



This is your chance to **change** the course of your life.

You recently experienced a serious heart event – and now you have **TWO CHOICES...**

- 1 Do absolutely nothing different – and hope for the best.
- 2 Make meaningful lifestyle changes to improve your health.



We have good news.

Lifestyle changes are easier than you might think. Medicare has approved, and your physician has prescribed, this evidence-based rehab program to help reduce the risk factors for having another event.



The Pritikin Program Is

A scientifically proven approach to reducing your chances of having another heart event. Numerous studies have documented the Pritikin Program's ability to lower blood cholesterol levels, improve blood pressure and blood sugar control, and reduce other lifestyle-related risk factors.

Powerful as it is simple: Pritikin ICR involves eating well, exercising regularly, and nurturing a healthy mind that promotes long-term health and well-being.

Here's How Pritikin ICR Works...

A health expert will help you enroll in the **Pritikin ICR Program** at a nearby outpatient rehab facility.

At that facility, a Pritikin ICR specialist will meet with you individually to customize your program.



Then:

You'll exercise regularly, as prescribed by your physician.



You'll watch videotape presentations that will teach you how to reduce your cardiac risk through healthy living — by exercising, eating right, and maintaining a healthy mind-set.



You'll benefit from the personal attention of Pritikin-trained personnel — moderating your lecture sessions, answering your questions, providing counseling, and monitoring your progress.



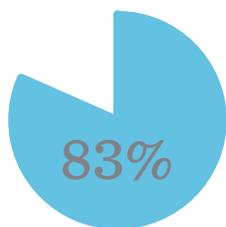
Researchers at Mayo Clinic followed 2,351 coronary angioplasty heart patients for six years. They found that those who had participated in a cardiac rehabilitation program had a 45 to 47% decrease in mortality versus those who had not.

Circulation, 2011; 123: 2344

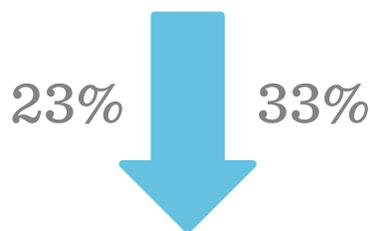
Proven Effective

The Pritikin Program is based on rigorous science, which is why Medicare approved it for ICR reimbursement. More than 100 studies, all published in peer-reviewed scientific journals, have documented the program's benefits. Here are highlights:

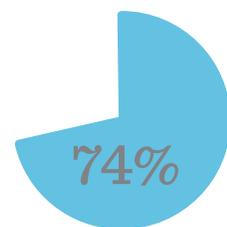
Studies showed that within 3 weeks of adopting the Pritikin Program:



- > of individuals taking drugs for high blood pressure markedly reduced their dosages or stopped taking the drugs completely.¹



- > LDL (bad) cholesterol fell an average of 23% and triglyceride levels plunged 33%.²



- > of people with Type 2 diabetes decreased their dosages or eliminated their oral drugs.³

The Pritikin Program is proven¹ to prevent, control, or reverse a remarkable array of diseases and conditions, including:

- > Heart disease
- > Excess weight/Obesity
- > Peripheral artery disease
- > Angina pain
- > Prostate cancer
- > Benign prostatic hyperplasia
- > Hypertension
- > Breast cancer
- > Chronic inflammation
- > Diabetes/High blood sugar
- > High cholesterol
- > High triglycerides
- > Metabolic syndrome



Frequently Asked Questions (FAQ's)

Q How do I know the Pritikin Program is effective?

A The effectiveness of the Pritikin Program has been scientifically proven in over 100 peer-reviewed research studies. Pritikin's COMPREHENSIVE program lowers risk factors for coronary artery disease and slows disease progression. That's why Medicare is now covering it.

Q How costly is the program?

A Medicare reimburses a large portion of the bill. You or your supplemental insurer may be responsible for coinsurance. But what potential returns on your investment! You could reduce or possibly eliminate the amount and cost of some of the medications you currently take – and quite possibly avoid the suffering, expense, downtime, and health damages from another heart event.

Q Am I too old or unhealthy to participate?

A Almost everyone, no matter their age or condition, can benefit from the Pritikin Program. Some things like heredity are not within your control. So why not control what you can like healthy eating and regular exercise to improve your health and well-being? Check with your doctor to make sure the Pritikin Program is right for you.

Q Isn't it too far to travel? How will I fit the program into my schedule?

A Your Pritikin ICR Program takes place right in your local cardiac rehab facility. Your cardiac rehab team will custom design a program that fits into your daily routine.

Q I've never exercised. How hard will it be?

A Your program will be prescribed for you by your physician and customized to your individual needs by highly trained cardiac rehab specialists. They know just how much to challenge you. You'll be amazed how quickly and easily your body responds to the exercise program and your body returns to good health.

Q Will I get bored? How will I sustain my motivation?

A Pritikin opens you up to a new life of vitality, activity, healthier attitudes, and new foods and recipes. As the program's benefits begin to kick in, you will feel motivated to continue your new lifestyle and soon those new behaviors become a healthy long term habit.

Q How do I enroll in Pritikin ICR?

A It's simple. Just talk to your doctor or the hospital representative who gave you this brochure. They'll help you complete the enrollment paperwork and get you started.

What are your reasons for living longer and healthier?

Pritikin ICR, your doctors, and your cardiac rehab facility can help you!





“It gives you a complete, balanced way of getting healthy and staying healthy.”

–Freddie A., Pritikin ICR Patient

“It’s something that’s going to carry you through the rest of your life.”

–Debbie M., Pritikin ICR Patient

“This has really opened my eyes as to what I need to do.”

–Bill R., Pritikin ICR Patient

“If I need something for reference, I can always go back to my Pritikin Binder and get the information. So, it’s really easy.”

–Sonia M., Pritikin ICR Patient

“I feel excited, I feel stronger, I feel like getting up every morning and going.”

–Randy N., Pritikin ICR Patient

¹ Please understand that although the benefits of the Pritikin Program (the “Program”) have been demonstrated in more than 100 peer-reviewed scientific studies for certain conditions, results will vary by individual – as in any rehabilitation program or programs of such nature. This means that two individuals who comply with the Program requirements may have very different health outcomes.

There is no guarantee that your health will improve as a result of participating in the Program. Your level of success in attaining the results you want is dependent upon a number of factors, including but not limited to adherence and dedication to the Program, personal goals, genetics, your body, levels of support, environmental conditions, and other health conditions. The Program is not a substitute for medical treatments, as prescribed by your physician.