just plug us in and we take it from there, starting with marketing support to build excitement, including a free introductory seminar on healthy eating, weight management and the benefits of The PATH program. We provide you with a post-program evaluation, so you can see the results yourself. And our follow-up program is available for ongoing support.

Core components of this eight-week program

- *One-hour classes, delivered on-site or via teleconferencing*
- *The option to have The PATH nutritionists work with your corporate food manager to provide The PATH-friendly food options in your cafeteria*
- *Access to online discussion groups for 24/7 support to keep your employees motivated and engaged in changing their lifestyles*
- *Marketing support, including a free introductory seminar, detailed flyers, e-mails and brochures*
- *Post-program analysis to demonstrate the results of the participants and the effectiveness of the process*

"We feel The PATH program has positively changed our lives forever."

—J.R. Philip, Human Resources, The Hillman Company



The healthiest diet on the planet

Discovered long ago, uncovered today—The PATH reveals the healthy eating habits that Mediterranean cultures have known for thousands of years, and makes these lessons available to your employees.

"Eating well" means a freedom from the calculus of counting calories, carbs and fat grams. It moves you beyond the endless "low fat vs. low carb" debates with the basic truths that finally show you how to eat well, lose weight, and love your food again—for life.

Like the Mediterranean people, your employees will enjoy sustainable weight loss; healthier hearts; and longer, more productive lives. In return, your company will reap the benefits of a workforce that is fit, healthy, motivated and productive.



As you assess the needs of your company, we look forward to working with you to create a structure that allows you to provide The PATH for your employees in a meaningful and cost-effective way.

Call 1.800.994.7284 for more information...and to get started!



The results speak for themselves

"I have now lost 16 pounds and my doctor just recently told me that I don't have to take my Zocor any more! Thank you so much for this program!"

"I'm eating correctly now and noticing how good these ingredients taste on everything — like my fresh fruits and vegetables. I've never felt so energized and so good. This is a great program!"

"I have lost 20 lbs. on this program... and my husband has too!"

"This lifestyle approach has created new energy for me, bringing me back to "nature" — the way food and lifestyle were meant to be."

"I enjoy the feeling and knowledge of eating real food. This "new" way of eating has really helped me, my husband, and my son (12) is also participating. Thank you!"

Dr. Will Clower



Award-winning author, Dr. Will Clower, brings his skills as an educator to the corporate wellness environment, at medical centers, and as a for-credit course in universities. Through The PATH curriculum, he reveals how the Mediterranean people can enjoy all the creams, cheeses, butters, breads, wines and chocolates and

still be thinner than we are, with healthy hearts and longer lives.

The PATH curriculum is a proven program that finally makes the healthy Mediterranean lifestyle—low weight, healthy hearts and longer lives—accessible to American businesses, academic institutions, and health care professionals.

After earning his neuroscience Ph.D., Dr. Clower went to France for two years to do research on the brain, but found that he'd rather study the French! The cultural habits of these thin, healthy people inspired him to write the highly praised cultural comparison, *The Fat Fallacy*.

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Rave Reviews

"A fine approach...and I am happy to add it to my collection. I wish you great success."

—Julia Child

"How is it that the French eat better and stay thinner than Americans? Your book is the most complete and convincing answer I've ever seen, and reflects exactly my own experience of living, eating and drinking in France. The Fat Fallacy deserves to be a tremendous success."

—Peter Mayle, author of *A Year in Provence*

"I have absorbed your work with interest. Your approach shows the mutual enrichment made possible through the exchange of cultures. I sincerely wish you success with your book."

—Dr. Bernard Kouchner, Minister of Health of France, co-founder, Doctors Without Borders, co-recipient, 1999 Nobel Peace Prize, for "pioneering humanitarian work"

"Dr. Clower has put his finger on a truism about French food which has all to do with balance. As the French who follow a traditional diet eat well, they enjoy their food with its rations of delicious cream and butter, oil and meats...Read this book and understand how this sense of balance a la française can be yours."

—Susan Loomis, chef and author of *On Rue Tatin and French Farmhouse Cookbook*

"Times have changed and so has nutritional advice...Dr. Clower's program tells you how to eat delicious food again and still be healthy."

—Dr. Dean Edell, author of *Eat, Drink and be Merry: America's Doctor Tells You Why the Health Experts are Wrong*