

# **Weight Loss Study Using a High Antioxidant Cocoa Meal Replacement and Lifestyle Intervention**

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# Abstract

**Context:** Data supporting weight loss using a high anti-oxidant meal replacement and lifestyle intervention are sparse.

**Objective:** To evaluate the effectiveness of a high anti-oxidant meal replacement made from raw unprocessed cocoa and lifestyle intervention over a 12 week supervised weight loss program.

**Design, Setting, and Participants:** This was a lifestyle intervention trial. A high anti-oxidant meal replacement was designed using raw unprocessed cocoa with 8 grams of fiber, 21 grams of whey isolate protein, 3 grams of fat from chia oil, and 0.5 grams of sugar. The calories per meal replacement were 190 kcal, but the net calories were about 150 kcal. The participants were a broad cross sectional group ranging in age from 26 to 73 years of age. They were required to participate in a weekly support call with one of the physicians and consumed 2 meal replacements a day and for the third meal eat a sensible high protein low carbohydrate meal of their choice totaling 1,200 kcal per day for women and 1,500 kcal per day for men. Fifty participants of the 50 who started completed the study. Each was encouraged to exercise by at least walking. All participants had their meal replacements furnished by MXI Corporation and monetary rewards were given to the winners of the group. The fifty participants were divided into groups of five and each group self-monitored each other in addition to the monitoring from the physicians and MXI Corporation on a weekly phone call.

**Main Outcome Measures:** Changes in weight, BMI, waist circumference were evaluated. Some of the participants had blood studies from their primary care physicians, although these results were not uniformly monitored during the 12 week study. At

the end of 12 week lifestyle intervention study, the percentage of weight loss ranged from 6.2% to 24.6% of starting weight. There were no drop outs in the program. Each participant exercised at their own pace, participated in a physician monitored telephone conference call each week, completed a food diary each week, and consumed at least 2 shakes of a high protein (21 grams per serving) high antioxidant (ORACfn score 56,500 and 1,128 mg flavonoids per serving certified by Brunswick Laboratories), and ate a sensible meal for their third meal. Snacks included unprocessed cocoa nuggets and squares for hunger along with a high protein snack if needed. It is interesting to note that a full serving decreased the inflammatory transcription factor Nuclear Factor kappa Beta (NF-kB) by 34% in cell studies and increased SIRT1, the anti-aging marker by 15% conducted by Brunswick Labs.

**Results:** Over a 12 week period the average weight loss was 31.3 pounds with an average reduction in waist circumference of 5.8 inches. The percentage weight loss ranged from 6.6% to 24.6% of starting weight. There were no drop outs during the lifestyle intervention study.

**Conclusion:** Successful weight loss was achieved by using a high anti-oxidant meal replacement made from raw unprocessed cocoa along with a monitored program requiring accountability and lifestyle intervention changes. In addition, furnishing product and rewarding participants for their behavior was successful in creating statistically significant weight loss in a group of overweight or obese subjects.

# Introduction

The prevalence of obesity has risen markedly since 1976, now exceeding 30% among US adults. Obesity has well-known associations with morbidity and disability, resulting in unhealthy life-years and increased health care costs. Currently in the US 68% of the population is either overweight or obese.<sup>(1)</sup>

The latest figures from the Center for Disease Control (CDC) demonstrate that obesity continues to be a significant public health problem in the U.S. Note the list of health problems associated with weight.

- ▶ Coronary heart disease
- ▶ Type 2 diabetes
- ▶ Cancers (endometrial, breast and colon)
- ▶ Hypertension (high blood pressure)
- ▶ Dyslipidemia (high total cholesterol or high levels of triglycerides)
- ▶ Stroke
- ▶ Liver and gallbladder disease
- ▶ Sleep apnea and respiratory problems
- ▶ Osteoarthritis
- ▶ Gynecological problems (abnormal menses, infertility, poly-cystic ovaries)

A very interesting quote from a 2010 article from M.D. Anderson Cancer Center talking about inflammation and cancer is: <sup>(2)</sup>

This indicates that lifestyle plays a major role in the development of cancer. The important lifestyle factors that affect the incidence and mortality of cancer include tobacco, alcohol, diet, obesity, infectious agents, environmental pollutants, and radiation. All of these risk factors are linked to each other through inflammation.

Since it is felt that obesity is related to oxidative stress and inflammation, a weight control trial using a high antioxidant meal replacement might be beneficial.

# Methods

Fifty people were chosen from over 250 applicants. Their age range was from 26 years to 73 years old. People on insulin therapy were excluded and anyone with a major medical condition the physicians felt were inappropriate for the study was eliminated too.

The participants were either overweight or obese measured by Body Mass Index (BMI) criteria set by the World Health Organization with 25 defining overweight and 30 defining obesity. <sup>(3)</sup>

Exclusionary criteria were insulin dependent diabetes or any medical issue requiring medication that the physicians overseeing the study felt would not be appropriate for this study.

The participants were to consume a high antioxidant meal replacement shake made from raw unprocessed cocoa by MXI Corporation. The shake had an ORACfn score of 56,500 with 1,128 mg of flavonoids certified by Brunswick Laboratories. One serving protected over five primary radicals, which was 4 times USDA fruits/vegetables average. <sup>(6)</sup>

It was noted in further studies by Brunswick laboratories that one serving of the meal replacement reduced NF-kB, the inflammatory transcription factor, by 34% and increased the SIRT1 by 15%. <sup>(6)</sup>

The new tests are cell-based “efficacy” assays. They are established biomedical research methods that have been modified by Brunswick Laboratories, Inc. (Southborough, Mass.) for natural products. They use live cells to see whether or not products like X High-Antioxidant Meal Replacement actually work to protect human cells.

For the recent testing, MXI selected the anti-inflammation and anti-aging tests, which use highly respected NF-kB and SIRT1 markers as performance standards. Both NF-kB and SIRT1 are believed to be involved in weight loss, glucose management, and a host of other wellness factors.

Both tests demonstrate positive results. A single serving of X High-Antioxidant Meal

Replacement stimulates SIRT1 by approximately 15% and inhibits NF-kB by over 33%. Furthermore, there are likely to be cumulative benefits. That means results will improve with regular daily consumption of X High-Antioxidant Meal Replacement.

MXI is the first company in its market space to test its products with the new Brunswick Labs assays.

The shake was 190 kcal with 21 grams of whey isolate protein, 8 grams of fiber, 3 grams of fat from chia, and only had 0.5 grams of sugar. Each participant consumed 2 shakes a day for the 12 weeks. In addition the participants consumed a 600 kcal meal. The total calories for women were 1,200 kcal per day and for the men was 1,500 kcal per day. Snacks consisted of chocolate squares of nuggets also furnished by MXI Corporation. If needed, participants could have a 200 kcal high protein snack. <sup>(4)</sup>

The participants were encouraged to exercise by walking. They were to work their way up to 10,000 steps per day, and they could participate in more vigorous exercise if they desired and it was approved by their primary care physician.

Each participant was encouraged to get at least 7.5 hours of sleep per night.

Each participant was encouraged to get 1 ounce of water per pound body weight.

The 50 participants were divided into support groups of 5 people and these groups participated in a physician call for 30 minutes once a week for the 12 weeks.

In addition, each participant completed a food and exercise journal and faxed them to MXI Corporation once a week. Included in the journal were their calorie consumption, amount of water consumed, a hunger chart, exercise completed, and amount of shakes taken. <sup>(5)</sup>

MXI Corporation furnished the meal replacement shakes to the participants and gave a financial reward to the top “losers” of the group.

Of note, none of the 50 participants quite the program during the 12 weeks and continued to participate in the one year maintenance program.

# Pilot Study Protocol

**Xocai™ Chocolate Weight Loss**

By

Steve Warren, M.D. and Mike Kennedy, M.D.

Name	Certified Start Weight	Certified 12 Week Weight	Certified Pounds Lost	Certified Start Waist	Certified 12 Week Waist	Certified Inches Lost	Certified % Lost
Participant 1	258.60	199.30	59.30	48.00	38.00	10.00	22.9%
Participant 2	282.00	223.30	58.70	51.00	43.50	7.50	20.8%
Participant 3	194.80	154.50	40.30	37.00	33.00	4.00	20.7%
Participant 4	274.80	220.40	54.40	45.00	34.25	10.75	19.8%
Participant 5	264.00	213.60	50.40	48.50	39.00	9.50	19.1%
Participant 6	248.00	202.30	45.70	50.00	43.25	6.75	18.4%
Participant 7	344.00	281.00	63.00	57.00	50.00	7.00	18.3%
Participant 8	179.00	148.00	31.00	36.00	29.50	6.50	17.3%
Participant 9	230.80	191.00	39.80	43.00	35.25	7.75	17.2%
Participant 10	223.00	185.00	38.00	45.00	37.50	7.50	17.0%
Participant 11	240.00	200.00	40.00	44.00	39.00	5.00	16.7%
Participant 12	307.00	256.00	51.00	60.00	48.00	12.00	16.6%
Participant 13	264.40	220.90	43.50	47.00	42.00	5.00	16.5%
Participant 14	238.00	200.00	38.00	46.50	37.00	9.50	16.0%
Participant 15	213.90	180.60	33.30	39.50	36.00	3.50	15.6%
Participant 16	173.00	147.00	26.00	39.00	34.00	5.00	15.0%
Participant 17	319.60	271.80	47.80	55.50	53.00	2.50	15.0%
Participant 18	394.00	337.00	57.00	57.00	46.00	11.00	14.5%
Participant 19	270.20	231.80	38.40	51.00	45.00	6.00	14.2%
Participant 20	186.40	160.00	26.40	40.00	34.00	6.00	14.2%
Participant 21	200.00	172.00	28.00	40.00	35.50	4.50	14.0%
Participant 22	289.00	250.00	39.00	49.00	41.00	8.00	13.5%
Participant 23	185.60	160.70	24.90	36.75	32.00	4.75	13.4%
Participant 24	224.40	194.50	29.90	47.00	36.50	10.50	13.3%
Participant 25	301.20	263.00	38.20	51.00	46.75	4.25	12.7%

Name	Certified Start Weight	Certified 12 Week Weight	Certified Pounds Lost	Certified Start Waist	Certified 12 Week Waist	Certified Inches Lost	Certified % Lost
Participant 26	224.00	196.00	28.00	47.50	40.00	7.50	12.5%
Participant 27	221.00	193.90	27.10	42.00	36.00	6.00	12.3%
Participant 28	203.40	179.00	24.40	39.00	35.00	4.00	12.0%
Participant 29	167.00	147.00	20.00	33.00	29.00	4.00	12.0%
Participant 30	202.00	178.00	24.00	39.00	34.00	5.00	11.9%
Participant 31	215.20	190.00	25.20	38.50	34.00	4.50	11.7%
Participant 32	249.00	221.00	28.00	44.75	38.00	6.75	11.2%
Participant 33	194.40	172.90	21.50	44.00	41.00	3.00	11.1%
Participant 34	207.00	186.00	21.00	43.00	34.00	9.00	10.1%
Participant 35	207.40	186.50	20.90	40.50	37.75	2.75	10.1%
Participant 36	241.00	217.00	24.00	46.00	42.00	4.00	10.0%
Participant 37	194.00	175.00	19.00	36.00	31.50	4.50	9.8%
Participant 38	248.40	224.60	23.80	45.00	43.50	1.50	9.6%
Participant 39	232.00	210.00	22.00	48.00	45.25	2.75	9.5%
Participant 40	247.00	224.50	22.50	47.00	40.50	6.50	9.1%
Participant 41	241.00	219.40	21.60	43.00	41.75	1.25	9.0%
Participant 42	198.00	180.30	17.70	35.00	32.00	3.00	8.9%
Participant 43	224.00	204.70	19.30	46.00	37.00	9.00	8.6%
Participant 44	199.00	182.00	17.00	38.00	35.00	3.00	8.5%
Participant 45	218.00	200.00	18.00	42.50	41.00	1.50	8.3%
Participant 46	174.00	160.00	14.00	36.00		36.00	8.0%
Participant 47	194.40	180.00	14.40	37.00	32.50	4.50	7.4%
Participant 48	190.00	176.00	14.00	37.00	37.50	-0.50	7.4%
Participant 49	159.00	150.00	9.00	36.00	33.00	3.00	5.7%
Participant 50	158.60	150.80	7.80	31.00	30.00	1.00	4.9%

# Statistical Analysis

# Results

The average weight loss per participant was 31.3 pounds. None of the participants experienced any ill health from the program. The most common complaint was gastrointestinal upset and diarrhea. In addition, there was an average decrease in waist circumference of 5.8 inches.

# Comments

The combination of a high ORACfn meal replacement made from raw unprocessed cocoa along with a lifestyle intervention program and financial rewards seems to be a highly effective way of achieving weight loss and weight control in overweight or obese individuals as well as improving inflammatory markers associated with obesity and other diseases.

# REFERENCES

- 1.) Flegal KM, Carrol MD, Ogden CL, Curtin LR. Prevalence and trends in obesity among US adults, 1999-2008. *JAMA* 2010; 303(3):235-241.
- 2.) Sahdeo S, et al. *Targeting Inflammatory Pathways by Flavonoids for Prevention and Treatment of Cancer*. *Planta Med* 2010; 76: 1044-1063. M.D. Anderson Cancer Center, Houston, Texas
- 3.) National Institute of Health, World Health Organization statistics on obesity.
- 4.) Blackburn, GL. *Making Scientific Sense of Different Dietary Approaches, Part-1: Evaluating the Diets. Part 2: Meeting Dietary Needs, Achieving Weight Loss*. *Medscape Diabetes & Endocrinology* 6(1), 2004
- 5.) Hwang, K.O, et. al. *Social support in an Internet Weight loss community*. *International Journal of Medical Informatics* 79 (2010) 5-13. Journal homepage: [www.intl.elsevierhealth.com/journals/ijmi](http://www.intl.elsevierhealth.com/journals/ijmi)
- 6.) Bell Advisory Services, David Bell, Brunswick Laboratories. New Bedford, MA

# Curriculum Vitae

**Steven E. Warren, MD DPA CIME**  
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# Steven E. Warren, MD DPA CIME FABFP FABHPM FAPWCA

Dr. Warren has extensive experience in family medicine. He is board-certified in family medicine, as well as in hospice and palliative medicine. He is also a Fellow of the American Professional Wound Care Association and is involved in wound care research. He is the founder of the Foundation for Flavonoid Research. Dr. Warren is committed to improving quality of life through nutrition and fitness. He is currently the Medical Director of ten different nursing homes. Dr. Warren is married with seven children.

## **EDUCATION**

- ▶ B.A., University of Utah: Chemistry, magna cum laude
- ▶ M.S., University of Utah: Health Education, Public Health, Community Medicine
- ▶ Finished coursework for a M.S. in Exercise Physiology
- ▶ D.P.A., George Washington University: Health Care Policy Analysis and Administration
- ▶ M.D. George Washington University
- ▶ Internship and Residency, University of Utah: Preventive Medicine and Nutrition Boards
- ▶ American Board of Family Practice
- ▶ American Board of Hospice and Palliative Medicine
- ▶ Fellow of the American Academy of Family Practice
- ▶ Fellow of the American Academy of Wound Care Professionals

## **WORK EXPERIENCE**

- ▶ Consultant for DHEW (Department of Health, Education, and Welfare) Health Resource Administration Office of Planning, Evaluation, and Legislation
- ▶ Private Practice: National Health Corp
- ▶ Internal Medicine, Obstetrics, Surgery
- ▶ Wasatch Family Medicine Holy Cross/ HCA family practice
- ▶ Medical Clinic family practice
- ▶ Medical Director of 10 different Nursing Homes and a Hospice Group
- ▶ Full-time Geriatrics in Nursing Homes, Home Visits for Hospice patients
- ▶ Board of Trustees: Utah Medical Association

## **MEMBERSHIPS/HONORS**

- ▶ American Medical Directors Association (AMDA)
- ▶ Phi Kappa Phi
- ▶ Phi Beta Kappa

- ▶ Pi Alpha Alpha (Honors Public Administration Society)
- ▶ Outstanding NHSC Rural Physician
- ▶ Featured in 3 PBS specials:
  - CODE Blue Frontier Medicine 1992
  - The Atomic Stampede 1994
  - The Journey Home—Hospice Story 2001

## **LECTURES**

- ▶ Sports Nutrition
- ▶ Hospice
- ▶ Pain Management
- ▶ Symptom Management
- ▶ Wound Care
- ▶ Nutrition at the End of Life

## **OTHER CONTRIBUTIONS**

- ▶ Co-creator: AgingWell nutritional supplement
- ▶ High-protein, low-carb, low-fat supplement initially developed for the aging patient
- ▶ Medical Director: Retro Tech Blue Wound Care
- ▶ President: Foundation for Flavonoid Research
- ▶ Contributor: Life Made Simple 2006
- ▶ National gardening, health, fitness, decorating, and family TV show hosted by Shellie Warren

# Curriculum Vitae

**Dr. Mike Kennedy, M.D**  
Board Certified in Family Medicine and Bariatrics

# Dr. Mike Kennedy, M.D

## **CITIZENSHIP**

United States (Birth)

## **BUSINESS ADDRESS**

240 Sand Key Estates Drive #52  
Clearwater, Florida 33767

1-727-204-7580 cell  
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[mkenn51058@aol.com](mailto:mkenn51058@aol.com)

## **EDUCATION**

Residency Family Practice - St. Joseph Medical Center, South Bend, Indiana,  
1974-1977

Medical School - Indiana University School of Medicine, Indianapolis, Indiana  
M.D. in 1974

College - Central State University, Edmond, Oklahoma  
B.S. Degree - Biology (Magna Cum Laude)

## **CERTIFICATIONS, LICENSES, AND ORGANIZATIONS**

American Board of Family Practice, Diplomate-1977, 1985, 1992, 2000-2007, 2007-2014  
American Board of Bariatric Medicine, Diplomate-2001 to 2009, 2009-2014  
Member American Society of Bariatric Physicians – 1999-current  
Board member of the American Board of Bariatric Medicine—2002-2006  
Florida Medical Licensing Board #ME 84709  
Smoke Stoppers Certified Instructor  
Completed Fundamentals of Impairment and Disability Evaluation  
Advanced Topics in Impairment and Disability Evaluation from American  
College of Occupational and Environmental Medicine - 1998  
National Association of Physician Broadcasters--Former  
American Medical Association--Former  
Advanced Cardiac Life Support—Basic Life Support, 2000-02

## **HOSPITAL AFFILIATION**

St. Anthony's Hospital, St. Petersburg, Florida 2004-2006

## **PROFESSIONAL PRACTICE EXPERIENCES**

Chief Medical Officer and co-founder Harmonic Health, Inc. also known as American Medical Technologies, Inc. 2007-current

St. Anthony's Hospital, Carillon outpatient services, St Petersburg, Florida; Urgent Care/Occupational Medicine 2004-2006

Chief Medical Officer and co-founder Monarch Health Sciences/MonaVie 2003-2006

Advanced Medical Center, Naples, Florida; Urgent Care, Occupational Medicine, and Family Practice 2003-2004 part time

Cape Coral Wellness, Inc., Weight Loss systems in Florida 2002-2003

Private practice Bariatrics, Anderson, IN, 1998-2002

Care Point Urgent Care, Riverview Hospital, Fishers, IN, 2001-2002

MedCheck of Community Hospital, Indianapolis, Urgent Care and Occupational Medicine - Anderson, Indiana – 1992-2002

American Physical Medicine and Rehabilitation, (APMR) Physical medicine and Independent Medical Examinations- Indianapolis, Indiana – 1998 - 2002

Part Time Occupational Medicine, St. Vincent's Hospital Indianapolis, Indiana 1991-1992

Private Family Practice – Indianapolis, IN, 1989-1991

Private Family Practice - South Bend, IN, 1977-1989

Medical Director of Optifast Weight Loss                      Clinic in South Bend, IN 1984-1989

## **SPECIAL INTERESTS**

Weight Management, Preventive Medicine, Wellness Programs, Medical Motivation, Patient Education, Smoke Cessation, Vitamin and Nutritional Supplementation, Integrated and Complimentary Medicine, and Musculo-skeletal Disorders.

## **PROFESSIONAL SPEAKING EXPERIENCES**

Presentation to AEGON, Inc on No More Excuses, Be Forever Fit, 2010

Presentation for American Society of Bariatric Physicians in Hartford, CT on Basic Medical Weight Loss Techniques, 2010

Presentations to public forum, Training the Trainers, television, and public radio for Harmonic health in Singapore 2008

Presentations to American Society of Bariatric Physicians, Behavior Modification and Maintenance, 2006-2009

Presentations to Younger, Fitter, Trimmer groups at Carillon Wellness Center, St. Anthony's Hospital, St. Petersburg, Florida 2005-2006

Presentations for Monarch Health Sciences, Inc. were given in Salt Lake City, Utah and Florida 2003-2008

Presentation on Vegetarian Diets to American Society of Bariatric Physicians National Symposium, Las Vegas, Nevada 2005

Presentations to American Board of Bariatric Physicians review course on Behavioral Medicine 2002-2006

National Advisory Board for Abbott Laboratories, Irving Texas and Indianapolis, Indiana, presentation of Power to Influence 2002

Presentation to Basic Bariatrics Course at National Convention of American Society of Bariatric Physicians, "Diets: Variety and Types" in San Diego, CA—2001 & 2006 and Boston, MA in 2002.

Seminar on "The Power to Influence" to Gate Pharmaceuticals for their Basic Sales Training School in Annapolis, MD—2001

Grand Rounds on "Weight Management" for medical staff at River View Hospital, Noblesville, IN—2001.

Presentations for LivRite Fitness Center in Indianapolis, IN given to membership on "Anti-Aging" and "Exercise & Weight Management"—2001

Presentation to New Practitioners Seminar at Regional Conference for American Society of Bariatric Physicians, "Diets: Variety and Types" in Atlanta, GA—2001 and Denver, CO--2002.

Continuing Medical Education and Grand Rounds for physicians:  
Numerous presentations in Indiana, Kentucky, and Ohio

Knoll Laboratories on Meridia, weight loss– 2000 – 2002  
Roche Laboratories on Xenical, weight loss – 1999-2002

Several talk radio presentations, television appearances, and commercial on low back pain and treatment in Indianapolis, IN, 1999

“Shape Up For Summer” - Weight Loss Seminar with LivRite Fitness Centre  
Indianapolis, IN, 1999

“Health and Nutrition” - Indiana Teamsters Annual Safety Seminar, Indianapolis, IN, 1999

Weight Management Seminars to community - Prevent Track of Community  
Hospitals, Anderson, IN, 1997

“The Power to Influence” seminars to Abbott Laboratories, Pfizer Labs, Eli Lilly, Schering  
Pharmaceuticals, Lederle Pharmaceuticals, Wyeth-Ayerst, Bayer Pharmaceuticals, Gate  
Pharmaceuticals, and Dura Pharmaceuticals, 1996-1997

National Speaker’s Bureau – Parke-Davis and Pfizer for Lipitor, 1997-1999

USANA, Inc., National Lean Team Coach for weight loss program--Helped write and promote.  
Extensive traveling and speaking at Regional and National conventions as well as local groups  
throughout the country (Los Angeles, San Diego, Salt Lake City, Atlanta, Memphis, Chicago,  
Huntsville, Philadelphia, and  
Spokane), 1996 – 1998.

Visiting Professor Program for Wyeth-Ayerst (VIPP) for weight loss medications  
Numerous presentations throughout Indiana, 1996-1997

Eli Lilly – Numerous presentations for the corporate training of National sales representatives “The  
Power of Influence” - Corporate World Headquarters - Indianapolis, IN 1997

Low Back Strain Seminar - United Parcel Service, Anderson, IN, 1993  
Smoke Cessation Program - U.S. Postal Service - Anderson, IN, 1993

“Smoke Stoppers Staying Stopped” - Video taped series. Doctor’s Immediate Medcenter,  
Indianapolis, IN 1993

“How to Stay Smoke Free” for Parke-Davis Pharmaceuticals at St. John’s Hospital, Anderson, IN  
1993

“How to Stay Smoke Free” - Marion Merrell Dow - Grant County Cancer Society, Indiana 1993

“Turning Stress into Challenges” from the National Center for Health Promotions--Several seminars--  
Carmel Family Medicine, Carmel, IN. 1992

Airway Obstruction Lectures - Brownsburg Indiana - Community School Corp. 1991

“Eating Disorders” - Hendricks County Schools, Hendricks County, Indiana 1990

“Cholesterol – How to have your Cake and Eat it Too”

Presentation to the general public - Public Service Indiana – 1990, Hendricks Community Hospital – 1990, Community Hospital Anderson – Indiana - 1997, Omni Hotel for Parke-Davis Pharmaceuticals – 1998, and LivRite Fitness Center for Parke-Davis Pharmaceuticals - 1999

Numerous television appearances on local stations for health related topics.

Numerous presentations to public regarding Optifast weight loss program, South Bend Memorial Hospital, 1985-1989

## **PUBLICATIONS**

Scientifically Slim—coauthored book by Langdon Street Press, Minneapolis, MN distributed in Singapore, 2009

Ten Commitments To Be Forever Fit—Author of the book published by Robert D. Reed Publishing, Bandon, Oregon 2005

LIVING LEAN, Your Guide to Successful Weight Loss Management— Author of the book published by Robert D. Reed Publishing, San Francisco, CA, 2002

Video Tape presentation for American Society of Bariatric Physicians on “Diets: Varieties and Types” recorded in 2001.

“L.E.A.N. Audio Tape with Dr. Kennedy” - USANA, Inc. 1997

“Medical Motivation – The Power of Influence” is an audio-cassette series written in 1997.

“Medical Guidelines for ProtiMed 100 VLCD” written for Health Wise to instruct physicians on how to use Very Low Calorie Diets.

“The “Silent” Health Crisis” published in Healthy Living for the Ministry of Education and Sports and Recreation Club, Singapore, February 2006.

“What About The Low Carb Craze?” published in Utah Health magazine in October 2006.

“The Crisis Called Obesity” published in Healthy Aging magazine in May/June 2005.

# Executive Biography

**David N. Bell**

# David N. Bell

David N. Bell is a highly regarded advisor to global food, nutrition, and cosmetic skin care companies.

Mr. Bell has spent more than twenty years working with senior management of leading global corporations in the analysis of business opportunities, the design and execution of strategy. Essential to this capability is the quality of relationships he has with key decision-makers in corporations and other organizations.

Mr. Bell is an expert in U.S. consumer markets for food and nutrition products. Bell Advisory Services is known for its role in expanding corporate and consumer awareness of antioxidants, the ORAC brand, and “superfoods” such as cocoa and acai.

Mr. Bell obtained his MBA from the Wharton School in 1984.

Please review the following partial list of prestigious companies to whom Mr. Bell has been a trusted advisor (listed alphabetically):

- ▶ Advanced Marine Technologies
- ▶ Best Foods Corporation
- ▶ Brunswick Laboratories Inc.
- ▶ Cosmetic Laboratories Inc.
- ▶ Dole Food Company
- ▶ The FRS Company
- ▶ The Hershey Company
- ▶ Labatt Breweries
- ▶ Maxwell Technologies
- ▶ Monsanto Company
- ▶ Nature’s Sunshine Products, Inc.
- ▶ Ocean Spray Cranberries, Inc.
- ▶ Stamford Group
- ▶ Stiefel Laboratories, Inc.