



**BLOOM AND GROW WITH THE V SPIRIT NEWSLETTER!**

Peel off those winter layers and get right to the heart of your energy – it's time to spring into a new you! This issue of V Spirit Newsletter brings you tips, articles and inspiration that help you capture the vibrancy of the year's most promising season!

Help your girlfriends bloom and grow, too.

**Invite them to join!**



**WHO DESERVES TO INDULGE IN A SPA VACATION MORE THAN YOU?**

You can bring your girlfriend too.

Win a trip for two to the Green Valley Spa – a \$5000 value!\* Brought to you by iVillage & VIActiv® **Enter today!**

*Live your best life*

**– Rest your bones, rev up the rest of you**



When you've had a good night's sleep, you bound out of bed in the morning with energy to take on the day. That's because the only time your brain can replenish its energy supply is during sleep. When you wake up refreshed, your brain has energy to burn!

A good night's sleep enables you to focus and be more effective when you're under a deadline or experiencing stress. Here are some tips to help ensure a good night's sleep for body, mind and spirit:

- Try to have at least 3 hours between your dinner and your bedtime. Too much or too little in your stomach may make you less comfortable when you settle down for your night's rest.
- Try to arrange your workout earlier in the day. Exercise has an alerting effect and raises your body temperature. This rise leads to a fall in temperature five to six hours later, making it easier to sleep.
- If you're waking up earlier than you'd like, try increasing your exposure to bright light in the evening. As little as one to two hours of evening bright light exposure appears to help you to sleep longer in the morning.

**What's Your Take?**

“ Every evening after dinner, I make lunches for girls. When I'm finished packing the last one, I reward myself with a delicious milk chocolate VIActiv®

Calcium Chews.



Sue F.,  
East Brunswick, NJ

**How do you take your VIActiv®?**

*V Advisory* – **May is Osteoporosis Awareness Month**

Renew your commitment to keeping your bones healthy and strong. A recent [report by the U.S. Surgeon General](#) says that for women of all ages, calcium, vitamin D and exercise are critical to maintaining everyday bone health and helping to prevent osteoporosis. VIActiv® Brand research has found that only 30% of American women feel they are getting enough calcium to

**Share your routine with us.** We may use your testimonial in a future issue of the V Spirit Newsletter.

maintain healthy bones. Read the [press release](#), which reveals other important health facts for women.

Are you getting yours? Just 2 delicious [VIACTIV® Calcium Soft Chews](#) provide you with 100% of the Daily Value of Calcium, plus a **unique** blend of vitamin D to boost calcium absorption and vitamin K, which plays a role in the body's formation of bone proteins\*.



### Stay in the Know...

Did you know that VIACTIV® has a new Multi-Vitamin Soft Chew? **Tell me more.**

**Spread the word** to your daughter, niece, co-workers and girlfriends!

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

### *Quick Spirit* – Instant Energy Boosters

- **Take five deep breaths to give your brain an energizing oxygen boost.** Energy levels drop dramatically when you don't take in enough oxygen. Breathe in through the nose for the count of three and then exhale for six. Do this daily for an instant energy lift.

**Learn how** NEW VIACTIV® Multi-Vitamin Soft Chews can help support energy activation.

\*No Purchase Necessary to Enter. Sweepstakes ends 04/17/05.

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Please do not reply to this email. We will be unable to respond to your request. If you have any comments, questions or general feedback, please contact our Customer Relationship Center by [clicking here](#) or by calling 1-877-VIACTIV.

You can also mail us at McNeil Nutritionals, Attn: CRC, 7050 Camp Hill Road, Ft. Washington, PA 19034.



# Benecol HEARTBEAT


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*Welcome* to the first issue of the BENECOL® Heart Beat – our ongoing, heart health newsletter designed exclusively for loyal BENECOL® consumers like you!

Now managing your cholesterol is easier than ever. Benecol® Heart Beat brings you the latest news on heart health, as well as recipes, tips and timely features devoted to helping you enjoy your appetite for life. We appreciate your loyalty, that is why each issue gives you valuable, money-saving coupons and offers that are not available anywhere else.

As a vital part of Club BENECOL®, we want you to be the FIRST to know about two exciting new events.

- the launch of our newly-designed consumer web site [www.BenecolUSA.com](http://www.BenecolUSA.com), and
- the introduction of New BENECOL® Smart Chews.

Delicious, and convenient, chocolate and caramel flavored Smart Chews are currently available only in Florida stores, but if you don't live in Florida, you can [order them online here](#). Take advantage of the \$1.50 coupon provided in this newsletter for great store savings on any BENECOL® Product. Plus you can save \$1.50 online on BENECOL® Smart Chews!

For more information on **BENECOL® Smart Chews** visit [www.BenecolUSA.com](http://www.BenecolUSA.com)!

## Small Steps to Healthy Strides

Getting serious about heart health means making basic changes in your health and living habits. Follow a sensible, realistic plan that will gradually lessen your chances of developing heart disease. Remember, little things can make a big difference.

### Eat Well, Eat Smart

One of the best ways to help keep your heart healthy is to eat a low-fat, well-balanced diet. Improving your diet is easy - just take it in small, comfortable steps. [Start here >>](#)

### Exercise

Your heart is a muscle - and muscles need exercise to stay strong. There are some simple things you can add to your daily life to help keep your heart pumping strong... and a



**New!**

**SAVE \$1.50**

On BENECOL® Spreads and BENECOL® Smart Chews!

**CLICK HERE TO REDEEM YOUR COUPON**

In partnership with



## It's Personal

BENECOL® Products have teamed with The Heart Truth, a national awareness campaign that spreads the message about women and heart disease — the nation's #1 killer of women. The campaign's Red Dress logo is recognized as its national symbol. According to The Heart Truth statistics:



Women & Heart Disease

- One in three women dies of heart disease
- Heart disease in women rises dramatically during middle-age and doesn't stop developing until it's treated
- Each year, about 88,000 women between 45 and 64 have a heart attack
- Making lifestyle changes can lower heart disease risk in women by as much as 82%

To learn more, visit [www.hearttruth.gov](http://www.hearttruth.gov)

variety of [easy exercises you can do at your own pace >>](#)

### Take a Breather

Emotional stress can lead to habits like overeating, smoking, and other behaviors that are detrimental to heart health. [Learn easy ways to reduce your stress >>](#)

Make a sweet snack by brushing 1 serving melted BENECOL® Spread over 2 soft bread sticks. Sprinkle with cinnamon sugar and bake until warm and soft. [Want more tasty tips?](#)

Who says lunchtime has to be the same old thing? [Chicken Cranberry Salad](#) Makes for a colorful, refreshing change – and we're sharing it with you first

as a member  
of Club  
BENECOL®



Michelle Harrington  
Registered Dietitian  
at McNeil Nutritionals, LLC.

### Q How do BENECOL® Smart Chews work?

A BENECOL® Smart Chews work just like BENECOL® Spreads to reduce cholesterol levels. For best results, it is recommended to take 2-4 chews per day with food, along with a low saturated fat, low cholesterol diet. The nice thing about BENECOL® Smart Chews is that they are portable, great-tasting and can easily be used interchangeably with BENECOL® Spreads.

## Success Story

“ I've used BENECOL® for 4 years and it works so well. Before using BENECOL® my total cholesterol was 219. After using BENECOL® (with no cholesterol lowering drugs), my total cholesterol was 192, the HDL 60, and the LDL 115. Also, I love the taste of BENECOL®. ”

Caroline G.

Has BENECOL® made you a believer? [Share your success story with us now!](#)

Help spread the word on cholesterol-lowering BENECOL® Products, heart health information and savings.

[Share Club Benecol® with a friend here! >>](#)

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