

# The Bloated Billion-Dollar Lie

US Dieters' Waistlines Continue to Expand While Their Wallets are Put On Diets By a Glut of Trendy Weight-Loss Products.

By Adrienne Papp

**HOLLYWOOD (OCTOBER 2, 2006)- AMERICANS SPENT OVER \$40 BILLION ON DIETING IN 2005, WHILE OVERWEIGHT AND OBESITY RATES HIT AN ALL-TIME COLLECTIVE HIGH OF 64 PERCENT. MANY DIET PROGRAMS ARE MORE LIKELY TO SLIM DOWN YOUR CHECKING ACCOUNT THAN YOUR FIGURE, AND THOSE MAGIC**

**celebrities' bodies for their upcoming movies, magazine covers and red-carpet events. Her client roster reads like a P-Diddy VIP guest list, and it's got people asking how she gets the likes of Jessica Biel, Jennifer Garner, Poppy Montgomery, Kate Beckinsale, Cindy Crawford and others in such great shape.**

"Working out twenty minutes consistently is better in the long run than two hours in the gym once a week," says Waters. In terms of nutrition, she recommends that her clients eat five small, healthy meals a day. Overall, it is a question of changing your lifestyle—learning to enjoy making choices that are good for your body, she explains.

Waters avoids food supplements because they can contain stimulants, such as ephedrine.

"Normally I take a multivitamin and antioxidants," she says. "However, one product recently caught my attention. I started taking CUUR a couple of months ago."

CUUR is an herbal substance developed by Marcin Krotkiewski, now Professor Emeritus in Gothenburg, Sweden. For the last few years, it has only been available in Swedish health food stores and to a few exclusive Hollywood personalities. It has become known by the apropos alias, "The Swedish Secret." For her part, Waters says CUUR helps her stick to good eating habits and stay on track with her diet.

"I think CUUR takes away the cravings for sugar," she explains.

CUUR has been found to contribute to a number of weight-loss factors. In addition to decreased sugar and carbohydrate cravings, it has been shown to help prevent the absorption of fat and increase metabolic rate. These perks have made CUUR the



number one Swedish weight-loss product for two years running.

In a study conducted by Krotkiewski, a research team put 48 middle-aged women on a diet. After three months, those who were given CUUR had lost an average of 18.8 pounds, while those who were given a placebo lost only 12.1 pounds. The study found that the group using CUUR had 50 percent greater weight loss and 62 percent greater fat loss compared to the placebo group.

Krotkiewski is clear to state, however, that CUUR is no miracle pill but intended to be combined with a healthy diet and physical exercise, the building blocks of sustainable weight loss. To learn more about CUUR, visit [www.CUUR.com](http://www.CUUR.com).

CUUR will be available at Vitamin Shoppe and Vitamin World locations across the US starting at the end of November.



**PILLS PROMISING TO BURN FAT WHILE YOU SLEEP—WELL, THEY WON'T. EACH YEAR DIETERS TRY THE LATEST LOW-CARB CRAZE, AND EACH YEAR MOST END UP DISAPPOINTED WITH THE LONG-TERM RESULTS.**

A-list Hollywood trainer Valerie Waters has spent the last 17 years sculpting

Waters has earned a reputation for being able to sculpt her client's bodies with a look that is more "tone and trim" than "bulk and build." She says that routine workouts and healthy eating are the key components to losing weight but claims she's not a slave driver during the pound-shedding process.

We've All Been There.  
We All Want To Be Here.

What exactly did you gain from your previous diets?

Probably a few extra pounds.

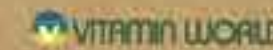
You've been lied to. The quick fix, 3 day, 5 day, 7 day diets, low fat, high fat, no sugar, bad fats, liquid diets, losing weight while you sleep all sound too good to be true. These methods are just making weight loss harder and you larger.

A healthy diet and exercise is still the best way to lose weight. Try the CUUR® Plan to help make dieting and exercise easier.

Introducing The All Natural Swedish Supplement For Weight Loss.



Available at these fine specialty shops



[www.vitaminshoppe.com](http://www.vitaminshoppe.com)

CUUR® *Makes dieting easier.*  
Valerie Waters, top A list celebrity trainer, recommends CUUR®