

# The Moment is Now...

... to find a healthy solution for long-term weight loss

... to learn the science behind why diet and exercise alone may not work for people who are more than 100 pounds overweight

Read real-life  
weight-loss journeys  
and information  
about obesity  
treatment options



**Caitlin Van Zandt**  
Actress, "Guiding Light"  
and "The Sopranos"



**Dr. Michael Roizen**  
Co-author of the best-selling  
book, "YOU: On A Diet," and  
co-founder of RealAge.com



**Dr. George Fielding**  
Associate professor of  
surgery at NYU School  
of Medicine

## The Moment is Now.

### Dear Friends,

I have struggled with my weight my entire life. Since I was young, I've been on many diet and exercise programs, but no matter how hard I tried, nothing ever worked. I've often heard people say that this is because I lack willpower, but this really was not the case. I tried everything I could to lose weight and I would lose the weight, only to gain it back. At 22 years old, I needed to lose more than 100 pounds and suffered from higher cholesterol, mild asthma and just wasn't happy.

Being an actress was something I've always wanted to do, and I dreamed about the day I would see myself on the television screen. When I achieved my dream, you would think it would be so exciting for me to sit down with my grandmother and watch "Guiding Light" together, but it wasn't exciting at all. The truth is, I became really emotional when I saw myself on TV because I didn't like the way I looked. My reaction completely overshadowed my grandmother's joy. That was my moment of truth when I knew that I needed to find something to help me conquer my battle with weight. I didn't want to feel badly watching myself on TV in a role I am so proud of and I didn't want my health to be impacted. I wanted to become healthier and happier.

Since diet and exercise didn't work for me, I began to research weight-loss procedures, but the risks and side effects of gastric bypass scared me. It wasn't until I met with a surgeon and learned about the LAP-BAND AP® Adjustable Gastric Banding System that I finally hit a turning point. During that meeting, I finally felt there was hope – hope that there is something that could help me lose weight for good. I know I'm a great person on the inside, and I want everyone to see that on the outside as well. After a lot of research, talking to my friends and family, and meeting with my surgeon, I understood the truth about the losing battle I was waging with my weight; the truth that diet and exercise were not enough for me and that there was a safe and effective option available

Caitlin  
before



Caitlin  
after



Results may vary.

to help me. I learned the LAP-BAND AP® System is a tool – safer and less invasive than gastric bypass – that would control my hunger and that I could work with to safely lose weight. I realized that my Moment is Now to take the next step to live a longer, healthier life.

In February, I got the LAP-BAND AP® System and I'm so glad that I did! Since February, I have lost more than 65 pounds and am more than halfway to my weight-loss goal. I feel I've taken the first big step toward getting my weight under control. Even better, I'm going through this weight-loss journey with my mom. My mom also struggled with her weight her whole life, so she met with my surgeon and decided to get the LAP-BAND AP® System too. It makes such a difference to go through this journey with someone I love – we are a great support system for each other.

Now, my mom and I are involved in the "Moment is Now. Here is the Truth" obesity health education campaign to help educate others struggling with obesity that there is hope and to encourage them to speak to their physician about weight-loss treatment options. I'm proud to be a part of this campaign because I want to be a role model for others who are struggling with this disease. I want them to know there is hope and there are available treatment options beyond diet and exercise. I know what it's like to feel isolated by my weight and I don't want anyone else to feel that way. If you are like me, living a life struggling with your weight, there is hope. I believe you can win this battle – your Moment is Now!

All My Best,

*Caitlin Van Landt*

Actress, "Guiding Light" and "The Sopranos,"  
and LAP-BAND AP® System patient

## What's the Truth?

Studies have shown that diet and exercise alone may not work for the severely obese.<sup>i,ii</sup> After just five years, diet, exercise and behavior modification alone failed 95% of the time; in fact, studies have shown that people regain as much as two-thirds of the weight they lost within one year and almost all of it within five years.<sup>iii,iv</sup> Those who are more than 100 pounds overweight often end up cycling through various diet programs, only to re-gain the weight they lost and feel more discouraged that they can not beat their battle with obesity.

So, what is the truth about obesity? Diet and exercise programs rarely work.

Dr. Michael Roizen, best-selling author and co-founder of RealAge.com, believes there's a scientific and biological reason why diet and exercise often won't work for people who are 100 pounds overweight. "YOU: On A Diet," the book co-authored by Dr. Roizen and Dr. Mehmet Oz, explains that belly fat, also known as omental fat, is the reason why many people continue to gain or regain weight, despite efforts to lose it.

Why is belly fat unique? Belly fat is the fat stored near your stomach for easy access by your body and is thought to be the most dangerous fat you can carry because of its proximity to your organs, increasing the risk of serious health consequences related to being overweight.<sup>v</sup> And belly fat works against you as you try to lose weight, because it interferes with your ability to regulate how much food you eat, how much energy you store, and how much fat and sugar your body uses.<sup>vi</sup>

This means that the struggles millions of people face with obesity could actually be a result of the science in their own bodies, and not the failure to comply with diets or weight-loss programs.



### What's Your Belly Fat Risk?

Dr. Roizen cautions that people often place too much of an emphasis on weight alone, while it is actually waist circumference that is the most important indicator of mortality related to obesity. Of course, weight is an important indicator of a potential obesity problem. However, Dr. Roizen explains that the recommended maximum waist size is 32.5 inches for women and 35 inches for men. As a person's waist size increases beyond these ideal sizes, so does their risk for weight-related health problems.<sup>vii</sup>

You can evaluate your own risk related to belly fat; all you need is a tape measure. Following is a breakdown of risk categories, but for instructions from Dr. Roizen on how to appropriately measure your waist, please visit [www.RealAge.com](http://www.RealAge.com).

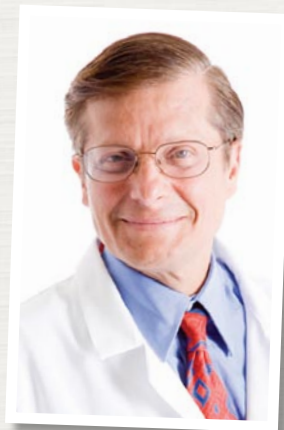
Health Risk	Waist Measurement •WOMEN• <sup>viii</sup>	Waist Measurement •MEN• <sup>viii</sup>
Low Risk	Less than 37 inches	Less than 40 inches
Moderate Risk	37-41 inches	40-48 inches
High Risk	Greater than 41 inches	Greater than 48 inches

If you are in a moderate or high risk category, speak with your physician about your weight to determine what weight-loss treatment options may be appropriate for you. Your physician may also want to calculate your BMI (body weight (lb.) / height (in.<sup>2</sup>) x 704.5), which in addition to waist circumference, is another measurement for obesity. Waist circumference is not a qualifier for weight-loss surgery. For more information about available weight-loss treatment options, visit [www.lapband.com](http://www.lapband.com).



## Hello Everyone,

As a physician, I have seen countless people fighting obesity. I know many are doing all the right things, yet the pounds don't seem to go away. It's time we face the facts. The obesity problem has reached epidemic proportions globally, and many of these people are facing or could face an array of serious health consequences including premature death, type 2 diabetes and heart disease.<sup>ix,xi</sup> But there is hope. Your body is an amazing thing and if you take action now, you can in essence get a "do over" and potentially reverse the impact obesity has had on your health.



The challenge for people who are 100 pounds or more overweight is that diet and exercise alone may not work for many. Research shows that people who try diet and exercise alone usually lose only about 10 percent of their body weight, but they regain as much as two-thirds of it within one year and almost all of it within five years.<sup>iv</sup>

One theory for why people regain or continue to gain weight is belly fat, also known as omental fat. The omentum is fat stored near your stomach for easy access by the body, and this excess weight around your middle acts like an extra organ that interferes with your ability to regulate how much food you eat, and how your body uses and processes that food.<sup>xii,vi</sup> So, the reason so many people fail on diets and struggle with weight is about science, not willpower.

The good news is, even if you have been severely obese for as long as you can remember, it's not too late to lose the weight, and there are available weight-loss treatment options. People who are more than 100 pounds overweight should talk with a doctor about options like adjustable gastric banding, a procedure considered safer and less invasive than gastric bypass because it

does not involve stomach cutting or intestinal re-routing.<sup>xiii,xiv,xv</sup> In fact, studies show that weight-loss surgery can work and is more effective than traditional dieting for people who are severely obese.<sup>i,ii</sup>

We need to start thinking about severe obesity with complications and morbid obesity as conditions that require help from a doctor – if you had another disease like cancer, you would take action. You would talk to doctors, schedule surgery if necessary, and make lifestyle changes that would help lower the chance that you'd ever contract the disease again.

No matter what the cause of your obesity, there's no shame in seeking treatment. You always have an opportunity to take the next step in getting healthy, and there are options, in addition to diet and exercise to help you – you just have to find the right one. Call your doctor, explore your options, and know that you are not alone. It's easy to feel overwhelmed by your weight and how much you have to lose, but taking action is the most important step.

By acting now, you can lose the weight and potentially help resolve your weight-related health issues. Remember your body is an amazing thing, and by losing weight, you have the opportunity to potentially improve your health – essentially you can get a "do-over" in life. Your Moment is Now to start living without obesity. For more information about the health effects of obesity, the truth about belly fat, and what you can do to effectively lose weight, visit [www.RealAge.com](http://www.RealAge.com).

To Your Health,

*Dr. Michael Roizen*

Co-author of the best-selling book, "YOU: On A Diet"  
and co-founder of RealAge.com

## Why Take Action Now?

Most people know that obesity is unhealthy but many don't realize just how devastating this disease can be and how important it is to get to a healthy weight. Significantly overweight or severely obese people often face serious health consequences, including increased risk of heart attack, stroke, type 2 diabetes, high blood pressure, sleep apnea and even premature death.<sup>xvi</sup> In fact, obesity is the second leading cause of *preventable* death in the United States, second to smoking.<sup>xvi</sup>

If this is you, it is important to know you don't need to live a life compromised by obesity. If you are struggling with your weight and the health risks associated with it, you can start now on a path to a healthy life. There are weight-loss treatment options that can give you hope, including the LAP-BAND AP<sup>®</sup> System, an adjustable, safer and less invasive alternative to gastric bypass.



### The Impact of Obesity

Obesity is a national epidemic. In the United States, approximately 60 million adults are obese and 9 million are severely obese.<sup>xvi</sup>

#### Social Implications:

- Subject to job discrimination and are frequently stereotyped as emotionally impaired, socially handicapped or possessing negative personality traits.<sup>xvii</sup>

#### Economic Implications:

- The estimated cost of obesity in the United States was \$117 billion in 2000. Includes:
  - Direct costs associated with obesity and its related health conditions, such as preventative, diagnostic and treatment services.
  - Indirect costs including the value of income lost from decreased productivity or lost days of work.<sup>xviii</sup>

#### Medical and Health Implications:

- Stronger association with chronic medical conditions and reduced health-related quality of life than smoking or problem drinking.<sup>xix</sup>

# What's the Solution?

Weight-loss procedures are a well-established method of weight control for severely obese adults. Compared to non-surgical treatments, weight-loss surgery yields the longest period of sustained weight loss in patients who have failed other therapies.<sup>xx</sup> Medical research has found that for those 100 pounds or more overweight, weight-loss surgery is more effective than traditional dieting.<sup>i,ii</sup>

In the United States, laparoscopic adjustable gastric banding and gastric bypass are two common types of weight-loss procedures. The LAP-BAND® System is the first U.S. Food and Drug Administration (FDA) approved adjustable gastric band for use in weight reduction in severely obese adults. It is considered safer and less invasive than gastric bypass, as there is no stomach cutting, stapling or intestinal re-routing involved.<sup>xiii,xiv,xv</sup>

The LAP-BAND AP® System, launched in 2007, is an evolution of the LAP-BAND® System. It was developed to provide an additional tool to meet the needs of a wide range of patients and represents the most advanced technology in gastric banding. The LAP-BAND AP® System involves placing an adjustable, gastric band around the top portion of the stomach that can be tightened or loosened to help an individual achieve a feeling of fullness while maintaining a healthy diet.

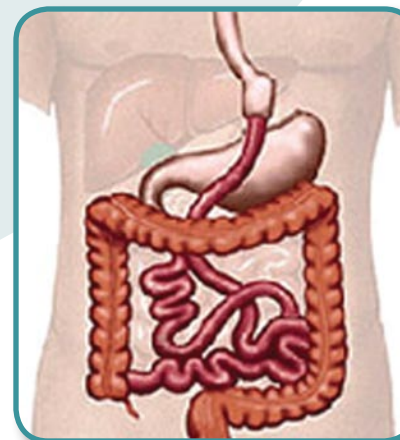
The LAP-BAND® System has an unparalleled amount of surgeon experience and patient use compared with other types of gastric bands. It is the number one selling adjustable gastric band for weight loss, with more than 400,000 procedures performed worldwide.

To further support patients' weight-loss journeys, the LAP-BAND AP® System Web site offers information and support for patients pre- and post-surgery. The Web site, [www.lapband.com](http://www.lapband.com), provides an interactive, personalized support program, information on free seminars, background information to determine if they qualify for surgery, and most importantly, a surgeon locator to find a surgeon in their area who performs the LAP-BAND AP® System procedure.

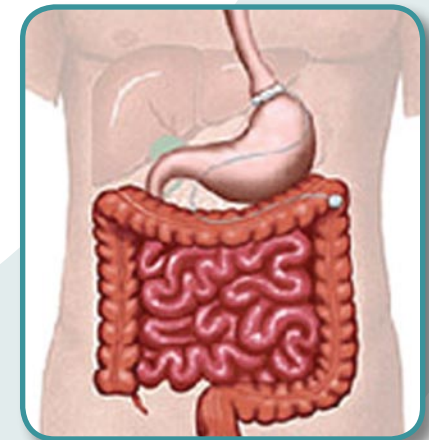
Your Moment is Now to take the next step to overcoming obesity. Weight-loss treatment options should be tailored to a person's overall health, weight-loss needs and BMI. To learn more about what may be right for you, speak to a healthcare professional and visit [www.RealAge.com](http://www.RealAge.com).

LAP-BAND AP® System VS. Gastric Bypass <sup>i,xxi</sup>		
	Gastric Bypass	LAP-BAND AP® System
<b>Weight Loss</b>	<ul style="list-style-type: none"> <li>• Rapid initial weight loss</li> <li>• Some weight regain over several years</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent and continued long-term weight loss</li> </ul>
<b>Permanent/Reversible</b>	<ul style="list-style-type: none"> <li>• Permanent alterations to stomach and digestive process</li> <li>• Non-adjustable</li> </ul>	<ul style="list-style-type: none"> <li>• No permanent alterations to stomach or digestive process</li> <li>• Band adjustable and removable</li> </ul>
<b>Vitamin and Mineral Loss</b>	<ul style="list-style-type: none"> <li>• Decreased vitamin and mineral absorption – may lead to malnutrition</li> <li>• Daily vitamin/mineral supplements required</li> <li>• Lifelong medical follow-up and monitoring of blood levels</li> </ul>	<ul style="list-style-type: none"> <li>• Little vitamin or mineral loss, if any</li> <li>• Vitamin/protein supplements are recommended</li> </ul>
<b>Procedure/Recovery</b>	<ul style="list-style-type: none"> <li>• Requires cutting and stapling of stomach and bowel</li> <li>• More operative complications than with LAP-BAND® System</li> <li>• Higher mortality rate than with LAP-BAND® System</li> </ul>	<ul style="list-style-type: none"> <li>• No stomach cutting, stapling or intestinal re-routing</li> <li>• Safer and less invasive procedure</li> <li>• Lower early complication rate</li> <li>• Reduced pain, length of hospital stay and recovery period</li> </ul>

Gastric Bypass



LAP-BAND AP® System



### A Surgeon's Perspective

Dr. George Fielding; associate professor of surgery at NYU School of Medicine and LAP-BAND® System patient



Diets alone often don't work, especially when you need to lose 100 pounds or more. The average patient I see is 100 pounds or more overweight, and it is very difficult for them to sustain the fight against hunger. My own belief is that people are severely obese because they have uncontrolled hunger. The LAP-BAND AP® System controls hunger by enabling people to eat less. However, it is a tool, not a magic potion. If you use this tool and make adjustments to your lifestyle and eating habits it's very successful and can be your best friend. I know because I am not only a surgeon, but also a patient, and my LAP-BAND® System is my best friend.

I believe the greatest benefit of this procedure is that it is safer and less invasive than gastric bypass, as there is no stomach cutting, stapling or intestinal re-routing.<sup>xiii,xiv,xv</sup> Many people who need help avoid weight-loss surgery because they fear gastric bypass. With the LAP-BAND AP® System, there is a safer and less extreme treatment option that is as effective as gastric bypass.

With any surgery, surgeon experience is critical to optimizing patient safety and results. In the United States, surgeons have more experience with the LAP-BAND® System than any other adjustable gastric banding system. In addition, the LAP-BAND AP® System uses the most advanced gastric banding technology on the market.

I encourage you to learn about potential treatment options. Your Moment is Now. Speak to a healthcare professional to determine what options are right for you.

### A Patient's Perspective

Barbara Van Zandt; Caitlin's mother and LAP-BAND AP® System patient



At 58 years old and more than 200 pounds, I had been overweight since I was ten years old, and my weight affected everything in my life. I would put off vacations and had to take medication for high cholesterol and even when I tried, I could not exercise because of back pain. My unsuccessful attempts to lose weight were taking a toll emotionally as well. However, like most mothers, I was so focused on my children that I never took enough time to take care of myself. I didn't realize how I was hurting my health and jeopardizing my future.

Unfortunately, battling weight is a family affair; my daughter, Caitlin, was also always severely overweight. I worried about how people might think I played a role in Caitlin's struggles with weight and part of me does blame myself. I wanted us to do something about our weight together – something that would allow us to take charge of the rest of our lives.

Caitlin and I tried various diets and exercise regimens but nothing seemed to work. One day, Caitlin asked me if I would consider adjustable gastric banding. Though I was nervous, I realized that something needed to change – and that our Moment is Now to take the first step towards a healthier, happier life. Once we sat down with the surgeon and learned about the procedure, it was a simple decision that brought me to tears. I realized that there was hope for us, and that there were options that could help us win our battle with obesity.

This year, Caitlin and I embarked on our wonderful adventure as we both had the LAP-BAND AP® System procedure. Now, I have lost more than 35 pounds and am feeling healthy and happy.

I want other people, especially mothers, to realize that overcoming obesity is a possibility and that taking care of yourself is not only an act of self love, but also an act of love for your family. I am so proud of myself and Caitlin for making the decision to take this journey together. My advice to anyone who is severely overweight is this: The Moment is Now – understand that obesity is a disease and talk to your doctor about available weight-loss treatment options.

About the “**Moment is Now. Here is the Truth.**” Campaign

**Dr. Michael Roizen**, best-selling author and co-founder of **RealAge.com**, and **Caitlin Van Zandt**, soap opera star on “Guiding Light,” have teamed up to launch the “Moment is Now. Here is the Truth.” obesity health education campaign. The campaign aims to help the millions of individuals more than 100 pounds overweight understand the devastating impact of obesity, the science behind the disease, why it’s a challenge for them to keep the weight off and to learn about treatment options beyond diet and exercise. To spread the campaign message, Dr. Roizen and Caitlin have also enlisted the help of **Dr. George Fielding**, bariatric surgeon and **LAP-BAND® System** patient, and **Barbara Van Zandt**, mother of Caitlin Van Zandt and LAP-BAND AP® System patient.

About **RealAge, Inc.**

RealAge, Inc. ([www.RealAge.com](http://www.RealAge.com)) is a lifestyle media company that inspires consumers to “**Live Life to the Youngest**” and to pursue their health and wellness goals by making their RealAge younger. The company produces RealAge.com, a top-ranked, award-winning healthy-lifestyle Web site that features the patented RealAge Test, which has been taken by over 20 million people. RealAge.com is also the online home for the best-selling RealAge and YOU books. Other media produced using the RealAge name include books and television programming. RealAge, Inc., is a wholly owned subsidiary of Hearst Magazines, a division of the Hearst Corporation.

A BRIEF DESCRIPTION OF RELEVANT INDICATIONS FOR USE, CONTRAINDICATIONS, WARNINGS, AND ADVERSE EVENTS FOR THE LAP-BAND® SYSTEM.

**Indications:** The LAP-BAND® System is indicated for use in weight reduction for severely obese patients with a Body Mass Index (BMI) of at least 40 or a BMI of at least 35 with one or more severe comorbid conditions, or those who are 100 lbs. or more over their estimated ideal weight. The LAP-BAND is indicated for use only in severely obese adult patients who have failed more conservative weight-reduction alternatives, such as supervised diet, exercise, and behavior modification programs. Patients who elect to have this surgery must make the commitment to accept significant changes in their eating habits for the rest of their lives. **Contraindications:** The LAP-BAND® System is not recommended for non-adult patients, patients with conditions that may make them poor surgical candidates or increase the risk of poor results, (e.g., inflammatory or cardiopulmonary diseases, GI conditions, symptoms or family history of autoimmune disease, cirrhosis), who are unwilling or unable to comply with the required dietary restrictions, who have alcohol or drug addictions, or who currently are or may be pregnant. **Warnings:** The LAP-BAND® System is a long-term implant. Explant and replacement surgery may be required at some time. Patients who become pregnant or severely ill, or who require more extensive nutrition may require deflation of their bands. Patients should not expect to lose weight as fast as gastric bypass patients, and band inflation should proceed in small increments. Anti-inflammatory agents, such as aspirin, should be used with caution and may contribute to an increased risk of band erosion. **Adverse Events:** Placement of the LAP-BAND® System is major surgery and, as with any surgery, death can occur. Possible complications include the risks associated with the medications and methods used during surgery, the risks associated with any surgical procedure, and the patient’s ability to tolerate a foreign object implanted in the body. Band slippage, erosion and deflation, reflux, obstruction of the stomach, dilation of the esophagus, infection, or nausea and vomiting may occur. Reoperation may be required. Rapid weight loss may result in malnutrition, anemia, or other complications that may require additional surgery. Deflation of the band may alleviate excessively rapid weight loss or esophageal dilation.

**Important:** For full safety information please visit [www.lapband.com](http://www.lapband.com) or call Allergan Product Support at 1-800-624-4261. **CAUTION:** This device is restricted to sale by or on the order of a physician.

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