

The \$100,000 Cure



Dvera Berson, 75

Sometimes a successful business comes about by accident.

That was the experience of Dvera Berson, 75, of Boca Raton, Fla., who 14 years ago was an invalid, incapacitated by arthritis. Desperate for relief, Berson discovered that exercising in water could alleviate her pain. Over the next year, she devised her own system of gradually more strenuous in-water therapy. At the end of that time, she was completely pain-free. As a result, Berson says, "I wanted to share what I had learned with other sufferers."

When she was 65, she wrote a book describing her exercise program, *Pain-Free Arthritis* (S&J Books, Brooklyn, N.Y.), which has now sold more than 80,000 copies by mail order. But that was only the beginning: The septuagenarian became something of a one-woman industry, teaching her arthritis-relief techniques around the country and serving as a consultant to senior-citizen communities. She now grosses well over \$100,000 a year. Berson insists, though, that her financial success is far less gratifying than her sense of accomplishment. "I feel I've been useful to thousands of other people," she says.

Top Business Choices

Suppose you're over 60 and interested in taking the plunge, but you aren't sure what kind of small business you'd like to start. We asked Albert Myers, head of The Institute for Success Over Sixty and author of *Success Over Sixty* (Simon & Schuster), to list the most popular business choices. While accurate statistics on the subject are not readily available, Myers believes the following kinds of businesses are launched most frequently:

- **Retail stores:** The kind of store opened can reflect the owner's special interest, from flower shops to auto supply stores.
- **Food businesses:** Seniors are opening restaurants, cafés, pizzerias and donut shops.
- **Crafts:** Handicraft businesses are easy to operate from home. Older women, especially, may have practiced crafts as a hobby.
- **Consulting:** Another home-based possibility. Many seniors counsel clients in such areas as marketing, engineering or personnel.
- **Business services:** Business-to-business companies—secretarial services, instant printers, photocopy stores—are popular.
- **Hospitality:** Some 60-plus businesspeople run hotels, motels or bed and breakfast inns.
- **Franchises:** A sizable number of the close to 380,000 individual Americans who own franchises are seniors.

Advertisement

"NINE GIRLS STOOD GIGGLING AT ME AS I OPENED THE DOOR..."

A True Story by
Janet McBarron, M.D.

I am about to tell you a true story. It's very embarrassing to me. But I want you to have this while there is still time.

I was raised in Swarthmore, Pennsylvania, a small town near Philadelphia. After high school I went to college.

My grades were good. Everything was great. Except that I was 74 pounds overweight. A real porker.

Naturally, I was teased about being fat. For example, a group of girls in my dormitory called a local pizza shop and ordered seventeen pizzas—all to be delivered in *my name*. When they arrived, I was summoned to the front door. I heard eight or nine girls giggling at me from behind the stairs. When I opened the door, there stood the delivery boy, seventeen pizzas in hand. I was humiliated and embarrassed. But I paid him from money I'd been saving for a new dress. The girls behind the stairs thought it was funny.

I didn't. Then and there I vowed the jokes would end.

During my second year of medical school, I was invited to take part in an experimental new weight-loss regimen. It was called the Clinic-D Program. Enrollment in the test program was limited to patients who were severely obese. That was me. Obese. So I was allowed to enter.

The project began in late February. For the first three days nothing happened. My weight remained the same. But on the fourth day, my weight began dropping. Rapidly. Within the next 180 days I lost 67 pounds. And during the next two and a half weeks I lost an additional 13 pounds. This may not seem like a lot. But to me it was a miracle! This was the first time *in my life* I had consistently lost weight, week... after week... after week.

The Clinic-D Program was researched and developed by a team of bariatric physicians—specialists in weight loss. It's unique because it actually allows you to eat up to 1.8 times the amount of food you would on many other diets—and still lose weight. In fact, there's so much food on the program, I could hardly eat it all.

The prescribed menus called for up to *six meals per day*. Three regular meals. Plus three snack meals. (All good whole-

some food. No pills. No weird foods.) So you're always eating.

How can a person consume so much food and still lose weight?

The secret is not in the amount of food you eat. It's in the *prescribed combination* of foods you eat in each 24-hour cycle. Specific portions of complex carbohydrates, fiber, and proteins that generate a negative caloric process that continues all day long... a complete 24-hour fat burning cycle. Fat is burned away around the clock. Not just in unhealthy spurts and fits like many diets. That's why it lets you shed pounds so easily. Without hunger. Without feeling deprived.

But here's the best part...

1. The food is delicious! Choose from chicken, ham, pork, beef, or fish. You may also select from a wide variety of cheeses, pasta products, sauces, potatoes, fruits and vegetables. Even some light wines and sweets. But you *must* consume them in the specific combinations and portions prescribed in the program.

2. There are no drugs. No appetite suppressants. No artificial foods. No gimmicks of any kind. All the food comes right from your supermarket.

3. The Program is healthy. It's very low in sodium, high in fiber. It's well balanced in every food group, with ample proteins and special combinations of complex carbohydrates.

4. The Program is flexible. The menus are varied. You can make substitutions. Even eat in restaurants that serve a la carte foods. Just so you order the appropriate combinations of food.

5. You'll lose weight. And keep it off. Permanently. Let's face it. We're all creatures of habit. We're used to eating three meals a day. We're also used to snacking. We all love snacks. Especially at night.

But most diets try to force us to change all that.

And that's precisely *why they fail!*

The Clinic-D Program is different. It allows you to continue your normal eating lifestyle, but with the right combinations of foods. You'll eat three meals a day. Plus three snack meals every day. So you don't feel hungry. Not in the morning.

Not in the afternoon. Not at night.

I'm not the only one who was helped by the Clinic-D Program. Here are a few other examples...

- Charlie is a 43-year-old machinist. He began the program a week before Easter. He tried dozens of diets before. Always failed. But in just 16 weeks he lost 47 pounds. He reported absolutely no hunger. No feelings of deprivation. No nervousness.
- Linda is a 32-year-old secretary. She told me she had been on at least 23 diets before. She failed on all of them. But this time she lost 38.5 pounds in 16 weeks. No hunger. No nervousness.
- Donna is a 22-year-old housewife. She lost 22 pounds in only six weeks. She told me, "For once I'm not tired and irritable. I'm not snapping at the kids. I feel great!"

Obviously, I'm excited about the program. This is the first time it's been available to the public outside of a clinical setting. It's being distributed for us by Green Tree Press, Inc. in Erie, Pennsylvania.

I'll be happy to send you the Program to examine for 31 days. Show it to your doctor. Try it. There's no obligation. In fact, I won't cash your check for 31 days. You may even postdate it 31 days in advance, if you wish.

Your Clinic-D Program will be shipped immediately. When it arrives, try some of the menus. If you don't begin losing weight within six days, I'll promptly return your *original uncashed check*. No delays. No excuses.

Or keep it longer. Try it for six months. Even then, if you're not continuing to lose weight on a regular basis, I'll send you a full refund. Promptly. And without question. This is the fairest way I know to prove to you how well this new program works.

To order, just send your name, address and postdated check for \$9.95 to me, Janet McBarron, M.D., c/o Green Tree Press, Inc., Dept. 522, 3603 West 12th Street, Erie, PA 16505.

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