

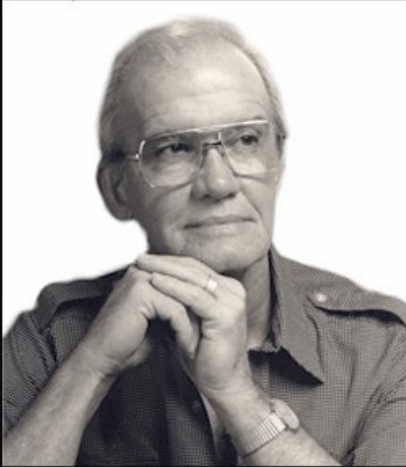
Trimcards

Weight & Health Management System for Life!

ACHIEVE YOUR WEIGHT AND HEALTH GOALS

Common Sense Weight & Health Management since 1981

*by "JB" James B. Griffin, Founder
healthy habits dieters filecard system and trimcards Weight & Health
Management System for Life!*



Welcome every morning with a smile. Look on the new day as another special gift from your Creator, another golden opportunity to complete what you were unable to finish yesterday. Be a self-starter. Let your first hour set the theme of success and positive action that is certain to echo through your entire day. Today will never happen again. Don't waste it with a false start or no start at all. You were not born to fail.

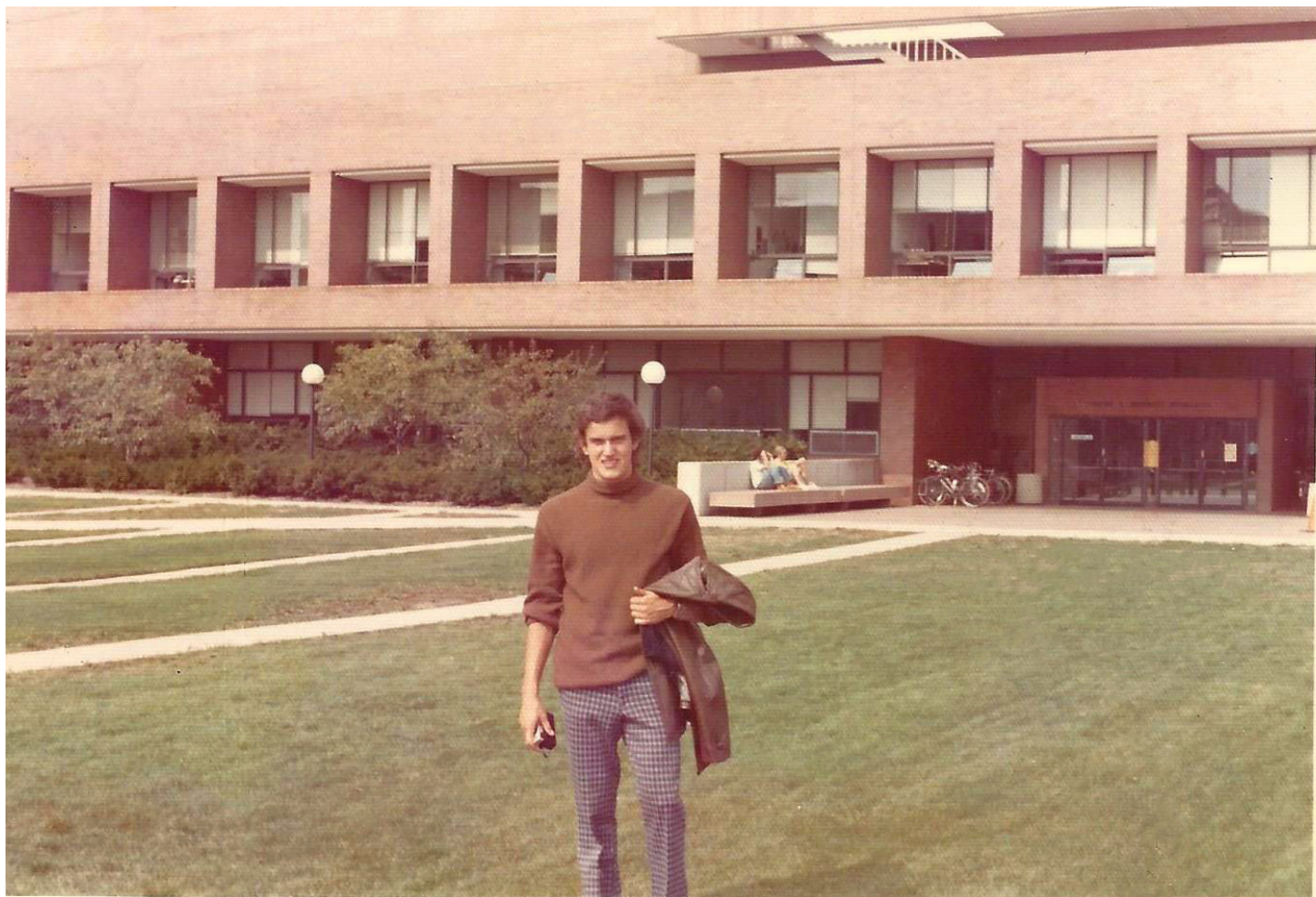
(Og Mandino)

izquotes.com

Ecclesiastes 1:9

New International Version

*What has been will be again,
what has been done will be done again;
there is nothing new under the sun.*



While attending college in upstate New York as a Printing Major I started to use blank filecards daily to write down my schedule for the day goals, exercise and added food intake, short term and long term goals and even dream goals. The cards certainly were helpful in keeping me on track. After college graduation which I give partial credit to the filecards for getting me through I started my career in print sales in 1977 hunting for print orders from clients throughout So Cal. A few years into my sales career, 1981 to be exact with a little knowledge of the design and print process I decided to market a printed product filecards under the name healthy habits which we had to change to trimcards. This booklet gives a little insight of taking an idea from concept to completion. We are still working on our project and having fun 44 years later.

"JB" James B. Griffin, Founder
trimcards Weight & Health Management System for Life !

trimcards weight & health management system for life!

trimcards



Creed

We believe healthy habits will make happier,
healthier and wealthier individuals

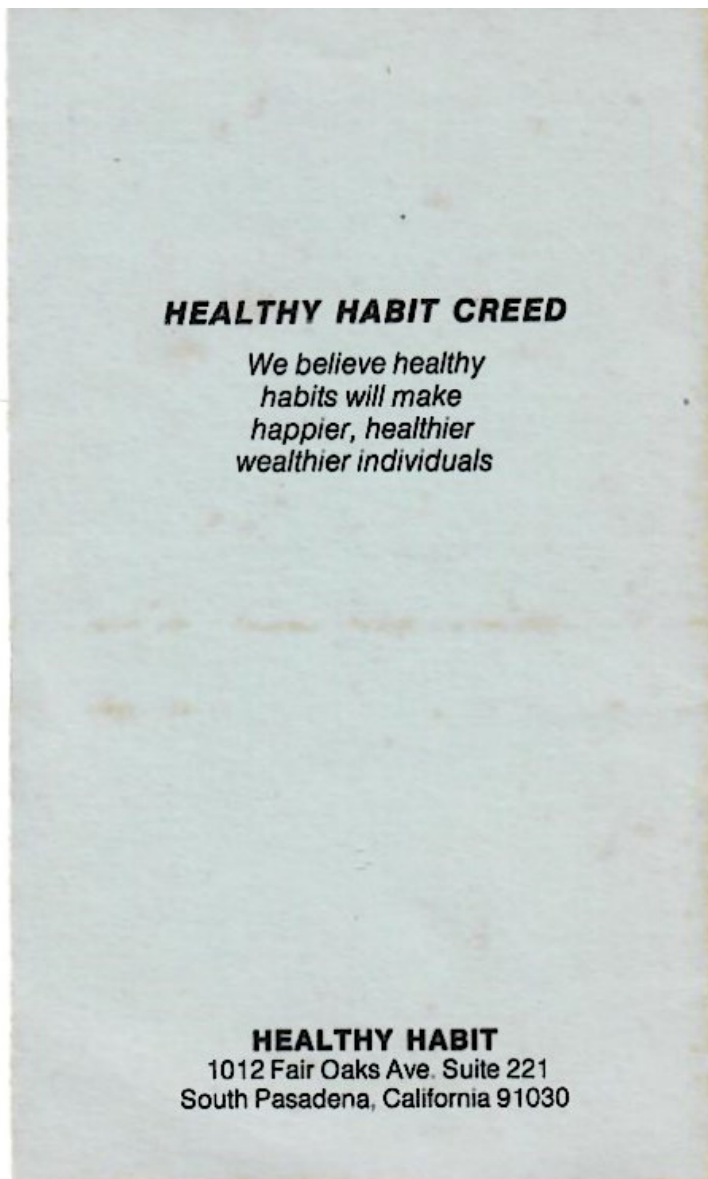
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JBGmg

Ph: 562.677.7452 fax: 562.222.4320

www.trimcards.com

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1st printing of healthy habits in the early 1980's when we called the weight management tool healthy habits later changed to trimcards

Our original idea was marketed under the name healthy habits. We had to change the name when we were notified by a competing company that the name healthy habits could not be used for our product thus the name changed to trimcards of which we filed a Trademark for ..

FRONT

DATE / / WEIGHT WEIGHT GOAL (+) (-)

Food Intake: "You Are What You Eat"

BREAKFAST	LUNCH	DINNER	HEALTHY CHOICEST
			Positive
			Negative
			EXERCISE & ACTIVITY
Snacks & beverages	Snacks & beverages	Snacks & beverages	

"CARRY THIS CARD WITH YOU!" © 1982 HEALTHY HABIT COMPANY

BACK

DAILY GOALS THINGS TO DO TODAY	GOAL ACHIEVEMENT GUIDE
LIST IN ORDER OF PRIORITY	SHORT TERM GOALS
1	WEEKLY GOAL
2	
3	MONTHLY GOAL
4	
5	LONG TERM GOALS
6	YEARLY GOAL
7	
8	
9	
10	

healthy habits

Distributed By: J. B. GRIFFIN & CO., San Jose, CA 95100

Paste up board before digital prepress for our 1st run of trimcards 1981

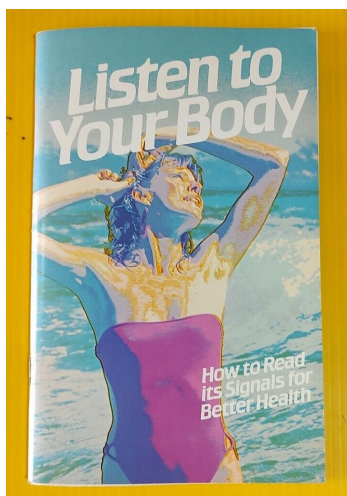
How we started to promote Healthy Habits

Back in day before the Internet, email ,Websites and social media promoting products was done primarily through word of mouth, billboards, radio, tradeshow, blowing whistles, sandwich Boards, direct mail and ads on TV or in magazines and newspapers.

Since my budget to promote healthy habits was slim and none and Slim left town I was limited in promotional efforts to market my printed weight management tool due too lack of funds in my piggybank. I was a reader from time to time of a magazine named Prevention back in the day. Prevention was an American healthy-lifestyle magazine published by Hearst Corporation featuring articles about health conditions, wellness, food and nutrition, weight loss, fitness, and beauty.

“Founded in 1950 by J. I. Rodale and published initially by Rodale, Inc., in Emmaus, Pennsylvania, Prevention grew out of J. I. Rodale’s interest in exploring the connection between human health and organic agriculture. The magazine launched with approximately 50,000 subscribers.

In 2018, Prevention was acquired by Hearst Magazines along with four other Rodale brands: Men’s Health, Women’s Health, Runner’s World, and Bicycling. Today, Prevention is published in both the United States and Australia.” - wiki



6 trimcards weight & health management system for life!

Our 1st Customers

As mentioned being broke barely getting by with no financial backers I was able to afford a small B&W ad in Prevention Magazine promoting my product trimcards. I had a job selling printing so I thought why not make my job easier by creating a printed product I could design, print and sell rather than having to go out every day hustling to see who was ordering print that I could provide for them at our printing plant at the best price.

The ad I placed read healthy habits filecards, 30 cards for \$1.99 to track your eating habits something like that .. Order from JBGMG with my mailing address listed where they could mail me to order the cards.

After the ad ran I received a few orders with checks enclosed. We shipped the orders and deposited the funds received and were off and running. Someone actually paid for the cards. Maybe there was a market for healthy habits filecards.

[illegible]

Today the 30 day pack sells for \$12.95 plus \$5.00 shipping and handling thanks to inflation and rising costs for everything under the sun...

*We ship to anywhere in the
USA and our cards are printed
in the USA*

24/7 Order # 562.677.7452
jbgriffin@jbgmg.com

Free samples PDF

Our target markets for trimcrards Weight and Health management system for Life!

Our target market for *trimcrards* a weight and health management tool or system includes individuals who are interested in managing their weight and overall health. This encompasses a broad range of demographics and psychographics, as health and weight management are relevant to people of all ages, genders, and backgrounds. Here are some key segments within the target market for *trimcrards*:

Health-Conscious Individuals: This group includes people who are generally health-conscious, actively seeking ways to maintain or improve their overall health and wellness. They may already have a basic understanding of nutrition and exercise.

Weight Loss Seekers: Individuals who are actively looking to lose weight or manage their weight effectively. This group could consist of people who are overweight or obese and are committed to making positive changes in their lifestyle.

Fitness Enthusiasts: Those who engage in regular physical activity and may want a system to help them optimize their diet and exercise routine for better results.

Busy Professionals: People with hectic lifestyles who need convenient and time-efficient ways to manage their health. They may be interested in quick and effective solutions.

marketing trimcrards

Thanks to <https://chat.openai.co>

Aging Population: That would be me. As people age, they often become more concerned about maintaining a healthy weight and managing age-related health issues. *trimcards* could cater to this demographic.

Medical Conditions: Individuals with specific medical conditions like diabetes, high blood pressure, or heart disease, who need to manage their weight as part of their treatment plan.

Nutrition Enthusiasts: People who are interested in nutrition, meal planning, and balanced diets. Trimcards could provide them with a structured approach to meal planning.

Weight Loss Support Groups: Individuals who participate in weight loss support groups or communities, where *trimcards* could be promoted as a tool to aid their weight loss journey.

Parents and Families: Families interested in promoting healthy eating habits and weight management for themselves and their children.

Fitness and Wellness Professionals: Personal trainers, nutritionists, dietitians, and other wellness professionals who might recommend or use *trimcards* as a tool for their clients.

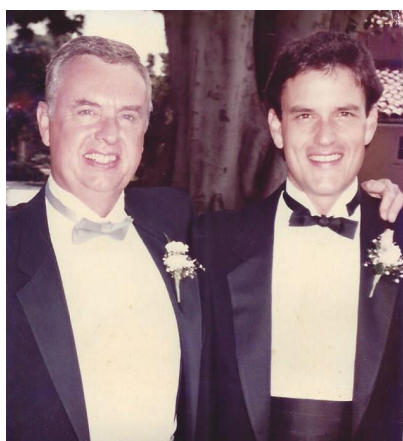
As you can see this is a diverse market, at *trimcards* we are hopefully on track to tailoring our marketing and messaging to address the specific needs and pain points of each segment. Our product is user-friendly, no batteries required not an app and is adaptable to various lifestyles and fitness levels to appeal to a wide range of consumers.

marketing trimcards

Thanks to <https://chat.openai.co>

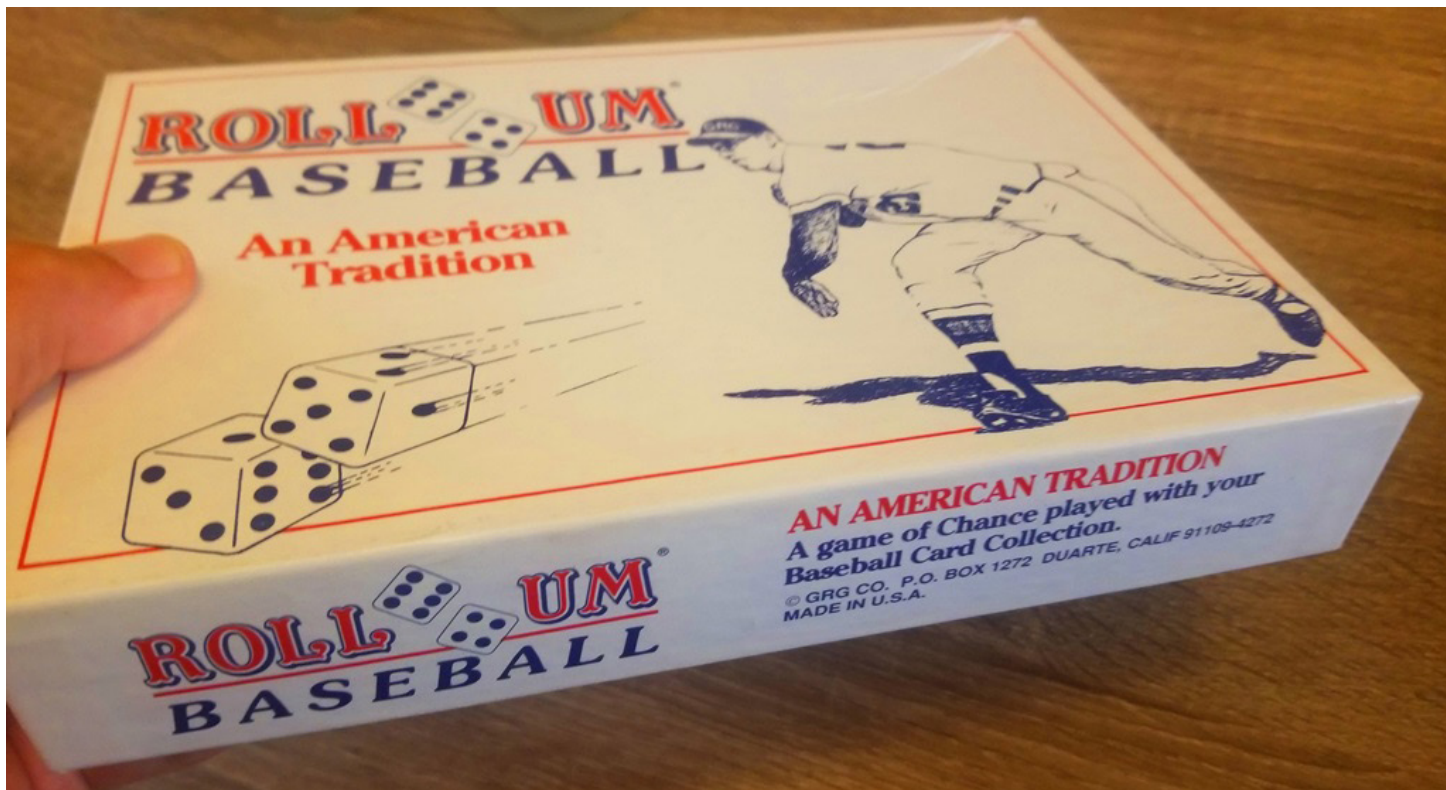


Working diligently during my Printing Sales Career at Porter & Griffin Printers & Lithographers where I started in the Summer of 1972 sweeping floors, cleaning restrooms, emptying trash and making deliveries before I became a printing pressman helper, pressman and then a print sales rep where I came up with the idea to start healthy habits later named trimcards a printed product. Some other printed projects I started were "Sports cards of yourself" and Roll-um Baseball with 2 other partners I grew up with in South Pasadena, CA



*Pictured with my Dad and mentor
Albert Lear Griffin Jr. who gave me a
start at his Printing Business in 1972*

10 trimcards weight & health management system for life!



INTRODUCTION

Today we have the greatest population of active people ever witnessed. Baseball, football, golf, tennis, racquetball, etc.

We all have egos, and what better way to satisfy your ego than to have your own sports card? We all used to spend fortunes on bubble gum cards as youngsters, but now we can invest in our own card! You will have a million uses for your cards.

Some examples:

- Business Cards
- Coasters
- Trade for other cards
- Frame
- Send them to distant cousins
- Sell them
- Pass them out at bars
- Identification Card

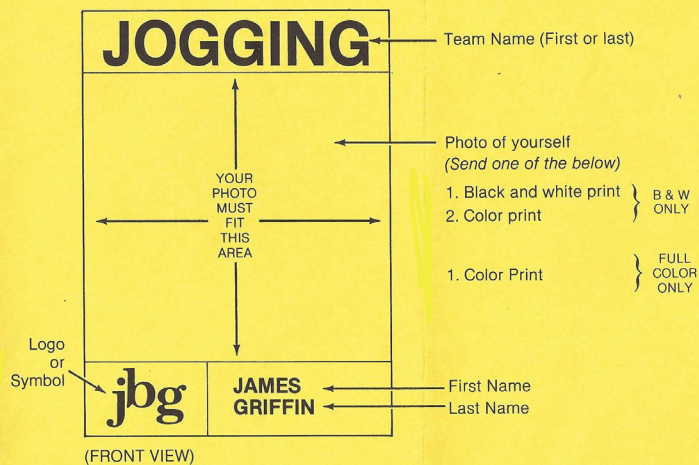
If you are a true jock, or a sports nut who never made it to the pros, or if you are an aspiring young jock who still might make it, now is your chance to have your taste of the big time with your own sports card!

Sincerely Yours,

James B. Griffin
President, JBG Printed Products

THE PRODUCT

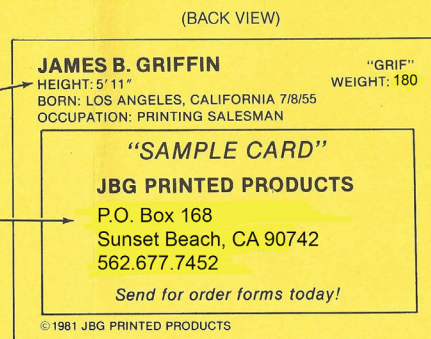
(Actual Size)



High quality paper, printed by offset lithography, either in full color or black and white.

Vital Statistics

50 words or less about your jock life



Weight Management Products are nothing new.

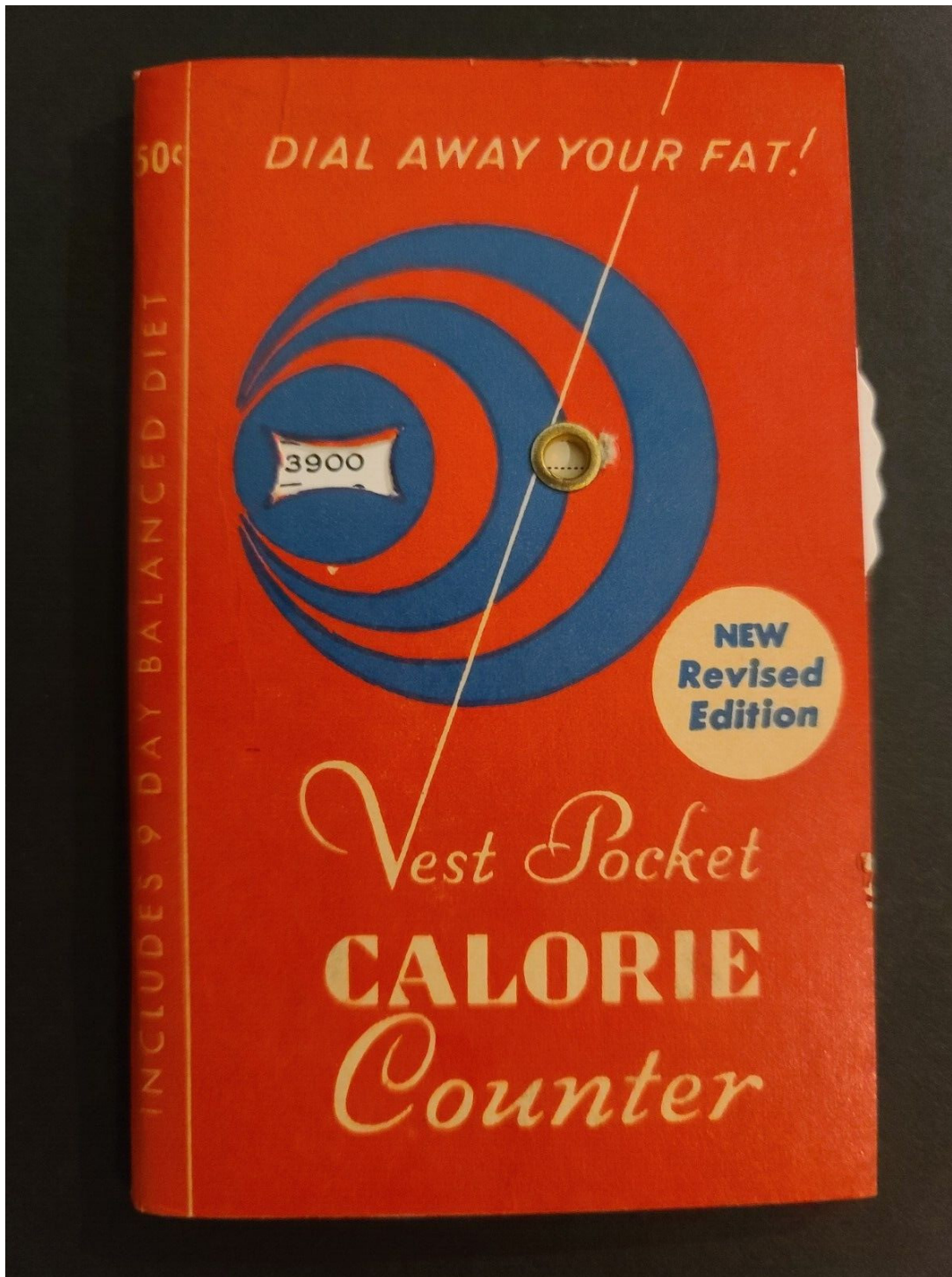
Stone-age miniature obese female statuettes indicate the existence and cultural significance of obesity as long as 30,000 years ago. Records from Ancient Egyptian and Biblical eras through Greco-Roman to Medieval times indicate that obesity was present throughout the major periods of history, although peoples of previous centuries would probably have experienced overweight and obesity as exceptional rather than normal. Health risks of obesity were noted by the Greek physician Hippocrates (460-377 BCE) when the earliest anti-obesity recommendations on diet, exercise, lifestyle and use of emetics and cathartics were born. These recommendations remained largely unchanged until the early 20th century, when spreading urbanisation, increasingly sedentary jobs and greater availability of processed foods produced a sharp rise in obesity. This led to the need for new, more effective, ways to lose weight, to address comorbidities associated with obesity, and to attain the current cultural ideal of slimness. Drug companies of the 1940s and 1950s produced a series of anti-obesity pharmacotherapies in short succession, based largely on amphetamines. Increased regulation of drug development in the 1960s and new efficacy requirements for weight-loss drugs led to rapid reduction in anti-obesity therapies available by the early 1990s.

Conclusion: In the last two decades, several new and emerging therapies have been approved or are in development to provide safe, long-term pharmacological agents for the treatment of obesity.

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Weight Management Tools No Longer in print



Published by the Health Builders Los Angeles and Distributed by
Doubleday & Company, Inc Garden City, New York

How to Use the Dial

If you have no interest in figures other than your own, you'll find the dial on the cover a great help.



Suppose for breakfast you want coffee (page 15), toast (page 17), egg (page 21) and baked apple (page 24).

You would move the dial to 100 for coffee, up another 100 for toast, an additional 100 for a large egg, and a final 100 for a baked apple. The dial then reads 400—the total number of calories for this meal. If you chose $\frac{1}{2}$ grapefruit (50 calories, page 24) instead of the baked apple (100 calories) the dial would come to rest on the line half way between 300 and 400 which shows that your total is 350 instead of 400 calories. Thus the dial not only adds for you, it also gives you the "stop" or "go" signal, so to speak, and at the end of the day, there's the dial that reads you up or slims you down!

You can lose weight as *rapidly* or as *slowly* as you wish and know that your progress is scientific, easy and safe.

Your book is made to fit in the purse or pockets so that it can always be kept ready for reference.

There are no grams, ounces, or other difficult measurements to confuse you.

Why Reduce?

There are many benefits from losing weight besides looking younger and more charming as one becomes slim.



Most of these benefits arise from the increased health that comes as a result of a careful scientific program. The heart does its work with less effort so the circulation to all parts of the body

improves—walking, breathing, housework, and office duties are done without fatigue. The mind works easily and elation succeeds depression.

On the other hand, people who suffer the needless burden of excess weight should

Quantity	Calories
Grape Nuts..... 3 T.	150
Krispies & Krumbles..... 1 C.	100
Pep, Kellogg..... 3/4 C.	100
Rice Flakes, Heinz..... 1 C.	50
Rice Krispies, Kellogg..... 3/4 C.	100
Rice, Puffed, Quaker..... 3/4 C.	
Rye, flaked..... 3/4 C.	
Shredded wheat, N.B.C..... 1 C.	
Wheaties..... 3/4 C.	
Wheat, puffed..... 3/4 C.	
Breakfast Cereals, Cooked	
Corn meal..... 3/4 C.	
Cream of Wheat..... 3/4 C.	
Farina..... 3/4 C.	
Hominy Grits..... 1/2 C.	
Rolled oats..... 1/2 C.	
Rice, steamed..... 3/4 C. sc.	
Roman Meal..... 1 C.	
DAIRY PRODUCTS	
Butter..... 1 sq. 1 1/4 x 1 1/4 x 1/4"	
Cheese	
American..... 2" x 1" x 1"	
American, Kraft..... 3/8" sl.	
Camembert..... 1 triangle	
Cottage..... 1/2 C.	
Cream..... 2" x 1" x 3/8" or 2 T.	
Edam..... 1 1/2" cube	
Limburger (A)..... 2 1/2" T.	100
Neufchatel..... 1/4 C.	50
Pot cheese..... 1" x 1" x 1/4"	100
Roquefort..... 3" x 1" x 1"	
Swiss (A)..... 3 1/2" T.	100
Cream (A) (B ₂) (D)..... 2 1/2" T.	100
Light (20%) top milk..... 2 T. sc.	100
Medium (30%)..... 2 T.	100
Sour, heavy..... 2 T.	100
Whipping (40%)..... 3 T.	
Whipped..... 3 T.	100
Milk	
Buttermilk (B ₂) skim..... 1 lg. glass.....	50
Condensed (A) (B ₂)..... 2 t.	50
Evaporated (A) (B ₂)..... 2 T.	50
Malted, powder..... 4 t.	100
Skim (B ₂)..... 1 lg. glass.....	100
Whole (A) (B ₂)..... 5/8 C.	100
DESSERTS	
Cake (Cake recipes vary greatly)	
Angel food..... 3" x 2" x 2"	100
Coffee cake..... 3" x 4" x 1"	100
Chocolate..... 2 1/2" x 2 1/2" x 1"	150
Cocoonut with icing..... 1" x 3" x 3"	300
Cup cake..... 1 small	100
Fruit cake..... 2" x 2" x 1"	300
Pound..... 2" x 2" x 1/4"	100
Sponge..... 3" triangle	

Remember...

There is a Conspiracy to Make You Overweight!

The great sales artists of the food industries are difficult to resist. They wheedle and coax you from masterpieces of magazine art and English; they croon at you from the radio; the candy shops reverse their ventilators and blow vanilla fumes up your nose; and your best friends are hurt when you turn down another 1000 calories of something they have made for you.

To warn you, to guide you, to make your reducing job easy and pleasant—that is the function of this little book!

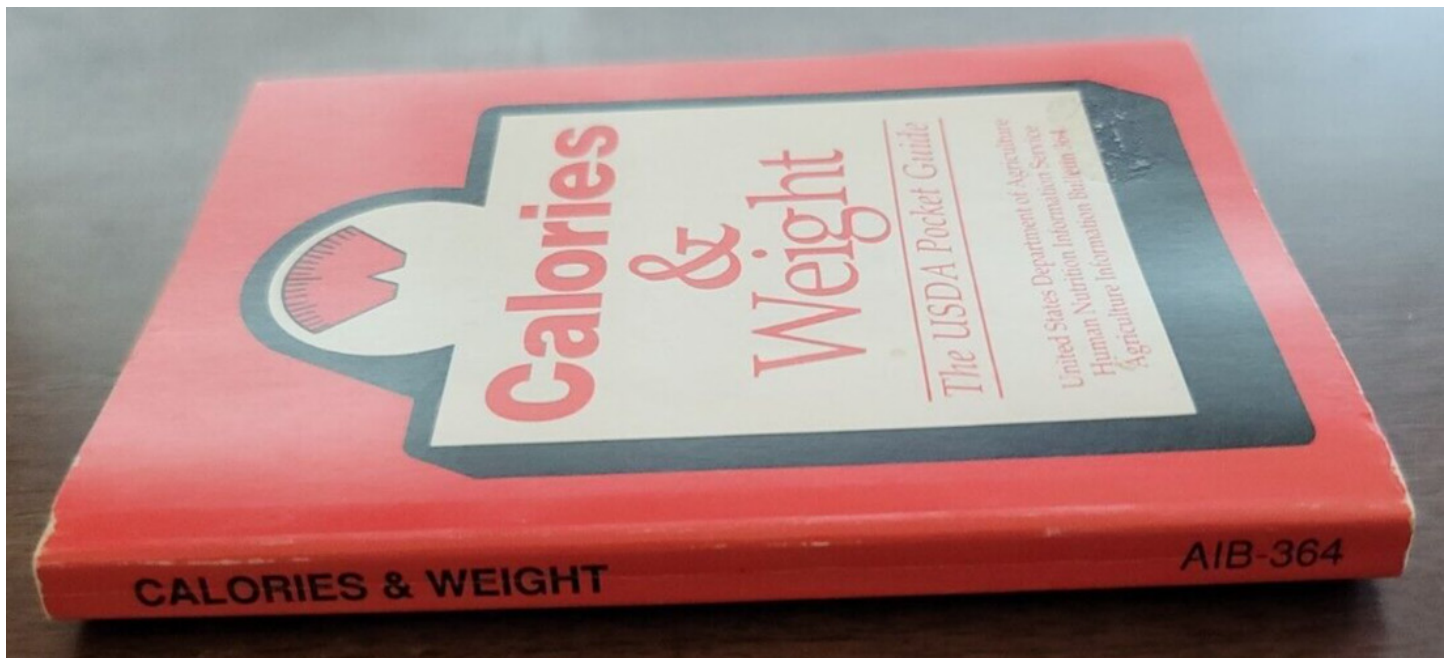
In the first place all you have to know about theories of reducing boils down to this—if you put less food calories into your body than it requires, you are going to lose weight, and if



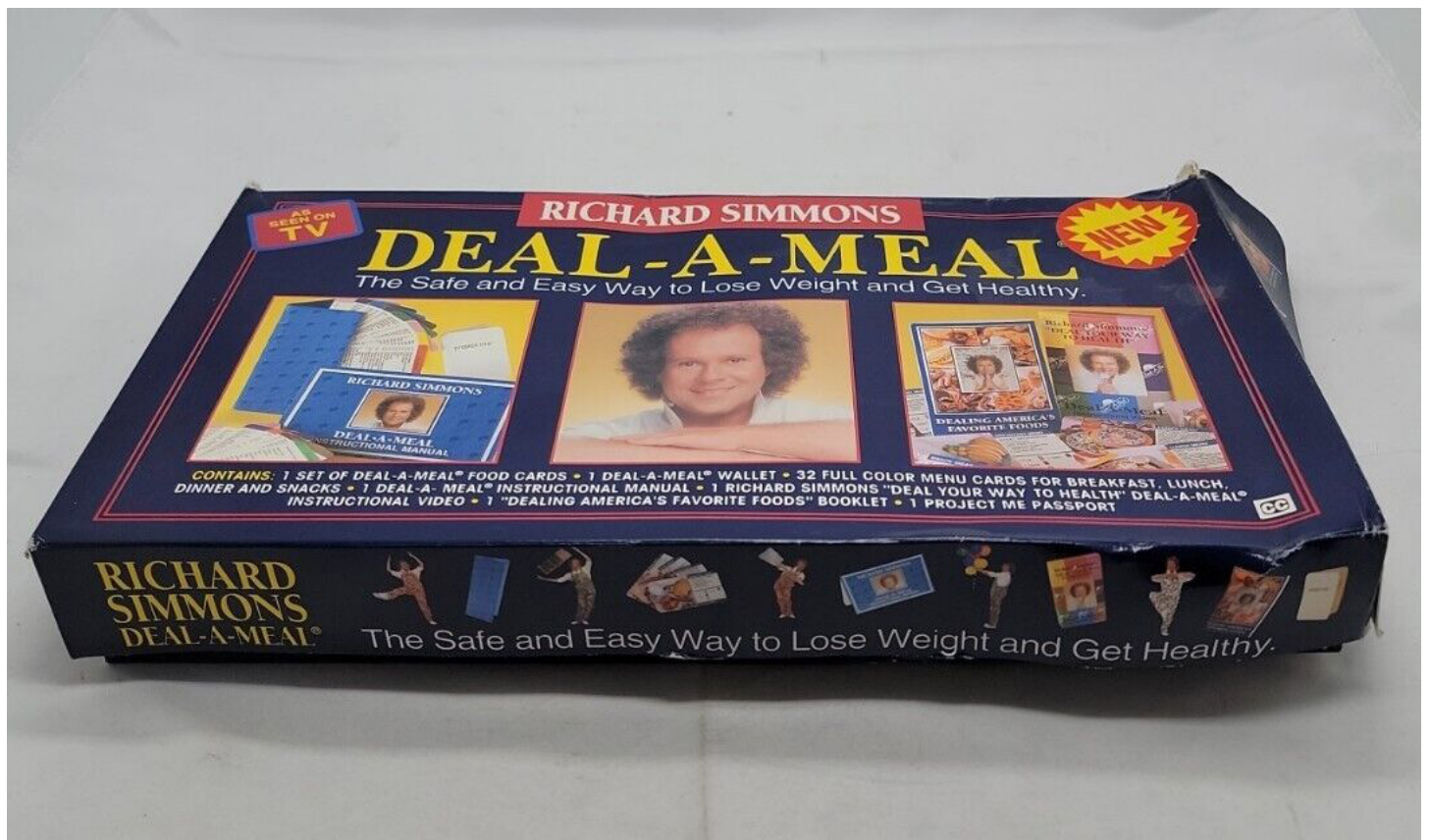
you don't have a balanced diet while you are losing weight you are going to get sick! So, if you're going to reduce and be healthier you should either use the balanced low calorie menus appearing on pages 38 to 45 or you should learn a few facts about "balanced" meals and eat anything you choose—balance your own meals so to speak.

The most effective way to get a balanced diet is by eating *many* kinds of foods! Don't go on a meat diet, nor a vegetable diet, nor a milk diet, nor any other kind of a diet that restricts you to a few things to eat unless your doctor orders you to. Your body does many things and it needs many foods to be able to do them. It thinks, remembers and forgets; it generates heat to keep you warm, and evaporates heat to cool you down; it shortens muscles to make you move and relaxes them when you stop. It stretches and contracts, digests, absorbs, and eliminates; it makes chemicals, repairs itself, feels "sick" and feels "well." To do all of these things requires *many* different food ingredients. If you use a "trick" diet for reducing, some of the essentials for complete health will be missing and then—but *don't do it!*

"Conspiracy to make you overweight according to the Health Builders" - from the Pamphlet titled Dial Away your Fat!



10 - illustrates weight & health management system for life.



Lucrative Market

The Weight Loss Industry is a multi Billion dollar industry wiith a wide range of products and services, including diet plans, supplements, fitness equipment and weight Loss programs. Growing up in the 60's I remember Jack LaLanne the godfather of Fitness and Weight loss in the 60s and lets not forget Richard Simmons in the 70s or was it the 80s.

Obesity rates have been rising globally contributing to the high demand for weight loss solutions. This of coarse has led to a constant influx of new products and services

Varied Approaches

The industry offers a diverse range of weight loss methods, from traditional diet and exercise programs to more innovative approaches like meal replacement shakes and surgical options like bariatric surgery.

Effectiveness Varies

The effectiveness of weight loss products and programs can vary widely. Not all methods work equally well for everyone, and long-term success can be challenging to achieve.

Regulation

The weight loss industry is subject to regulation in many countries to ensure consumer safety. However, not all products and programs meet these regulatory standards.

Marketing Influence

Marketing plays a significant role in the weight loss industry. Advertisements often promote quick fixes and dramatic results, which may not always align with realistic outcomes.

Health Considerations

Weight loss should ideally prioritize health and well-being. However, some approaches may have potential health risks, so it's essential to consult with healthcare professionals before starting any weight loss program.

Psychological Factors

Weight loss is not just about physical changes. Psychological factors, such as motivation, mindset, and emotional eating, also play a crucial role in achieving and maintaining weight loss.

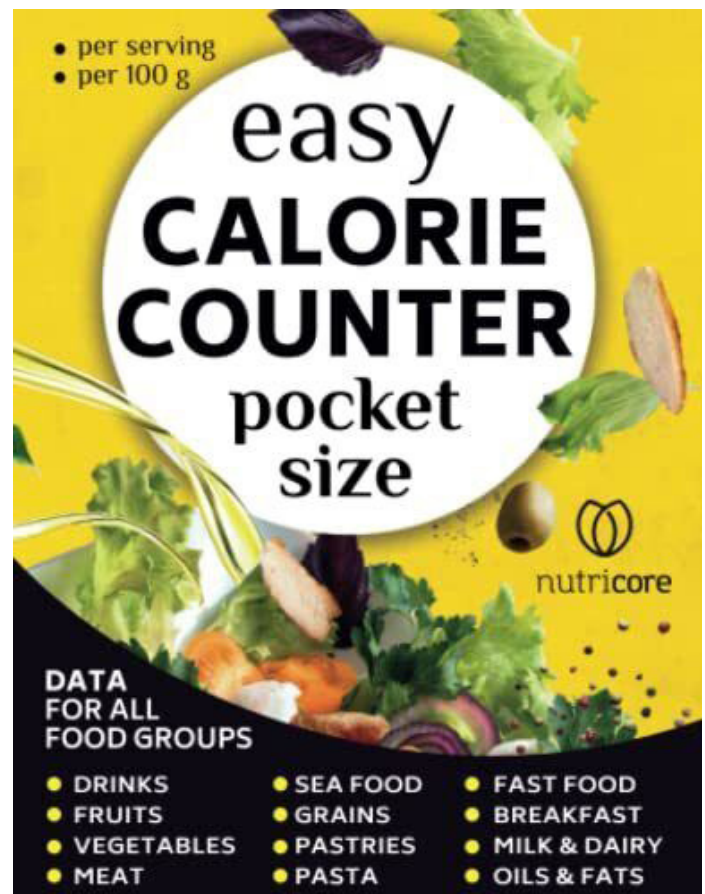
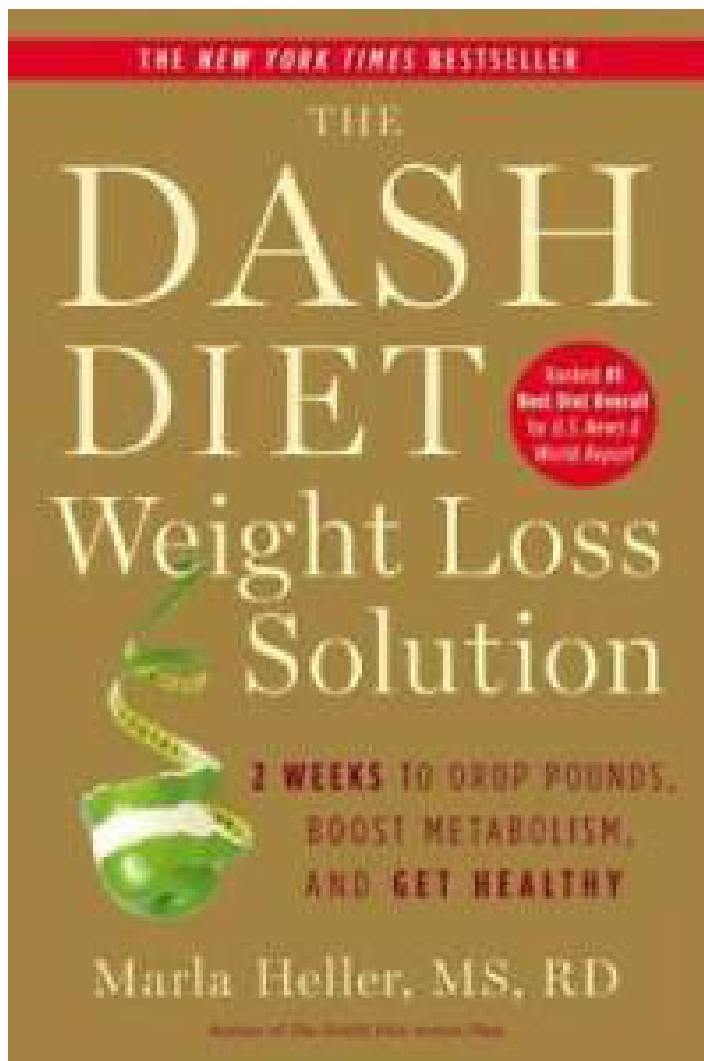
“Keep in mind that the weight loss industry is continually evolving, with new trends and research emerging. It’s essential to approach weight loss with a critical and informed perspective, seeking guidance from healthcare professionals when needed.” -

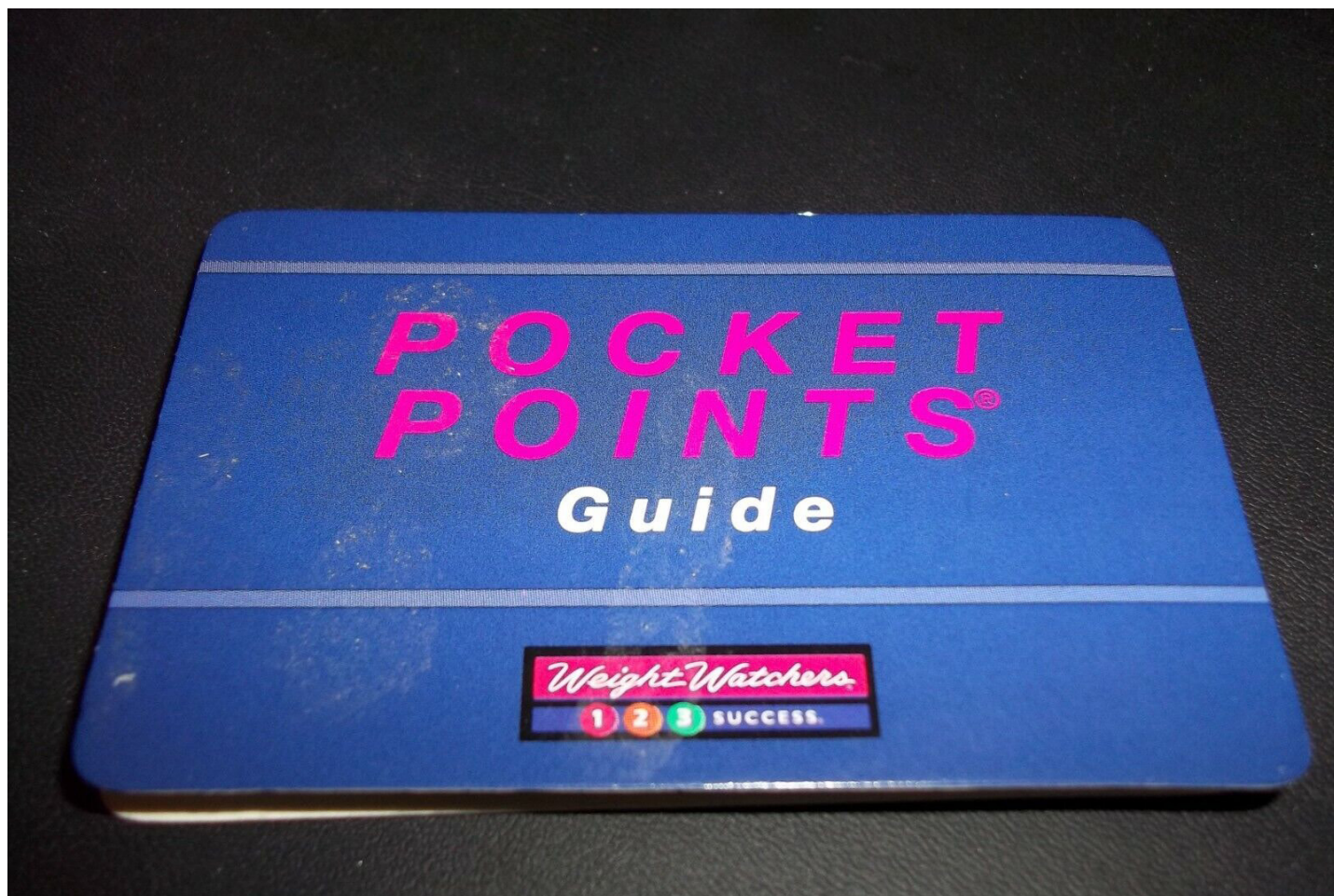
Personalization

Effective weight loss often requires a personalized approach, as what works for one person may not work for another. This highlights the importance of individualized guidance and support.

Long-Term Challenges

Maintaining weight loss over the long term can be challenging, and many people struggle with weight regain after initial success.

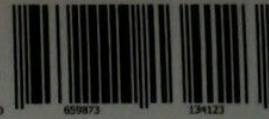






*You can find alot of
Weight Management tools and Books
on ebay like these*

got oils?® ESSENTIAL OILS FOR WEIGHT MANAGEMENT.



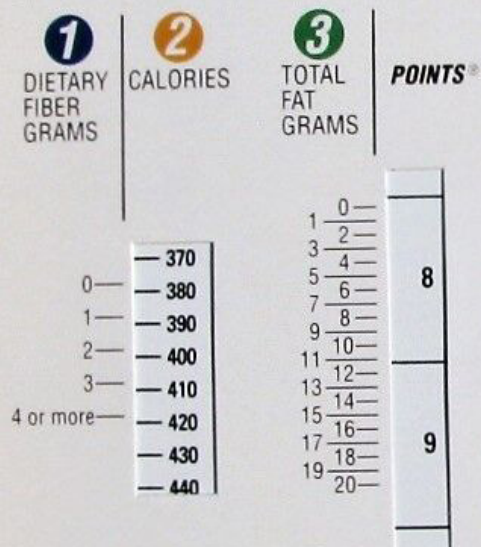
Cinna-mon	Cinna-mon	Cinna-mon	Cinna-mon	Blood Sugar	Blood Sugar	Blood Sugar	Blood Sugar
Patchouli	Patchouli	Patchouli	Patchouli	Compul-sive	Compul-sive	Compul-sive	Compul-sive
Meta-bolic Blend	Meta-bolic Blend	Meta-bolic Blend	Meta-bolic Blend	Cravings	Cravings	Cravings	Cravings
Lemon	Lemon	Lemon	Lemon	Discipline	Discipline	Discipline	Discipline
Ginger	Ginger	Ginger	Ginger	Empow-ered	Empow-ered	Empow-ered	Empow-ered
Grape-fruit	Grape-fruit	Grape-fruit	Grape-fruit	Hunger	Hunger	Hunger	Hunger
Spearmint	Spearmint	Spearmint	Spearmint	Metabo-lism	Metabo-lism	Metabo-lism	Metabo-lism
Orange	Orange	Orange	Orange	Motiva-tion	Motiva-tion	Motiva-tion	Motiva-tion
Berga-mot	Berga-mot	Berga-mot	Berga-mot	Self-Control	Self-Control	Self-Control	Self-Control
Lime	Lime	Lime	Lime	Slimming	Slimming	Slimming	Slimming
Pepper-mint	Pepper-mint	Pepper-mint	Pepper-mint	Workout	Workout	Workout	Workout

© 2017 Your Oil Tools

POINTSfinder®

WeightWatchers®
FlexPoints

Use the **POINTSfinder** to calculate the **POINTS** of foods.



Find the **Dietary Fiber** grams, **Calories**, and **Total Fat** grams per serving.

Move slide until **2** Calories (or calories closest to it) align with **1** Dietary Fiber grams (maximum of 4).

Locate **3** Total Fat grams on the **POINTSfinder**. In the window next to it are the **POINTS** per serving of your food.

Note: Pull the slide out for additional information.
If calories per serving are more than 300,
turn slide over and reinsert.

POINTSfinder®

WeightWatchers®
FlexPoints

Finding the information you need to use the **POINTSfinder** is easy. See the examples below.

Nutrition Facts

Serving Size: 1 1/2 cups (56g)
Servings Per Container: 8

Amount Per Serving	% Daily Value*
Calories 220	Calories from Fat 30
Total Fat 3g	4%
Saturated Fat 1g	4%
Cholesterol 65mg	22%
Sodium 15mg	1%
Total Carbohydrate 40g	13%
Dietary Fiber 2g	8%
Sugars 2g	

Example:

1 2g Dietary Fiber,
220 Calories,
3g Total Fat

2 Align 220 Calories with
2g Dietary Fiber

3 Next to 3g Total Fat
are 4 **POINTS**

Recipe

Per Serving: 200 Calories

5g Total Fat, 1g Saturated Fat,
47mg Cholesterol, 585mg Sodium,
16g Total Carbohydrate,
4g Dietary Fiber

Example:

4g Dietary Fiber,
200 Calories,
5g Total Fat =
4 **POINTS**

Note: If necessary, round Fat and Dietary Fiber grams on the label or recipe to the nearest whole number.

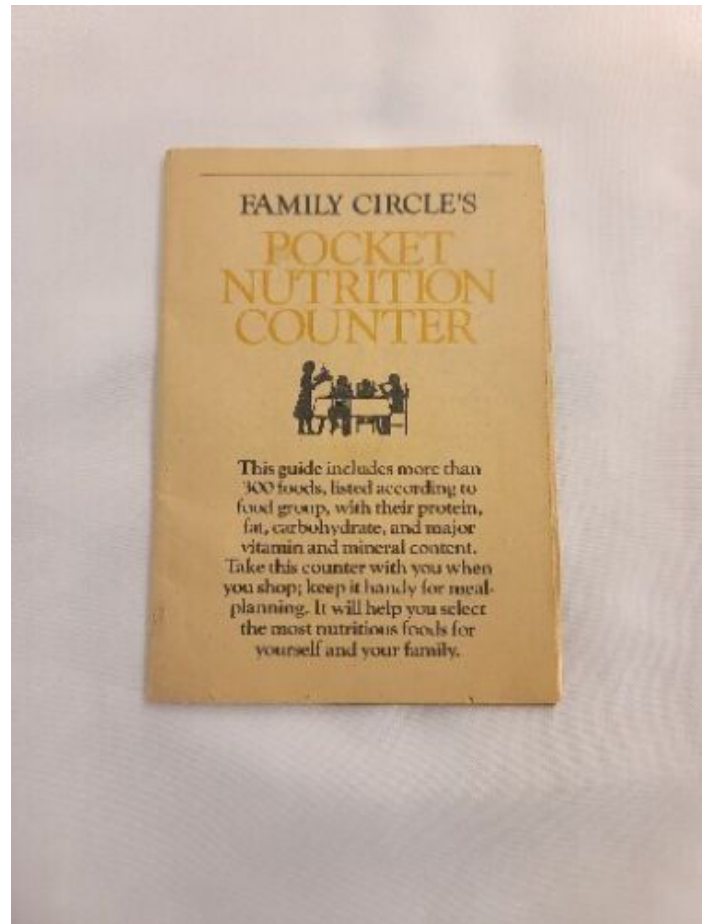
For example, if Total Fat is 2.5 grams, round up to 3 grams.
If fat or fiber information is not available, use 0 grams.

1-800-651-6000
WeightWatchers.com

The **POINTS** Weight-Loss System and materials are licensed to Weight Watchers members solely for their own personal use. Patent No. 6,040,531
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2004003 9/03

Everybody Knows Weight Watchers



STEWART A. ZELMAN, PH.D.



24 trimcards weight & health management system for life!

Smart Card

The secret to losing weight is to eat balanced and nutritious meals and avoid grazing and snacking between meals. This will optimize insulin and energy levels and rest your organs and digestive system between meals and during the night. Don't skip food groups. You need healthy carbs and fats for physical and mental balance.

Step 1 – Create balanced Base Meals using all four food groups and serving suggestions below.

Proteins – Pick 2		Carbohydrates – Pick 1		Vegetables – Pick 1-2		Healthy Fats – Pick 1		
All-bean meat or fish	1 cup	All fruit	1-2 cups	All vegetables (excludes all breakfast vegetables)	1 cup	Butter	1 tsp	
Eggs	1	Culinary	1-2 cups	Included in vegetables group		Olive oil	1 tsp - 1 Tbsp	
All-natural chicken	2 oz	Breads	1/2 cup	Peas	1/2 cup	Avocado oil	1 tsp - 1 Tbsp	
Whole milk or plain yogurt	1-2 cups	Breads or tortilla	1 piece	Corn	1/2 cup	Coconut oil	1 tsp - 1 Tbsp	
Tofu or tempeh	3 oz	Brown rice	1/2 cup	Tomatoes	1 cup	Homemade dressing	2 Tbsp	
Raw nuts	2 oz	Oatmeal	1/2 cup	Tomato sauce	1/2 cup	Unsweetened coconut flakes	3 Tbsp	
Seeds – pumpkin, sunflower, etc.	2-3 Tbsp	Quinoa, beans or lentils	1/2 cup	Olives	8	Olives	8	
When using nuts or seeds as a protein in a meal, you do not need to add an additional fat serving.		Quinoa, beans or lentils can be used as a protein if you are vegetarian, vegan or trying to incorporate more plant-based meals into your diet.		Avocado		1/4 cup	Avocado	1/4 cup
				Olives and avocado can be used as either a vegetable or a fat.				
Refer to your GOLO for Life Plan for more information.								

Step 2 (turn over) – Depending on age, gender, activity and exercise you can add Bonus Servings to your Base Meal.

GOLO for Life® Plan



- ✓ The Truth About Dieting
- ✓ The Secret to Weight Loss
- ✓ Easy Prep Meals in Minutes
- ✓ Get Healthier with Plant-Based Eating
- ✓ Reset 7 – One Week Jump-Start Plan
- ✓ The Healing Power of Super Foods

GOLO
for Life



Release®
DIETARY SUPPLEMENT

Patented, proprietary blend of 7 plant-based ingredients and 3 key minerals.

The ingredients in the Release® supplement work together with the GOLO for Life® Plan to help people avoid diet failure, support steady and lasting weight loss, and improve overall health.

The secret to weight loss is to manage glucose and insulin while sustaining a healthy caloric deficit, resulting in 1 to 2 pounds of fat loss per week with minimal or no muscle loss to avoid the slowing of the metabolism or lowering of a dieter's base metabolic rate (BMR).

GOLO's approach to weight loss and metabolic health is to eat balanced healthy meals, fueling the body and thereby helping to maintain normal blood sugar levels and good energy levels between meals. This eliminates the need to snack between meals, resting organs and the digestive system between meals and at night.

The Release® supplement ingredients work synergistically together and, with the GOLO for Life® Plan, help make dieting easier, sustainable, and lasting.

The Release® supplement and its ingredients were formulated to:

- Help maintain normal blood sugar levels between meals, helping to reduce hunger and cravings.
- Support healthy insulin metabolism and metabolic performance.
- Help support daily stress adaptation and healthy mood.
- Support and strengthen immune function.
- Help increase energy.
- Provide antioxidants that help protect cells against oxidative damage caused by free radicals.

Diets, especially crash diets, fail for most people because they are not sustainable. This may be due to diet fatigue, diet fog, hunger, cravings, stress caused by dieting, isolation, and deprivation, which may be caused by the cutting of key food groups like carbohydrates (carbs) and healthy fats, nutritional deficiencies from processed diet foods, and excessive muscle loss.

Release® is not a conventional stimulant-based diet pill. Most diet pills contain nervous system stimulants like caffeine and are used in conjunction with extreme, calorie-restricted diets. Chronic excessive caffeine may increase cortisol and stress and can lead to muscle loss and weight gain. Diet pills that block fat can deprive the body of key fatty acids essential to physical and mental energy and clarity.

Simply take one (1) Release® supplement just before or with each meal and follow GOLO's simple back to basics Plan.

We recommend talking to your doctor and getting your lab work done so you and your doctor can measure the benefits of the GOLO® Plan and the Release® supplement.

*Did I say there is lots of stuff out there on
Weight and Health Management*

Vegetables	Fruits	Grains	Dairy	Protein Foods
<p>Eat more red, orange, and dark-green veggies like tomatoes, sweet potatoes, and broccoli in main dishes.</p> <p>Add beans or peas to salads (kidney or chickpeas), soups (split peas or lentils), and side dishes (pinto or baked beans), or serve as a main dish.</p> <p>Fresh, frozen, and canned vegetables all count. Choose "reduced sodium" or "no-salt-added" canned veggies.</p>	<p>Use fruits as snacks, salads, and desserts. At breakfast, top your cereal with bananas or strawberries; add blueberries to pancakes.</p> <p>Buy fruits that are dried, frozen, and canned (in water or 100% juice), as well as fresh fruits.</p> <p>Select 100% fruit juice when choosing juices.</p>	<p>Substitute whole-grain choices for refined-grain breads, bagels, rolls, breakfast cereals, crackers, rice, and pasta.</p> <p>Check the ingredients list on product labels for the words "whole" or "whole grain" before the grain ingredient name.</p> <p>Choose products that name a whole grain first on the ingredients list.</p>	<p>Choose skim (fat-free) or 1% (low-fat) milk. They have the same amount of calcium and other essential nutrients as whole milk, but less fat and calories.</p> <p>Top fruit salads and baked potatoes with low-fat yogurt.</p> <p>If you are lactose intolerant, try lactose-free milk or fortified soymilk (soy beverage).</p>	<p>Eat a variety of foods from the protein food group each week, such as seafood, beans and peas, and nuts as well as lean meats, poultry, and eggs.</p> <p>Twice a week, make seafood the protein on your plate.</p> <p>Choose lean meats and ground beef that are at least 90% lean.</p> <p>Trim or drain fat from meat and remove skin from poultry to cut fat and calories.</p>
<p>For a 2,000-calorie daily food plan, you need the amounts below from each food group. To find amounts personalized for you, go to ChooseMyPlate.gov.</p>				
<p>Eat 2½ cups every day</p> <p>What counts as a cup? 1 cup of raw or cooked vegetables or vegetable juice; 2 cups of leafy salad greens</p>	<p>Eat 2 cups every day</p> <p>What counts as a cup? 1 cup of raw or cooked fruit or 100% fruit juice; ½ cup dried fruit</p>	<p>Eat 6 ounces every day</p> <p>What counts as an ounce? 1 slice of bread; ½ cup of cooked rice, cereal, or pasta; 1 ounce of ready-to-eat cereal</p>	<p>Get 3 cups every day</p> <p>What counts as a cup? 1 cup of milk, yogurt, or fortified soymilk; 1½ ounces natural or 2 ounces processed cheese</p>	<p>Eat 5½ ounces every day</p> <p>What counts as an ounce? 1 ounce of lean meat, poultry, or fish; 1 egg; 1 Tbsp peanut butter; ½ ounce nuts or seeds; ¼ cup beans or peas</p>

USDA U.S. Department of Agriculture • Center for Nutrition Policy and Promotion
August 2011
CNPP-25
USDA is an equal opportunity provider and employer.

Cut back on sodium and empty calories from solid fats and added sugars



Look out for salt (sodium) in foods you buy. Compare sodium in foods and choose those with a lower number.

Drink water instead of sugary drinks. Eat sugary desserts less often.

Make foods that are high in solid fats—such as cakes, cookies, ice cream, pizza, cheese, sausages, and hot dogs—occasional choices, not every day foods.

Limit empty calories to less than 260 per day, based on a 2,000 calorie diet.

Be physically active your way

Pick activities you like and do each for at least 10 minutes at a time. Every bit adds up, and health benefits increase as you spend more time being active.

Children and adolescents: get 60 minutes or more a day.

Adults: get 2 hours and 30 minutes or more a week of activity that requires moderate effort, such as brisk walking.

What's on your plate?



Before you eat, think about what and how much food goes on your plate or in your cup or bowl. Over the day, include foods from all food groups: vegetables, fruits, whole grains, low-fat dairy products, and lean protein foods.



Make half your plate fruits and vegetables.



Make at least half your grains whole.



Switch to skim or 1% milk.



Vary your protein food choices.

choosemyplate.gov

In 1982 I developed a printed product called healthy habits to help individuals maintain or lose weight. Today the product now called trimcards is a custom printed product that is available *to personalize for* firms like yours. We *personalize* the product with your company info.

It is a great promotional tool to build your business and differentiate your services from the competition.

I would like to meet with you to show you the product and the option you have to make it look like your own.

We provide all the prepress, printing you just provide the content, logos, personalization with your company info.

The cards and instruction folder are sold in packs of 90 cards (a 3 month supply)

Our Minimum order is 25 packs and reorder as needed. You can either sell the cards, include them with membership or give them away to clients.

I look forward to meeting you,.

Sincerely yours in good health,



"JB" James B. Griffin
Regional Sales Manager

JBGmg

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"JB" James B. Griffin, Print Executive

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*"It's okay to
enjoy some chili
and beer in
moderation" -
"JB" Griffin
trimcards
Weight & Health
Management
System for Life*

Bart Conner & Nadia Comaneci's PERFECT 10 TIPS To A HEALTHIER YOU!



Nadia scores the first-ever Perfect 10, 1976 Montreal Olympic Games.

1 Make Melba a delicious habit

Melba can make an important contribution to maintaining a healthy lifestyle. Take it from Bart and Nadia—gymnastic champions, Olympic gold medalists, health-conscious husband and wife team. Melba's wholesome, crunchy goodness makes it an ideal meal supplement, and a satisfying between-meal snack.

2 Never skip meals

Don't "save up" calories by skipping breakfast or lunch—you'll most likely overeat at the next meal.

3 Make time for exercise

Don't wait until you have time to exercise schedule it in! Let other things go undone sometimes.

4 Designate an eating spot

Always sit down to enjoy a meal or snack. Resist "grazing" in front of the TV or at the kitchen counter.

7 Eat often

People who eat small, frequent meals, rather than the traditional three square meals, are more likely to maintain a desirable weight.

6 Seek support

When making lifelong changes for a healthier you, knowing someone is pulling for you reinforces your desire to continue.

9 Bounce back

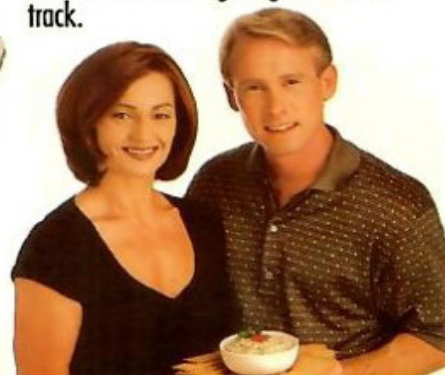
If you find yourself reverting to old habits, all is not lost! Allow yourself the setback...then get right back on track.

8 Find a passion

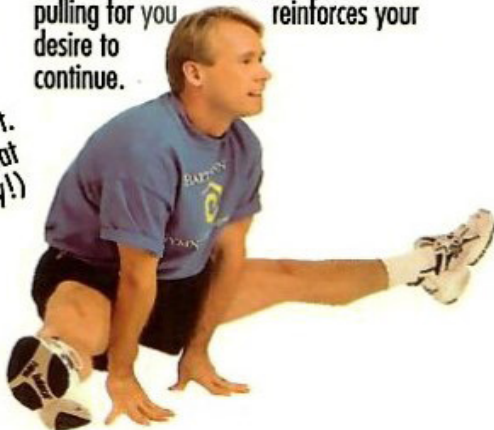
There's no one-size-fits-all workout. The key is to choose activities that you're willing to do (even enjoy!)

10 Know your worth

Only one thing can make you get, and stay, in shape: knowing that you're worth it!



See side panel for Nadia's Own Romanian Recipe



DISTRIBUTED BY:
J.B. GRIFFIN & CO.
DUARTE, CALIFORNIA 91010

trimcards

Weight & Health Management
System for Life

2/21/89

Dear Venture Capital Firm,

Your firm has been selected to review the Investment opportunity to Invest in the Healthy Habits Filecard System™ which is seeking Investment Capital to Launch 1M Units of the product which has been in existence since 1982 into the marketplace in small numbers.

The timing of this product is ideal as today people are concerned about how they look and feel and the competing products available are not for the average American who is our Target Market.

Healthy Habits is a unique product with the opportunity to help Individuals across our country be in better control of their eating habits in a simple direct matter by utilizing our product on a daily basis.

After reviewing the enclosed information please contact me to set up an appointment when we could meet in person if you would like to pursue this opportunity any further.

Sincerely yours in good health,


James B. Griffin, Founder
HEALTHY HABITS DIETERS FILECARD SYSTEM™

FOR FURTHER INFORMATION PLEASE CALL OR WRITE:





Yikes

30 trimcards weight & health management system for life!



Yikes again

INVESTMENT OPPORTUNITY

PROJECT: HEALTHY HABITS FILECARD



Thank you for your interest in investing in the Healthy Habits Dieters Filecard System. The product will become a reality when proper funds are raised to launch this new product.

BACKGROUND

The product was developed by James B. Griffin who will oversee the the manufacturing and distribution of the product through his company J.B. GRIFFIN & CO established in 1979.

THE PRODUCT

A set of 90 3 X 5 filecards printed 2 sides with information for recording food intake on a daily basis, total calories and daily goals, an instruction folder, lifetime membership card, calories & weight booklet and reorder card all packaged in a filebox for easy storage. Also the product features 43 tab dividers for days of month and months.

FEATURES

43 tips for Healty habits printed on 43 tab dividers, Informative instruction folder and Calorie & weight booklet guide the dieter in weight management procedures. Graphics are attractive and color coordinated for a very pleasing product which shows person is serious about Health & Fitness if they purchase the product for self improvement.

PACKAGING

The cards, tabs, booklet, folder, memebership card and reorder card will be collated and inserted into the filebox which will house the contents of the product. An outside box will hous the filebox and the master carton will hold 24 boxes.

MARKETPLACE

United States population of all individuals involved in health programs of self improvement. Primary market is individuals over the age of 16 years. The latest bureau of the census figures report this segment of our domestic population to be 157,855,000 persons. It is estimated that at any given time 56% of the adult population is actively involved in dieting to some extent. The International market would represent a secondary market. Healthy Habits Dieters Filecards could be adapted to foreign languages.



Apr 30, 2003

Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513
www.uspto.gov

NOTICE OF PUBLICATION UNDER 12(a)

- | | |
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TRIMCARDS |
| 3. International Class(es):
16 | |
| 4. Publication Date:
May 20, 2003 | 5. Applicant:
J.B. GRIFFIN MARKETING GROUP INC. |

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

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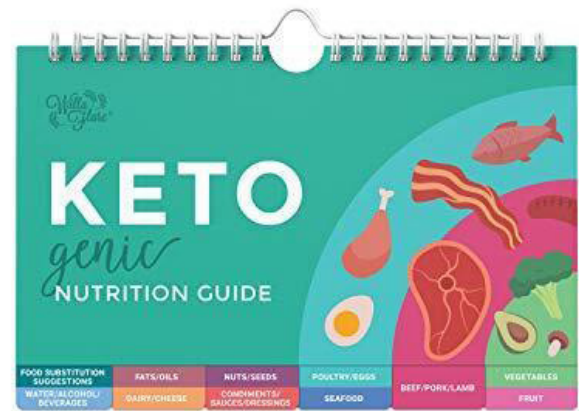
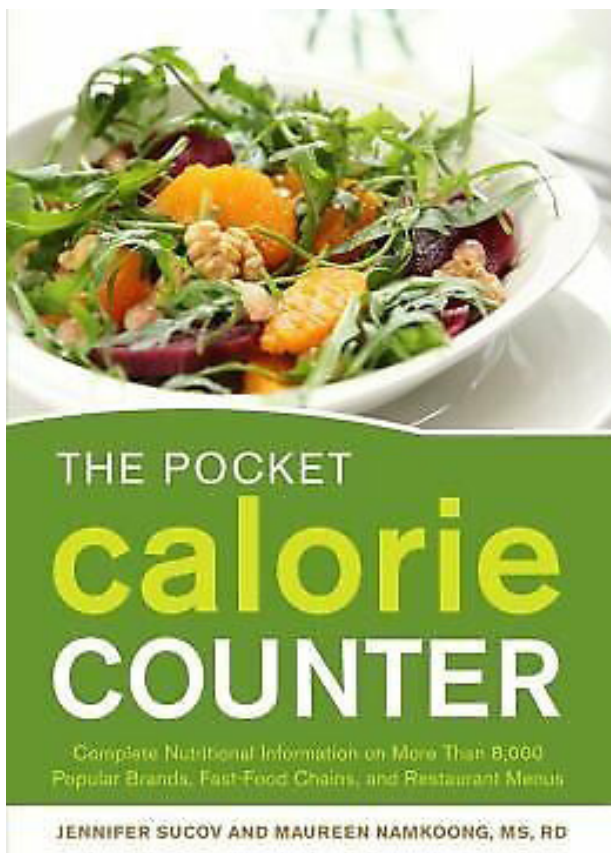
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90 day Supply





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24 Pack
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trimcards weight & health management system for life!



trimcards Display at 2019 Health Expo at the Irvine, CA Senior Center

We love sharing our trimcards although the Seniors at this event were more interested in taking my rocks at my table than learning about trimcards



trimcards weight & health management system for life!



Order trimcards to save money and spend more time with your pets and family.



Even the Dogs agree trimcards is the best Weight and Health Management System for Life invented since no batteries are needed, does not require a expensive gym membership or expensive weight loss tablets which gives trimcards users more time to spend walking their dogs for exercise. A healthy habit.



*Order trimcards 24/7
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 leave a message 562.677.7452 VM*

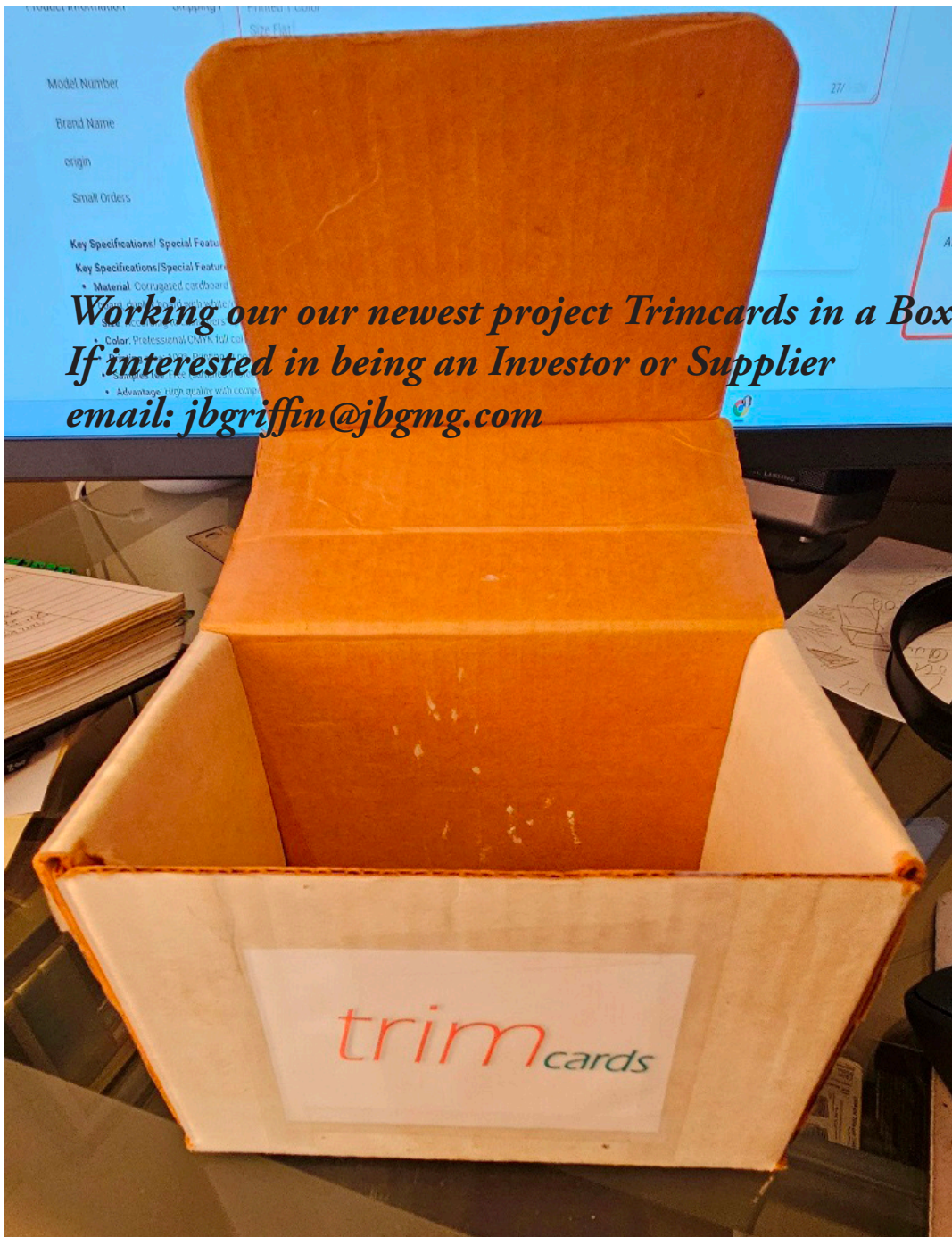


trimcards weight & health management system for life!



*trimcards founder and publisher JB Griffin and Wife Coby
We enjoy Dog Walking ..*





Working on our newest project Trimcards in a Box
If interested in being an Investor or Supplier
email: jbgriffin@jbgmg.com



Coming Soon
trimcards in a Box
for pre-orders
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trimcards weight & health management system for life!

An investment in knowledge pays the best interest.

Benjamin Franklin

EVERYDAYPOWER

this complete new diet food
that's swift, safe and sure ...
from the famous Ovaltine Laboratories

NEW

MinVitine

- the 900 calorie diet that's scientifically balanced
- the one that really works while it satisfies your hunger
- chocolate, butterscotch and wonderful new coffee flavor

Your scale will prove to you every day that now there's a diet food that really works — New MinVitine. All you do is drink a meal ... no calories to count, no mixed meals. Three flavors to vary your diet ... coffee flavor, chocolate and butterscotch, all extra delicious when you drink them ice cold.

One glass of new MinVitine gives you a complete, balanced diet meal—one jar provides a measured 900 calorie diet, three meals and a bedtime snack. And you can lose up to a pound or more every sixty-eight hours.

And after you reach your desired weight, you can stay there by using MinVitine to replace occasional meals. Be sure to ask your doctor about dieting—(Not everyone should diet, but if he approves of your dieting he will approve of MinVitine for you.)

You can lose
a pound
every 48
hours!

(and you'll love every minute of it)

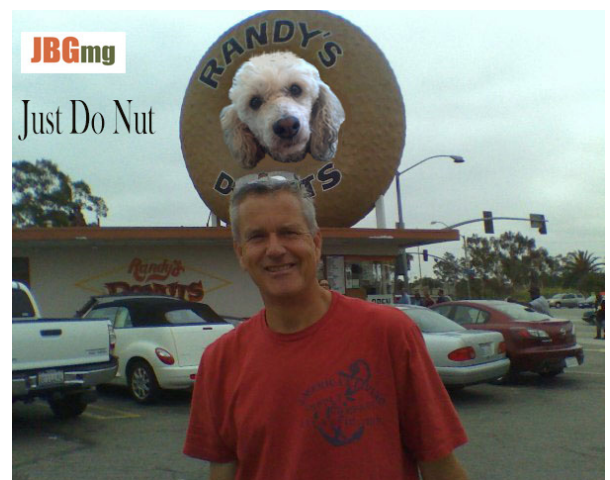
3 meals
and a snack

\$1.29

MinVitine

the complete new diet food that's swift, safe and sure from the famous Ovaltine Laboratories

Oh My !



"We Love Donuts in Moderation" - "JB" Griffin



*Ok to enjoy all things in moderation
Life is short enjoy every minute !*

Weight &
Health
Management
System for Life !



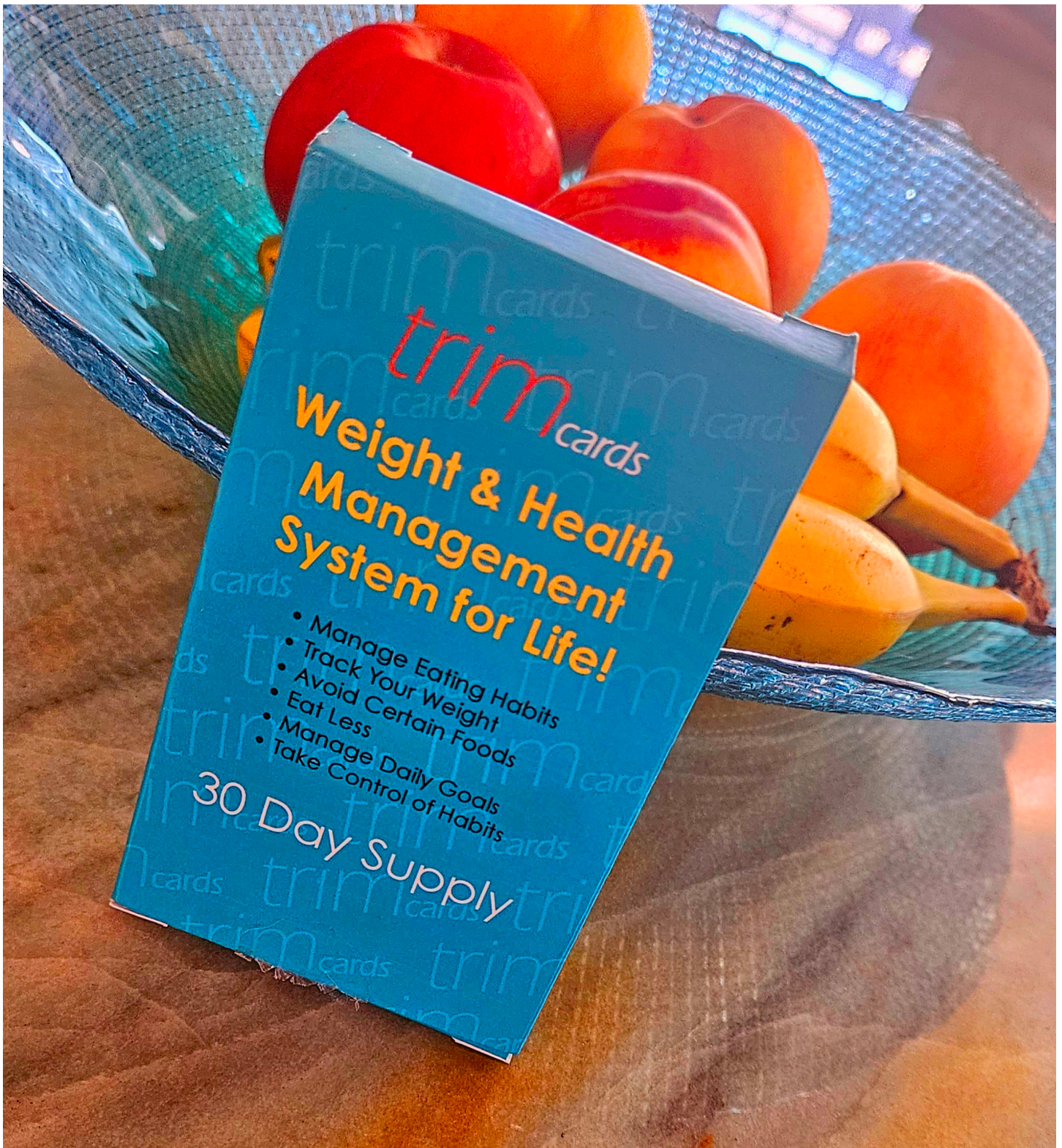
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30 day Supply \$12.95 plus \$3.50 S&H
\$5 off **end of summer Sale** ends 9/5/2016
\$7.95 free shipping in OC /LA County email orders@trimcards.com



*coming soon
Weight & Health
Management in a Box*





*Easy to use no batteries
required and no side effects*

I CAN DO
ALL THINGS
THROUGH CHRIST
WHO STRENGTHENS ME

PHILIPPIANS 4:13

LARRY, LINDA, AND DOUG DAVIS
GARDEN GROVE, CA

FIST

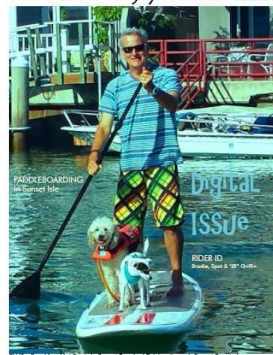
Get Fit with

The **FIST** Weight and Health Management program helps individuals manage weight for life through the **FIST** solution to weight management. It's all about portion control. Stay fit for life with the **FIST** free weight and health management tool called **FIST**.

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Sunset Beach Magazine Premier Issue March 2015



10111 - Breakfast Hot Spots in Sunset Beach / Living through Sunset Beach / Local Profile Don Brown / Anderson Art Gallery / Where to get Natch's in Sunset / Sunset Life Neighborhood Park /



YOU ARE WHAT YOU EAT!

by James B. Griffin, Founder "trimcards" weight and health management system for Life

Growing up with a 100% Italian Mom was awesome and the food was great. The only problem was a big part of the Italian culture was Eat, Eat, Eat. As a Kid I remember feeling full way to often from those wonderful Italian Dinners - at family gatherings.

The problem with overeating of course is if you continue on that pattern your body will gain weight and of course its tough to go out and exercise or feel good when you fill like a stuffed meatball. I started the idea of "trimcards" when I was a student in upstate New York at (RIT) Rochester Institute of Technology to manage my weight by recording my food intake and keeping track of my daily goals. Although I was never really overweight I knew that I felt better when I managed my food intake combined with proper exercise and of course better food choices.

The trimcards weight and health management system was developed to help individuals who need or want to be in control of their eating habits daily for weight control and health management purposes. The daily use of the system for recording food intake, calories consumed and goal setting becomes habit forming. A Healthy Habit for sure!

Habits are formed as a result of doing the same things on a regular basis. By developing the daily habit of utilizing the trimcards system to track what you eat, calories consumed and your goals you will have an easy inexpensive tool to carry with you every day to monitor and help manage your eating habits. Through the daily monitoring of your eating habits, you will be able to see first hand where adjustments need to be made to help you feel and look your best.

"We believe healthy habits will make happier, healthier and wealthier Individuals"

As an added benefit you will also develop a lifetime weight management program when you become familiar with foods that are compatible to your system and knowing the calories in those foods to maintain your ideal weight. The daily use of the trimcards as needed will allow you to know what foods are compatible with your individual body requirements for optimum health results. Lastly your goals will be in writing every day which will give you motivation to reach your desired goals. The key to success with the "trimcards" system is the daily use of the cards with a desired objective/goal to achieve at end of the 30 day use of the trimcards.

www.trimcards.com

Sunset Beach Magazine Summer Issue 19 / SBM / 2015

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trimcards weight & health management system for life!



“I truly believe that healthy habits will make happier, healthier and wealthier individuals”

***“JB” James B. Griffin,
trimcards Founder and Publisher***



*Our new 24
pack display in
stock ready for
shipment*

*Resellers wanted
email
jbgriffin@jbgmg.com
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in a box coming soon stay tuned

Weight & Health Management System for Life!

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We look forward to hearing from as a potential customer,
 retailer or investor

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*We look forward to helping individuals with our easy to use
affordable weight mangement tool
free samples always*



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