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Introducing the "New" Serotonin Weight Management Formula...

Some of you who have been in our program recently or bought our serotonin supplement online may have noticed a change in the name of our patented Serotonin formula as well as a change in the size of the bottle. Let us reassure you that the Serotonin-Plus Formula and the Serotonin Weight Management Formula are virtually the same product. The reason for the name change is that we will be launching a national campaign in the first part of 2005, and the new name provides a better clarification as to what the serotonin product is targeted for, i.e. weight loss. Our national campaign will involve a 30 minute "infomercial" that will be aired in various markets. We are not certain at what point we will be televised in the D.C. market, but if anyone is interested in seeing the infomercial, we will gladly give you a "private screening" at one of the offices (sorry...no butter on the popcorn!). Many of our patients graciously offered their testimonials as part of the infomercial, and they are truly

the "stars" of the infomercial. We would like to reassure everyone that although the product is being commercialized nationally, our main focus is still right here on our flagship weight loss centers and our program.

We are helping thousands of people in the D.C. area regain control and achieve their weight loss goals, and we have received many inquiries from people outside of our area who wanted to come to our program, but could not because of distance. The Serotonin-Plus Weight Management System includes our patented Serotonin Weight Management Formula, our 45 page diet and exercise handbook and "members only" access to a special area of our website. This system is a self-help program and is great for those people who cannot visit with us. If you have any friends or relatives who need to lose weight but are not situated close to our area, please ask them to check out our website: www.sweight.com or call us at 888-5SP-PLUS.



Serotonin | PLUS INC.

THE SEROTONIN-PLUS WEIGHT LOSS CENTER NEWSLETTER

WINTER 2004

A Message from Dr. Posner...



I would like to take this opportunity to wish you and your loved ones a very happy, healthy and prosperous New Year. The holiday season allows all of us to spend special time with our families and friends, exchanging gifts and good cheer. Unfortunately, the “good cheer”

often involves eating and drinking behaviors that result in the inevitable exasperated groan of “oh, no!!!” when one steps on the weight scale. Studies demonstrate that the average weight gain a person experiences during the Thanksgiving through New Year’s Holidays is almost 7 pounds. For a number of people who are already overweight, this extra poundage only adds to the physical and emotional stresses that accompany weight issues.

Aside from the weight gain that occurs because of holiday festivities, the winter months present a number of other challenges as this relates to the attempt to lose weight. First, the darkness and cold cause a number of people to develop sadness and moodiness, often referred to as “SAD” or Seasonal Affective Disorder. Seasonal Affective Disorder is characterized by a number of depressive symptoms, including low energy levels, low mood and lack of interest in activities that usually are fun for the affected person. These depressive symptoms occur only during the winter months and will resolve during the spring. SAD has been traced to serotonin imbalance, and here are the physiological

mechanisms involved: When the sunlight hits the retina of the eye, this causes the brain to synthesize more serotonin. Serotonin is a vitally important brain chemical, and when serotonin deficiency is present, depression, anxiety, carbohydrate cravings occur. With the lack of sunlight, susceptible people will manufacture less serotonin, leading to the aforementioned problems.

Another challenge for weight loss that the winter presents is the lack of favorable environmental conditions for outside exercise. A number of people like to exercise outside and their schedules do not allow for the time necessary to go to a health club or gym. These people will often not exercise nearly as much during the winter because it is too cold or dark to walk/run outside.

I want to remind everyone that all of us at the Serotonin-Plus Weight Loss Centers are very understanding of these winter challenges and we are very motivated and willing to help you achieve the weight loss that you want to realize. It is not sign of “weakness” or “failure” to seek help in your quest to lose weight. Each of us battle a number of internal chemical imbalances and environmental forces that make weight loss seem impossible at certain times. If you have already completed your program with us and want to return, we would be happy to help you reach your goal. You would not have to repeat the entire physical and we will give you 10% off the weekly follow-up visits. You can also create your own session length to as short or long as you need. Call us at 888-5SP-PLUS.

Do Not Be Embarrassed...We Are Here Again for You If You Need Us!!!

Over the past several months, we have had several patients come back into our program months after they completed their session. These patients had gained back a portion of the weight they had originally lost. Due to a number of reasons, including stressful personal situations, professional changes, etc., these patients came off of their maintenance diet plans, stopped exercising and gained weight. When these patients re-entered our program, a number of them expressed embarrassment about their perceived "failure" and were somewhat hesitant to call us back because of shame. PLEASE do not feel this way. As a medical professional who has spent years researching the

brain chemicals involved in weight issues, I understand completely that people do not intentionally try to gain unwanted weight. When someone leaves our program, we provide maintenance diet plans, but without some type of supervision, sometimes people will go back to detrimental eating and (lack of) exercise habits. If this has happened to you, please do not feel like you "failed", "let us down" or otherwise be embarrassed. You are not alone. We are here to help you and would welcome the opportunity to help you regain control and achieve the weight that would make you happy and healthy. We also will help you figure out ways to not let the "set backs" occur again.

The Serotonin-Menopause Connection

A number of women transitioning through their late thirties to mid fifties notice a decreasing metabolism, weight gain, lack of energy and periods of sadness. Research has shown that when a woman's estrogen levels drop, this causes serotonin levels to drop. This explains the increased frequency of depression seen in the post partum woman as well as the menopausal population. Similarly, a number of pre-menopausal aged women notice mood changes around their menstrual cycle which is also due to the serotonin imbalance caused by estrogen changes during that time of a woman's cycle.

Serotonin imbalance also leads to an increased appetite and cravings for certain foods that contain tryptophan, the building block of serotonin. Unfortunately, ingestion of a number of foods that contain tryptophan, such as carbohydrates and sweets, will sabotage a woman's weight loss efforts. During menopause, the serotonin imbalance becomes even more pronounced. Some women find that weight is very difficult to control and many end of gaining a significant amount of weight. On average, women gain about a pound a year during the years leading up to menopause if there is no intervention.

Possible causes of weight gain during menopause include:

Reduced physical activity. Menopausal women tend to exercise less than other women, which can lead to weight gain.

Increased food intake. Eating more means you'll take in more calories, which are converted to fat if you don't burn them for energy.

Slowing metabolism. The number of calories you need for energy decreases as your metabolism slows and the amount of muscle you have decreases. Because muscle burns more calories than fat, the less muscle you have, the fewer calories you burn.

Genetics. Genetic factors may play a role in your weight gain. You might be predisposed to gain weight and in certain areas as you age. That means you may have to work harder to maintain your figure.

The Serotonin-Plus Weight Loss Program and the Serotonin Formula have exhibited excellent results in women who are struggling to lose the added weight that the menopause has contributed to. If you know of any friends or family members who are frustrated with their menopausal weight gain, we will be very happy to help them!



Mitigating the Weight Gain From Smoking Cessation-- The Serotonin Connection

There are many people who smoke cigarettes that very much want to quit. They are well aware of the significant health risks that confront smokers... from serious heart disease to life-threatening cancers to incapacitating strokes. However, for a number of smokers, one of their major fears is that they will gain a significant amount of weight when they stop smoking. This weight gain has its genesis in serotonin imbalance. Here is the reason why: Nicotine stimulates the brain to release more serotonin at the brain's appetite suppression receptors. When the person stops smoking, this causes the nicotine levels to drop, which, in turn, causes the serotonin levels to drop at those receptors. The person will then start feeling

very hungry and begin eating much more than usual. The weight gain can sometimes be enormous and can happen in a very short time.

We have had a number of smokers in our weight loss centers that were able to discontinue their smoking without experiencing the dreaded weight gain. The Serotonin Formula, by providing direct, natural serotonin supplementation, allows the person to balance their serotonin levels, thereby eliminating the increased appetite and cravings. If you or a friend/loved one will not stop smoking because of the potential associated weight gain, please visit with us on a free consultation to find out how our program and Serotonin Formula can be of invaluable help.



The Hidden Cost of Weight Problems

We are all well aware of the potential physical problems that are associated with being overweight. Television news segments and newspaper articles almost daily document the increased risk of heart disease, stroke, sudden death, sleep apnea, pulmonary problems, diabetes mellitus and certain cancers (colon, breast) seen in people who are overweight. Therefore, there are certainly profound medical consequences of being overweight. A much less discussed issue however, is the affect that weight problems have on the psychological health of the afflicted person. There are many people who, because of their weight problems, will forego very special events such as school reunions, family celebrations and parties because they are self-conscious about their

weight. These people suffer from low self-esteem, shame and depression. We have witnessed so many people whose lives have been changed in so many positive ways by losing weight. Not only have their medical risks been reduced, but because they now have a vastly improved self image, people begin to smile and start becoming a part of all the wonderful events that make life fun and exciting. From wearing more stylish clothes to having coworkers/family members/friends commenting on "how GREAT you look!", a person who loses weight begins to feel much better emotionally as well. Being overweight hurts the body and the pride. At the Serotonin-Plus Weight Loss Center, we understand the need to help both.