

ARE YOU READY TO BE TRANSFORMED?

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

Total Transformation[®]

A February 1, 2004 Caribbean journey aboard Costa Cruises' Costa Mediterranea

“ Kat James' approach represents not only a paradigm shift in the pursuit of health and beauty whose time has come, but an inspiring path for personal triumph ”

—Suzanne Grimes, Vice President and Publisher, Glamour Magazine



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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 on deck 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 on deck 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...

The seven purest days of your life: From sunrise yoga to herbal nightcap... imagine if everything you did for seven (or fourteen) 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®

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 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 on *The Gary Null Show*.

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 and a winning gourmet, low-glycemic 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.

You'll 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-extracted organic vegetable juices and herbal infusions
- Rich-yet-slimming snacks, healthy natural sweeteners, strategic desserts and chocolates. You'll NEVER feel deprived.
- 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 makeup application with instruction and hair styling, 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 OPTIONAL TRANSFORMATION PHOTO SESSION**

A team of New York City fashion photographers will photograph the group and be on hand to to beautifully photograph your transformation. The photo session, and a free, professional quality 8 x 10" photo is included with the 14-day Program, and available to 7-day Program participants as an add-on.** Please ask travel agent for details.

THE PURE PRODUCTS AND OTHER COMPLIMENTARY ITEMS OF VALUE

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.

Typical results and additional features of the 14-Day Program*

Experience increasingly dramatic physical rewards, de-stressing and detoxifying as you enjoy expanded culinary options

Treat yourself to a Transformation photo shoot with a New York fashion photographer following your natural makeover

Attend the Advanced Life Extension and Rejuvenation Q & A session with experts from The Life Extension Foundation

Enjoy additional Q & A and reinforcement sessions and an intimate small group forum with Kat James

Explore a whole new side of the Caribbean at an unbelievable price, as you continue to deeply rejuvenate your body.

Includes an additional copy of Kat James' book, *The Truth About Beauty*, autographed onboard!

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 an uncommonly "decadent" sensory indulgence that slims the body*
- Freshly extracted 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 optional 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

THE TOTAL PACKAGE, FOR 7 OR 14 DAYS

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, smoothies, and elixirs, informal “herbal nightcaps” with Kat and her staff, sunrise yoga on deck, unlimited fitness classes and workout facilities, beautiful Caribbean ports with days to explore, and the *Costa Mediterranea*'s world-class accommodations, service, and amenities.

THE COSTA MEDITERRANEA, STATEROOMS, SERVICES AND AMENITIES

A luxurious new ship! Visit Costa's Web site for a virtual tour at <http://new.costa.it/Costa/USA/CostaSite/OurFleet/Mediterranea/HomePage.htm> or ask your travel agent to email or fax you the details.



ALL INCLUSIVE RATES

Full Program and Cruise Packages start at only \$1399.00 for 7 days, and \$2398.00 for 14 days (not including standard port and government charges***). Reserve with full payment by **November 1st** and receive \$100-\$150 off, plus a free copy of Kat James' new book, *The Truth About Beauty*, featured currently in *Self*, *Glamour* and *Marie Claire*!

FEBRUARY 1, 2004 — 7 DAYS, EASTERN CARIBBEAN

DATE	PORT OF CALL	ARRIVAL	DEPARTURE
SUN, 2/1	Fort Lauderdale	—	4:30pm
MON, 2/2	At Sea	—	—
TUE, 2/3	San Juan	4:00pm	1:30am
WED, 2/4	St. Thomas/St. John	7:30am	5:00pm
THU, 2/5	Catalina Island	8:00am	5:00pm
THU, 2/5	Casa de Campo/Santo Domingo	6:00pm	12:00am
FRI, 2/6	At Sea	—	—
SAT, 2/7	Nassau	1:00pm	6:00pm
SUN, 2/8	Fort Lauderdale	8:00am	—

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.

FEBRUARY 8, 2004 — 14 DAYS, WESTERN CARIBBEAN

DATE	PORT OF CALL	ARRIVAL	DEPARTURE
SUN, 2/8	Fort Lauderdale	—	4:30pm
MON, 2/9	Key West	8:00am	4:00pm
TUE, 2/10	At Sea	—	—
WED, 2/11	Progreso/Merida	8:00am	4:00pm
THU, 2/12	Cozumel	8:00am	4:00pm
FRI, 2/13	Grand Cayman	9:00am	6:00pm
SAT, 2/14	At Sea	—	—
SUN, 2/15	Fort Lauderdale	8:00am	—

For more information, call (800) 54-TOTAL or email purecruise@informedbeauty.com

To reserve and get a \$100-\$150 early booking discount until November 1st, call (888) 888-0717



*** Additional Port charges and Govt. taxes: \$202.17, per person for 1 week and \$404.34 for 2 weeks. Prices based on double occupancy, inside cabin. Upgrades to outside and veranda suites available on a limited basis. Total Transformation[®] is an InformedBeauty.com program, operated by MindBody Travel CST#205033140

** Professional photo session and 8 x 10" print (\$200 value) is FREE with 14-day Program (\$50.00 additional with the 7-day Program).

* 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.**

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