APPENDIX C

INSTRUCTION SHEET

Packet A

Directions:

Take about 10 seconds to look at each of the slimming advertisements in this packet. Next, Select 2 or 3 advertisements that grip your attention most. Place a tab on the chosen advertisements.
Enchanting beauty. Blissful moments together.

My wish:
I married at a young age after having 3 children, I decided to get back on shape. Now I look beautiful and my family feels great about my new appearance. Most importantly, the youthful spirit rekindles my marriage now, my husband and I can raise our glasses and toast, celebrating our wedding anniversary with our little angels.

DARE2LOSE recruitment has come to a close. Top finalists are now taking the challenge to beat the budget. Who will clinch total prize worth RM1,000,000.00? Vote now!

1st Prize RM500,000
2nd Prize RM300,000
3rd Prize RM200,000

Stay tune with DARE2LOSE
Start from 2nd Dec 2007
Every Sunday, 7-7.30pm
Have a date with Ho Yok Chin on 27 Jan 2008

What the expert says:
Yok Chin was round and overweight. However, she managed to lose weight and feel more confident. She is now looking younger and feeling fitter. This is due to her strict diet and exercise program which she follows daily.

Only RM600 FREE

Only RM399

Only RM350

Total Lost In 10 weeks
Before: 52.6kg
After: 45.6kg
Weight: 6.9kg
Body Fat: 18%
BMI: 19.5c

ENDS

Mayfair’s tallest Story Telling Reality Show.
Actresses have nightmares too! Me? I’ve always been a victim of thunder thighs and chunky legs. Months of vain attempts to keep trim by dancing did nothing for me. This, coupled with my hectic schedule and diet struggles only served to discourage me further – as I always ended up exhausted and unhappy. Then I realised, “I can’t be doing this forever!” So I turned to Marie France Bodyline for help.

What a good move!

There, I was quickly introduced to BioThermie Plus, an excellent fat reduction programme that targets the most stubborn areas to help you shed excess pounds. The next thing I knew, I looked in the mirror one day and saw a total body transformation! Finally, I had the shapely, toned legs that I’ve always dreamed of.

Thanks to Marie France Bodyline, I’m now the envy of all women. And I say, “Hey, if you’ve got it, flaunt it!”

Sign up today and get two additional therapies!

THIGH ENVY

52 SESSIONS FOR ONLY RM2,288
+ Free 1 Fibroblast Enhancement Programme + 1 BioThermie Plus

SMS Now To Receive A Free Slimming Session

1st 20 SMS senders pay only RM38 for 5 sessions

*Limited Offer*
Is this the way you trim your HIPS to stay hip?
There's a sensible way to trim your hip.
It's UNISENSE!

SUPER EXCLUSIVE PACKAGE!
Limited to first 50 customers only!

NOW RM 1,388
Usual Price RM 8,010

60 THERAPIES*

for a full body slimming history today to reserve

SMS us today and stand a chance to win a week signature ultrasound body shape worth RM 575.00

STEP 1
RM 500

STEP 2
RM 372

Hips after therapy: 89cm

Unisense Health & Slimming Centre Sdn Bhd
Toll Free Customer Care Line: 1800 888 929
www.unisensemt.com

*Terms and conditions apply
Going nowhere with hard work?
Take the easy way out.

Call or SMS NOW
FREE 1 Week* Slimming

*March Promotion!!
- Enter now for 10 slimming sessions
  and get another 10 sessions for FREE**

Esthetika
www.2esthetika.com.my
Marie France Bodyline

WHEN YOUR CLOTHES GET TOO TIGHT,
IT'S TIME TO
LOSE THE FLAB

Start shedding the excess inches with Marie France Bodyline today.

Total weight lost: 49 kg
Total inch loss: 127 inches

Weight before therapy: 114 kg
Weight after therapy: 65 kg

77 SESSIONS FOR ONLY RM2,288

NOW OPEN
New outlet at Bukit Tinggi, Klang!
DON'T WAIT TILL YOU POP OUT OF YOUR CLOTHES. It's time you did something about those stubborn bulges. Luckily, slimming experts Marie France Bodyline has what it takes to help you slim down and show off a sensational silhouette.

The Laser Pulse System (LPS) consists of a 3-pronged approach that targets and breaks down stubborn fat and reduces cellulite by eliminating fat marblization and boosting the lipolysis (fat reduction) effect. No more worries about cellulite, unsightly bulges and saggy skin as you can now flaunt a stunning figure.

Our proven results, advanced technology and thousands of satisfied customers make us the one name women trust when it comes to body perfection. Come to us and achieve a slimmer and more sensational body, just like Andrea!

**RM 1,999 FOR 60 SESSIONS**

AND ENJOY RM 2,000 CASH VOUCHER REBATE INSTANTLY!

- 10 x Liposuction Therapy
- 10 x Essential Marine Mineral Thalassotherapy
- 10 x Body Contouring Sessions
- 10 x Facial Sculpting Sessions
- 10 x Beautiful Hair Sessions
- 10 x Active Lifestyle Enhancement Programmes

CALL US NOW AT 1-800-88-7933 | www.mariefrance.com
The Experts solved our weight problems professionally!

-16kg
After: 58kg
Adolescent Weight Gain
(Peggie, Age 15)

-9.5kg
After: 65kg
Heavy Bottoms
(Yusop & Aidah, Children 20)

-10kg
After: 47kg
Lower Body Weight Gain
(Lim & Lim, Age 35)

-34kg
After: 108kg
Hereditary Overweight Problem
(Reyhana, Age 33)

Exclusively for new female customers with weight problems

only RM 18
1 London Full Body Slimming Session
1 Set of Slimming Products
Call: 03-2776 1234
04-539 0234

SMS: LD—Special 30, Preferred: Codal, Alone.
To: 36828

www.londonweight.com
Marie France Bodyline

Target your problem areas with BodyTech™ Perfectionist System

Introducing the all-new, advanced slimming therapy from acclaimed slimming professionals, Marie France Bodyline, which combines breakthrough slimming technology, the BodyTech™ Perfectionist System (BTPS). This system targets problem areas such as flabby arms, sagging tummies and chubby thighs. The BTPS uses unique results, lightening skin marks, tones and tightens saggy skin.

The BodyTech™ Perfectionist System is Marie France Bodyline's latest breakthrough formula that combines the effectiveness of three active compounds:

1. S3L (Subveneol Fat Buster) that squishes your body and gives you a firmer, smoother and younger looking skin.
2. Napa (Napa Fat Buster) that reduces your body's fat. It increases collagen production reduces stretch marks and tightens saggy skin.
3. Mento (Menta Fat Buster) that stimulates blood circulation to reduce cellulite and skin marks.

The efficacy of these compounds have been patented and deliver stunning and amazing results. Test the S3L. BTPS serum is now available for home use - so you can apply it easily for even better results.

A perfect, sculpted and toned figure is what you need for, come to Marie France Bodyline and let us help you achieve your ideal body shape. When it comes to body perfection, we are the true masters in the art of slimming.

Call us now at 1-800-88-7833 for a FREE PERSONALISED CONSULTATION. For more information visit www.mariefrance.com

RM 2,988 FOR 96 SESSIONS

1) Lip Detoxification Therapy
2) Essential Emma Mineral Therapeuics
3) Body Contouring Sessions
4) Mineral Geling Sessions
5) Alu-Point Technique Sessions
6) Anti-Gravity Gun Enhancement Therapy
7) 3-degree Electro Musculo Stimulation Therapies
8) Alpine Colagen Mask Therapy
9) Cryogenics Massage Sessions
10) Cryogenics Air Cancellation Therapy
11) Cryogenics Serum Therapy
12) Cryogenics Technoque Therapies
13) Beautiful Hair Sessions
14) Active Lifestyle Enhancement Programmes

SMS FOR A FREE Lymphatic Drainage Enhancement Programme

Technology powered by Marie France's Patented RM 50.50 will be charged for each SMS.

Call us now at 1-800-88-7833 for a FREE PERSONALISED CONSULTATION.
Shaping Branded Figure For New Mother

"Pregnancy is challenging. But seeing the arrival of my baby brings joy. It is the happiest moment for a woman" says Jaccelyn, "New challenges crop up: a bulging belly, stretch marks, water retention, etc. I had experienced all these physical changes that really disappointed me. Fortunately, I had Maefit. Under the guidance of接轨, I was able to tone up my body. Today, I am confident and happy!"}

Jaccelyn Ng
Area Manager

Total Loss
22.2kg
104.5cm

Sg. Petani New Outlet
Opening Soon

Kulai, IOI Mall
New Outlet Opening

Jaccelyn Ng
Area Manager

What the expert says:

New Opening Promotion
Kulai, IOI Mall New Outlet Opening Get slim June April

What the expert says:

Stay tune on 7

Rm600* FREE

SlimMeds 7 Days Slimming Programme

Get slim June April

New Opening Promotion
Kulai, IOI Mall New Outlet Opening Get slim June April

What the expert says:
Say goodbye to your muffin top.

As a singer and performer, Noryn needs to stay in shape and look her best at all times. Her weakness for rich, tempting food caused her to gain weight around her arms, hips and thighs. With the help of Marie France Bodyline, Noryn successfully lost 4kg and 34 inches off her body.

If Noryn can do it, you too can achieve your ideal figure with the revolutionary BodyTech® Perfectionist System (BTPS). The BTPS boasts a unique combination of Cafe/Bleu C. Bodyfit and Regeneri to deliver amazing results. Even better, the BTPS serum is now available for home use – so you can apply it daily for even better results.

Come to us and embark on a journey to reveal a slimmer, more sensational you!

RM1,899 for 60 SESSIONS

1. Lipo Deterioration Therapies
2. Essential Marine Mineral Treatments
3. Body Firming Sessions
4. Mineral Softening Therapies
5. Deeply Hydrating Treatments
6. Silhouette Remodeling Sessions
7. Silhouette Thermal Remoulding Therapies
8. Reformer Hand Sessions
9. Active Lifestyle Enhancement Programmes

LUCKY DRAW

With any purchase of our packages, get a lucky draw to:
- PARIS, MILAN, JAPAN, SHANGHAI, HONG KONG, TAIWAN, BALI & PHUKET OR
- EXCLUSIVE THERAPY VOUCHERS WORTH RM250,000.

SMS FOR A FREE PRE-PARTY PROGRAMME

SMS "READYFORYOURMARIEFRANCE" TO 32996

CALL US NOW AT 1-800-88-7933 | www.mariefrance.com

A member of Global Beauty International
Double Prosperity.

Fabulous deals. Stunning figure.

Buy 10 programs, get 20 FREE programs at only RM380.

DIVINE TUMMY SENSATION

The latest technology that slims your tummy when you rest in utter comfort. That’s because, all you have to do is to lie down and be ready to unveil a brand new slimmer, more beautiful you.

- Softens hardened fats
- Easy flushing of the fats and impurities
- Reduces the appearance of "orange peel"
- Tones and firms muscles
- Improves circulation

REVITALISING ESSENTIAL FACIAL

Relaxation & treatment experience through a professional session using the latest in advanced technology, including the latest state-of-the-art peeling, toning, and tightening techniques, that hydrates, exfoliates, and softens while fighting the signs of aging to reveal a youthful, radiant complexion.

- Exfoliation
- Toning & firming
- Improved complexion
- No downtime needed
- Results within just 1 treatment

SMS to enjoy 1 x Full Body Slimming Therapy upon consultation

SMS to enjoy

1 x Full Body Slimming Therapy

Upon consultation

Toll Free 1800 88 1661