

The Nichols Newsletter

July 2005
Edition No. 63

“Do the Thing and You Will Get the Energy to Do the Thing” – Emerson

June Rank Advancements!

Supervisors! Kevin Karch, Vivian Bibber, Robin Gilchrist, Barbara Otto, Kathy Foy, Kelli Neal-Manor, Jeff Kaye, Mary Barber, Amos St. Juste

Congratulations Supervisors! We have several new Supervisors because of the Supervisor buy-in promotion!

Note: We had technical difficulties with the Rank Advancements this month, so if we missed you for Manager and Executive, please let us know as we have no way to track it and we will include your name in next months' newsletter.

Top Ten Volumes – June

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|---------------------------|------|
| 1. Bonnie Kriser | 1643 |
| 2. Tammy Wiggins | 1487 |
| 3. Karl and Signe Nichols | 1253 |
| 4. Victor Angeli | 1191 |
| 5. James Long | 1130 |
| 6. Billie Hatzenbuehler | 1111 |
| 7. Geri and Mike Caldwell | 1034 |
| 8. Mary Barber | 1032 |
| 9. Norman & Mary Woods | 1025 |
| 10. Patrice Walters | 1001 |

Congratulations Top Ten and Rank Advancements!!!

Product Highlight – ProMass and CLA

Q: What is CLA, and how does it function?

A: CLA stands for ‘Conjugated Linoleic Acid.’ This is a modified form of the essential omega-6 fatty acid, linoleic acid. Linoleic acid is another of the fatty acid compounds known as “essential” due to the fact that your body cannot synthesize them; they must be obtained through your diet and/or supplementation. CLA has been shown to have a host of beneficial effects when at least 3,000 mg/day are taken in.

ProMass and CLA continued . . .

CLA has been shown in studies to be an anti-carcinogen, to reduce catabolism (muscle breakdown), to enhance growth, and to improve blood lipid profiles. More recent clinical research has also shown CLA as a positive factor in supporting metabolism and body composition.

Essentially, when taken in at the levels recorded above, CLA may aid an individual in increasing lean muscle mass, blocking fat storage, releasing and burning more fat from stores in the body, and enhancing overall strength. As such, if you are serious about adding lean mass and/or losing body fat, CLA would be an excellent addition to your daily regimen.

CLA is also a naturally occurring omega-6 fatty acid in a number of foods. Fatty acids are the building blocks that make up fat, in sort of the same way amino acids are the molecules that make up a protein. Due to the unique chemical structure of CLA (two double bonds separated by one single bond) compared to regular linoleic acid, CLA functions quite differently from regular linoleic acid (the kind found in sunflower oil or safflower oil).

As mentioned above, CLA may help with reducing body fat, increasing lean body mass, promoting immune function, preventing muscle wasting, and may have antioxidant qualities.

CLA is found in relatively large quantities in some foods like dairy products, beef and veal, and even turkey. The average person probably gets up to one gram a day just by eating regular foods. The trouble is, you'd probably have to eat more meat, or more cheese than you ever dreamed of to get enough CLA to see any beneficial effects.

For instance, cheeses have an average of between 2.9 mg and 7.1 mg of CLA per gram of fat. You'd have to eat cheese on the order of several pounds a day to get anywhere near the three-gram dosage that appears to be beneficial to humans. It makes more sense to consume CLA supplements that contain a high concentration of this unique fatty acid. – Source: Body For Life Nutritionist

For effective CLA try, Neways ProMass (#5819) which in 2 softgels contains 1810 mg of CLA.

Neways Hair Care and ProAttitude Hair Care Line

What really makes the Neways hair care products so effective? For one, the protein molecules are actually small enough to penetrate the hair shaft which makes this a distinct product line to begin with. Almost all hair care products on the market contain heavy tallow and plant proteins which contain too large of molecules to actually penetrate and repair the hair shaft whereas the Neways hair care products are free of heavy tallow and plant proteins.

You may have noticed that we also carry a great line of professional hair care products called ProAttitude. The ProAttitude line was created to market to hair stylists; however, anyone can use the ProAttitude line and here are some hints:

The Opulence Shampoo is equal to the Silken
The Supreme Shampoo is equal to Ultimate
The Dynamic Conditioner is equal to Exuberance
The Super Hold is equal to Sassy
The Simplicity is equal to the Sculpting Gel
The Vivacious Mist is equal to Replenishing Mist

Included in the “Back Bar” for professionals:

Prep is a liquid hair preparation which is effective in removing buildup of old products, waxes, chlorine, build up of gels and may be good for people with dandruff and psoriasis. Anyone can use Prep!

Ensurance is a liquid protein with five times as much protein as Exuberance. Ensurance can be used as a monthly deep conditioning treatment by applying conditioner and then setting under a cap for 30 minutes. Anyone can use Ensurance!

Revitalizer is an after treatment for chemical services and is to be used only by professionals.

Like using a hair mousse? You can create one by getting a foam pump (sold at most kitchen stores), fill to soap line with Sassy, then top of with Replenishing Mist.

Thank you to Arlene Gabrielson for the information of ProAttitude and thank you to Mary Lou Bors for suggesting putting the details in this newsletter!

Want to hear the whole story, listen to the recorded Product Talk on the hair care line at www.wealthbuildingkit.com

Four of the Nine Tips From “How To Win Customers and Keep Them for Life”

by Michael Le Boeuf, Ph.D

1. Forget about selling. People love to buy but hate to be sold. Concentrate on helping customers buy what's best for them.
2. The greatest customer you'll ever win is *you*, because the best salesperson is the true believer.
3. The only two things people ever buy are good feelings and solutions to problems.
4. Whenever you have contact with a customer, *you are the company* to that customer.

Here's another study published last year by the Journal of The American College of Nutrition on things we already knew about fruits and vegetables and even more reason for Maximol, Jr. Max and Green Qi!

Fruits and Vegetables Offer Fewer Nutrients

“Here's a good reason to eat even more fruits and vegetables: they may not provide as many nutrients as they once did. This means that to get all the health benefits fruits and veggies used to offer, you've got to eat lots of them.

A new study that looked at vegetables and fruit indicates that, today, some 39 types of vegetables, three types of melons as well as strawberries all provide less protein, calcium, iron, riboflavin, phosphorus and vitamin C than the same fruits and vegetables did 50 years ago.

Researchers at the University of Texas in Austin found that celery, green peppers and tomatoes have lost the most protein, while cantaloupe, lettuce and tomatoes now have less phosphorus than in the past. Eggplant and tomatoes have less vitamin C than they used to.

The researchers suggested that the reason for the change may be that farmers choose to plant higher-yielding crops, which might have less energy to take minerals from the soil or to synthesize the vitamins and amino acids which are needed to form proteins.”

The easier and better Neways answer of course – Maximol, Jr. Max and Green Qi!

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