

Forget diets—this is the **FOR MEN ONLY** nutrition plan that works!

Men's Health



Fuel your body to

GAIN **1**
MUSCLE,
SHED FAT

LOSE 10 POUNDS **1**
(ALL FAT) in just **28 days!**

Want 6-PACK ABS?
Eat **6 MEALS** per day.

NUTRITION
ADVANTAGE: **2**
LEAN MUSCLE
PROTEIN SHAKE

MUSCLE
UP FAST!
ANABOLIC OVERDRIVE
Meal Plan

BOOST YOUR
"STAYING POWER"
with 3 Sex Superfoods

MISSION POSSIBLE:

We have the **FOR MEN ONLY** nutrition plan that works for you! (See our success stories **INSIDE!**)

Men's Health

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All-new sexual techniques DVD, Great Sex 7 Days a Week. MUSCLE UP LIKE MAD with the 32-page The Anabolic Edge, Volume 1.

MISSION POSSIBLE:

Get the Body You've Always Wanted in Just 28 Days!

JUST PUBLISHED:

The **ONLY** nutrition plan **EXCLUSIVELY** for men. Counted on by professional football and basketball teams, this plan is designed to help you use food to get the lean, well-muscled body you've always wanted, in just 28 days.

The *Powerfood Nutrition Plan* is the first nutrition plan ever published exclusively for men by *Men's Health*. You get a fully customized nutrition plan that empowers you to reach your own specific goals: shed fat, build muscle, boost sexual performance, improve your strength and endurance, look and feel younger...even rev up your metabolism to transform your body into a fat-burning furnace while eating 6 meals a day!

PLUS: 2 FREE GIFTS FOR YOU!

FREE GIFT #1 MORE SEX! BETTER SEX!

Retail Value \$19.95



FREE GIFT #2 GET THE ANABOLIC EDGE!



WARNING: Sexually Explicit Scenes!

See order card for details.

MISSION POSSIBLE:
Let the Powerfood Nutrition Plan help you to...

Backed by 142 medical and scientific studies!

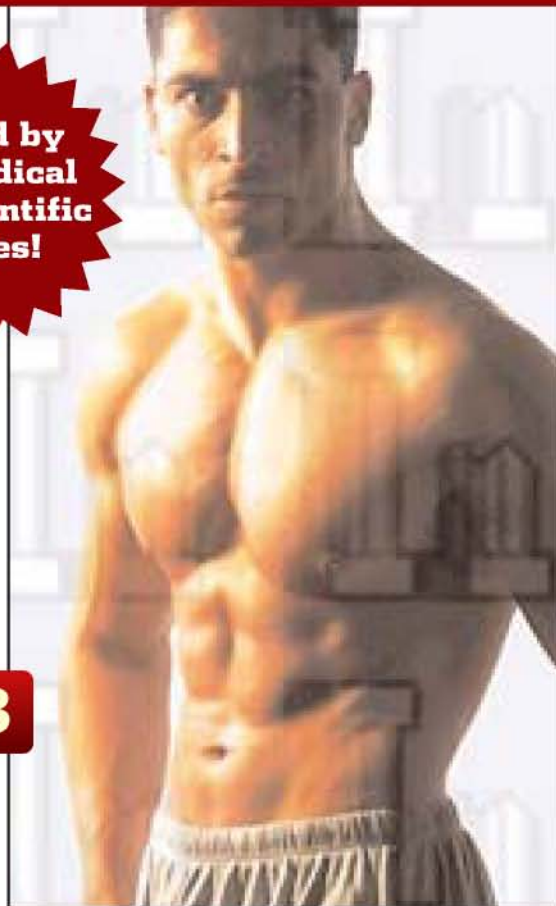
4
Get the Lean, Well-Muscled Body You've Always Wanted—In Just 28 Days!

At *Men's Health*, we're always looking for the best ways to help you better yourself—your body, your mind, and your performance—in all areas of life. What's more, we're always on the lookout for the very best information to help you achieve these results quickly.

5 Follow the **Powerfood Nutrition Plan** and you'll see dramatic results in just 28 days. You'll lose those last 10 stubborn pounds. Increase lean muscle mass. Look and feel stronger. Expose your abs, which are still "hiding" beneath a layer of midsection fat. And finally, boost your sexual staying power safely and naturally.

The secret to the **Powerfood Nutrition Plan** lies in its simplicity and adaptability. Regardless of your current age, if you are reasonably fit you will actually retrain your body to react to the food you eat with astonishing speed and long-lasting results.

6 Backed by 142 studies, this plan was developed by *Men's Health* and Dr. Susan M. Kleiner. Susan is well known in professional sports for her work with male bodybuilders and pro athletes. **You now have access to the nutrition secrets that pro athletes use to keep their bodies strong, well muscled, and free of fat.**



3

Want abs like this? Eat like this.

In order to expose the 6-pack hiding under your midsection, you need to eat MORE, not LESS! Every 2 to 3 hours! To keep your metabolism humming at warp speed, abandon the 3-meal-a-day plan most men mistakenly follow and follow the instructions on page 85 of *The Powerfood Nutrition Plan*. It's specifically designed to help you go from fit to ripped in 28 days.

MEET YOUR NUTRITION COACH!

Susan M. Kleiner, PhD, RD, is one of the world's foremost authorities on nutrition and is nationally known as an expert on the subjects of nutrition, sports, and fitness. Her consulting company, High Performance Nutrition, has helped professional athletes use cutting-edge nutrition plans to achieve their goals for weight loss, muscle growth, and overall health.

4 MELT FAT FAST!

6 Meals Per Day Paves the Way!

Exercise can only take you so far. Contrary to popular belief, crunches will not make your abs "magically" appear. Fat will not be replaced by muscle simply through exercise, whether it's cardio or strength training.

What WILL make a real difference to help you shed fat and reveal the 6-pack hiding beneath a wall of soft tissue? You need to eat MORE, not less. But you need to do it right—so your body starts to burn more calories throughout the day.

The **Powerfood Nutrition Plan** works because it retrains you to eat more, not less. The program harnesses an effective 6-meal (or more) approach as the support pillar to help you get lean in 28 days.

Here are some of the secrets you'll find in *The Powerfood Nutrition Plan*:

EAT MORE, WEIGH LESS. What's the best meal replacement for "on-the-go" nutrition that keeps your metabolic rate sky-high? [Page 17](#)

WHEN COLD PIZZA IS THE PERFECT FAT-LOSS BREAKFAST. [Page 14](#)

FAT-FIGHTING FAST FOODS! This popular chain does a body good, and it's in every major city in the USA. [Page 17](#)

Drink this before bed for a **"MUSCLE REPAIR" DRINK** that works while you sleep! [Page 14](#)

STOP eating energy bars. Here's why. [Page 16](#)

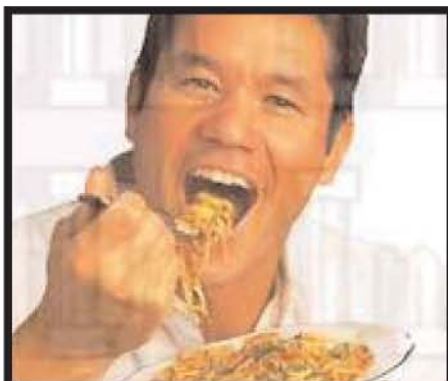
POSTWORKOUT "MUSCLE-BUILDING MAGIC" FAT-BURNER SHAKE. A must-drink for after every workout according to the *Journal of Applied Physiology*. [Page 18](#)



POUNDS YOU'LL SHED

10

When you receive the Plan, turn to page 124 right away, and follow the "light-speed weight loss" meal plan. This plan is SO EFFECTIVE that Dr. Kleiner and *Men's Health* recommend you only follow it for 2 to 4 weeks. You'll eat MORE, not less than you're accustomed to, so don't worry—you'll never get hungry on this nutrition program. After all, it's the one pro athletes use to get in shape fast!



STOP DIETING NOW! Why diets fail. If you want to subscribe to a preexisting meal plan, read [page 86](#) first!

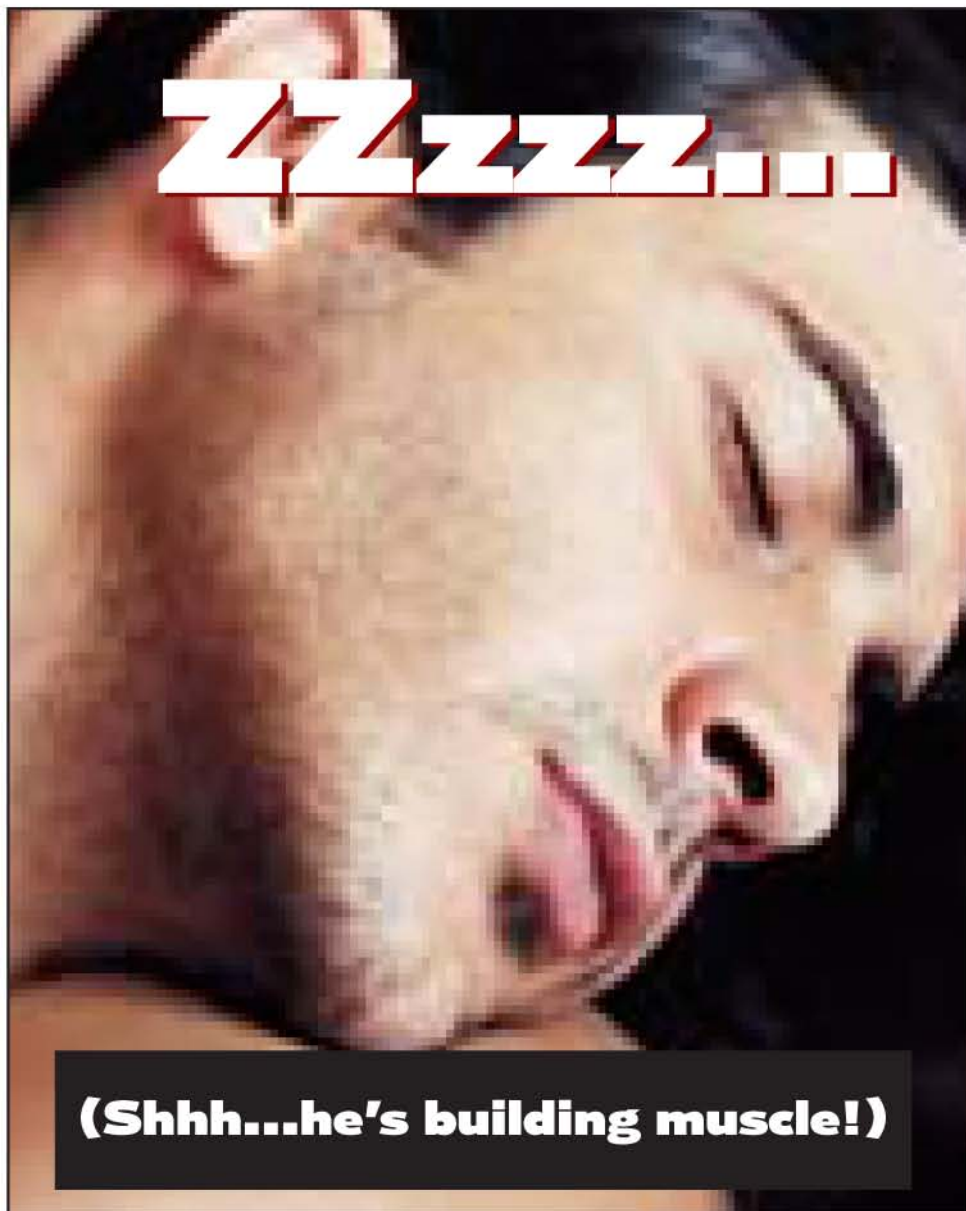
THE PERFECT MUSCLE-UP, FAT-BURNER BREAKFAST! A favorite pre-game breakfast for many athletes, it'll work for you 7 days a week. [Page 31](#)

SLUG FOODS to avoid at all costs. They slow down your metabolism and cause weight gain. **SURPRISING PROTEIN FOODS** are on [page 32](#).

Why you should ALWAYS eat protein or fat with carbs for a "fat-loss accelerant" meal. [Page 87](#)

HOW "FAT-FREE" FOODS MAKE YOU FAT. [Page 92](#)

WARNING: This food additive may be more dangerous than cigarettes, and it makes you fat every time you eat it. [Page 93](#)



BUILD MUSCLE, BURN FAT —IN YOUR SLEEP!

On page 82 of the plan is a fat-burning secret so effective, and so coveted by professional athletes, we had to jump through a few hoops to get it published. But the secret is now out — burn fat and build muscle while sleeping! Imagine — do nothing, while inside your body the fat slowly disappears night after night.

13 POUNDS OF FAT...GONE!

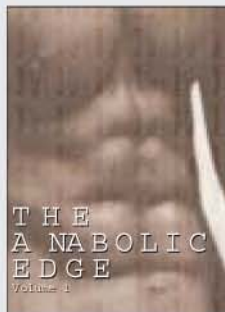
If the **Powerfood Nutrition Plan** is good enough for a pro quarterback, it's good enough for you!

"I was able to go from 238 pounds down to 225 pounds. I felt incredibly stronger and quicker and had a tremendous amount of energy that helped me to handle the grueling schedule that you face on a daily basis in the NFL. Anyone looking for any kind of edge in athletics or just looking to live a better, healthier life would be crazy not to read this book."

— Gus Ornstein,
Former N.Y. Jets Quarterback

YOURS FREE! The Anabolic Edge, Volume 1

This 32-page booklet is packed with the hardcore gym exercises you need in order to gain **maximum** muscle in **minimum** time! Each workout is constructed so you can do it while you're following the **Powerfood Nutrition Plan**.



SEND THE CARD BETWEEN PAGES 14 & 15 TODAY!

RETRAIN YOUR BODY 24 HOURS

Believe it or not, adding muscle mass while reducing fat is a simple mission to accomplish because you may not have to change your workout routine at all. Simply follow the **Powerfood Nutrition Plan** and you'll automatically retrain your body to achieve a state of hypertrophy (rapid muscle gain) by eating muscle-stimulating foods throughout the day.

8 The **Powerfood Nutrition Plan** is designed to help you add muscle mass while you shed fat—while maintaining peak energy levels. Professional athletes use this plan because it helps them keep their lean body mass in check, keep the fat off, and keep energized day after day for grueling multiday games.

Don't get us wrong—protein is very important. But much of what you've been told is not the best way to eat in order to build lean muscle mass and have your body maintain an anabolic (muscle growth and rebuilding) state during both day and night.

FACTS OF LIFE

10

Every 10 pounds of muscle you add will require an additional 200 to 300 calories and 10 grams of protein per day.

See page 141 for more information.

The ideal amount of protein

TURN ON YOUR BODY'S "RAPID MUSCLE GAIN" SWITCH.

Eat the foods on [page 141](#) to stimulate hypertrophy.

ANABOLIC POWER SHAKE!

Take it anywhere; make it in less than 5 minutes. [Page 142](#)

BEST TIME TO EAT PROTEIN.

NOT after a workout! [Page 146](#)

7 FOODS THAT PACK ON MUSCLE. [Page 150](#)

MIDNIGHT MUSCLE MADNESS!

Send your body into "anabolic overdrive" by having a midnight snack. It must contain the nutrients revealed on [page 152](#).

BREAK FREE OF THE CARB CONUNDRUM!

No more confusion. See which carbs help muscle growth and which ones don't. [Page 198](#)

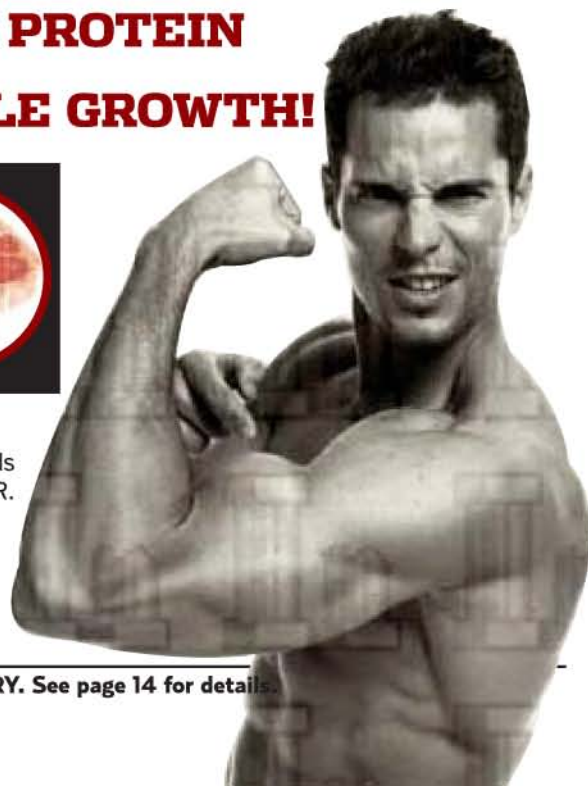
GET 6-PACK ABS WITHOUT SIT-UPS. [Page 101](#)

shows you how to eat for a maximum midsection meltdown.

BEST SOURCE OF PROTEIN FOR BIG MUSCLE GROWTH!



Not chicken. Not beef. Not whey or soy. The **Powerfood Nutrition Plan** recommends you eat this source of protein for DINNER. It plays an important role in muscle growth and repair as well as helping to keep your hormones working at peak efficiency. Revealed on [page 19](#).



TO BUILD MUSCLE ... EVERY DAY!

TAKE THIS TEST

WHICH 7 FOODS pack on muscle?

- Brown rice
- Bananas
- Broccoli
- Canned beans
- Chicken
- Pot roast
- Salmon
- Fat-free milk
- Noodles
- Oatmeal
- Eggs
- Lima beans

Check the 7 boxes you think are correct, then turn to page 150 when you receive **The Powerfood Nutrition Plan**. You'll be surprised at the results! (MYTH-BUSTING HINT: Some of the foods the media shuns have been scientifically proven to build muscle.)



REV your body into ANABOLIC OVERDRIVE with this midnight snack secret!

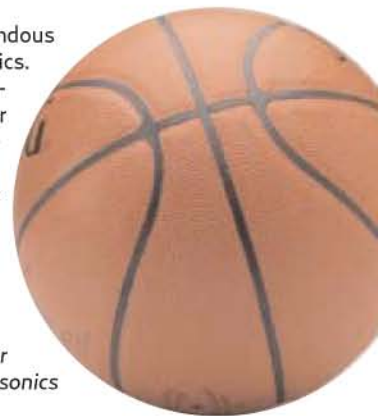
Late-night eating can actually be a novel and effective way to SHIFT your body into anabolic overdrive by ensuring that the pistons of muscle growth—hormones such as testosterone, insulin, and insulin-like growth factors—are hitting on all cylinders 24/7. See page 151.

MISSION POSSIBLE SUCCESS STORY

Pro sports teams who rely on consistent muscle performance rely on Dr. Kleiner's **Powerfood Nutrition Plan**.

"Dr. Kleiner has been a tremendous asset to the Seattle Supersonics. Her knowledge of athletic performance and the needs of our team show in the overwhelming success she has had with our athletes. When one of our athletes needs nutritional guidance, Dr. Kleiner is the only one I recommend."

—Dwight Daub, MS, C.S.C.S., PES, Assistant Coach/Player Development, Seattle Supersonics



YOUR FREE GIFT #1!

Inside your **FREE** sexual health video—**GREAT SEX 7 DAYS A WEEK:**



You'll learn the SECRET deep pleasure positions (shown, step by step) designed to help you and your lover reach a mind-blowing "double-crescendo" orgasm AT THE SAME TIME! DAY 1 of this video is filled with unrivaled pleasure for both you and your partner. You'll enjoy sex more than ever before with new stamina and staying power as a result of following the Powerfood Nutrition Plan.

YOURS FREE!

Retail Value \$19.95

WARNING: Sexually Explicit Scenes!

FUEL YOURSELF F

6 SEXUAL PER

Boost your staying power with the Powerfood "super sex stamina" Nutrition Plan!

Did you know that the foods you eat affect your sexual performance?

9

One of the most *immediate* and satisfying benefits of eating to slim your waistline and beef up your body is a dramatic improvement of your sexual potency.

The **Powerfood Nutrition Plan** enables men to enjoy sexual intimacy more because your **ability to maintain and control your erections is heightened**. Your energy levels will be higher—both at night and early in the morning (when the best sexual encounters often take place).

In fact, there are certain foods that the medical profession calls "nature's sex superfoods" because including them in your meals **improves blood flow to your erectile tissue**. This makes you harder, longer—which is what your partner wants!

To "open the floodgates" for superior blood flow to your erectile tissue, the eating plan on page 328 is a surefire way to start spicing up your sexual encounters. And when you combine this plan with your **FREE DVD, Great Sex 7 Days a Week**, you'll be putting your new, slimmer, more muscular body to the test to enjoy the best sex of your life!



TRY THIS ON YOUR NEXT DATE!

1

ONLY 1 FLAVOR OF ICE CREAM SUPERCHARGES YOUR SEXUAL PERFORMANCE. TRY THIS ON YOUR NEXT DATE! The ice cream flavor revealed on page 323 gives you a blast of libido-lifting phosphorus along with 200 milligrams of calcium. The muscles that control ejaculation need these nutrients to fire "full force," which can intensify orgasms for what some men describe as a "mind-blowing" release.



OR "UNSTOPPABLE FORMANCE"!

The Powerfood Nutrition Plan includes:

PRE-DATE FOODS that make you both HOT. [Page 323](#)

SEX-BOOSTER BREAKFAST primes your body for an "on-the-spot" sexual encounter from noon to midnight. [Page 320](#)

HOW ALCOHOL BOOSTS SEXUAL PERFORMANCE. As long as you follow this simple rule. [Page 320](#)

RISE AND SHINE WITH SUPER STAYING POWER! [Page 323](#) reveals four foods that stimulate your sexual potency.

GET "SUPER STIFF" AND STAY THAT WAY. Mother Nature's sexual-potency fruit (revealed on [page 324](#)) helps turn a limp noodle rock-hard and ready!

WHICH FOODS BOOST LIBIDO and which ones are just fake fads that don't work at all. [Page 324](#)

HERBAL HELPERS for erectile strength that really work. [Page 325](#)

TURN HER ON WITH THE "SEX VEGETABLE"! Known to "stir up passion between the sheets," this common vegetable contains two pheromones, androsterone and androstenol, that naturally "hook women." You've got to try it to believe it. [Page 323](#)



ROCK-HARD RIGHT NOW! 3 FOODS that make you "king of the bedroom"

Lucky you! Three of the foods listed on [page 324](#) are known to help men achieve sexual mastery. One of these foods, known throughout the medical and scientific community as "Mother Nature's sexual superfood," even contains specific phytochemicals that relax your blood vessels to help stimulate a **lasting, rock-hard erection.**

MISSION POSSIBLE SUCCESS STORY

FROM FIT...TO RIPPED

IN JUST 28 DAYS!

Dear *Men's Health* and Dr. Kleiner,

I read/devoured your book a month ago, and the results I've achieved since have been unbelievable. I was the typical guy who lifted weights until I was blue in the face and pinned all my hopes on various lifting strategies (German volume training, supersets, Olympic lifting, power-lifting, you name it) to achieve my fitness goals. Yet despite all my efforts and training programs, I experienced very few notable results.

Then I read your book and found the missing link. For the past 7 years, I've been trying to build muscle and get lean on diets consisting of fast food and, at times, low-fat diets consisting of 1,500 to 1,800 calories per day. **Needless to say, the key for me was diet and not so much the lifting techniques or routines I was using.**

I'm now eating the wants-muscle-yesterday way (power-eating with 4,200 calories daily). It's amazing what is happening to me. I'm putting on a lot of muscle and getting lean in the process.

Thank you for your book, and thank you for helping people like me. **You're the real deal!**

—Kirk D.

LOOK 10 YEARS POWERFOOD N

What's your goal? The POWERFOOD NUTRITION PLAN helps you reach it!



Do you have goals other than weight loss, muscle growth, and improved sexual performance? Like looking and feeling younger?

Dr. Kleiner's expertise with professional sports teams and bodybuilders, and her research of scientific and medical studies, have confirmed the effectiveness of this plan to help keep you young, strong, and disease-free for the rest of your life.

10

What's more, the plan is designed to help you boost your brainpower, maintain higher energy levels, and use your body and mind to accomplish all the things in life you desire – from the bedroom to the gym to the boardroom!

MEDICALLY PROVEN

142

Number of medical studies that support the Powerfood Nutrition Plan. Includes such prestigious sources as *Medicine in Sports and Exercise*, *Endocrinology and Metabolism*, *Physiology and Behavior*, *Performance Functional Foods*, *International Journal of Sport Nutrition*, *Athletic Therapy Today*, *Fertility and Sterility*, and many more!

**FOOD is your secret weapon to:
A BETTER BODY, SMARTER
MIND...A YOUNGER-LOOKING,
HEALTHIER YOU!**

The secrets in *The Powerfood Nutrition Plan* are so revolutionary that you're not likely to stumble upon them in other publications yet. Up till the publication of this plan, bodybuilders and pro athletes have kept it to themselves.

The plan debunks many of the myths you've probably believed in for a long time. Some of these myths probably have kept you from reaching your goals. Send the card at the back of this special-invitation issue! You'll put the myths aside and at last, get the body you've always wanted.

It's a mission that's possible, with a little help from your friends at *Men's Health*.

LOVE BEEF? IT CAN BE A GREAT SOURCE OF PROTEIN. But make sure you know which cuts can help you—and which can harm you. **Page 282**

THE TRUTH ABOUT ALCOHOL. Will it interfere with muscle growth? Will it help your heart and circulatory system? See **page 274**.

WILL SUPPLEMENTS EXTEND YOUR LIFE? It depends on what types you take. Some are just a waste of money, and you'll see why on **page 286**.



YOUNGER with the NUTRITION PLAN!

THE TRUTH ABOUT CAFFEINE. Is it a high-pep necessity? Or will it do your body more harm than good? See the surprising HEROIN connection to caffeine on **page 27**.

WHEN A CANDY BAR IS GOOD FOR YOU. Discover the healing power of a certain ingredient in some candy—it contains mood-enhancing chemicals. See **page 29** to plan for it in your menu so you can indulge without guilt!

CONQUER DEPRESSION—WITH MEALS! 23 MOOD-BOOSTING foods scientifically proven to stimulate positive feelings. **Page 29**

FIGHT PAIN FAST! This small fruit has super anti-inflammatory properties that take pain away. Perfect for a postworkout snack! **Page 239**

BOOST YOUR HEART HEALTH with these “lucky 7” foods that fight disease. Good fats? Bad fats? See **page 268**.

IS ORGANIC FOOD BETTER? Before you pay higher prices, see **page 264** for detailed advice revealing which foods make a REAL difference.

CAN BEER MELT FAT?



On a late night with friends, is beer better than wine or whiskey? Conventional wisdom be damned... the truth may surprise you! **Page 190**

**YOURS
FREE!**

THE
ANABOLIC
EDGE
Volume 1

FEELING SLUGGISH?

The 14-day FULL-POWER meal plan on **page 379** is a 2-week “reinvention” plan designed to help you completely reset your body’s internal systems for improved energy and overall performance. “Every aspect of this plan is based on nutritional research that has documented increased physical and mental performance, health, and longevity,” says Dr. Kleiner.

YOUR FREE GIFT #2! MUSCLE UP FAST!

Is your workout holding you back? When you receive your 32-page FREE BOOKLET, **The Anabolic Edge, Volume 1**, turn to page 21. You’ll find a 6-part workout routine that’s been specifically chosen for its extreme “anabolic boost” effect. It’s a plan you can take into any gym, and when combined with the **Powerfood Nutrition Plan** will get you the hard, lean-muscle body you want.

**SEND THE CARD NOW
BETWEEN PAGES 14 & 15
FOR YOUR 2 FREE GIFTS!**

EAT MORE FOOD FAT. GAIN MO



Fight fat... and win!

7

The Powerfood Nutrition Plan **TARGETS** your bellyfat so you can start **LOSING** the excess flab around your midsection—and expose your abdominal muscles hiding underneath!

CAN CREATINE BOOST MUSCLE

MASS? Not if you combine it with the popular beverage on [page 195](#). Most men do combine them and set themselves up for zero gains.

BEFORE... DURING...AND

AFTER! What to eat around each workout to get maximum muscle with minimum fuss. [Page 194](#)



TRICK YOUR BODY INTO A FAT-MELTING FRENZY! Yet still perform at your peak. [Page 187](#)

NEVER FEEL DEHYDRATED AGAIN. 7 secrets to a topped-off tank. [Page 191](#)

SLEEP MORE, GET BIGGER! The amazing connection between sleep and muscle growth. [Page 151](#)

“PURELY EVIL” CANCER-CAUSING FOODS TO AVOID. [Page 281](#)

THE TRUTH ABOUT TUNA. Is it good for you? Or does it contain harmful metals that can ruin your immune system? [See page 370.](#)



MEAL-REPLACEMENT MAGIC. No time to make a full meal? Use one of these top-recommended MRPs instead. [Page 17](#)

EAT 800 MORE CALORIES PER DAY, NO FAT GAIN—ONLY MUSCLE GAIN!

“Dr. Kleiner, since last April, I have applied your concepts to my meal planning. I have found that I can eat 500-800 calories MORE per day and maintain the same weight using the meal plans than on the Zone meal plan, which is what I was previously following. I felt more energized during the day and am developing more muscle from my exercise program! Thanks for sharing these concepts and principles in your book.”

—Mark B. Smith

D. LOSE MORE RE MUSCLE.

MAKE IT HAPPEN!

80

Pounds of fat that B. Smith has lost after incorporating the 6-meal per day Powerfood Nutrition Plan. What's your fat-loss goal?

LOST 80 LBS OF FAT!

Dear Dr. Kleiner,

I can't thank you enough for your book that I discovered in my quest for appropriate knowledge assistance in my quest to lose weight and get in shape! Your book has become my Bible by my bedside, and I am so thrilled that it was exactly what I was looking for to assist me. I am pleased to report to you that I am now 80 lbs. lighter.

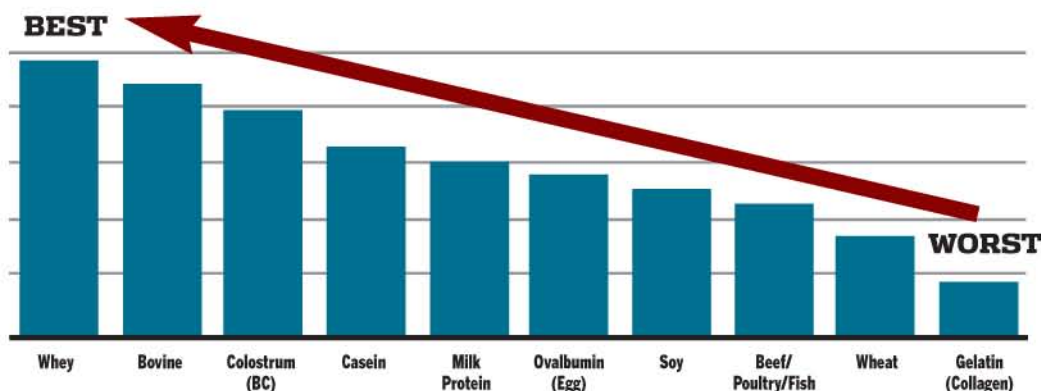
I am lifting quite heavily and working out very regularly (5x/wk) and loving every second of it. Who would have thought?

Thanks again for your wonderful book. I hold you responsible for my having turned a major corner in my health and life, and I'm never going back to that unhealthy place again! Thank You, Thank You!

Sincerely,
B. Smith

How good is your protein supplement?

Check the list of ingredients on your supplement label, then consult this chart to see where your supplement stands. For more detailed descriptions of these ratings, please turn to page 156 of *The Powerfood Nutrition Plan*.



Actual scores and ratings of these types of proteins as PER (protein evaluation ratio) and PDCAAS (protein digestibility corrected amino acid score) appear in detailed form on pages 156 and 157 in the book.

Send for Your 2 FREE GIFTS Today!

Send the card after the next page to accept this invitation to try *The Powerfood Nutrition Plan*, and you'll get 2 free gifts. Send NO MONEY now — these gifts are yours free just for letting the plan help you get the body you've always wanted!

Turn the page for more details.

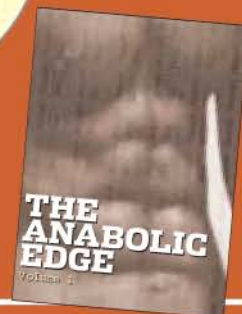


Retail Value \$19.95

WARNING:
Sexually Explicit Scenes!

FREE GIFT #1
Sex Secrets DVD

FREE GIFT #2
The Anabolic Edge, Volume 1, 32-page book



THESE 2 GIFTS ARE YOURS FREE!

FREE GIFT #1 DVD: Great Sex 7 Days a Week!



WARNING:
Sexually Explicit Scenes!

Retail
Value
\$19.95

This step-by-step DVD guides you and your partner to a wonderful, sexually satisfying lovemaking journey you can rely on over and over again for the most intimate of sexual encounters.

It provides simple, easy steps to getting the most out of your lovemaking — with all-new tips, techniques, and lovemaking strategies designed to SUPERCHARGE your sexual abilities!

What's more, you'll learn the most intimate sexual health secrets to spice up your lovemaking — and satisfy your partner. More than 100 sexual secrets include:

- **SECRET DEEP PLEASURE POSITIONS** help you and your lover reach a mind-blowing “double crescendo” orgasm **AT THE SAME TIME!** **DAY 1** is filled with unrivaled sexual tips and techniques.
- **AMAZING “SHOWER WALL SECRET”** enables your size to feel larger, and her to feel tighter. A multiorgasmic hot shower awaits you **BOTH** when you watch **DAY 2**.
- **BEYOND THE BEDROOM!** Other rooms can spice up your sex life. Every home contains sexual secrets waiting to be unlocked... **DAY 3** shows you how to make your lovemaking more fun!
- **MAKE ALL YOUR SEXUAL FANTASIES COME TRUE!** There's a way to share—and act out—your deepest sexually stimulating fantasies with your partner. Simple “ask, don't tell” approach you learn on **DAY 4** makes it easy and fun for you to discover the art of superpotency via a unique fantasy!
- **UNLOCK THE MYSTERIES OF TANTRIC SEX!** Learn, step by step, how to deepen your lovemaking pleasure and establish an “over-the-top” sexually explosive experience. The slow-lovemaking, “stop-and-hold” techniques are shown on **DAY 5**.

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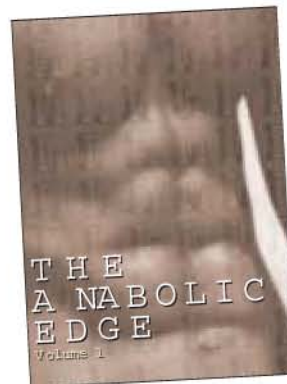
WARNING!
Your **FREE DVD** (retail value \$19.95) contains sexually explicit scenes graphic in nature with nudity and close-up video. So prepare yourself for a detailed instruction of sexual techniques designed to drive you and your partner wild!

Packed with the best “super-anabolic” workouts you can perform at ANY gym, this comprehensive guide offers specific weight-lifting routines to STIMULATE anabolic activity in your muscles.

By following these workouts along with the **Powerfood Nutrition Plan**, you'll maximize your ability to build the kind of muscular body you want. What's best about the exercises featured is that they were specifically developed to help your muscles reach an anabolic state so you can achieve maximum hypertrophy after your workout.

Inside you'll find:

- **FIGHT FAT WITH THE “CIRCUIT MIX” TECHNIQUE** revealed on **page 13**.
- **SUPERSET SECRETS** that pack on muscle. In just a few minutes per body part, you can dramatically boost your muscles' ability to break down and rebuild. **Page 15**
- **BETTER THAN THE BENCH PRESS.** For a broader, more muscular chest, the uncanny exercise on **page 17** works wonders.
- **3-SET SECRETS THAT PUMP UP** muscle mass and actually take less time than conventional pyramid or reverse-pyramid workouts. **Page 21**
- **RECOVERY SECRETS THAT PRO BODYBUILDERS** follow in order to maximize muscle growth. **Page 21**
- **IDEAL WORKOUT STRUCTURE** for men who are trying to balance work, fitness, and family. What to do each day of the week. **Page 27**
- **BETTER THAN SQUATS!** Try this leg exercise on **page 29**. It takes less time than squats and will not injure your back!



FREE GIFT #2 The Anabolic Edge, Volume 1

**SEND THE CARD TODAY TO GET YOUR 2 FREE GIFTS PLUS
A FREE 21-DAY PREVIEW OF THE POWERFOOD NUTRITION PLAN!**

Men's Health

SPECIAL PROGRAM

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Your Mission: To Achieve The Body You've Always Wanted In Just 28 days.

Dear Sir,

YOUR MISSION, if you choose to accept it:

Shed 10 pounds of "stubborn" mid-section fat. Build lean muscle. Stay harder, longer.

In just 28 days, you can accomplish all of these things.

That's because *Men's Health* has developed the premier, most effective, and scientifically proven nutrition program ever published. It's in a book called ***The Powerfood Nutrition Plan***.

It's the "for men only" plan that guides you, step-by-step, to accomplish your mission.

You're invited to take this plan for a TEST DRIVE, FREE. And you'll get 2 special free gifts for saying "yes."

LOSE FAT. GAIN MUSCLE. LAST LONGER IN BED.

These are 3 important goals for men like you who care about their bodies. But often it's all too easy to ignore the most effective, scientifically proven way to accomplish these objectives.

That's where ***The Powerfood Nutrition Plan*** comes in.

This is a "for men only" nutrition program. It's specifically designed to build phenomenal muscle tissue and definition, and eradicate fat – even while you sleep.

Indeed, it's the "magic bullet" many of us have been waiting for all our lives!

**USE THE NUTRITIONAL PROGRAM
PRO SPORTS TEAMS USE – FOR A 28-DAY TURNAROUND!**

Professional sports teams have top-performing athletes who rely on this plan. They've discovered the secret to helping their bodies achieve a "heightened state" of nutritional health – enabling them to look and feel their best.

Food can be your "secret weapon" to shed those stubborn 10 lbs of fat in 28 days, achieve the lean-muscled body you want, and boost your sexual staying power.

You'll see how making small – yet surprisingly effective – changes to your eating routine can have huge effects on how you look, feel, and perform.

For example: did you know that eating 6 meals a day can help you burn more fat than

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eating just 3 meals a day? Or how snacking on blueberries at just the right time can help you maintain a stiffer erection?

Now it's YOUR TURN to take advantage of this revolutionary way to burn fat and build muscle. Discover a nutrition plan that you can count on for the rest of your life, to help you look and feel your best.

SEND THE CARD AT THE BACK OF THIS ISSUE, AND YOU'LL GET 2 FREE GIFTS, JUST FOR TRYING THE POWERFOOD NUTRITION PLAN.

FREE GIFT #1 - DVD: Great Sex 7 Days a Week. This step-by-step DVD guides you and your partner to a wonderful, sexually satisfying lovemaking journey. The DVD provides simple, easy steps to getting the most out of your sexual experiences -- with all new tips, techniques and lovemaking strategies designed to SUPERCHARGE your sexual health! You'll fully enjoy the heightened performance you get from **The Powerfood Nutrition Plan**.

FREE GIFT #2 - The Anabolic Edge, Volume 1. 32 pages of customized workouts specifically designed to help your muscles achieve "anabolic overdrive" -- a state of supported muscle growth. Follow **The Powerfood Nutrition Plan** with this free booklet to get the "lean muscle" look you want, with the best workouts possible.

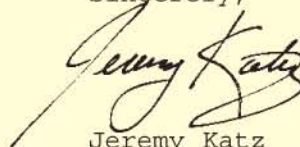
Here's what to do:

First, mail the enclosed Free Gift, Free Preview Certificate (we'll rush you your 2 FREE GIFTS at once). Please do not send money now. You don't owe us a thing for your 21-day preview.

Read through this invitation issue. Then, when you receive **The Powerfood Nutrition Plan**, start using its secrets right away. Soon, you'll have a body you can be proud of.

That's all there is to it! I wish you success on your mission.

Sincerely,



Jeremy Katz
Special Program Recruiter
Men's Health



P.S. Please hurry and return the card at back today. We have sent out an extremely limited number of these special-invitation issues, and we'd like to send you the plan (and your 2 free gifts) as soon as possible.

P.P.S. If you decide to keep **The Powerfood Nutrition Plan**, you can enjoy a 21-day free preview of each specially produced *Men's Health Today* annual book. We'll send you an announcement in advance of each book, and if you want to enjoy your reserved free preview, do nothing -- we'll send the book directly to your door for 21 days of free browsing. If you decide to keep it, we'll bill you later for the book, plus shipping and handling. If not, simply return the book and owe nothing.

If you don't wish to receive it, just return the announcement card within 3 weeks and the book will not be sent. There's never an obligation to buy, and you can cancel at any time by contacting customer service. If for some reason you don't get at least 3 weeks to review the notice and you get the book, we will credit the return of the book, plus postage.

SHED 10 POUNDS OF FAT IN JUST 28 DAYS—GUARANTEED!

Your satisfaction is 100% guaranteed with *The Powerfood Nutrition Plan*. In fact, we guarantee that if you follow the plan exactly as it's outlined in the book, you'll achieve 10 pounds of "stubborn midsection" fat loss in just 4 short weeks. What's more, you'll fuel your body to finally achieve the body you've always wanted. More muscle where you want it. Better sexual performance with the "staying power" to go for hours. Increased energy. More restful sleep. The ability to increase your health to levels you can finally be PROUD of.

I stand behind this promise 100%, and I'm privileged to provide you with the postal coupon below to back up this guarantee. After trying the plan for 28 days, if you're not completely satisfied, simply cut out the label and place it on the package the plan came in, along with your original paperwork. We'll pay the postage to return the package, and take care of all the crediting fees, so you have nothing to worry about.

We can offer this generous guarantee because *The Powerfood Nutrition Plan* has been such a breakthrough success for the men who have tried it. After all, pro athletes and bodybuilders rely on this plan year-round.

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Jeremy Katz
Jeremy Katz
Men's Health

200423001 / Printed in USA

PLEASE KEEP THIS POSTAGE LABEL

It guarantees you won't pay a cent if you want to return *The Powerfood Nutrition Plan*.



There's absolutely no purchase necessary! If you wish to return the preview volume at the conclusion of your 21-day, free inspection, simply mark "cancel" on our invoice and return it along with the volume.



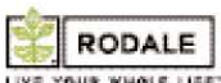
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From FIT to **10** **RIPPED!**

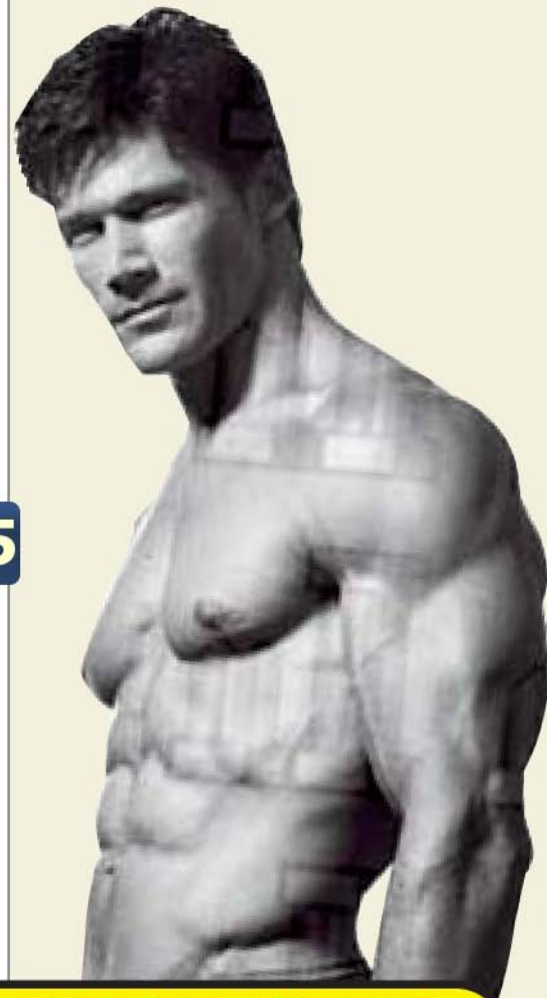
SHED 10 lb. of FAT IN **15 JUST 28 DAYS!**

"I lost 13 pounds & felt incredibly stronger and quicker. Anyone looking for any kind of edge in athletics or just looking to live a better, healthier life would be crazy not to read this book."

— *Gus Ornstein, Former N.Y. Jets Quarterback*

"Dr. Kleiner has been a tremendous asset to the Seattle Supersonics. Her knowledge of athletic performance and the needs of our team show in the overwhelming success she has had with our athletes. When one of our athletes needs nutritional guidance, Dr. Kleiner is the only one I recommend."

— *Dwight Daub, MS. C.S.C.S., PES,
Assistant Coach/Player Development, Seattle Supersonics*



2 FREE GIFTS!



**FREE
GIFT
#1**

**WARNING:
Sexually Explicit Scenes!**

Retail Value \$19.95



**FREE
GIFT
#2**

HOW GOOD IS YOUR PROTEIN SUPPLEMENT? Best rated on page 13.

Men's Health
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Emmaus, PA 18098

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Rodale

Copy Comments

1. **The Secret of the 4 U's: Urgent, Useful, Unique and Ultra-specific.** This headline draws on Useful and Ultra-specific. Notice how the entire cover of the magalog is filled with benefit oriented bullets.
2. **Again, more use of The Secret of the 4 U's: Urgent, Useful, Unique and Ultra-specific:** This headline is both Urgent and Useful.
3. **Secret of Reason for Urgency:** Give the reader a reason to act now. This forces the reader to speed up the decision to buy. The longer the reader can delay his decision, the less the chance you'll convince him to buy.
4. **The Secret of the 4 U's: Urgent, Useful, Unique and Ultra-specific.** This writer makes great use of the 4 U's throughout this package. Here, he is using Ultra-specific, Useful and Urgent.
5. **Secret of Transparency:** Focus on the benefits of the product. By doing this, you actually strengthen the reader's need and desire for the product. When this is done properly, the product itself is invisible to the reader.
6. **Secret of the Four-Legged Stool:** Use these elements of copywriting to boost response rates. You'll want to **show the track record** (such as an accuracy rate or prior history that demonstrates knowledge), **build credibility**, **present a strong idea** and a **strong promise** (or benefit). Here the writer focuses on building credibility.
7. **Secret of Fascination Teasers:** A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation. Fascination teasers keep the reader engaged in your copy.
8. **Secret of Identifying a Common Enemy:** Find someone or something that you can portray as an enemy... one that stirs an emotion in your reader. In this example, the common enemy is "conventional knowledge" about health.
9. **Secret of the Icebreaker:** Ask a provocative question that arouses your reader's curiosity.
10. **Secret of Secrets:** Let your prospect in on a secret. In this example, the Secret of Secrets is that pro athletes and bodybuilders have kept this information to themselves.
11. **Secret of Fascination Teasers:** A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to

- read on for further explanation. Fascination teasers keep the reader engaged in your copy.
12. **Secret of Value Proposition:** Make an almost unbelievable offer... one that the reader absolutely cannot say, “No,” to. The deal is so good, it rings of value - either because the price of the product is deeply discounted, the premiums given are in-depth and valuable or the guarantee removes any risk.
 13. **Secret of Reason for Urgency:** Give the reader a reason to act now. This forces the reader to speed up the decision to buy. The longer the reader can delay his decision, the less the chance you’ll convince him to buy.
 14. **Secret of Pole Vault Past Obstacles:** Inflate the promise, make it bigger and bolder, and find a way around obstacles and opposition. The writer is using the guarantee as one last way to overcome the reader’s opposition to buy.
 15. **The Secret of the 4 U’s: Urgent, Useful, Unique and Ultra-specific.** This writer makes great use of the 4 U’s throughout this package. Here, he is using Ultra-specific, Useful and Urgent.

Design Comments

1. Look how the designer gives focus to the headline by not only putting it in big type, but in BOLD typeface as well.
2. The photograph fits the theme of the package: gain muscle mass. It’s a picture that emphasizes what the target audience is after: a lean body with ripped muscles.
3. The starburst grabs the reader’s attention. It is drawing attention to the credibility of the package.
4. Look how the headline and subheads are made to stand out. This package has lots of graphics throughout, but each headline and subhead pull the reader into the copy.
5. See how the graphic artist made these fascination teasers stand out from the rest of the copy by making sure the typeface was bold and in a sans serif font.
6. The headline on this center spread goes across both pages and takes up almost 1/3 of the page length. This shouts to the reader, “I’m important copy; read me!”
7. This graphic is set in a box by itself. The photograph with the arrow pointing to the stomach immediately draws the reader into the copy by emphasizing the theme of the package.

8. The lift note is printed on stationary that matches the title of the magazine. The typeface is courier - as if done on a typewriter. Notice that the sub-heads are in bold type and stand out nicely from the body copy throughout the lift note.
9. Here's something you don't see much these days: The guarantee copy is set off in a certificate style border... emphasizing the importance of the guarantee.
10. Again, nice use of a **BIG, BOLD** typeface for the headline on the back cover of the magalog. It's so big, it's almost impossible for the reader not to see these words.