



Your Healthy Natural Size

We chose the term *Healthy Natural Size* to describe a healthy weight and body fat percentage. In order to be healthy we all know it is important that we aren't carrying around excess weight. But one must distinguish excess from appropriate body fat.

The "ideal" body type, particularly for women, has been drastically altered and affected by the entertainment industry and the media. A desperate need has been created in most women to achieve what they're led to believe is "perfection." Many times perfection is an impossible goal without an understanding of your body's nutritional needs.

Some of our customers complain that they can't lose that last 10-20 pounds when in fact they probably shouldn't because they've already achieved their *Healthy Natural Size*. They are trying to force their bodies into a size that is unnatural for them in order to live up to that image of "perfection" constantly thrust on us. It is difficult to recalibrate ones perception of perfection. We all want to look and feel our best. But if you're looking to achieve great health then it's important you learn to see yourself differently.

Now let's take a look at "starvation diets." These popular diets consist of eating the lowest calories possible and treat food as if *all* foods increase body fat – this is the "calorie theory" of weight gain. Advocates of the "calorie approach" overlook the composition of the calories and are only interested in total calories consumed. This is simplistic at best because it treats your body as a heat engine or furnace. Instead, your body is much closer to a "chemical factory". What you eat is more important than just the quantity of food consumed.

There's been a general misconception that dietary fat makes you fat. Dietary fats don't go to excess body fat. But there is more to it than that. When you eat natural dietary fats they will be utilized for energy first, then in tissues like the

brain, skin, cellular structure, etc. Your shape will reflect proper eating by the balanced distribution of body fat in all the right places. This is especially evident in women who may see increased bust size and more curves when eating healthy fats (especially when adding YES Ultimate EFAs to their regimen).

This added voluptuousness, without being over weight or “chubby” is completely natural, and yet it contradicts what Hollywood and the media insist is the “ideal body.” A woman may reach her *Healthy Natural Size*, but she may not be happy with her shape simply because it doesn’t match the popular “ideal.”

We at YES™ cannot in good conscience recommend low-fat dieting, or any starvation diet to our customers. Diets low in natural, healthy fats are dangerous. Your body needs essential fats; both the Parent Essential Oils contained in our Ultimate EFA supplement, and the healthy dietary fats from natural foods like meat and unprocessed cheese. Without these essential fats or enough first-class protein, your body cannot maintain itself properly. Protein and natural fats are the building blocks for your body’s hormones, and cellular structure. Without these building blocks, you can’t maintain great health on a long-term basis.

We sell the highest quality nutritional supplements and promote healthy eating habits based on science. Most of our customers, who have excess body fat to lose, will find they lose weight with our dietary recommendations, but some don’t (or at least not as much as they’d like to). This is mostly the case with women, because losing excess body fat for women depends on so many factors (age, menopause, life-long dietary habits, frequency and types of past diet programs, overall health, and lifestyle). On the other hand, men naturally have a much lower percentage of body fat anyway, so their results are typically more dramatic and occur faster.

An important point to fully understand is that high-carbohydrate (low-calorie) diets, so prominent over the past 50 years or so, have destroyed women’s delicate hormones (*Textbook of Medical Biochemistry – A Clinical Approach states: Lots of carbohydrate destroys hormones*). The diet roller coaster most people have been on over their adult lives can also have a negative effect on the thyroid, which plays a major role in weight management. These issues cannot be solved over night, but improvements can be made to your health over time by following our dietary recommendations and taking our supplements. Your body needs time to adjust to getting real

nutrition - good natural fat and protein and less carbohydrates. Once it realizes you're going to continue giving it what it needs, it will balance out and you'll be on the road to achieving your *Healthy Natural Size*.

YES™, products are NOT intended for weight loss although they often assist in this area by curbing cravings for carbohydrate (the only foods that can make you fat). *Our products are designed to support your overall, life-long health.*

YES™ supplements stand apart from other brands. We can confidently say that no other nutritional supplement has the scientific foundation ours has. Our EFAs are so unique, that they're currently in patent pending status, our Minerals are truly-chelated—a process almost never done when creating a mineral supplement, and yet true-chelation is the only way minerals are guaranteed to be utilized by your body, and our Herbal supplements are based on a the Essiac™ formula known for over 100 years for it's gentleness and effectiveness in removing harmful toxins.

You can review the details of our unique, high-quality nutritional supplements and our nutritional recommendations by visiting each supplement page and our Meal Plan page. We also have lots of literature on diet, nutrition, exercise and how your body works, so that all of your questions can be answered. All of us here at YES™ live by the science and use our products, and our lifestyles reflect this. We want you to achieve your own healthy personal best.

The YES™ Family