

ACIDITY THE SILENT KILLER



COULD TOO MUCH
ACID BUILD-UP IN YOUR
BODY BE CAUSING:

- Inflammation
- Joint Pain
- Acid Indigestion
- Low Energy
- Difficulty Losing Weight
- Stress & more...

Find out about this silent
killer and learn how to
stop it in its tracks.



*"A lifetime of debilitating
Acid Reflux pain is gone,
thanks to Alkalete!"*

Skip M.
Phoenix, AZ



*"I have dealt with
headaches most of
my adult life. Bye, bye
headaches—Hello Alkalete!"*

Julie B.
Hatfield, PA



*"I've built endurance,
increased strength, and
recovered faster. Alkalete
is life changing!"*

Andrew N.
Cleveland, Ohio

ACID IN THE BODY: THE NEW PLAGUE

If free radicals and antioxidants were the focus of the last twenty years, body acidity, body alkalinity, and the importance of maintaining a pH balanced body are the focus of today. **Excess acidity weakens the body and pulls essential minerals from vital organs and the bones** (including calcium, sodium, potassium, and magnesium). As these minerals are leached from the body to neutralize and remove acid, the body can suffer severe and prolonged corrosion. This condition may go undetected for years.

Continued on Page 2...

ALKALETE™: THE ULTIMATE HEALTH SOLUTION

The solution to acidity is Yoli's amazing, patented product Alkalete. Alkalete is not a drug and was not designed to treat or cure disease, but when taken regularly, it will assist the body in reducing acidic waste and buffering acid build-up in the body, thus producing a natural improvement in health. With Alkalete, the body can more easily resist the aging process and help you to have optimal health. **This is the only product of its kind to show a 50%+ average reduction in acidity in less than a week** (see graph on Page 4).

Continued on Page 4...

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Alkalinity is the Key – Page 3

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Heartburn, Upset Stomach,
or Acid Indigestion?** – Page 7

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Improve Your Health – Page 7



NEW!

Defend Your Body with ALKALETE™ IMPROVE YOUR HEALTH AND VITALITY

- **Reduce** Swelling & Inflammation
- **Eliminate** Acid Indigestion
- **Boost** Energy & Endurance
- **Increase** Muscle Strength
- **Relieve** Pain

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CARL LEWIS
Endorses ALKALETE!
9 Time Gold Medalist





ALKALETE™

Testimonials*:



"For decades, I have spent the majority of my nights sitting up on the couch because I couldn't lay down without severe acid indigestion problems. I seldom got a solid night sleep and the discomfort was awful. I am now sleeping soundly and no more nights on the couch!"

Skip M. – Phoenix, AZ



"I have tried everything for acid indigestion! Most of these products contain fillers or ingredients that created side effects. By the third day of using Alkalete, I noticed I was not sluggish or heavy-headed, and I had a lot of energy. From that day on, I have not had any more re-occurring episodes of heartburn."

Stuart B. – Honolulu, HI



"I am a Health Practitioner and Personal Fitness Trainer. Yoli has been a wonderful, natural addition to what I do. I talk about pH balance all the time. It has been incredibly easy to introduce other people to Alkalete and the other Yoli products."

Pamela L. – Tonasket, WA



"The Alkalete Capsules are absolutely amazing! I have been taking 2 to 3 everyday now for the past week- WOW! I have been working like crazy on all of my construction job sites - a lot of physical exertion, as usual! Only difference, no soreness or fatigue! Feel like I am 19 again!"

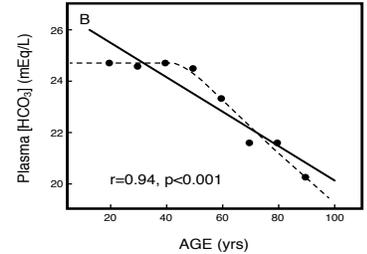
Brian L. – Clearfield, PA

Continued from Cover, **ACID IN THE BODY: THE NEW PLAGUE...**

Acidity affects nearly everyone in our society because of the way we live, the way we eat, and the environment we live in. Too much acidity in the body breeds an internal environment where disease can easily manifest. A good pH-balance allows the body to function normally—producing healthy cells and resisting disease.

To maintain a proper pH level in our body, it is recommended that we consume roughly 20% acidic foods and 80% alkaline foods; however, most of us do not take this advice. The typical American diet is far too high in acidic foods like meat, eggs, and dairy, and far too low in alkaline foods like low sugar fruits, fresh vegetables, and whole grains. Additionally, we consume foods with white flour and refined sugar, and we drink acidic beverages such as coffee, sodas, processed juices, and alcohol.

Our body's ability to process acid steadily decreases with age and as we experience more stress. As new drugs and chemicals have been introduced to our foods, air, and water, it is even harder for our system to control the chemistry of our body. The functionality of our inner biological terrain is at risk. Too much acidic waste interrupts the critical pH levels that the body fights to maintain, leading to 'metabolic acidotic stress'. As a result, we see huge increases in the incidence of life-threatening and chronic diseases. Over 400 peer-reviewed articles back up these important findings.



In 1996, Dr. Lynda Frassetto at the University of California, San Francisco, discovered that as we age we lose the alkaline buffer bicarbonates in our blood. This loss was shown to be diet induced.**



"... the root cause of degenerative disease is too much acidity in the body".

In 1931, one of the twentieth century's leading cell biologists, Dr. Otto Warburg, was awarded the **Nobel Prize** for his groundbreaking work demonstrating that the root cause of degenerative disease is too much acidity in the body.

This is not a new discovery, but rather one that has gained broad consensus in the marketplace. **Here is what a few leading experts have to say:**

"Too much acidity in the body is like having too little oil in your car."

Dr. Theodore A. Baroody
Author of *Alkalize or Die*

"...over-acidification interfered with life itself, leading to all sickness and disease!"

Dr. Robert O. Young, PhD
Author of *The pH Miracle*



"Acid in the system disrupts the balance, causing red blood cells to stick together, weaken, and die. When this happens, more acid is released into the bloodstream, causing a vicious and deadly cycle of pollution. The body tries to compensate by calling upon its alkaline reserves, but eventually these are depleted and acid wreaks havoc, burning through your arteries. Again, the body tries to compensate by lining the artery walls with cholesterol...another deadly solution!"

Anthony Robbins, Author of *Get The Edge*

Leading medical researchers conclude that a decline in health begins when cellular pH moves toward becoming acidic, toxic, and polluted. Blood pressure, cholesterol, and body temperature are well known barometers of health. However, body pH levels are just as important—if not more so—as all of these.

Most people take better care of the pH in their swimming pools than of that in their own body. As a result, people have low energy, low immunity, and suffer from many other ailments.

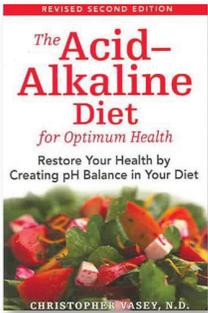
THE HEALTH OF THE HUMAN BODY IS OPTIMAL AT BALANCED LEVELS

Blood Pressure	< 120/80 mm Hg
Cholesterol	100 -129 LDL (mg/dL)
Body Temperature	98.6°
Body pH Level	7.365

*See disclaimer on Page 5
**Journal of Gerontology: BIOLOGICAL SCIENCES, 1996, Vol. 51A, No. 1, B91-B99

Best Selling Health Authors Agree...

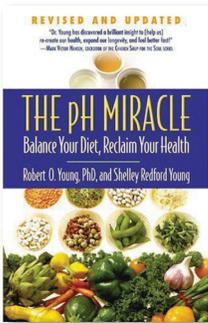
“BODY ALKALINITY IS THE KEY TO GOOD HEALTH AND VITALITY”



“To enjoy optimal health, the body needs balanced quantities of alkaline substances and acids. An imbalance can result in health problems ranging from minor skin irritations, chronic fatigue, back pain, and depression to arthritis, ulcers, and osteoporosis. Most people consume an abundance of highly processed foods that acidify the body and, as a result, they are afflicted with many of these ailments.”

Christopher Vasey, N.D.

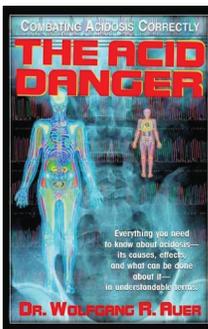
Author of *The Acid-Alkaline Diet for Optimum Health*



“Your body’s pH balance is the key to optimal health, weight, mental clarity, and overall vigor. Strike the right balance by nourishing your body with certain foods to create an alkaline environment, and say good-bye to low energy, poor digestion, extra pounds, aches and pains, and disease.”

Dr. Robert Young

Author of *The pH Miracle*

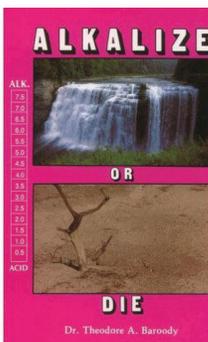


“Acidosis is a condition in which the acid/alkaline balance (more familiarly know as the pH Balance) of the body has shifted unfavorably and body fluids have become excessively acidic. While many people are acquainted with the concept of acidosis, or a negative shift of pH balance, most are unaware of its relationship to other diseases or health problems. Acidosis is often at the root of many common health complaints, but it usually isn’t considered a cause

of disease until after a health problem has been wrongfully diagnosed and unsuccessfully treated for years.”

Dr. Wolfgang R. Auer

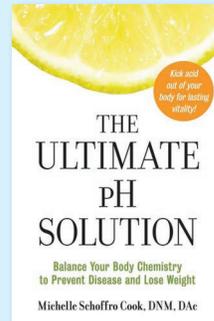
Author of *The Acid Danger: Combating Acidosis Correctly*



“Acidosis is the basic foundation of all disease. We need to understand the simple process of alkalinizing our body and the important role a properly alkalinized body plays in restoring and maintaining our overall health. Our glands and organs function properly in exact proportion to the amount of alkaline and acid levels in our system.

Dr. Theodore A. Baroody

Author of *Alkalkize or Die*



“Imagine that acid and alkaline are two teams in a tug-of-war contest, each one holding the end of a long rope and trying to shift the balance to its side, and you’ll have a good sense of what happens every single second in your body. When your pH balance tips toward either the acidic or the alkaline side of the spectrum, you are vulnerable to a variety of health problems. In North America, because of our current eating habits,

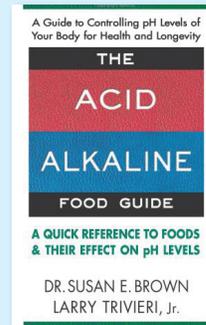
it is rare for anyone to become excessively alkaline ...

Acidic blood is the precursor to almost every disease ...

By “kicking acid” in your blood, you’ll ward off diseases of all kinds, feel abundant energy, and shed excess pounds. Sound too good to be true? Believe it: these benefits have been proven by recognized medical journals.”

Michelle Schoffro Cook

Author of *The Ultimate pH Solution*



“...it has been written about in medical textbooks for more than a century. Only in the last few years, however, has the concept of chronic, low-grade acidosis started to make its way to the public at large ... a small number of brilliant scientists from around the world have recognized, and are studying, the phenomenon of chronic, low-grade metabolic acidosis.”

Dr. Susan E. Brown, Larry Trivieri, Jr.

Authors of *The Acid Alkaline Food Guide*

Are you tired of sugary, acidic beverages that do more harm than good?

TRUTH™

Citrus Health Drink with Antioxidant Superfruits

FUN™

Lemon-Lime Sports Drink powered by ALKALETE™

More Details on Page 8





ALKALETE™

Testimonials*



"I'm a very active 65 years young man and have been using Alkalete for 5 months. I am sleeping better,

showing very few signs of fatigue when doing strenuous exercise, and my recovery time has improved dramatically. I have also noticed that muscle soreness is a thing of the past, truly amazing! Looking forward to much better health using Alkalete to balance my body pH."

Jim W. – Seattle, WA



"When I get heartburn, I grab for Alkalete. Alkalete literally takes away all of that burning sensation in my gut.

What a fantastic product!"

Brian M. – Central City, NE



"I used to be a jittery, stressed out, worn out wreck! I learned that stress is one of the biggest causes of acid in the system. No wonder people under a lot of stress seem to have more health challenges. I started using the Alkalete on a daily basis and I noticed I was feeling calmer, more focused, and I just felt more balanced than I had in a long time."

Kurt L. – Seattle, WA

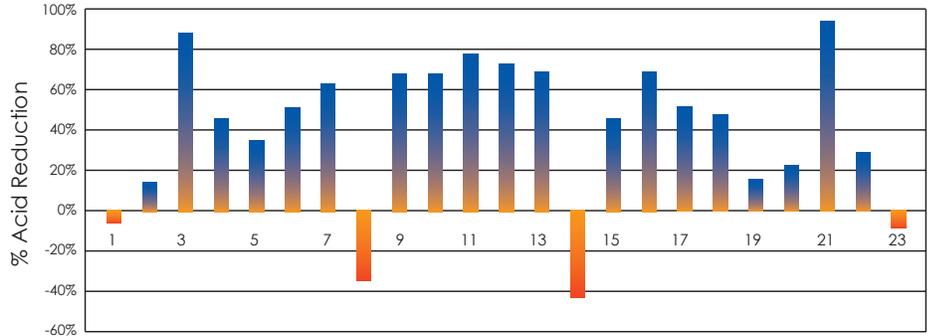


"I'm winning body building competitions and feeling better than ever. I completely rely on Alkalete in my workouts and training. I'm feeling stronger and I'm able to work out longer and run faster!"

Kyle S. – Dover, DE

Continued from Cover, **ALKALETE: THE ULTIMATE HEALTH SOLUTION...**

ACID REDUCTION AFTER USING ALKALETE™ FOR JUST 5 DAYS



Alkalete™ trial with 23 people proving its ability to alkalize. This graph shows the amount of acid reduction in the body after just 5 days usage of Alkalete: a 53% acid reduction on average.

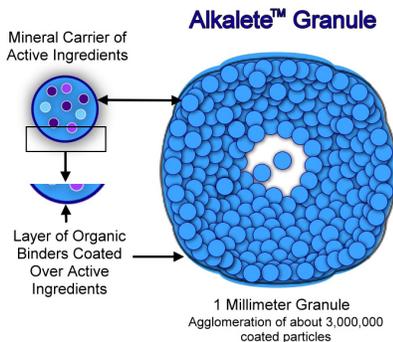
*Results achieved through optimal usage: 1 gram / 50 lbs of body weight

Alkalete mimics mother nature's safe, even absorption into the blood stream and allows powerful alkalizers to be available to the body. The body can then function better than a body that is bogged down with acidic waste. Alkalete works with the body to restore healthy pH-balance.

Alkalete is an all natural, completely safe, powerful alkalizing agent. In fact, Alkalete consists of ingredients designated by the U.S. Food and Drug Administration (FDA) as Generally Recognized As Safe (GRAS). Alkalete has also been filed as a New Dietary Ingredient (NDI) by the FDA—a designation of product safety and uniformity.

Alkalete's simple ingredients are all very popular electrolytes; however, the manufacturing process is not so simple. Yoli has figured out how to bind Magnesium and Potassium to Calcium so that these hard-to-absorb, highly-alkalizing minerals can be easily drawn into the body on a cellular level. This proprietary manufacturing process uses the patented Exact Blending and Compounding (EBC) equipment to produce the Alkalete granule (see image below).

Alkalete™ is the ultimate solution to fight the battle your body wages every second of every day against the acidic, toxic environment we submit it to.



ALKALETE™ is Available in Three Forms:

- **ALKALETE™ Capsules**
- **ALKALETE™ Granule Packets**
- **FUN™ Sports Drink powered by ALKALETE™**

The capsules and packets each contain 500 milligrams of pure Alkalete granules. Capsules are taken morning and evening between meals (**Daily Loading Dose: Take 1 capsule for every 25 lbs. of body weight. See Loading Dose Instructions**). The packets are used by sprinkling them over acidic foods and beverages to neutralize acid. Examples:

water, coffee, wine, pizza, pasta sauce, fruit, eggs, juices, soups, meat, dessert, etc. Yoli's FUN Sports Drink is designed for electrolyte recovery, pH balance, and better performance in athletics. FUN contains hydrating electrolytes and 333 milligrams of Alkalete per serving. It has absolutely NO sugar or artificial sweeteners. The best part is that FUN tastes great. Even kids and teens absolutely love it!

*See disclaimer on Page 5

ALKALETE™ Improves Health and Taste of Coffee

Coffee is the 2nd most consumed beverage in the U.S. In fact, 80% of Americans are coffee drinkers. Over 400 million cups of coffee are consumed each and every day. That's an average of 3.2 cups per day per person, and a total of 500 billion cups served annually. Coffee is a huge and established market. The problem with coffee is that it is one of the most acidic beverages a person can consume. Drinking coffee causes the body to pull from its lines of defense in order to buffer acidity. This is also why many people experience heartburn from coffee. **By simply pouring a packet of Alkalete into your cup or the grounds in your coffee machine, up to 90% of the acid will be neutralized while, at the same time, actually improving the flavor and giving your coffee a rich, smooth taste.**



Relief Without A Prescription
for Inflammation, Joint Pain, Acid
Indigestion, and more...

Call 1-888-485-9797

**Get Your ~~\$39.99~~
FREE*
15-Day Trial**

*\$9.95 S&H + Tax. Offer includes
Preferred Customer Program Membership
See Details Below.



Yoli
LIVE. ACTIVE INGREDIENTS™



FREE Trial Information and Preferred Customer Program Details:

Congratulations! You've just qualified to receive a FREE bottle of Alkalete worth \$39.99. All you pay is the S&H fee of \$9.95 plus tax. You will have 15 days to evaluate Alkalete and feel the difference yourself! To continue receiving Alkalete at the end of the trial, simply do nothing, and you will be conveniently billed the discounted rate of \$59.98 (plus S&H and Tax) for two Bottles of Alkalete (30-day supply) and enrolled into the Preferred Customer Program. This is a limited time offer (only one per person).

As a Preferred Customer, you will receive two bottles of Alkalete every month at a discounted rate of \$59.98 (plus S&H and Tax) with free rush processing (a \$84.94 value). There is no commitment or obligation, just pure savings. You are free to change, cancel, or delay future shipments by simply contacting customer support.

*The statements in this document have not been evaluated by the Food and Drug Administration (FDA). This product is not intended to diagnose, treat, cure, or prevent any disease. Product results represented in this document are unique to the individuals featured. Yoli is in no way suggesting that those reading this document will achieve these results; individual results may vary. As with any dietary supplement, consult your health care practitioner before using, especially if you're pregnant, nursing, or under medical supervision.



ALKALETE™ Testimonials*:



"Alkalete has allowed me to play harder, play longer, and play with more energy without having to pay the

price of pain and fatigue the following day. That means I can get more work done and still get lots of exercise. Thank you Yoli."

Mark U. – Sandy, UT



"Alkalete has truly changed my life! While using Alkalete in my marathon training, I have found that my

times are decreasing and my recoveries are quick with little to no soreness. This is very different than my seasoned running buddies. A few running friends have decided to use Alkalete and now they too are enjoying more energy, better performance, and a quick recovery!"

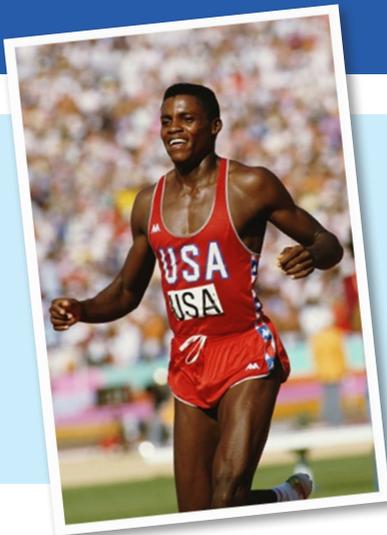
Heidi C. – Stafford, VA



"Alkalete is a remarkable product. I've built endurance, increased strength, and recovered

faster. Alkalete is life changing!"

Andrew N. – Cleveland, OH



ALKALETE™:

- Contains NO artificial colors, artificial flavors, starches, preservatives, yeast, wheat, corn, milk, eggs, soy, or glutens
- Registered as a new dietary ingredient (NDI) and designated as GRAS (generally recognized as safe) by the FDA
- Can be used by and is safe for everyone
- 8 Patents on file with the US Patent Office

Benefits of Taking ALKALETE™ Capsules:

- Supports healthy body pH levels
- Aids in the removal of acidic waste
- Restores electrolytes
- 50%+ Reduction of acidity in the body in one week
- Attacks the symptoms to the root cause of acidity
- Scientifically proven to help the body deal with acid indigestion
- Scientifically proven to increase muscle strength & decrease muscle soreness

Benefits of Using ALKALETE™ Packets:

(In addition to the capsule benefits above)

- Scientifically proven to neutralize up to 90% of the acidity in foods and beverages
- Convenience—carry them in your purse or pocket



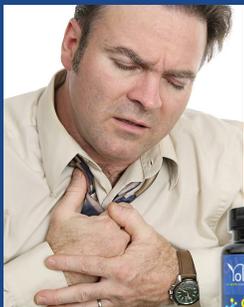
ALKALETE™ is the Path to Better Health!

Yoli
LIVE, ACTIVE INGREDIENTS™

Endorsed by World Class Athletes Like Carl Lewis

Athletes are in more need of alkalizing minerals than most people. Through strenuous exercise, athletes create far more acidic build-up than those of us who are more sedentary. The body will try to compensate for an acidic pH by using alkaline minerals, and if the diet does not provide enough minerals, the body will leach the necessary buffering minerals from tissues and bone. Not only does this unique alkalizing product decrease muscle soreness and speed up recovery time, but Alkalete is scientifically proven to increase strength and endurance. Alkalete was made for athletic performance and recovery.

Do You Suffer From Heartburn, Upset Stomach, or Acid Indigestion?



1 out of every 5 people in the US suffer from acid indigestion related issues.* Proton pump inhibitors are among the most commonly prescribed drugs in the U.S. In 2009, they were the third-largest class of drug in the country with \$13.6 billion in sales and representing more than 110 million prescriptions. While drug and other over-the-counter remedies may provide relief, they do not address the underlying problem and can actually do the body more harm than good by destroying the good acid and the beneficial flora that is in the stomach.



Alkalete, on the other hand, offers a 100% safe, effective, and natural solution and is scientifically proven to be 12 X Stronger than Tums® and 17 X Stronger than Maalox®.

*IMS Health, a health-care market research firm

Take The ALKALETE™ Wellness Challenge

Get Your
FREE*
15-Day Trial
(see Page 5)

Achieve incredible results in **JUST 15 days** and 4 easy steps:

- **Complete your “Alkalete Loading Phase”.** Take 1 capsule for every 25 pounds of body weight each day until bottle is gone (7-15 days). Split this daily dosage into a morning and evening dose. Example: 150 lbs. = 6 capsules per day (3 in the morning, 3 at night).
- **Complete Health Survey.** Take the Wellness Survey before and after your “Alkalete Loading Phase”.
- **Read this Special Report “Acidity: The Silent Killer”.** Educate yourself about body acidity and how it can be a deadly threat to you and loved ones, and what you can do about it.
- **Share your Alkalete Wellness Experience.** Seeing and feeling results during the Alkalete Loading phase is just the first step. Imagine how you will feel after being on Alkalete for a year. Your Yoli Distributor will check with you on your progress and can answer your questions.

Thousands of people have already benefited from the Alkalete Wellness Challenge. The patented body-alkalizing power of Alkalete can change your life! We look forward to celebrating a healthier body with you!

Call 1 888-485-9797

“I believe so much in the alkalizing power of this product that not only do I consume it every single day, but I am actively promoting it to the world. I even spoke at Yoli’s very first National Convention.”

Carl Lewis

9 Time Gold Medalist and “Athlete of the 20th Century”



Who's Talking About Acidity in the Body?



**Alkaline Diet –
Is Your Health At Risk?**
September 14, 2009

“The Standard American Diet could be killing you. That may sound like a strong statement, but facts back it up. Oversized portions of over-processed foods have created diets loaded with calories that are probably lacking in the vital nutrients your body needs to stay healthy. We are living in an epidemic of obesity and increased occurrences of diseases, atherosclerosis and cancer. Yet all of that can be changed by a few simple changes in your lifestyle.”



**Can't Sleep?
Could Be Your Digestion**
November 16, 2009

“Increasingly, scientists are linking digestive disorders with a host of nocturnal problems ranging from insomnia to restless nights that lead to exhaustion during the day ... a small pilot study published in November in *Alimentary Pharmacology & Therapeutics* showed that heartburn treatments may lead to a more restful night's sleep in people suffering from gastroesophageal reflux syndrome (GERD).”



**Sweet dreams:
Avoiding Nighttime Heartburn**
July 25, 2010

“You may be surprised that heartburn ranks as a significant cause of sleep problems, and yet, ‘heartburn is a major cause of disrupted sleep,’ says Dr. James Parish of the Sleep Disorders Center at the Mayo Clinic in Scottsdale, Ariz. Recent studies support him. Researchers in Oklahoma City tested 81 people who complained of sleep problems and found that one-third of them suffered from heartburn and didn't even know it. In another study, Brazilian scientists surveyed 91 adults who had difficulty sleeping and found that those with sleep problems were almost twice as likely to suffer chronic heartburn compared with people who had no sleep problems.”



**GERD, Acid Reflux
Interfere With Restful Sleep**
October 21, 2002

“Acid reflux during the day may hamper sleep quality at night, causing subsequent daytime sleepiness and insomnia. The long-term effects can also lead to poorer quality of life. ... In the first study, from Pennsylvania State University in Hershey, researchers found that of more than 1,500 people who had a hard time sleeping, a significant amount also complained of gastroesophageal reflux disease, also called GERD or acid reflux. They also found that people with insomnia had a high frequency of complaints of peptic ulcer disease or hiatal hernia. ‘There is a significant relationship between GERD and excessive daytime sleepiness and insomnia,’ said Geoffrey S. Raymer, MD of the gastroenterology and hepatology department at Penn State, in a news release. This study was published in the July 2002 issue of the *Journal of Psychosomatic Research*.”



**British Journal of Nutrition (2009)
Diet-induced acidosis: is it real
and clinically relevant?**

Joseph Pizzorno^{1*}, Lynda A. Frassetto² and Joseph Katzinger³
Bastyr University, Seattle, WA

October 21, 2009

The concept of diet-induced ‘acidosis’ as a cause of disease has been a subject of interest for more than a century. The present article reviews the history of our evolving understanding of physiological pH, the physiological support for the concept of ‘acidosis’, the causes of acidosis, how it is recognized, its short-term effects as well as the long-term clinical relevance of preventative measures, and the research support for normalization of pH.

(Visit: <http://journals.cambridge.org/> and search for the article)

FUN™ Sports Drink

- Lemon-Lime
- Alkalete
- pH Balance
- Recovery
- Hydrate
- Electrolytes
- No Sugar
- No Caffeine
- No Preservatives
- No Artificial Colors



Yoli Drinks are Naturally Sweetened by Stevia

TRUTH™ Health Drink

- Citrus
- Superfruits
- Antioxidants
- Probiotics
- Enzymes
- Weight Loss
- No Sugar
- No Caffeine
- No Preservatives
- No Artificial Colors