

ARE YOU READY TO BE TRANSFORMED?

Join nationally renowned health advocate and beauty expert **Kat James** for

Total Transformation[®]

A February 13, 2005 Caribbean journey aboard Costa Cruises' Costa Mediterranea

Imagine

*if everything you did for seven days lifted your spirit,
reawakened your senses, soothed and detoxified your body,
and loosened your waistband. No phones or obligations...*

*Now imagine that you would feel and see the benefits
of that seven days in the mirror not only in
a matter of days, but for years to come...*

This is **Total Transformation[®]**



ARE YOU READY TO BE TRANSFORMED?

Wake gently with your freshly-prepared "beauty elixir" as you gaze out on the Caribbean. The morning is full of possibilities...

You opt for yoga at sunrise followed by an omelet made your way and a mug of green tea. After an inspiring mid-morning session with Kat James and her guest experts, you savor an energizing, yet mysteriously slimming lunch, then stretch out with that book you never had time to read. Later, as you melt in the Jacuzzi, you peak with anticipation—for you are about to undergo an Oscar-caliber makeover with Kat James and her celebrity stylists. At dinner you're glowing. Something has changed already, and it's only the first night...

Welcome to the seven purest days of your life...

THE CORE PROGRAM

Total Transformation® is a real-time, dawn-to-dusk experience of Kat James' acclaimed principles, presented by Kat James and her staff of guest health experts through a series of motivating and informative sessions, an incredible, Program-specific menu, private natural makeovers, and informal herbal nightcap gatherings. You will shed beauty-sabotaging rituals, mindsets, and even toxins, establish ways to feed your beauty from the inside-out, and enhance and augment that radiance externally using self-affirming techniques.



“ If anyone can bring home the need to be informed and take better care of ourselves, it's Kat James ”

—Liz Smith, syndicated columnist

Kat at 35



Kat at 20



ABOUT AUTHOR AND PUBLIC TELEVISION HOST KAT JAMES

Nationally renowned holistic beauty expert and health advocate Kat James' advice has been featured on *Today*, *MSNBC* and *Discovery* and in Oprah's magazine, *O*, *Vogue*, *Self* and *Seventeen*. She is a regular columnist for *Better Nutrition*, founder of the science-based lifestyle resource, *InformedBeauty.com*, and author of the acclaimed new book, *The Truth About Beauty*. She has beautified the likes of stars such as Sarah Jessica Parker, Kate Hudson, Bjork, and Martha Stewart, in addition to consulting everyday women.

Total Transformation® is a result of Kat James' own "overhaul" nine years ago, which dramatically transformed her body, her skin and her self-image, without drugs, surgery, fitness plans, or "diets." Today—ten dress sizes smaller and about fifteen years "younger"—Kat offers us the very motivation, facts, techniques, and resources that have revolutionized her own life as well as that of her clients. Kat's story and/or program have been featured in *Ladies' Home Journal*, *The New York Times*, *The New York Post*, and now on her own public television special, *The Truth About Beauty*.

GOURMET LOW-GLYCEMIC MENU, DETOX ELIXIRS & HERBAL NIGHTCAPS

You'd have to be a nutritionist to fully appreciate Kat's savory Preferred Menu for Feeding Beauty, prepared entirely from scratch. This strategically slimming menu will please every palate because the focus is on true satiety with a high-satisfaction, low-glycemic gourmet approach, using herbs, ethnic approaches and organic selections, including meats, poultry and fish, as well as protein-rich vegetarian selections at every meal. Deceivingly "decadent" snacks and chocolates are served with no regrets, and surprising results for those who stick with Kat's strategically planned and preferred indulgences.

Experience:

- Diminished cravings, improved fat metabolism and more stable energy levels.
- Breakfast for every taste, with organic omelets and yogurt bar with fixings like fresh berries and freshly-ground flaxseed and amazing beverages, such as jasmine green tea, Virgin Marys and herbal espresso
- Certified organic produce, meat, and poultry, as well as wild Alaskan salmon
- Therapeutic teas, smoothies, and Kat James' special detoxifying combination of freshly-prepared organic vegetable elixirs and herbal infusions
- Rich-yet-slimmering snacks, healthy natural sweeteners, strategic desserts and chocolates. You'll NEVER feel deprived. Kat anticipates every craving!
- Absolutely no refined flours, sugars, or "trans-fats."



A ONCE-IN-A-LIFETIME, OSCAR-CALIBER MAKEOVER

Kat James has again managed to coax several of her photo shoot colleagues away from their model and celebrity clients to give each and every Total Transformation participant a rare, Oscar-caliber makeover with one great distinction: the products and techniques used are natural, and uncommonly self-affirming.

Each Program participant will enjoy a rare private makeover with instruction, based on Kat James' philosophy of True Enhancement. James has been ranked a top makeup artist for more than a decade (her list of celebrity clients is a who's who of Hollywood royalty). She sees makeup as a visualization tool to augment and project our most vital and radiant self as we achieve it from the inside out. Don't miss out on this often life-changing experience!

THE TRANSFORMATION PHOTO SESSION

A team of New York City fashion photographers will photograph the group and be on hand to beautifully photograph your transformation. The photo session, and a free, professional quality 8 x 10" photo is included for Program participants.

PURE PRODUCTS, WORKBOOK AND OTHER COMPLIMENTARY ITEMS

Like no other "goody bag", this collection of fresh and uncommonly pure and potent hair, skin, wellness products and resources will broaden your horizons and raise your standards as they delight your senses and rejuvenate your beauty.

Also included in the Program are your personal Program Workbook and an indispensable Resource Guide filled with key information and mail order sources and discounts that make living well more convenient, affordable, physically rewarding and uplifting than ever!



Typical results of the 7-Day Program*

Days 2-3: Improved digestion, reduced puffiness in face and abdomen. Cravings cease.

Days 4-5: Improved skin comfort, looser clothes, vastly improved energy.

Days 6-7: A fundamental change in tastes and product sensibility is setting in. Weight loss continues.

TOTAL TRANSFORMATION® FAQ

What features make Total Transformation different from other diet, health or beauty cruises?

- Kat James' acclaimed program was the first dawn-to-dusk rejuvenation at sea, premiering in November of 2000.
- Kat's incredible Preferred Menu for Feeding Beauty is a an uncommonly "decadent" sensory indulgence that slims the body*
- Freshly prepared detox elixirs, herbal coffee, exotic teas and deceptively slimming treats, smoothies and herbal nightcaps
- One-on-one contact with Kat's diverse staff, including nutritionists, PhDs and seasoned meditation/yoga instructors*
- The Oscar-caliber natural makeover with NYC star stylists (a \$350 value), and Transformation photo session
- Elective sessions, like Kat's Men's Program and her signature seminar: Overcoming Food Obsession*
- Pure Product Sampler and freshly concocted "skin delicacies" for you to use during and after your journey

EASTERN CARIBBEAN ITINERARY FEBRUARY 13-20, 2005

DATE	PORT OF CALL
SUN, 2/13	Fort Lauderdale
MON, 2/14	At Sea
TUE, 2/15	San Juan
WED, 2/16	St. Thomas/St. John
THU, 2/17	Catalina Island
THU, 2/17	Casa de Campo/Santo Domingo
FRI, 2/18	At Sea
SAT, 2/19	Nassau
SUN, 2/20	Fort Lauderdale

Port of call in St. Thomas with optional shore excursion to St. John. While on Catalina Island, daytime excursions available to Casa de Campo and Santo Domingo.

THE TOTAL PACKAGE AND SHIP AMENITIES

Each Total Transformation® Program Package includes the Program sessions, Workbook and Resource Guide, The Preferred Menu, an Oscar-Caliber Natural Makeover, Pure Products, detoxifying teas, vegetable elixirs, herbal coffees, informal "herbal nightcaps" with Kat and her staff, sunrise yoga, unlimited fitness classes and workout facilities, beautiful Caribbean ports with free days to explore, and the *Costa Mediterranea's* world-class accommodations, service, entertainment and amenities.

For a virtual tour of the ship, visit Costa's Web site at <http://new.costa.it/Costa/USA/CostaSite/OurFleet/Mediterranea/HomePage.htm> or ask your travel agent to email or fax you the details about the ship.

TOTAL TRANSFORMATION® PROGRAM/CABIN PRICES (INCLUDES port charges, fees and govt. taxes, totalling over \$250!)

Inside Lower Cabin	\$1699
Oceanview (Obstructed)	\$1949
Oceanview	\$2149
Oceanview/Veranda (Partially Obstructed)	\$2249
Oceanview/Veranda	\$2449
Suite	\$2999
Panorama Suite	\$3149
Grand Suite	\$3399

Prices based on double occupancy. Inquire about roommate pairings or single occupancy. Category availability is subject to change.

Reserve your stateroom now by calling (877) 54-TOTAL or faxing the registration form below. Space is limited. A \$500 minimum deposit is required.

Kat James' Total Transformation® Caribbean Cruise, February 13, 2005 Reservation Form

Name _____ Date of Birth ____/____/____

Address _____ City _____ State _____ Zip _____

Daytime Telephone _____ Evening Telephone _____

E-Mail _____ Fax _____

Please tell us where or from whom you heard about Total Transformation® _____

Yes, I have a roommate. Her/His name is _____, and phone number is _____

Yes, I would like to be matched with a roommate

No, I do not have a roommate and I want a single cabin. Surcharges apply. Please contact Informed Beauty for information.

Cabin category: _____ 1 week ____ 2 weeks ____ Amount: \$ _____

Enclosed please find a check or money order for _____ made payable to Informed Beauty as a deposit for the _____ (date) Total Transformation® Program and Cruise

Payments by Credit Card:

Circle One: VISA MC AMEX Credit Card # _____ Expiration Date _____

Amt. Charged _____ Cardholders Name as it Appears on Card _____

Billing Address _____ City _____ State _____ Zip _____

I, _____ authorize Informed Beauty to charge \$ _____ to the credit card indicated above as payment for the Total Transformation® Program and Cruise. I understand that airfare must be arranged on my own through my preferred travel agency. Transfers to the ship in Ft. Lauderdale are available through most hotels. We suggest you fly in the previous night and stay in the Ft. Lauderdale area.

Signature _____ Date _____

To expedite your registration, you may fax this form to Informed Beauty at 212.866.8440



Please mail or fax your registration to:

informedBeauty

2753 Broadway, Suite 107
New York, NY 10025
fax: 212.866.8440

RESERVATIONS AND PAYMENT: A deposit of \$500 per person is required to confirm your reservation. Deposit must be received by Informed Beauty within 7 days of booking. Final payment must be received by Informed Beauty no later than 90 day prior to departure.

CANCELLATION: Informed Beauty reserves the right to cancel any program, in which case all monies received from program participants shall be refunded. If reservations are cancelled by the participant, the following refund schedule will be observed: 120-90 days prior to departure, \$500 refund per person; 89-60 days prior, \$400; 59 days or less, no refund.

RESPONSIBILITY: Informed Beauty is not responsible or liable for loss, damage, theft of luggage and/or personal belongings, or for personal injury, accidents, or illness. For your protection, it is important that you have or purchase adequate insurance to cover these possibilities. Details will be provided with your confirmation.

PROGRAM PRICES DO NOT INCLUDE: Airfare, alcoholic beverages, spa services, personal items including laundry, mineral water, excess baggage charges, trip cancellation, accident and baggage insurance, or any other items not specifically listed as included.

* This represents the general experience of Total Transformation® program participants. Results may vary. This cruise is recommended only for healthy individuals. Those on specific diets for diabetes, heart disease, hypertension or any other conditions are advised to consult their doctor before making significant changes in diet or activity level. **LEGAL NOTICE:** The menu and information offered as part of the Total Transformation® Program are for educational purposes only. They have not been evaluated by the Food and Drug Administration and are not intended as diagnoses or treatment of disease. No attempt should be made to use any of this information as such without the approval and guidance of your doctor.