



The Skinny on Success

CUUR SELLING A PLAN, NOT JUST A PILL



Q & A with
Mrs. Gwen Kent
President,
CUUR

HONEST MESSAGING is setting dietary supplement, CUUR, apart from the competition. As consumers shop for the magic weight loss pill, CUUR is going against the grain to help manage expectations. Dieters have been lied to. There isn't a pill that will make their spare tire disappear overnight. They must exercise and eat right. CUUR is recommended as a jump-start, a motivator to start seeing results more quickly.

Did we mention these results don't mean unwanted side effects? Say goodbye to jitters, an upset stomach and hunger pangs. Consumers can muster up "CUURage" knowing they can carry on with normal daily activities. This is why celebrity trainer, Valerie Waters, recommends CUUR to her hottest Hollywood celebrity clients who are required to get into shape for movie roles, red carpet events and beloved paparazzis.

"I recommend CUUR to my celebrity clients because it helps to suppress carbohydrate and sugar cravings, which are oftentimes responsible for weight gain in those typical problem areas. CUUR has no side effects and promotes healthy weight loss," says Waters.

Now part of a national advertising campaign with editorial contacts knocking on her door, Waters is elevating CUUR's high profile name in the weight loss arena. Americans are craving ice cream, chocolate, coffee, and everything about celebrities. These consumer obsessions are rolling over into diet. How do the stars look so fit on the red carpet? The secret celebrity trainer Waters is telling America: Exercise, eat healthy and take CUUR.

CUUR President, Gwen Kent, has also introduced CUUR to diet trendsetters at Sundance Film Festival in the Premier Lounge Celebrity Gifting Suite and has also been accepted with open arms by the Hispanic community through events like the Billboard Latin Music Awards in Miami, Florida. "The natural ingredients, weight loss results, and honest messaging are really the key components

that have celebrities, media and consumers hooked," says Kent.

Most importantly, Kent is raising the bar in the diet industry to bring retailers a top quality finished product with clinical trials. With a background that includes both research and sales of dietary supplements and nutraceuticals, Kent demands quality. Over her last 13 years in the diet and nutrition industry, Kent has helped establish the multi-million

dollar trademarks Chitosan, Tonalin CLA, and Chromax Chromium Picolinate, which are still successful brands to date.

Q. Is CUUR really putting its money where its mouth is?

A. "The clinical research on diet product formulas are rare", says Gwen Kent. The clinical substantiation is what makes our marketing and sales efforts of CUUR interesting and successful, benefiting the retailers, consumers and the industry as a whole," said Kent. "While others may try to skimp on the costly research behind a nutraceutical, I enjoy being recognized as a nutritional company responsible enough to bring clinically validated products like CUUR to the marketplace

Q. What's the secret behind CUUR?

A. Clinically tested, CUUR comes to the US market from Sweden, which is why it's known to many as "The Swedish Secret." While green tea, one of CUUR's primary ingredients, is no secret to the world, it's the proprietary blend of other natural ingredients (yerba mate, birch leaf and coleus forskohlii) that makes CUUR a success with those who use it. The formula was created by Dr. Marcin Krotkiewski, a world renowned obesity researcher who has spent his entire profession-

al life in the field of weight management and dieting. For over 40 years, he has helped thousands of overweight individuals lose weight, and published over 285 scientific papers in the fields of obesity, endocrinology and appetite.

Q. Tell us more about the man with the CUUR Plan...

A. Considered among the leading weight control specialists in the world, Dr. Krotkiewski has revised the way medical professionals think about weight management and dieting. Sometimes referred to as "The Father of European Weight Management Research", he is also known for coining the term "apple and pear shaped bodies", commonly used to describe different types of bodies and their characteristics.

In his work, Dr. Krotkiewski has explored many other weight control approaches and the science behind them, including low-carb and low-fat diets, and CUUR is the culmination of his work. Dr. Krotkiewski advocates CUUR in combination with The CUUR Plan for those who need a little extra motivation and help when changing to a healthier lifestyle.

Q. Have you found CUUR helpful in your own life?

A. "Funny you ask because I am a mother of three and CUUR has allowed me to keep my weight down, since I had my twins. Now I have more energy to spend time running about, playing tennis and enjoying my family. I also notice CUUR helps me when I travel. The birch extract helps reduce swelling on my long trips to and from Sweden," says Kent.

Q. How much does CUUR retail for and where can I find more info?

A. The CUUR Plan, helping support weight loss, boosting metabolism, supporting energy and providing a thermogenic formula retails for \$39.99. A 30 day supply of CUUR contains 90 pills to be taken three times per day for maximum results. For more information, visit www.CUUR.com.