



## FAMOUS “WOW” DIET—OUR ADVANCED WEIGHT LOSS PROGRAM

### DESCRIPTION

Part One: Introducing the “WOW” Diet. This program will tell you exactly what you will eat for breakfast, lunch and dinner. It eliminates errors; therefore, it gives you immediate results - - averaging **15 pounds in 3 to 4 weeks**. You can stay on the “WOW” Diet from 1 to 8 weeks.

Part Two: We add 3 to 4 more food choices to your eating plan. You will lose an average of **10 - 12 pounds over the next 4 weeks**.

Part Three: You will receive Dr. Heron’s 26-page moderate carbohydrate booklet. Here, you will find hundreds of choices and more than 15 desserts, including ice cream. **You will lose 6 - 8 pounds per month**.

Part Four: We will ask you to provide 10 fattening foods you have missed and want then back on your diet. Dr. Heron will take that list and make your own “personal, lifetime diet,” which includes those fattening foods you can now eat without regaining the weight you lost.

Part Five: Finally, after you are no longer coming into my office, if you decide to go on a vacation, cruise or a trip and you fear you will gain weight, just notify me in advance and **I will assist you at no charge for the next 20 years as long as you gain no more than five pounds from your final visit**. This is a benefit once you graduate from Dr. Heron’s diet program.

**W**hile on this diet plan, if you would like additional assistance losing weight, you may add prescription appetite suppressants. Individuals requesting prescription medication must schedule an appointment for a physical. An EKG screening is required if you are 50 years old or older or if you have cardiovascular disease; Our charge is \$100. Complete blood analysis must be completed prior to your appointment. Blood tests are: (1) CBC, (2) Lipid panel, (3) Thyroid panel (T3, T4, TSH) and (4) Comprehensive Metabolic Panel. Fees range from \$50 to \$100. The cost of a complete physical examination is \$100. EKG is \$100. Complete blood analysis is \$100; follow-up labs are \$50. An additional fee of \$25 applies for abnormal Thyroid panel screening. We will accept blood analysis if the draw dates meet our requirements. Patients are responsible to update their medical history, annual physical and blood work analysis (every 4 months) at their own expense. We do not bill insurance companies, nor do we accept health insurance. All procedures are based on cash payment at the time of service or order. It is suggested you call us prior to your first appointment. Please ask if you are interested in alternative medication.

### SUPPLEMENTS

The cost of prescription medication and Cell Press Plus are in addition to the monthly fee. Prescription appetite suppressants are by prescription only and require medical documents. We also offer a mineral/fiber pill called “*Cell Press Plus*,” our *alternative* non-prescription appetite suppressant for \$5 per week. Combine your weight program with “Cell Press Plus” plan for easy payments.

**A**nother optional service is Vitamin B-12 injections. **T**he Vitamin B-12 shots are included; B12 shots are provided every 14 days. Because your carbohydrate intake will decrease for those of you losing weight, your energy level may decrease as well. Replenish your body’s energy **naturally** with Vitamin B-12 injections. This important vitamin also helps boost your energy, metabolize fat and boost calcium absorption. You only need one shot every two weeks.

The visits are semi-private; therefore, there may be others present when you discuss your weekly experiences with the doctor in regards to any problems you've had with your diet that past week. The doctor will make suggestions and advise you on how to correct your deficiencies, as well as set up a goal weight loss amount to have off by your next visit. The advantage of these meeting is to learn from the other people's experiences that will be helpful to you. On rare occasions, you may have a specific medical issue that is directly related to your weight loss, the doctor will discuss those issues with you separately from the group.

**Private Weight Loss Counseling sessions** are available with the doctor for an additional **\$100 monthly fee**.

**Part Four**, as mentioned earlier, is the maintenance part of our program. Dr. Heron will show you how to gradually put your favorite foods back into your diet without gaining weight. If you are on prescription appetite suppressants, use will be gradually discontinued. The education, counseling and motivation will continue for one month or until you feel comfortable enough that your new habits are deeply-rooted and you are dedicated to your new lifestyle.

## **COSTS**

The weight program is not covered by most insurance companies. The standard fee for the weight program for one month is \$400; two months is \$600; and three months for \$900. **Save 25%** and purchase a package for additional savings. In order to receive the discounted packages you must pay for your plan **in full on your first day**. We do not offer payment plans, so select that package that meets your budget. If you received a coupon upon joining our program, patients are allowed to utilize this initial savings on their first membership plan only. A one month weight program includes **four consecutive visits** to weigh-in and receiving counseling. It is recommended that you meet with us monthly; however, we do encourage weekly visits.

If you are active duty military, you receive a 10% discount for individual enrollment and 25% discount for family enrollment. Please present your Military ID card when you join. We also accept Flexible Spending Accounts (FSA); documentation available with a 5-7 day processing time for a \$25 fee. We do not process health insurance claims. Documents will be provided for individuals to file with their insurance company for a \$25 fee.

**W**hen you finally reach your goal, you will move into our maintenance program. With the maintenance program, you see that doctor only **once a month for one month**. Graduates may return and weigh in on our scales with notice.

## **SKIN TIGHTENING BENEFIT**

For every 25 pounds of weight loss, we will provide a complimentary 30-minute session of VelaSmooth surface laser treatment for skin tightening. Body area selection is at the discretion of our staff.

## **REFERRALS**

We love to receive referrals from patients who are enrolled in our weight loss program. When a family member or friend enrolls in our program we will give you a **\$25 credit!** If you believe in the program, then your referrals will too!

**HeronMedSpa.com**

**321 S. Patrick Street, Alexandria, VA 22314**

**O: 703.549.2626**

