



The Cold Shoulder Calorie Burning Vest

comfortable, fashionable, mild cold exposure

The Cold Shoulder LLC

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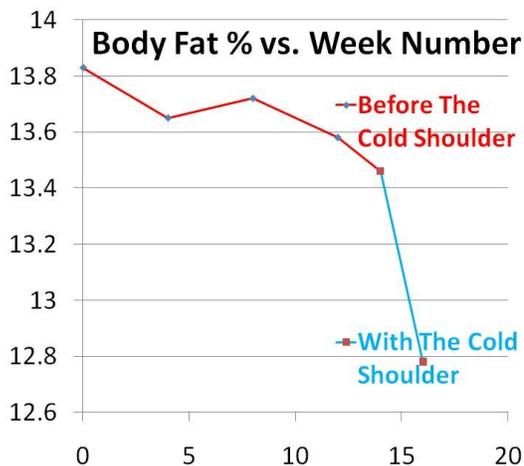
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A brief introduction to the hard science, backed by decades of research

Harvard researchers have demonstrated that mild cold exposure can boost metabolism by up to 20%, corresponding to about 500 calories per day [1]. This calorie burn happens *without* increasing hunger [2]. Users become comfortable with mild cold exposure after just a few exposures [3]. The metabolic process is called *thermogenesis*, and it has been known since the 1970s that it can counteract obesity [4]. Since then, pharmaceutical companies have been trying to create a drug to mimic the effects of mild cold exposure, to no avail [5]. Note that “brown fat” is *not* a necessary ingredient in this process, although it helps [6].

References: [1] van Der Lans *et al.*, *J. of Clinical Investigation* (2013) **123**, 3395-3403. [2] Cannon & Nedergaard, *Proc. Nutr. Soc.* (2009) **68**, 401-407. [3] Lichtenbelt *et al.* *Trends in Endocrin. & Metab.* (2014) **25:4** 165-167. [4] Ravussin & Kozak, *Obesity Reviews* (2009) **10**, 265-268. [5] Clapham, *Neuropharmacology* **63** (2012), 111-123. [6] Cannon & Nedergaard, *J. Exper. Bio.* (2011) **214** 242-253.

Early trials show The Cold Shoulder burns 500 calories per day



The Cold Shoulder ice vest specifically targets “brown fat” (fat burning fat) in the supra-clavicular, spinal, and neck regions.

Early trial details: It is well documented that cold exposure induces weight loss. This trial simply assessed the efficacy of this particular product. Eight users participated in a 4 week crossover study during which caloric intake and exercise were held constant, while weight and body-fat percentage were closely monitored. Users wore *The Cold Shoulder* for 2 out of the 4 weeks, and were instructed to wear it twice daily, until the ice melted. **Results:** During the 2 weeks that users wore *The Cold Shoulder*, all experienced significant extra calorie burn over the non-use period, as measured by body fat lost. Fat loss accelerated by 0.9 ± 0.3 lb/week, corresponding to 400-600 calories burned per day. One user independently performed a rigorous 16-week program in which the only change in the last 2 weeks was wearing *The Cold Shoulder*. His body fat percentage is depicted at left.

A note from the founder:

The first thing I always hear when I say I’m selling a “cold vest” is, “I don’t like being cold.” But think of all the other crazy things people do in order to lose weight. Starving themselves? Eating clay, which carries a risk of arsenic poisoning? Exhausting themselves in the gym? Ingesting questionable supplements that, if they work at all, have side effects like insomnia or over-stimulation? How about wearing a corset just to *appear* thinner? Drug injections? Liposuction? Freezing fat cells? Gastro-intestinal surgery? Considering these options, wearing a cooling vest is pretty tame in comparison. *The Cold Shoulder* has virtually no side effects. Users who start skeptical end up wearing it routinely, and even find they *look forward* to putting it on at the end of a long day.

Actual results of using *The Cold Shoulder* weight loss system for 3 weeks, 2-4 times per day:



Testimonials

*"After just 2 weeks wearing *The Cold Shoulder*, I lost approximately 5.5% of my body fat. A loss like this for effectively doing nothing is excellent." -- Robert C.*

*"In addition to the extra 1.5 lbs I lost using *The Cold Shoulder*, my second favorite benefit was that my sleep improved. I wore it for a few minutes before bed every night and slept much more soundly than I had done for months." -- Mike S.*

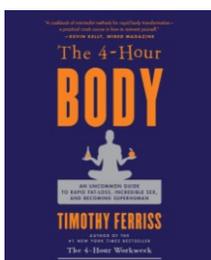
*"*The Cold Shoulder* allowed me to cut body fat while still gaining Lean Body Mass. Its easy to use and makes experimenting with cold exposure simple." -- Nick H.*

*"Thanks to *The Cold Shoulder* I was able to eat 6000 more calories over two weeks while having friends and family visit without any weight gain. It is great to be able to indulge a bit without losing precious progress." -- Kyle T.*

Mild cold exposure gaining ground in the popular media

The notion of using mild cold exposure for weight loss has featured in the magazines *Fitness*, *Men's Fitness*, *Men's Journal*, and *Health*, as well as the *New York Times* best-seller *The Four Hour Body* by Timothy Ferriss.

Men's Fitness
fitness
MEN'S JOURNAL
Health



The Cold Shoulder weight loss vest is comfortable, professional-looking (worn with business attire at left), affordable, effective, natural, safe, requires no batteries, no maintenance, no recurring costs, almost no effort, and can be used in conjunction with *any* other weight loss program. Your patients will thank you. Current retail price can be found on ColdSh.com; contact us for a discount on wholesale purchases.