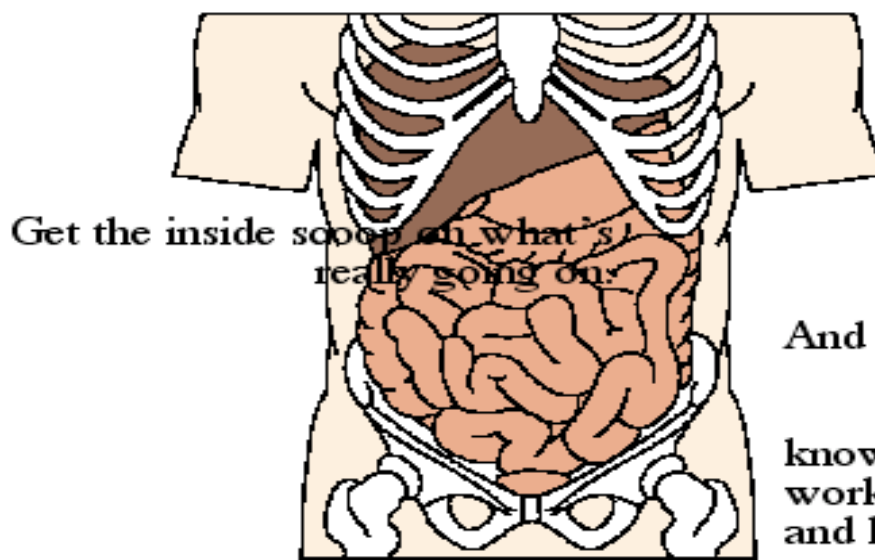


# PICK UP THE *HOT-LINE* TO YOUR BODY.



And



know what will  
work best with your body  
and how to use it!

Your Health or Professional Business is providing customers with nutritional consultation services with Biochemist Donald Krause. He is able to actually measure the effectiveness that customers are experiencing in their lifestyles using Lifestyle Testing. For example, if you are taking supplements, you will know which ones will work best with your body chemistry and whether the supplements are actually being assimilated. You will also know how much one needs to take, and at what times. This information is essential to know if the body is to be able to utilize oxygen well (see below)!

You can take advantage of Lifestyle Testing in this store right now, using the *Body Life Expert System* from Body Life Direct. It will provide you with a convenient and reliable procedure for testing whether you are getting the benefits you should from the products or services and that your lifestyle is working harmoniously with your body.

The system allows measurement of a person's *vitality*, which is an indication of how well the body is using oxygen. Why is oxygen important? All body processes depend on the efficient *assimilation*

(respiration and utilization) of oxygen. Think about what happens when you can't get enough oxygen. Hold your breath for one minute. OK, now try for a couple of minutes. Well, you get the idea. All parts of your body need a constant supply of oxygen. Without it, they will be unable to function properly and will ultimately decay. Oxygen actually counteracts the demands put on the body by one's *lifestyle*, i.e. work and stress. And oxygen is the first line of defense against disease!

The specific advantage of Lifestyle Testing over all other methods is that it **accurately measures how well oxygen is being utilized in the body and how well the body is processing the nutrition put in it by one's eating lifestyle**. Comparing measurements taken over a period of time will show how your lifestyle is making improvements in your body's vitality. Now you will know how the body is progressing, and you will know you are getting the greatest value out of the products or services! In essence, the *Body Life Expert System* takes the guesswork both out of what to recommend and out of measuring how well the recommendations are working.

To order or for more information contact:

**Donald Kraus**  
Biochemist/Lifestyle Consultant  
Body Life Direct  
616-824-9628  
bodylife@att.net

Body Life  Direct.®

# How is Vitality Measured?

$$V = P - O$$

An *ideal* lifestyle will provide 100% vitality. This is determined from the equation:

$$\text{Vitality} = \text{Potential} - \text{Obstructions}$$

**Vitality** measures the energy the body currently has available to do the work required by an individual's lifestyle.

**Potential** is the amount of energy the body has in reserve to do its work. This is also called the *Bank Account* or *Mineral Reserves*. The Potential should be 100% for 120 years of life. If it is less than 100%, then proper supplementation can produce a direct increase in the Potential, and in turn, the Vitality.

**Obstructions** are anything that prevent the energy in the Bank Account from being used when it is needed. They mainly include salts and undigested protein molecules that interfere with the circulation of the blood and cell nutrition to any part of the body.

With an ideal lifestyle, the body will have 100% potential and no obstructions! Each cell will be able to fully utilize the maximum mineral reserves without any interference. Thus the Vitality should be 100% at any age.

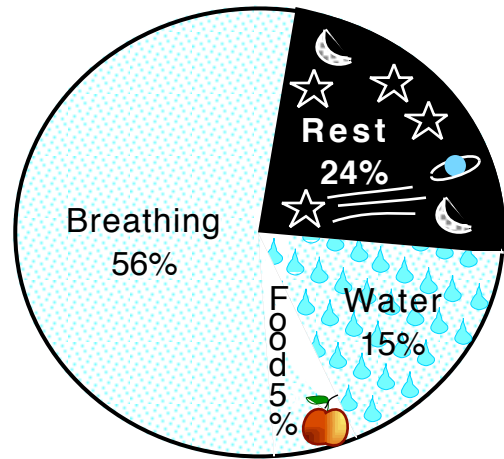
Your *Lifestyle Profile* will give you a complete analysis of your vitality and all lifestyle recommendations to complement it.

# What affects the Vitality?

The body both gains and uses energy. The sources of energy and the percentage that comes from each source is: (See Energy Cycles of the Body graph.)

**Breathing(56%)**  
**Water(15%)**  
**Rest(24%)**  
**Food(5%)**

**Only 5%** of the the energy comes from food, but a lot of energy goes to **processing** the food. However, the food does supply 95% of the raw materials that the body requires for cell replacement.



## Where does our energy come from?

The body also uses energy. First priority goes to **stress**, then **work**, then **digesting** foods, and finally the energy left over goes to the **elimination** organs in the following percentages **Kidneys- 92%; Bowels- 6%; Lungs and Skin -2%.**

**\*Note: This method is not used to diagnose, treat, or prescribe for any disease, but to offer lifestyle consulting for education and prevention. It is the body, through its Creator that heals.**

## The Lifestyle Profile from the BLD Expert System.

- Graph of the **Metabolic Pattern** — Individual body chemistries generally fall into one of 7 distinct types or Metabolic Patterns.
- Analysis of **Vitality** — showing **Potential**, **Losses in Potential** and their sources, **Obstructions** and their sources, and **General Lifestyle and Mineral Recommendations**.
- **Supplementation Recommendations** — including specific prioritized procedures, amounts and times for: lifestyle support, cleansing the body and rebuilding of tissues.
- **Food Recommendations** — showing which foods are compatible with the body chemistry, and if any allergies may be indicated.

**STORE OR PROFESSIONAL BUSINESSES CAN UTILIZE THE FOLLOWING OPTIONS:**

**A. SAID Body Life Expert System (BLD)** can be licensed by purchasing the following materials:

- 1.) **Training Materials:** Includes Training Correspondence Course that will give a thorough understanding of the underlying theory and methods required for testing and evaluation how will a clients body is keeping up with their lifestyle. Include Training Manual and Video support. Must have to Consult others. **Cost is \$400.00 + S & H; and or:**
- 2.) **Testing Kit and Procedures for Testing:** This Testing Kit includes a manual, 2 hours of instruction; and the following equipment: Refractometer for measuring Carbohydrates; PH meter for measuring Acid/alkaline and resistance; Salt meter for measuring salts/Conductivity; Ureas for analyzing proteins. **Cost is \$400.00 + S & H.**
- 3.) **This Body Life Expert System (BLD):** Includes **BLD System software** for your Computer.
  - a.) **Setup Cost is \$ 400.00; and includes updates;**
  - b.) Licensing cost includes the additional **Cost of \$10.00** per each Client Lifestyle Profile calculated or printed-To be paid monthly; or 3 years of unlimited Client Profile calculations or printouts at the **cost of \$2000.00**. Licensing agreement must be signed and then returned with payment. Allow 2-4 weeks before delivery.

**OR**

**B.** You can purchase the following materials without the ***This Body Life Expert computer System (BLD)***:

- 1.) **Training Materials:** Includes Training Correspondence Course that will give a thorough understanding of the underlying theory and methods required for testing and evaluation on how a clients body is keeping up with their lifestyle. Include Training Manual and Video support. **Cost is \$ 400.00 + S & H;**
- 2.) **Testing Kit and Procedures for Testing:** This Testing Kit includes a manual, 1-2 hours of instruction; and the following equipment: Refractometer for measuring Carbohydrates; PH meter for measuring Acid/alkaline and resistance; Salt meter for measuring salts/Conductivity; Ureas for analyzing proteins. **Cost is \$400.00 + Shipping.**

**Please Note:**

**A testing kit can be purchased, without the *This Body Life Expert computer System (BLD)*, for testing clients, yourself, family or friends; and e-mailing the results to *Body Life* and receiving by e-mail a testing Profile for \$10.00 each test. A Phone consultation with the Bio-chemist/Nutritional will cost \$ 35.00 per ½ hour regarding each test.**

To Order or for further information:

Contact Body Life Direct/Donald Kraus at 616-824-9628 or Bodylife@att.net.