

ANOTHER FORTUNE
BUILDING INVESTMENT
OPPORTUNITY
FROM

Rising Star Stocks

Tomorrow's Growth Stocks Today

One tiny company markets this **"Miracle Weight-Loss Supplement"** that has helped overweight people lose an average of **10 Pounds in 3 Months** - *while they sleep* - based on a safe, natural "collagen-based" treatment.

Early investors could stand to make a **+200% Return...** and possibly much more.

Why one highly respected, widely-quoted financial analyst - who has already led followers to a **Single-Trade Gains as High as 1,089%** - feels this company could be the **Next HUGE Winner!**

We Reveal the Name of This Stock Inside!

By Ian Wyatt, Editor,
Rising Star Stocks

You don't have to look far to find the next great investment opportunity in the nutritional supplements market. We recently discovered an emerging stock in this sector that is poised to deliver significant gains to investors, potentially turning a \$5,000 investment into \$10,000, or even \$15,000 in the next 12 - 18 months.

According to the U.S. Government's Centers for Disease Control and Prevention (CDCP), about 7 out of 10 men ... and 6 out of 10 women ... ages 45 to 64 are overweight.

Worse, our kids are rapidly

following in our footsteps: CDCP reports that 15.6% of American children ages 12 to 19 are obese, up from 6.1% in 1974.

Between diets, prescription drugs, hypnosis, and other weight loss treatments, Americans spend a staggering \$32 billion annually trying to slim down.

Now, one tiny health care company — EYI Industries, Inc. — has discovered a weight loss supplement that actually works ... and is marketing it at a price that's affordable to the average consumer.

The cost? A very reasonable \$55 for a one-month supply.

Weight loss clinics, by

comparison, can charge \$1,000 to over \$2,000 for a round of their "treatment" ... which rarely works. In fact, 95% of dieters regain the weight they lose within one year, and many actually go on to gain more pounds.

In 2003, EYI's annual sales were a very respectable \$8.5 million. The stock is modestly priced at just \$0.16 a share — translating into a market capitalization of approximately \$24 million.

But let's do the math.

If we say that approximately half the U.S. population is overweight, and there are 290 million people living in

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Double and Triple Your Growth Stock Profits FAST!

Here's a safe, easy way to generate an additional 100% to 200% profits on each of my growth stock winners ...
... trades that have already raked in gains of
119% ... 350% ... 444% ... even 960% and more!

Dear Investor:

For years, top stock picker Ian Wyatt has been quietly helping subscribers who follow his small cap and microcap stock recommendations handsomely outperform the S&P 500.

Ian's strategy of uncovering high growth stocks ahead of other investors has yielded substantial returns for his readers since launching his first investment publication, *Growth Report*, in late 2001.

Time and time again, Ian has successfully

revealed profitable, high growth companies to readers, and along the way consistently delivered gains of 100%, 300%, 500%, and even over 1,000% over a remarkably short period of time.

For example:

- Sensing the upcoming growth in DVD's, Ian recommended shares of DVD software authoring firm Sonic Solutions (NASDAQ: SNIC) in December 2001. Early investors who bought the stock at \$4.09 are sitting pretty, with shares

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About the Editor...

Ian Wyatt's unique investment strategy focuses on discovering emerging small and micro capitalization stocks ahead of Wall Street and Main Street. Ian uses a broad base of industry contacts and stock screening tools to uncover tomorrow's growth stocks today.

Ian currently serves as the Editor and Publisher of both *Rising Star Stocks* and the *Growth Report* investment newsletters, and is based in Washington D.C. At *Growth Report*, Ian has delivered market outperforming returns of 26% in 2001, 40% in 2002, and 52% in 2003.

A long-time entrepreneur and avid investor, Ian founded Business Financial Network and BizFN.com, one of the first financial web site portals to carry a wide variety of original financial and investment news and advice from commentators throughout the U.S. and Canada. Under his leadership, Business Financial Network grew to 200,000 subscribers.

As a leading market expert, Ian has written for CBS Marketwatch and Zacks Investment Research. He has been quoted or featured in *Kiplinger's Personal Finance Magazine*, *Forbes.com*, *The Dick Davis Digest*, *The Dick Davis Income Digest*, *The Wall Street Transcript*, the *Money Show Digest*, the *Wisconsin State Journal*, *The Seattle Times*, and the *New Jersey Star Ledger*. Additionally, Ian is a regular speaker at the Money Show investor conferences held throughout the United States, and is a regular guest on the Money Matters Financial Network radio show.



Ian Wyatt

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this country today, that's a potential market of 145 million American buyers.

And that's just within our borders. It doesn't include millions more overweight people around the globe.

Based on documented clinical evidence of its "efficacy" (the degree to which it works), it's not unreasonable to believe that **EYI's** clinically tested, collagen-based, breakthrough weight loss product — trade named **Calorad®** — could achieve a 5% North American market share.

But let's lower our goals and say Calorad only captures a modest 1% market share.

That would result in 1.45 million consumers taking a \$55 bottle of Calorad each month.

The gross revenue from those Calorad sales alone would be \$957 million annually — representing revenue growth of over 7,000% from current sales levels.

It's hard to imagine that such a quantum leap in sales wouldn't be accompanied by a leap in stock price.

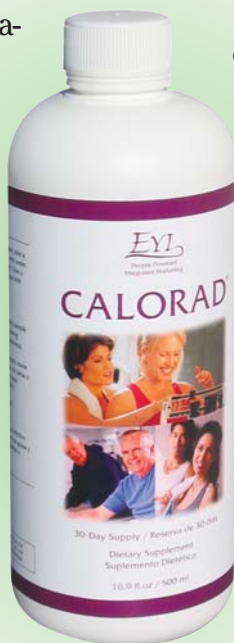
Even if the stock were to appreciate at a much slower rate, shares of **EYI** could turn your \$5,000 into \$15,000 — or your \$10,000 into \$30,000 — in the next 12-18 months!

Make 500+% from the "Next Viagra"?

When a new pharmaceutical passes its clinical trials and

wins FDA approval, the shares of that company can go through the roof.

The big consumer drugs ... Ritalin, Rogaine, Prozac, Viagra ... all made small fortunes for the manufacturers and their shareholders.



Take Upjohn as an example. The company's most famous product is Rogaine, which is a minoxidil solution for treating male pattern baldness — a condition that 50% to 70% of men experience at some time in their lives.

When Rogaine received FDA approval, Upjohn's stock went from \$8 to \$52 a share within 3 years — a 550% gain. On a thousand shares, your profit would have been a handsome \$44,000.

And Upjohn is not an isolated incident. Savvy investors who understand the drug market also made 54% profits from Viagra ... 346% profits from Botox ... and 1,683% profits from Prozac.

And now Calorad — and **EYI Industries** — could be poised to do in the diet and weight loss field what Prozac and Rogaine did in their fields by delivering significant returns to the investor. Here's why: First, the science behind Calorad — taking "collagen" internally as a dietary supplement — is sound.

That's because Collagen is a protein that occurs naturally

within the human body. In fact, it accounts for 25% to 30% of the protein in your body.

And what's more, as we age, our bodies lose the ability to make collagen. But collagen contains a unique combination of amino acids — glycine, praline, hydroxyproline, and arginine.

All four have a much greater nitrogen content than most other amino acids in your body. They can improve metabolism, influence weight loss, and elevate growth hormone secretion.

How does collagen weight loss work? While collagen itself does not burn fat, it places the body's metabolism into a fat-burning state.

Collagen also builds lean muscle, which helps to regulate and increase the metabolism, enabling your body to burn fat for energy.

Users Reduce Waste Size One Inch Per Month

Today more and more Americans are bypassing pharmaceuticals, with their dangerous side effects and high cost, in favor of safer, more cost-effective natural alternatives: vitamins, minerals, and herbs.

Over \$17 billion in dietary supplements were sold in the U.S. last year. Seven out of ten Americans take vitamins and supplements.

As a nutritional supplement,

(over, please)

**Stock prices for Upjohn are on a split-adjusted basis. The stock split 2/1 in 1986 and again 3/1 in 1987.*

a product like Calorad doesn't have to go through FDA clinical trials. **EYI** could have just placed it on the market, with no testing of any kind.

But they didn't.

EYI management wanted proof that Calorad, their collagen-based, weight loss treatment, actually worked in the real world ... and that collagen's ability to reduce weight could be supported with more than anecdotal testimonials.

In a clinical study performed by Dr. Joel B. Lao, 50 overweight patients were given one bottle of Calorad monthly.

After 3 months, Dr. Lao tabulated the following results:

- **Average weight loss per patient — 10 pounds.**
- **Average reduction in waist size — 3 inches.**
- **Average loss at the hip — 4 inches.**
- **Average decrease in body fat — 2.7%.**

One reality of Calorad is that not every patient experiences immediate weight loss. In fact, only 50% of Calorad users lose

weight within the first month. However, the success rate climbs to nearly 100% when consumers take the supplement continuously for at least three consecutive months.

Calorad helps the consumer "lose weight while you sleep," and here's why: During the first phase of sleep, the body repairs itself and heals muscle tissue.

“In a clinical study of 50 patients, the average patient taking Calorad lost 10 pounds in 3 months.”

The nitrogen-based amino acids in collagen aid the body in building this lean muscle. Since having more lean muscle increases metabolism, fat is burned by the body during this first stage of sleep to provide energy for the muscle repair.

Newly Thin Users Spread the Word!

Despite the fact that approximately half a million Americans have already tried it, Calorad

faces yet another hurdle in its quest to become a "universal" weight loss treatment: marketing and distribution.

Giant marketers like Weight Watchers and Jenny Craig can far outspend a smaller player like **EYI Industries** when it comes to promoting their weight loss system.

So if you're David like **EYI**, what can you do to battle the goliaths?

Well, you can use direct marketing — infomercials, ads, and direct mail — to sell dietary supplements directly to consumers.

But direct marketing is extremely risky and costly. Also, it's difficult to overcome consumer skepticism in a mail order ad.

The most effective tool for selling nutritional supplements like Calorad is through "word of mouth" — one satisfied customer telling another, "I took this product and I lost weight! You've got to try it!" More than 6 million bottles of Calorad have been sold in this fashion.

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EYI Customers Praise the Calorad Weight-Loss Product

"After faithfully using Calorad as directed for just one year, I lost 240 pounds and 64 inches off my waste."

—Timmie Duncan, Toledo, Ohio

"My initial weight was 310 pounds with a 46-inch waist and 39% body fat. My waist now measures 39 inches and my body fat is 21%."

—Gregg Trigg, Oak Bank, Canada

"I've lost 90 pounds and have gone from a size 4X dress to a size 12."

—Vickie Schwarzenberger

"On March 18th, it will have been one year on Calorad, and I have lost a total of 78 pounds and 12 inches off my waist."

—Mike Kelly, Lafayette, Louisiana

"Calorad restored the strength in my back while toning my body down six dress sizes in just two months."

—Nancy Lach, DC

Life-Giving Properties of Dead Sea Salts

The Dead Sea is actually a salt lake that lies in a desert between Israel and Jordan – located at the lowest point in Asia and the deepest pit on the globe, about 1,300 feet below sea level.

Aristotle, the Queen of Sheba, King Solomon, and Cleopatra were all familiar with the lake's beauty and medical powers.

Roman pharmacologists used to recommend the application of Dead Sea bitumen to help heal gladiators' wounds.

We now know that the healing benefits of the Dead Sea waters are a result of the high concentration of essential minerals. This area has been an endless source of true ionic trace minerals, the oxygenated micronutrients and associated compounds the human body requires.

Over many centuries, the minerals in the Dead

With a 33% concentration of salts and minerals, the Dead Sea contains 11 times more salt per gallon than regular ocean water. This high concentration of salt makes swimmers more buoyant, causing a feeling of near-weightlessness. Chunks of dried salt resembling white coral line the shore.

This lake's unique combination of location, atmospheric, thermal, chemical, and optical characteristics is unduplicated by any other body of water on Earth. Due to the fairly dry climate, high temperatures, 330 sunny days a year, and the absence of polluting factors, the air surrounding the area is rich in oxygen.

A large amount of water is absorbed by the dry air. This evaporation leaves a thick mist above the lake, creating a natural sunscreen for visitors.

Scientists are still puzzled over how exactly the Dead Sea was formed. Since ancient times, the medical healing properties of the Dead Sea have been well-known.

Sea have become concentrated in a balanced suspension – in proportions almost identical to that found in healthy blood plasma and the lymphatic system.

EYI's product *Triomin* contains life-enhancing ionic minerals from the Holy Land Dead Sea area: magnesium, potassium, chlorine, calcium, phosphorus, sodium, selenium, iodine, manganese, zinc, copper, iron, chromium, and molybdenum.





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But even though Calorad has thousands of satisfied users and numerous testimonials, you've got to give your customers a tangible incentive to tell as many of their friends and neighbors as possible about your product.

And that's just what **EYI** management has done, recruiting thousands of customers as "salespeople" for Calorad and its other supplements — through a network marketing arrangement that allows them to earn handsome sales commissions.

I realize some people have a low opinion of "multi-level marketing," as network marketing is sometimes called. But they really shouldn't, because network marketing is an incredibly powerful means of leveraging customer satisfaction to increase sales of products through the consumer channel.

The Wall Street Journal estimates that between 50% and 65% of goods and services are sold through network marketing methods. More than 600 network marketing

companies are estimated to be operating in the U.S. today.

Over 10 million people in the United States are distributors in one or more network marketing organizations. Worldwide, the network marketing industry generates annual sales in excess of \$80 billion.

The network marketing model has proven particularly effective with health care products, and investors in nutritional supplement companies that use a network marketing distribution model have already earned handsome gains.

Natures Sunshine Products, a network marketing supplement company, went from \$2.72 at its IPO to \$13.89 — a **411% gain**. In March 2002, Herbalife received a buyout offer for \$685 million — more than double its stock price of one year earlier. Another network marketer, Usana Health Sciences, has posted a **279% gain** since going public in 1996. Their nutritional supplement sales revenues are approximately \$45 million per quarter.

One of the primary drivers for salespeople in any field is compensation: Salespeople want to earn big commissions, and if they don't, they lose interest.

EYI's Director of Channel Marketing, Jay Paterson, has over three decades of experience with Shaklee and other successful, big-name network marketers in the health field. He has created a network

marketing compensation plan for **EYI** distributors that is among the most generous in the industry, with commissions on sales ranging up to 50%.

The cost of an **EYI** distributorship is nominal, which is in keeping with the network marketing model. Low barrier to entry builds the distribution network in network marketing much more rapidly than in a franchise model.

EYI distributors can manage their business using an online system that Sargent developed for a previous business in which used the franchise model.

"The cost of a franchise in that company was a \$25,000 franchise fee and a \$250,000 initial investment in the location and inventory," says Sargeant. "**EYI Industries, Inc.** offers essentially the same sales and income potential to distributors, the same business opportunity, for a total start-up cost of just \$40."

With the web-based distributor management system, **EYI** dealers can track sales to their customers and dealer network, and monitor their sales and commissions — enabling them to run their **EYI** sales business with a minimum investment of time and effort.

Network marketing companies in particular are dependent on efficient delivery and order processing to ensure both dealer and consumer satisfaction. **EYI** has created a distribution "infrastructure" — data entry, IT, software, customer service, tax, shipping, manufacturing, web site — at a cost of approximate-

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Can A Shark Help You Live Longer?

Decades ago, the side effects and adverse reactions produced by some pharmaceuticals prompted an amazing research project: Teams of marine biologists embarked on a search to identify animals possessing the world's most superior immune system.

Years of research culminated in the discovery of an amazing species of deep-water sharks that produced "liver oil" with remarkable regeneration abilities for their health maintenance system.

The marine biologists discovered that nature had provided these prehistoric creatures of the deep with a remarkable immunity to all forms of disease. These creatures never develop cancer or any of the common illnesses associated with humanity.

The *Centrophorus shark* lives in a pitch-black, hostile environment at ocean depths of between 1,000 to 3,000 meters. Since sunlight is unable to penetrate to this depth and water pressure is unbelievably high, the supply of food and oxygen is scarce.

These sharks survive the heavy pressure of the water because their liver, accounting for one third of their body weight, easily absorbs oxygen and releases it into their bodies. Few if any other creatures can survive these harsh conditions.

The marine biologists found that each of these sharks carries up to a gallon or more of golden-hued liver oil, which contains potent squalene and alkoxyglycerols. Further research over the next 20 years found that these valuable constituents, when ingested orally, activated and enhanced the human body's health maintenance system.

EYI researchers have incorporated this health-enhancing, deep-water shark oil into a new nutritional supplement. Called *Essential Marine*, this formula gives the consumer an optimum daily dose of deep-water shark oil, diacylglycerol ethers, alkoxyglycerol, and squalene in a base of gelatin, glycerin, and water – making the caplet easy to swallow and highly bio-available.





side clients, which means the company's shipping operation may become a profit center instead of an expense.

Order processing error rate is less than 1%.



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ly \$8 million to provide its distributors with the support they required to run successful **EYI** businesses.

The **EYI** distribution facility is located near a central hub in Louisville, Kentucky, so that products get out the door and reach the customer faster. **EYI** can deliver products, by ground to 85% of the U.S. population in 3 days or less.

More importantly, the **EYI** distribution facility is running at only 10% capacity, which means **EYI** can grow sales to \$80 million without further capital investment in the distribution infrastructure.

“Early investors in EYI could be rewarded with significant gains in the coming years.”

In fact, their shipping operation is so efficient, **EYI** is beginning to offer fulfillment and shipping services to out-

The computer system correctly calculates the sales tax in 60,000 U.S. jurisdictions, minimizing tax liability.

Online Marketing Breakthrough

The **EYI** web site helps generate sales leads which the company turns over to their distributors. Distributors in the **EYI** network see online sales as a source of channel development, rather than an attempt to bypass them and avoid paying commission.

EYI just signed an agreement with streaming media applications provider EyeWonder, Inc. to promote its line of nutritional supplements online. Under this agreement, EyeWonder will create a sophisticated, video-driven, lead generation system for the **EYI Network Marketing** sales force.

Unlike traditional player-based solutions, EyeWonder video seamlessly reaches Internet-connected computers, with no need for any media player download, upgrade, or Flash plug-in. Video plays instantly with no buffer or load time when a viewer arrives at a web page, and bandwidth detection and multiple bit rate encoding ensure the most optimized viewing experience available online.

But **EYI**'s online sales growth may be eclipsed by the revenues **EYI** generates from its ...

... Latin American Connection!

Within its core markets of Canada and U.S., **EYI** operates on a network marketing distribution model, because network marketing is proven to work in North America (just look at the tremendous success of Herbalife, Shaklee, and Rexall).

But dietary supplements are a “universal product” in that virtually everyone on the planet wants better health. Along with food, shelter, and security, good health is a basic human need.

Therefore, the real market for Calorad and other **EYI** supplements is global. And once the product is available beyond North American borders, the sky's the limit.

The first new market **EYI** is pursuing is Latin America. CEO Jay Sargeant says that **EYI** management is about to sign an agreement with The Supra Group, the largest Latin American health products

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A Prescription for Profits

The senior management team of **EYI Industries, Inc.** has many years of business experience in both private and public sector companies. Their educational levels and skills encompass the disciplines of manufacturing, product development, marketing, sales, channel development and finance.

Jay Sargeant, President and CEO, graduated from Boston State College with a Bachelors Degree in English Literature and Psychology. From 1982 to 1989, in his own company, he lead a team of 60 people that developed extensive corporate training programs for major US corporations.

From 1989 to 1995, Jay was a business development and sales consultant creating media, marketing and training programs. For one of those clients, Elcombe Systems, he launched a \$20 million dollar distribution channel with 15,000 distributors.

More recently, Jay was a Director and Director of Operations for Essentially Yours Industries Corp. In this role, he developed a distribution channel of 500,000 Independent Business Associates that generated \$300 million dollars in revenue.

In 2002, Jay orchestrated the corporate restructuring of Essentially Yours Industries, Inc. He introduced a cost cutting program to reduce expenses by 25% while laying the foundations for new programs and initiatives aimed at creating significant growth.

He also has overseen the strategy to create the Public company, EYI Industries Inc.

Dori O'Neill, COO, has been a Direct Sales professional for over 30 years. In the 1990, he sold his marketing rights for an all-natural insecticide to a Public company and became Senior Vice President in charge of global operations. In this role, he opened offices in Japan and established sales organizations in 19 countries. These efforts led to a significant increase in stock value.

Dori has held other senior management positions with numerous private and public sector companies. From 1997 to June 2002, Dori was a consultant with Essentially Yours Industries Corp., where he lead the strategic direction and implementation of all issues related to Investor Relations.

Rajesh Raniga, CFO, is a Certified General Accountant. In his private practice, prior to joining EYI, he specialized in auditing publicly listed companies as well as acquisitions and mergers. He has also sat on the Board of Directors and functioned as the Chief Financial Officer of several of these firms.

Robert Brown, Vice President of Marketing, holds a Bachelor of Industrial Design Degree from The Center for Creative Studies in Detroit. Prior to joining EYI, he held senior marketing and communications positions with Mitel Corporation and Newbridge Networks. Robert also has had an extensive career in the ad agency business, most recently as Managing Partner of Palmer Jarvis Advertising.

Jay Paterson, Director of Channel Marketing, owned and operated International Magic Kitchens, a successful retail, wholesale and direct sales business. During that time he began a 22-year career in Network Marketing with such companies as Shaklee Corporation and Matol Botanical. He was also the President of Pure Life.

Janet Carpenter, General Manager of Investor Relations has held a number of positions in the areas of product development, compliance and corporate affairs. She has maintained an active role in keeping the company compliant with various government agencies such as the FDA (product labeling, rules and regulations) and the SEC (rules and regulations governing the public company). Janet holds a Bachelor of Arts Degree from the University of Victoria and is EYI's key contact for shareholders, financial analysts and the investment community.

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marketer, to sell **EYI**'s dietary supplements in 21 Spanish-speaking countries. Supra controls not only most of the radio and TV stations but also many retail outlets.

Once the Latin American program is underway, sales to this market alone could easily surpass current sales volumes in all of North America. Supra Group financial analysts calculate future sales in these countries at \$12.8 million U.S. for 2004 and \$37.2 million U.S. for 2005.

EYI has the flexibility to use whatever distribution model works best in a particular nation or market. Management intends to pursue joint ventures with partners in overseas markets whenever doing so gives them a competitive advantage in operating in that nation.

Diverse Product Pipeline Protects Your Investment

What's the most important thing to look for when investing in a drug or nutraceutical company?

"The key ... is to understand a company's pipeline of potential products," says an article in *Kiplinger's Personal Finance*.

When a pharmaceutical or dietary supplement maker is dependent on just one product, its shareholders take a huge risk: If the product doesn't get regulatory approval or gain market share, the stock can

take a nosedive faster than a penny dropped off the Empire State Building.

With **EYI**, we get the best of both worlds: the enormous profit potential of Calorad and the \$32 billion weight loss market — combined with a diverse line of other, already successful dietary supplements covering a broad range of consumer health needs.

EYI Industries markets more than 24 dietary and topical health products with combined sales of more than \$8 million a year.

Many are one-of-a-kind, with little or no competition in their category.

You've heard the expression, "Don't drink the water," as a warning to tourists visiting Latin American nations. One of

EYI's many other products, *Agrisept-L* — a citrus seed extract in a base of vegetable glycerin — can kill bacteria and yeast in water. In one test, just 15 drops purified a 55-gallon drum of water!

Triomin, for example, provides ionic trace minerals in a formulation based on the unique,

high-concentration salt waters found only in the Dead Sea lake (see page 5). Without these essential trace minerals, the body cannot properly absorb vitamins.

Another **EYI** innovation, **Essential Marine**, is made from the liver oil of a species of shark whose natural habitat is the deepest ocean waters

(page 7). The shark has demonstrated one of nature's most powerful immune systems, resistant to virtually every disease known in nature.

The company also makes a wide variety of other health care products, including: an all-natural alternative to prescription antibiotics ... a breast enhancement cream that can help women increase cup size without dangerous breast implants ... a supplement that corrects oxygen deficiency in the blood stream ... and more.

A large number of the products focus on the booming **anti-aging market** consisting largely of 75.8 million graying Baby Boomers born between 1946 and



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SPECIAL REPORT

The Doctors' Choice

Cutting Edge Information for the Health Conscious Person

Like millions of others . . .

Would You Also Like to Lose Weight While You Sleep?

You can if you feed your body the right metabolic supplement! A new breakthrough, liquid collagen protein food supplement, Calorad®, has been found to help people lose fat and inches in a natural and healthy way. It provides a perfect chain of amino acids to support your body in many critical areas including weight loss, assistance in rebuilding lean muscle, restoration of the body's collagen base, and improvements in stamina and energy! If you feel better, you do more. If you do more, your metabolism goes up and you burn more fat. You feel even better — and start the process all over again!

Rebuilding lean muscle and connective tissue — so healthy fat and inch loss comes naturally...

Calorad is the revolutionary wellness formula that many experts are calling "the breakthrough fat loss product of our time!" Calorad helps your body utilize fats and sugars more efficiently, so it can actually help you lose weight and inches while you sleep! It is an all-natural, collagen-based drink that assists your body in utilizing unwanted fat during the critical first hour of sleep, when it's in its natural state of repair.

As we age and are exposed to compromising environmental factors, our tissue breaks down and should be repaired. This process of degeneration will continue until we supply the body with the proper supplementation. Most people don't have any idea how to help nourish themselves with the best product to facilitate this important repair process.

It's so Easy — Calorad actually works while you're SLEEPING!

In the first hour of sleep, your body goes into delta sleep mode. In this "rejuvenation" period, the body repairs and rebuilds itself. As we grow older, this process slows down, and our bodies no longer produce the same level of collagen and amino acids required to keep our skin looking as radiant or our bodies as tight and strong as they used to be.

Calorad is a natural source of highly absorbable collagen protein that can feed the body during sleep. The special way collagen is processed to create Calorad is by cryo-precipitation — where the collagen is frozen at such super low temperatures that it is actually transformed into mineral crystals, and is therefore no longer identifiable as an animal byproduct. Calorad's formulation in this cold enzymatic process allows the collagen protein to be extremely bio-available, so it can be readily absorbed to assist your body's production of lean muscle tissue, which in turn utilizes more fat, naturally!

And Calorad AM helps boost daily energy and control your cravings!

Calorad AM is a revolutionary liquid protein formula designed to naturally

The Problem — The Obesity Epidemic

North Americans are the Fattest people on the planet, and they're getting fatter all the time! Dangerous health consequences include: heart disease, strokes, cancer, high cholesterol, diabetes, and high blood pressure.

According to Experts:

- 127 Million U.S. adults are *overweight* and at great health risk.
- 60 Million are *obese* — 9 Million are *severely obese*.
- 64.5% of U.S. adults, over 20, are *overweight*.
- 30.5% are *dangerously obese*.
- Since 1994, the percentage of overweight adults has increased by 33%, and 40% of

Americans will be obese by 2009 if current trends continue!

- Over 90,000 Americans will *die* each year of cancer caused primarily by obesity/excess weight. (Study by the American Cancer Society published in the New England Journal of Medicine.)
- For women over 45, the risk of breast cancer increases with every extra pound they carry. Obese women are 40% more susceptible to breast cancer!

The Solution — CALORAD!

Calorad is a powerful, dynamic liquid collagen-based dietary supplement designed to help reduce fat and build lean muscle tissue — this achieves safe, exciting and lasting weight loss.

- Calorad is needed by every adult; more than 6 million bottles have been consumed since 1995!
- Calorad can increase vitality, and allow you to sleep better.
- Calorad provides vital and important essential amino acids to help the body rebuild lean muscle tissue. It restores natural collagen levels to support repair of the body, and it rids the body of unwanted fat.
- Calorad was originally created to help overweight chickens with fatty liver syndrome lay eggs again.

Collagen is the 'glue' that holds your body together

- Calorad replenishes, restores and rejuvenates **Collagen** levels; it also facilitates the rebuilding of lean muscle and connective tissues.
- **Collagen** production by the body naturally decreases over time. This may result in signs of aging like: excess weight, reduced vitality and more wrinkling. This decline may be corrected with **Collagen** supplementation.
- **Collagen** may be a fountain of youth that fights visible signs of aging; it may also be the secret behind losing inches, fat and maintaining a healthy weight.

"For over 15 years, Calorad has been the mainstay in my personal dietary program. It has allowed me to be better at 55 than I was at 30, and that's not a dream. That is a reality for every person who will make the commitment to use Calorad, drink the water and take care of themselves."

- Rena Davis, Clinical Nutritionist and Biochemist

maintain your appetite and help your body burn fat efficiently — the way it was meant to. Calorad AM is designed to work naturally with your body.

It can help to maintain an optimum nutritional balance, and it helps to curb your appetite naturally and effectively. Together with Calorad,

Calorad AM provides an effective around-the-clock weight loss system.

Millions of satisfied Calorad customers attest to the miracle of this simple and profoundly effective product. *Wouldn't you like to lose weight and live well too?*

Continued on Special Report page 3



Medical & Health Professionals Agree: Calorad Works!

Doctor searches 20 years to find Calorad

MALIBU, California - "There is nothing on the market like Calorad. I have been looking for a liquid collagen-based product for over 20 years. Without changing any major behaviors, my patients are seeing positive results and feeling great! This is the foundational nutrient I recommend to each and every patient!"

- Dr. Ed Wagner

Another medical doctor thoroughly impressed with Calorad

BANCROFT, Ontario - "In my 10 years as a medical doctor, I have never seen a natural wellness product like Calorad. Within 4 days of starting the Calorad program, my wife, Sharne, and I lost a combined 12 inches of body fat. In 4 weeks, our weight loss totaled 16 pounds. I have dropped 2 inches in my pants size and increased 2 inches around my shoulders. Our sleep has improved, and we wake up refreshed in the morning with increased energy all day. We are so excited about how Calorad makes us feel that we recommend it to everyone we meet!"

- Dr. Eugene van Onselen

Greater sense of wellness

SAN DIEGO, California - "Calorad, when used as directed, is effective for most people to help their bodies lose unhealthy excess fat and inches, without losing muscle, and helps to provide them with a greater overall sense of wellness."

- Dr. David Nelson

Patient loses over 100 pounds

CAMP HILL, Pennsylvania - "In and out of the office we recommend that everyone take the protein supplement Calorad! The results we have seen and experienced ourselves have been spectacular. One of our patients has lost over 100 pounds. Another lost 70 inches overall. Inches and pounds are coming off like crazy. The first patient I supplied Calorad with lost 20 pounds in a very short period of time. We are more excited about Calorad and its results now than when we first heard about it. You will be too!"

- Dr. Jack Herd



Dr. Jack Herd

Calorad's Effectiveness Amazes Experienced Doctor

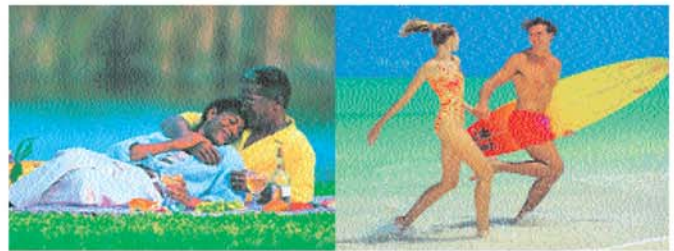
Dr. Robert F. DeMaria has been a Natural Health Practitioner since 1978. He has diplomate status in Chiropractic Orthopedics and a fellowship in Applied Spinal Biomechanical Engineering.

"I have utilized natural health care products in my practice for over twenty years. Calorad is one of those products that are few and far between. Our environment, with toxins and pesticides, over processing and chemical alterations, has changed the easily assimilable foods that are needed by our body for health. Calorad provides the basic building blocks to give your body the ability for tissue repair and rejuvenation. Physiology and the ramifications of proper food are not very easily understood by accepted medical practitioners today.

"I have seen countless miracles with Calorad. It has provided the fuel for detoxification of many body parts. We have seen blood pressure drop 50 points

both systolic and diastolic. Patients have had their digestive disturbances improve. I have an acquaintance whose niece's chronic colitis improved with only two days of utilizing Calorad. The results are amazing to me.

"Individuals who use this product need to give it time. I have what we call a one on one rule - give Calorad one month for every year that you have been overweight or have not felt good. It normally takes several months or even years for a person's body to deteriorate to the symptomology. Utilizing Calorad will give your body the proper nutrients that are easily identifiable by the body for tissue repair. You may have a condition that has not responded to other therapies. Give Calorad enough time. It will provide your body with the ability to heal itself. I have not seen any product like this that has so many positive responses and positive attributes."



Can Calorad Help You Sleep Better Too?

Studies show: Deep sleep is essential for building muscle, burning fat, increasing productivity - and Calorad really helps!

A recent clinical study proves that Calorad users enjoy a much longer period of uninterrupted, restful, refreshing sleep! They get into a deeper sleep state faster and stay there longer. But, without Calorad, most people take longer to get into their deep sleep state, it's usually not as deep or as sustained, so they don't sleep as restfully as they do with Calorad. Deeper sleep with Calorad helps to lengthen their body's nightly repair cycle - this supports more new muscle development which, in turn, naturally promotes fat loss.

"Most Americans say they suffer from sleep problems, and sleep deprivation continues to be widespread in America," according to a recent study by the National Sleep Foundation. They point out that sufficient sleep is "needed for good health, safety, and optimum performance."

The recent clinical study on Calorad's role in this challenge was conducted by Dr. John Norris, M.D., Ph.D. and Reginald D. Barnes, Jr., M.D. They found that "in human physiology, it is well known that muscle and adipose (fat) tissue metabolism are influenced directly by the complex interplay between insulin, exercise, glucocorticoid (stress hormones), growth hormone (GH), amino acids (including arginine and leucine), proteins, L-hydroxyproline, fats and other substances. Calorad appears to augment known physiological processes

in the metabolism of fat and muscle, which might explain its success.

"GH is one of several significant hormones involved in muscular development and it is secreted episodically 24-hours daily. The most consistent period of GH secretion in both children and young adults (and possibly other age groups), is within the onset of the first slow wave sleep (deep sleep). Delay in the onset of deep sleep usually results in the delay of the onset of the major GH peak."

"Preliminary studies with the use of Calorad suggest a significant deepening in all levels of sleep."

"Protein, amino acids, L-hydroxyproline and other building blocks of muscle and collagen are essential for muscle rebuilding. During rest, a complex interplay takes place as muscle and cartilage repair under the influence of GH. If one is deficient in any of those building blocks necessary for muscle rebuilding, those building blocks will be removed from healthy muscle (catabolism). And that's not good for healthy loss of fat and inches. However, when subjects take Calorad, this catabolic process is felt to be limited because Calorad is rich in the amino acids and the collagen building blocks necessary for muscle and cartilage growth, thus resulting in a net increase in lean body mass."

Scientific Proof! NEW CLINICAL STUDY Proves Calorad Works!

People lose an average of 10 lbs. and 7 inches

Dr. Joel B. Lao, Doctor of Internal Medicine, a medical consultant in the Philippines, has finished and released a clinical study on Calorad and the effects on overweight and/or obese individuals.

This is a brief summary of Dr. Lao's encouraging findings.

The Test

The subjects included 50 overweight or obese individuals who were observed over a 90-day period. One bottle of Calorad was provided every month for a 3-month period. They were asked to ingest one(1) tablespoon of the product at night with an interval of at least three hours without eating, just prior to sleeping. There were no dietary or exercise prescriptions given, but subjects were asked to eat sensibly.

Doctor Lao first created a baseline average for weight, body fat percentage, body mass index classification (BMI), waist and hip circumferences. These averages were as follows:

- Body weight 156 pounds.
- Body fat percentage 36.7%.
- BMI 32.5.
- Waist circumference 36 inches.
- Hip circumference 42 inches.

Month 1

- Average weight loss was 5.7 pounds.
- Average body fat percentage loss was .4%.
- BMI was reduced to 28.95.

- Average waist measurements were now 34 inches.
- Average hip measurements were now 40 inches.

Month 2

- The collective average in weight loss was 5 pounds.
- Average body fat percentage loss increased to 1.4% from baseline.
- Average waist size decreased a further 2 inches.
- Average hip measurements decreased an additional 2 more inches.

Month 3

- The average weight of our subjects was recorded as 146 pounds.
- The average body fat percentage was now 34.3%.
- The average waistline was reduced to 33 inches.
- The hip measurements were an average 38 inches.

Results of the three month clinical observations:

- An average reduction of 10 pounds.
- An average of 7 inches lost.
- An average inch loss at the waist of 3 inches, 36 down to 33.
- An average inch loss at the hip of 4 inches, 42 down to 38.
- An average decrease in body fat percentage by 2.4%.

The information provided is intended for educational purposes.

It is not to be construed as providing medical advice or substituting for professional services. All information provided is general, not specific to individuals. Persons experiencing health problems should consult a medical professional.

More Raves about Calorad! It can help you too!

Self-Esteem Soars When Dad Drops 240 lbs. With Calorad and Sheds 64 Inches from Waist*

TOLEDO, Ohio - "Just before my mother's passing in late 2000, I made an unconditional promise to her and to God to do everything within my power to regain my health. As you can see, I was unhealthy and frustrated that I couldn't do much with my family. Shortly thereafter I was blessed to have the miracle of Calorad in my life. "After faithfully using Calorad as directed for just over a year, I lost 240 pounds and 361 inches - with 64 of those inches coming off my waist! My blood sugar count has dropped dramatically (660 to 114!), and my blood pressure is back in the normal range (down from 197/137). I have regained my quality of life and most importantly, I've been reminded of my love and loyalty to God - his grace



guided me to Calorad, and I'm so very grateful! "To say that Calorad has been a miracle in my life is an understatement. My results have inspired me to make imperative changes in my eating habits, and I am now willing and able to exercise and truly enjoy life with my children. In my before picture with my great niece Zoë it is obvious that I was extremely unhealthy and unhappy. Today, I've got the smile of a healthy man who's been blessed with the results of Calorad! My self-esteem has SOARED along with my passion for building my home-based business and helping others succeed along with me!" - Timmie Duncan

After 48-Foot Fall, Skeptical Oil Platform Worker Finally Gets On Calorad - Joint Pain Subsides and He Loses 78 Pounds!

LAFAYETTE, Louisiana - "On June 12, 1994 at 4:30 AM while working offshore on a big oil well drilling platform, as I had done for 30 years, I slipped and plummeted 48 feet down onto a steel deck. Many surgeries on my knees and feet followed, but I wouldn't let them touch my back. Julie Sonnier first introduced me to Calorad, but coming from a family with medical professionals, I was extremely skeptical and put the bottle on the shelf for a whole year. Finally, I started taking Calorad but saw no results in the first or second month. Half way through the third bottle, I noticed my joint pain was going away. On March 18th, it will have been one year on Calorad, and I have lost a total of 78 pounds and 12 inches off my waist!" - Mike Kelly

Missionary Couple Loses Over 80 Pounds Together in Seven Months - Thank God for Calorad*

LOS ANGELES - "After 6 years of gaining weight almost imperceptibly, it had become noticeable, and we knew we had to do something. I was at 216 pounds and my wife's size dress had increased to an 18 plus. We longed to be fit, but



*People all over the continent and from virtually every walk of life are raving about Calorad. These comments happen to come from Independent Distributors. Your results may vary. Your weight loss will depend on your own body's metabolic response.

(Continued from Special Report page 1)

Calorad - Over 6 Million Bottles Sold!

Chubby chickens inspired Calorad back in 1983

Back then a dedicated and visionary French Canadian researcher, Michel Grisé, was asked by some desperate poultry farmers to help their chubby chickens get back in shape so they could lay eggs again. Fatty liver syndrome had cropped up in the chicken flocks, and try as they might, these birds just couldn't squeeze their eggs out anymore. So the chicken farmers were losing money with their plugged up hens!

Michel Grisé came up with the first version of Calorad. He sprinkled it into the chicken feed, chubby chickens simply waddled to the trough, and within only one week, these hens were laying eggs again!

The chicken farmers were very happy, and news of this breakthrough spread to neighboring hog and cattle farms. Soon, these other farmers were clamoring for Calorad formulations for their pigs and cows, so they could sell their leaner livestock for higher prices. The newly prosperous farmers had fallen in love with

Skeptical Pharmacist Finds Calorad Outperforms His Expectations

TOLEDO, Ohio - "I have owned and operated Shaffer Pharmacy since 1979. In 1997 I was introduced to the remarkable product, Calorad. Although I was very skeptical of the claims, I decided to put the product to the test. My wife and I started taking Calorad as suggested and we both found ourselves sleeping better and losing inches on our bodies. I decided to put Calorad on the shelf in my store. Sales have been

remarkable. Needless to say, Calorad passed the test.

Sales continue to increase through simple word of mouth referrals. Calorad seems to out-perform even what the marketing materials suggest. The fact that repeat sales and referral sales continue to increase speaks directly to the efficiency of Calorad." - Tom Tadsen



Chiropractor Takes Calorad For Pain Relief, Loses Weight As An Extra Benefit*

FRESNO, California - "Calorad was recommended to me by a colleague who is highly respected in the field of Chiropractic and Nutrition. Calorad restored the strength in my back while toning my body down six dress sizes in just two months! It also greatly boosts and sustains my energy throughout each day.

"I really like the fact that when people commit to take Calorad, they are taking an active role in their daily health care. The power of Calorad has created a home-based nutrition (and now internet) business that has enabled me to stay home and raise my four children while earning an income that equals what I was earning as a Chiropractor." - Nancy Lach, D.C.



weight off. My waist now measures 39 inches and my body fat is 21%. Thank you Calorad!" - Gregg Trigg

Life After Breast Cancer With CALORAD!

HURRICANE, West Virginia - "I had gained a lot of weight the year before with my breast cancer ordeal. I still felt so bad, I was not able to exercise to lose weight. Then Calorad came into my life. I've gone down 3 dress sizes so far. To date, I've lost 8 lbs on the scales, but a whole lot of inches. It has given me my life



back in many ways. I really feel alive again, thank God. The folks that introduced me to Calorad would not believe what a big change has happened to me. They did not know this new bubbly, energetic person. My husband was so thrilled to have his wife back, now better than ever. Hurray for Calorad!" - Pat Lyons

Car Salesman Drops 20 Pounds in First Month - Then Another 60!

OAK BANK, Manitoba - "I first heard about Calorad four years ago from Dr. Gary Bourdan. As he told me about the benefits of Calorad, I rolled my eyes but then reluctantly decided to try it. My initial weight was 310 pounds with a 46 inch waist and 39% body fat. After one month I had lost 20 pounds, after month two another 19 pounds, after 4 1/2 months I lost a total of 80 pounds and have kept the

Biz Woman Plummets to Size 12 from 4X - Regains Mobility*

TOWNSEND, Montana - "My right knee was giving me excruciating pain in February 2001. I had to use my husband's cane and handicapped parking permit. At that time I weighed 257 pounds and was literally five inches bigger around than I was tall at 5'1". Just three days into using Calorad I was in my kitchen dancing. I have my mobility back! I've lost 90 pounds and



150 inches, and have gone from a size 4X dress to a size 12."

- Vickie Schwartzenberger

his body develop, he had to shop for new sport coats!

In Dr. Schofari's clinic, they then tested Calorad on 357 overweight people, and that group had an average weight loss of almost 10 pounds each in their first month. They found that 86% of those using Calorad had a positive inch or weight loss result within 90 days, and half of them achieved some results within only one month!

Since then, over 6 million bottles of Calorad have been safely and gratefully consumed, and these people have achieved dramatic, healthy success by using Calorad.



Dr. David Nelson

Doctors Answer Your Questions... Why do I need Calorad?

So why do I need this Product?

Dr. David Nelson: As you age, your body produces less collagen-based tissue and every day

we are exposed to compromising environmental factors. The result of collagen loss is wrinkles on the outside and breakdown of lean muscle and connective tissue on the inside. Simply put, your fat/muscle ratio changes. This process of degeneration will continue until you supply your body with proper supplementation. Calorad naturally helps the body restore its collagen base by providing highly absorbable nourishing collagen protein.

What does the Aloe Vera ingredients in Calorad do?

Dr. Robert DeMaria: Aloe Vera contains enzymes that assist in the metabolic process of collagen but do not play a direct role with respect to fat loss. We use the gel just under the epidermis of the aloe vera leaf as opposed to the whole leaf.

Is Calorad kosher?

Dr. DeMaria: Only Calorad Marine is kosher. Look for a circled "K" and "Marine" on the label.

Is there oxygenated water and a natural lemonade flavoring in both Calorad products?

Dr. Nelson: Yes, as well as Collagen Hydrolysate (from either bovine or fish), Aloe Vera, Glycerin, Potassium Sorbate (natural preservative from blueberries), and Methyl/Propyl Paraben (natural

preservative from blueberries).

Why do you say Calorad can provide a better night's sleep?

Dr. DeMaria: Calorad provides the fuel that allows the body to actually achieve deep sleep. In the first 60-90 minutes of sleep your body goes into delta sleep mode, the deepest form of sleep where the body naturally repairs itself, builds muscle and breaks down fat. During this process the body is searching for a source of energy and fuel to fulfill this function. Calorad acts as the fuel for this natural process.

Can I take Calorad before exercising?

Dr. Nelson: Yes - taking Calorad before working out will improve stamina and provide energy and help prevent muscle breakdown.

Why can't pregnant/lactating mothers and prepubescent children take Calorad?

Dr. DeMaria: This is a disclaimer that is required by both the Canadian and United States agencies. This caution reflects the possibility of released toxins from fat breakdown entering into the blood stream affecting the fetus or the lymph systems of the pre-pubescent child. We suggest you check with your health care professional for alternative suggestions.

How important is it that I take Calorad just before going to sleep?

Dr. Nelson: Timing is everything! Since Calorad is the most powerful during the first 90 minutes of sleep, every minute you spend talking, reading, watching TV, etc., reduces the effectiveness. Remember, taking Calorad is the VERY LAST thing you do before going to sleep.

Why must I refrain from eating anything after taking Calorad?

Dr. DeMaria: Eating or drinking ANYTHING except water (even diet soda or gum) will interrupt the Calorad effectiveness. You do not want Calorad to be wasted. When you consume Calorad while the digestive system is active, the product will be broken down and the effectiveness will diminish.

Does Calorad contain Phenyl-Propanolamine (PPA)?

Dr. Nelson: NO! Phenyl-Propanolamine is not included as an ingredient in Calorad. Phenyl-Propanolamine (PPA) is a stimulant, decongestant and appetite suppressant. What it does is similar to its chemical cousin, amphetamine, which acts on the hypothalamus, the region of the brain that controls appetite. And, like all stimulants, it increases heart rate and blood pressure. Studies have indicated that PPA appears to increase the risk of brain hemorrhage.

Can I drink coffee while I am using Calorad?

Dr. DeMaria: Reduce coffee intake. It is a diuretic (removes water from tissues) which means that the more caffeine you consume the more water your body needs. For every cup of coffee you consume you need to add at least one extra glass of water per day to counteract your caffeine intake.

How much water should I be drinking per day?

Dr. DeMaria: You should drink at least 64 oz. (6-8 glasses) per day. Water helps rid the body of excess build-up that will occur when fat is broken down. Failing to drink the appropriate amount of water (not tea or soda, etc.) plays a big role in the failure of the program.

CALORAD'S INGREDIENTS

Calorad contains natural ingredients which are safe and effective: Oxygenated water, collagen hydrolysate, aloe vera, glycerin, potassium sorbate, natural lemonade flavoring, methyl paraben and propyl paraben. There are NO STIMULANTS in Calorad such as ma huang, ephedra, gaurana, white willow bark, cola nut, caffeine, etc.

Calorad's Collagen Supports Anti-Aging!

Calorad is manufactured in pharmaceutical grade facilities in Montreal, and it's stringently inspected for purity throughout production. Liquid collagen is the active key ingredient in Calorad. Twenty-four percent of the dry protein weight of the human body is collagen — the fibrous, elastic, connective tissue in our bodies that holds us together. Collagen is the most prominent protein in our bodies, so it's part of the natural make-up of our tendons, ligaments, joints, muscles, hair and skin.

As we age, our body's production of collagen slows down. On the outside, we see our skin start to wrinkle and lose its youthful radiance. On the inside, we experience this as the weakening of our skeletal structure due to the breakdown of connective tissue, including muscle tissue. Collagen supports the anti-aging process, so if we can supply the body with a highly bio-available form of liquid collagen, like Calorad, we can help to slow this process down!

It's safe and so easy and simple to take!

Compliance is a cinch. *You simply take 1 tablespoon of Calorad with a glass of water right before you go to sleep each night, and you wake up smaller!*

And you can probably kiss muscle and joint pain goodbye!

Because our body's essential supply of collagen is low in so many areas — causing weakness, fatigue and overall lack of performance — taking Calorad can help with much more than just weight and inch loss. Most people experience many welcome side-benefits

which indicate that Calorad is working.

Some of these include improved sleep, increased energy, stronger and healthier skin, hair and fingernails, and muscle and tissue repair in weak, injured or chronically painful areas. On your path to a more beautiful body, there will likely be many positive indicators that Calorad is working to strengthen you on the inside!

Remember - collagen supports most of your body's functions. Therefore, nice results could show up in any number of areas. Expect a lot and you may get it.

Chuck your bathroom scale in the trash!

Be sure to use inch loss, not pound loss, as your success barometer with Calorad. Because its basic function is to build lean muscle, which is denser than fat, your results may not show up first on the scale. Many people who don't initially lose an ounce on the scale find they have shed lots of inches all over their bodies. Some may even gain a few pounds of muscle while shedding inches. If you choose not to measure, then select a piece of clothing or a belt as your inch loss indicator. Whatever you do, you need to only weigh yourself once a week, and you no longer need to be a slave to the scale.

So, like millions of others, wouldn't you like to lose weight and live well? And enjoy all the other wonderful benefits of Calorad? Now, you can! *Contact the number in the information box at the right for the complete details.*

If you're like millions of Americans who want to lose weight, look good and feel great, then Calorad is an easy choice to make. You'll feel better knowing that Calorad's formula is an exclusive product to only one company. Many have tried to match their unique and proprietary formula, but none have ever succeeded.

But don't just take our word for it. The only way you'll truly experience the difference is to try Calorad for yourself. When you see and feel the amazing benefits, you'll know that your money is very well invested in significantly improving the quality of your life! And all for much less than the price of a cup of coffee per day!

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NAME OF STOCK: EYI Industries, Inc.

SYMBOL: EYII

CURRENT PRICE: 0.16

12-MONTH SHARE PRICE TARGET: \$0.60

RATING: Buy

To Learn More About EYI Industries, Inc.

- ▲ Call your broker today!
- ▲ Read my newsletter, *Rising Star Stocks* to follow my buy, hold, and sell recommendations.
- ▲ Go to my website: www.risingstarstocks.com to subscribe or receive email alerts.

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1964 (another Baby Boomer turns 50 every 8.5 seconds) — including:

- *Calo Plus*, designed to strengthen cartilage, ligaments, and joints.
- *Ultraform*, an energy booster.
- *Parablast*, an aid to digestion and detoxification.
- *An-Ox4*, EYI's antioxidant supplement.

What has More Growth Potential than a "Penny Stock?"

Right now, **EYI Industries, Inc.** is truly a "penny stock" — selling as of this writing for around 16 cents a share.

It's also a microcap stock, with a market capitalization of roughly \$24 million.

There are several reasons why that's great news for early investors....

First, as with any stock selling for under \$5, you can pick up a sizeable position for a rather modest investment.

Second, a small run-up on the stock price will produce double, triple, quadruple-digit gains for **EYI** investors. Even if the stock goes to just a dollar a scenario that is not hard to imagine given Calorad's spectacular results in clinical testing — we'll see almost a 400% return on our money. And third, small-cap companies with modestly priced shares have a lot of room for growth.

"Penny stocks have consistently out-distanced large cap stocks," reports an article in *Barron's* (9/8/97). From 1925 to 1992, microcap and small cap stocks outperformed blue chips by more than 18 to 1."

A large-cap company, by comparison, has already experienced the bulk of its growth.

It's unlikely, for instance, that Microsoft is going to double any time soon, or that IBM shareholders will see a 100% gain this decade — though, of course, anything can happen.

(over, please)





The Opportunity Is NOW!

With **EYI Industries, Inc.**, we have:

- A clinically proven, non-prescription weight loss supplement with annual sales in the multiple millions of dollars – giving the company the ability to derive substantial profits from the \$32 billion (and growing) weight loss marketplace.
- An opportunity to capitalize on one of the nation's most prominent consumer trends: the increasing obesity of the American population (with approximately one out of two Americans now overweight).

- A flexible distribution system, now running at only 10% of capacity, enabling rapid growth and expansion into current and new markets worldwide.
- A full line of additional dietary supplements addressing a wide range of other important health and cosmetic needs – everything from breast enhancement and skin care, to menopause and cardiovascular health – with the potential to dramatically increase the customer lifetime value of **EYI's** supplement buyers through proactive cross-selling.

The company has 45 full-time employees and more than half a million independent distributors.

With shares trading at approximately 16 cents, we see limited downside to the stock. The company's success in its core market with its North American direct sales network, coupled with several imminent milestones, could see your investment balloon by 500% in the near term.



NAME OF STOCK: EYI Industries, Inc.

SYMBOL: EYII

12-MONTH SHARE PRICE TARGET: \$0.60

RATING: Buy



Call 1-888-381-4422 or log onto www.investeyi.com and IMMEDIATELY RECEIVE an EYI Industries, Inc. (EYII.OB) investor relations brochure.

(continued from page 2)

trading over \$19 today for a return of **344%**.

- His trio of generic drug companies — aaiPharma, Bentley Pharmaceuticals, and Impax — has produced average returns of **85%** over the past 18 months as rising prescription drug costs have created a growing demand for generic drugs.
- Lexar Media (NASDAQ: LEXR) provided our subscribers with substantial gains of 444% in less than one year as shares climbed on rising memory card prices for digital cameras.
- At a time when many dot coms were losing money hand over fist, pay per click advertising company FindWhat (NASDAQ: FWHT) was raking in the profits. Ian Wyatt's early investment in this company at \$4.65 delivered returns of 311% to subscribers in less than one year.

In his just-launched newsletter, ***Rising Star Stocks***, Ian takes profit potential to the next level by uncovering tomorrow's growth stocks, today.

After years of serving as Editor-in-Chief of *Growth Report*, Ian began to see striking similarities between those stocks that soared several hundred percent, versus those that posted only moderate gains.

In search for even greater profits, he began examining his top performing stocks in the *Growth Report* newsletter. He quickly discovered that had he invested in these very same companies, only 6 or 12 months earlier, the profits would have been even more massive.

You see, by taking on only slightly more risk, the potential for even more massive profits was created. The result of Ian's research into discovering tomorrow's top performing growth stocks at an earlier stage is his just-released newsletter, ***Rising Star Stocks***.

Small Cap, Big Gains

The beauty of small companies is that their shares can deliver outstanding gains, not only in the near term, but especially over the course of several years.

Small companies are more agile than their larger counterparts, and are thus positioned for faster growth. Another benefit of small and micro cap stocks is that only a handful of individual investors own shares, and there is limited institutional investor ownership. Additionally, nearly all lack coverage by Wall Street analysts.

"Why is this a good thing," you might ask?

Because at ***Rising Star Stocks***, it is our goal to get individual investors, like yourself, on board the next great growth stocks before the

rest of Wall Street catches on.

By the time a company is profitable, has substantial sales, and is generating cash like there is no tomorrow, investors tend to catch wind of it very quickly. When Wall Street analysts begin following the stock with a positive recommendation, mutual and hedge fund managers begin buying up every share they can get their hands on...

And the stock price **SOARS!**

It is a simple case of supply and demand. Many small companies simply don't have that many shares that are held in the public float. So when everyone and their sister tries to buy the stock, including some heavy hitting small cap managers, the share price can soar 50 — 100% in only a few short trading sessions.

Ian's goal has always been to bring these unknown, yet well performing companies to the attention of his readers before the buying panic sends shares to the moon.

One great example of this is one of our top-performing portfolio stocks, Bankrate (NASDAQ: RATE).

When Ian first uncovered Bankrate in July 2002, he had a few concerns. Shares were trading around \$1, and the stock had been de-listed from the Nasdaq to the OTC BB. No investors, save a select few, were buying shares in this turnaround dot.com.

After a careful review of the company, Ian saw not a struggling Internet company,

(over, please)

but rather a small, agile, niche media company that was profitable and growing its revenue at a healthy clip ... and advised subscribers to purchase shares when the stock was at \$1.05 on July 25, 2002.

Just days later, the company reported stellar financial

results for the second quarter, and shares soared some 50% in a few short days.

While many investors longed to take the quick profits and head on to greener pastures, Ian told them to sit tight — believing that shares of Bankrate were still grossly undervalued, especially in light

of the strong financial results.

Those subscribers who paid attention and continue to hold shares of Bankrate today, just as we do in our model portfolio, have achieved a return of **960%** in two years.

The profits from this Buy and Hold strategy have certainly surpassed those that

Unlock the Hidden Logic of Picking Fast-Growth Small Cap Stocks

What are Ian Wyatt's secrets for picking small cap stocks that rapidly return profits of 100% to 1,000%? There are **6 key criteria** Ian uses to find our rising star stocks:

- 1. Proven management team.** Ian looks for companies with management teams that have experience with publicly traded companies or have effectively sold a previous company in a merger or acquisition.
- 2. Significant market potential.** When digging through thousands of small companies, one of the first things Ian analyzes is the market in which the company is operating to gain a better understanding of the long term upside that exists.
- 3. Owns a niche.** There is usually little competition in many niche markets, as larger companies view them as not being large enough to make a real difference. As a result, competition is lax, providing a smaller company with the opportunity to dominate product sales and pricing controls, which can result in huge profit margins down the road.
- 4. Innovation.** Small companies are more agile than the big dogs. They are more willing to take risks necessary to turn an industry on its head. And in doing so, they can often command a decent market share by making improvements over the industry dinosaurs.
- 5. Exceptional sales growth.** Sales are a true measure of a company's ability to execute (by selling products or services) and of the market's acceptance or desire to purchase a company's products or services. As a result, a small company that is experiencing fierce sales growth is very attractive due to its clear ability to execute.
- 6. Attractive valuation.** Typically Ian finds companies with a PEG ratio of no greater than 1 to be the most attractive. For companies that have yet to achieve profitability, we look at price to sales ratios to understand valuation.

Ian takes other approaches when evaluating companies that are still in their infancy, since P/E, PEG, and P/S ratios mean little. For instance, if a company has significant assets, such as natural resources, Ian examines the company's market capitalization in comparison with those hard assets.

Another alternative is to look at the company in comparison with its peers who have been acquired by other companies. Often, a larger company will value a smaller company even greater than the stock market, which can provide us with some metrics for a possible buyout in the longer term.

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could have been made by trading the stock. By going against the popular trend against Internet stocks, Ian was able to deliver far superior returns for his subscribers.

And Bankrate is just one of many examples of Ian Wyatt's ability to buy the right companies, and the right price and hold their

shares for the long-term.

Three years ago, he told readers to buy small cap oil and natural gas company Peyto Energy at \$2.88 when the market for natural gas just began to heat up.

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Outperformed the S&P 500 2 to 1

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(over, please)

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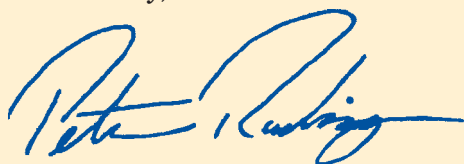
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