

America's Healthiest Mom

FAMILY FIT LIFESTYLE

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Jyl Steinback

“America’s Healthiest Mom”

- Author
- Personal Trainer
- Lifestyle Expert
- Spokesperson
- TV & Radio Guest Host
- Columnist



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Jyl Steinback

Jyl's Commitment

Over 25 years ago, Jyl Steinback became one of the first advocates for lifestyle choice and change. Her passion, focus, and level of commitment has helped thousands of people improve their life by changing their lifestyle.

Jyl recently stated, "I am passionate about helping people to live a lifestyle that improves the quality, not only of their life, but future generations. This is not just a personal mission; it is my quest. I love to watch people change their lives for the better and feel extraordinary about themselves."



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Jyl Steinback

Accomplishments

- Sold over 2 million books
- Helped people lose thousands of pounds
- Author of the best-selling lifestyle cookbooks
- National magazine feature writer
- Personal trainer and lifestyle coach
- Family lifestyle advisor
- National spokesperson for healthy living products
- Frequent national TV and radio appearances
- Designed exercise programs for corporations and national magazines



DVD

Click here for Jyl's television and sponsor requested public appearances over the last few months.

CD

Click here for a variety of Jyl's product endorsements that were used as radio commercials.

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About Jyl

Leading Author

- The Busy Mom's Slow Cooker Cookbook
- Fill Up To Slim Down
- The Busy Mom's Make It Quick Cookbook
- Countertop Magician
- Supermarket Gourmet
- Cook Once, Eat For A Week
- The Fat Free Living Family Cookbook
- Recipe For Fat Free Living Cookbook
- Recipe For Fat Free Living Cookbook 2
- Recipe For Fat Free Living Cookbook 3 *Desserts*
- Recipe For Fat Free Living Cookbook 4 *Breads*
- The Fat Free Living Cookbook From Around The World
- Superfoods Cook Your Way To Health
- The Fat Free Living Super Cookbook



Mass Market Healthy Living Leading Author

Recipes for Healthy Living

- Breads
- 10 minute recipes
- Toaster ovens
- Food processors
- Blenders
- Microwaves
- Woks
- Barbecue
- Pizza
- Kids
- Teens

New Ways to Healthy Living

Healthy living cookbooks for your kitchen appliances, outdoor BBQ, kids and teens.



Simple, easy and delicious healthful recipes. The perfect gift for any home.

Advocate of Healthy, Quick And Easy Lifestyle Choices

Book Markets to Busy Cooks

By Thavier Wine
The (Nashville) Tennessean

Most people probably would admit that they'd prefer to have a home-cooked meal most nights, rather than eat out – but they want it on the table in a hurry and don't want to work at it.

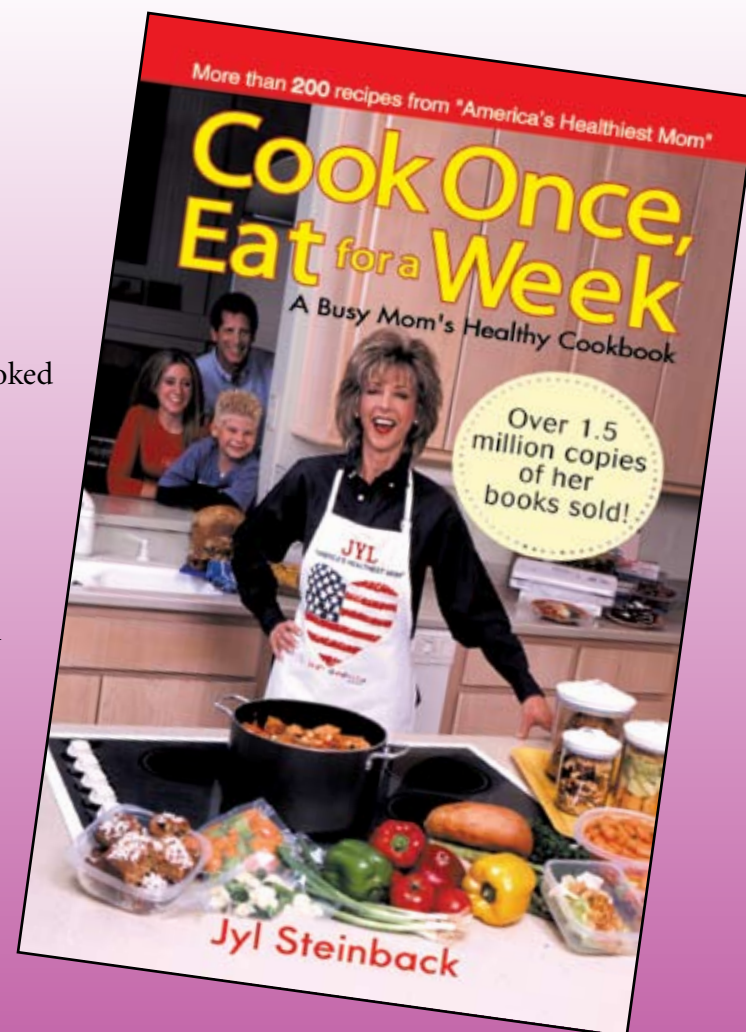
In the new “Cook Once, Eat for a Week” (Perigee, \$17.95), Jyl Steinback offers healthy make-ahead recipes to have available in the fridge or freezer. If you follow her basic concept – plan, prepare and cook ahead – you can have your refrigerator and freezer stocked with food to put on the table in minutes.

These recipes cover the bases, from breakfast to dinner and dessert. Each recipe has a shopping list of ingredients you might not have on hand, such as egg substitute, nonfat Cool Whip, frozen vegetables and a particular kind of lean beef.

While Steinback doesn't give preparation and cooking times for each recipe, she has a blurb at the top of each recipe that indicates how to plan it into your routine. Some, such as the baked seafood sandwich, require only preparation and chilling time. Others, including the Southwest chicken stew, need to be prepared, cooked and refrigerated or frozen.

Each recipe has a nutrition analysis with it that includes diabetic exchanges. Throughout the book, Steinback, a personal trainer and author of more than a dozen healthy lifestyle cookbooks, uses low-fat, low-sodium and low-cholesterol products.

Also, she gives tips on the best ways to save foods in the refrigerator or freezer. Her menus give suggestions for using the recipes for healthful, low-fat eating.



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About Jyl

Innovator of Lifestyle Exercise and Fitness Guides



Inventor of Lifestyle Exercise Workout Aids and Equipment

“BAND YOURSELF IN SHAPE is a truly innovative approach to exercise. Most exercise programs isolate muscle groups. This program utilizes multiple muscle groups working together. Your body moves in this fashion every day. By combining these “functional” exercises with resistive bands, you will be able to educate and train your body to work better, feel better and look better.”

Tim Spooner P.T.

*Owner of Spooner Physical Therapy
Scottsdale, Arizona and Fountain Hills, AZ*

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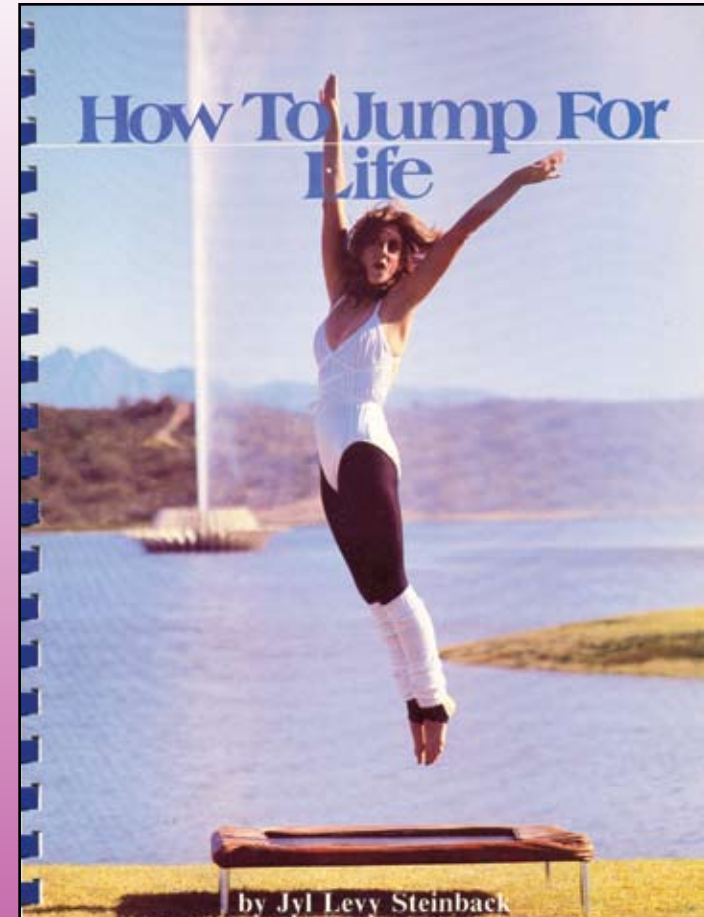
About Jyl

Aerobic Exercise Pioneer

Jyl founded the *Jump For Life* program which disproved the theory that effective exercise must be painful.

Jump For Life is taught exclusively on mini-trampolines and provides all the benefits of aerobic exercise without the skeletal stress to the body.

Jump For Life strengthens the heart, increases lung capacity, benefits circulation, helps control weight and tones muscles.



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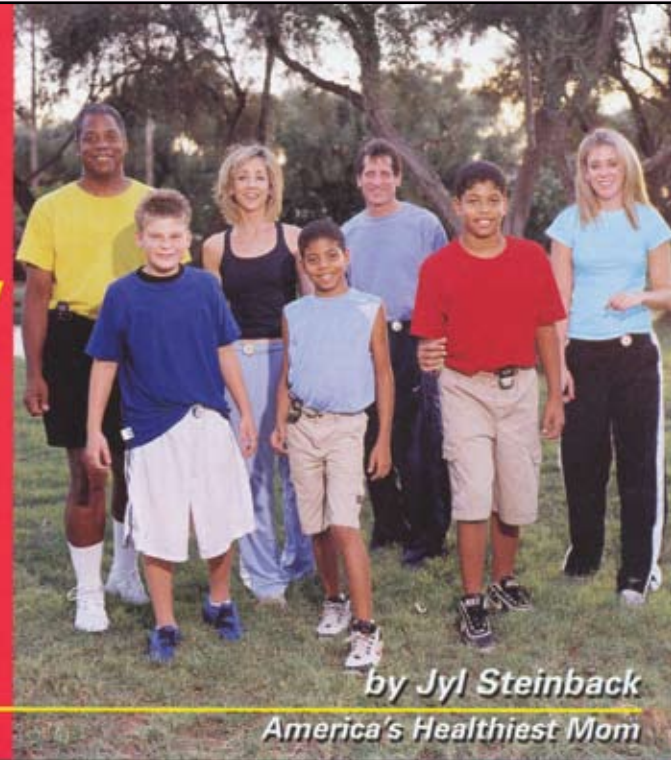
About Jyl

Eat Right Move More

Jyl's newest program designed for children, teachers and families. It uses a pedometer that is accurate and easy to use, along with an educational book on the new food pyramid and a walking program.

Eat Right, Move More

*A guide for kids
& their families*



Kids and Nutrition

Jyl was one of the first Nutrition Experts to educate parents on the importance of children developing good eating habits in early childhood.

To help parents create a healthy culture, Jyl is constantly creating new recipes and publishing new ideas in her monthly newsletter as well as going into the schools to educate children and teachers on how to “Eat Right, Move More, Live Well”.

News for Parents gives insight to the following key topics:

- Top Stories/General
- Family & Home News
- Health & Development
- Expectant Parent News
- Special Needs News
- Sound Off
- Find & Recall
- What the Experts Say



Feature Writer



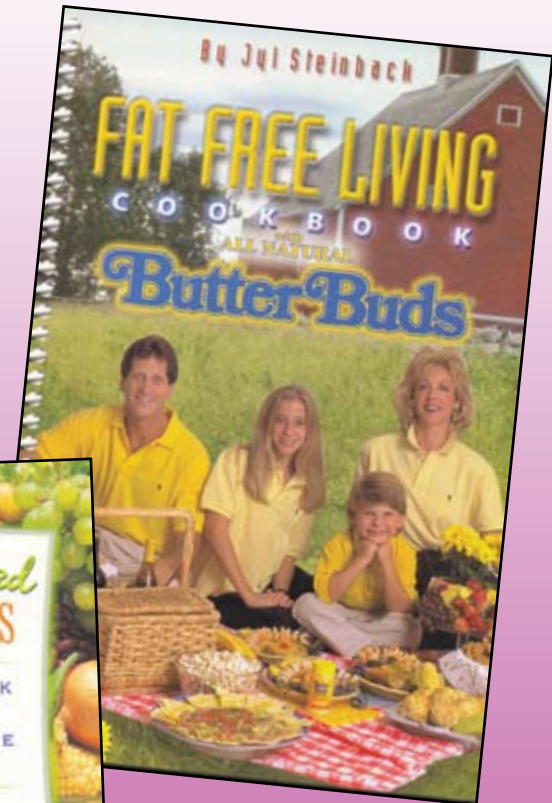
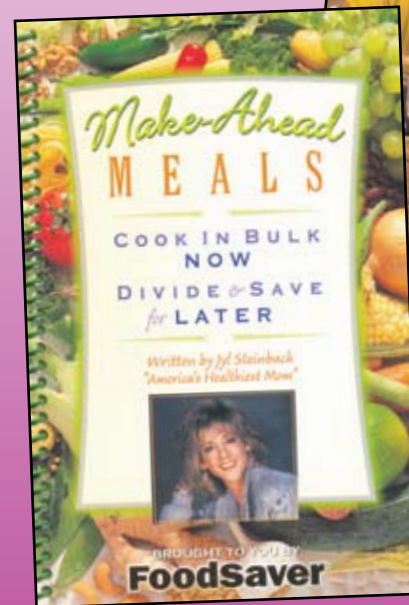
Jyl has been appointed Senior Editor for Looking Good Now! magazine. She has also provided feature stories for many of the following top mass market publications.

- Ladies Home Journal
- Star
- First for Women
- Self
- Women's Own
- Income Opportunities
- Vegetarian Times
- View Magazine
- World Traveler (Northwest Air)

Custom Publishing

Jyl has provided selected sponsors custom books that support their products with recipes designed by Jyl.

Custom publications can vary in page size and recipes based on the product and the number of uses possible.



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About Jyl

Television and Radio

Jyl has made regular appearances on many regional and national television programs. Every week somewhere in the Country, "America's Healthiest Mom" is heard on local and syndicated radio stations.

Jyl has been featured on:

- CNN
- CBS This Morning Show
- Morning television and radio shows nationwide
- Television Food Network
- Home & Garden TV
- Our Home
- Weekend Today



Spokeswoman and Endorsements

Jyl has selectively chosen a variety of Lifestyle Products and causes that reflect her values. She will only endorse products that are consistent with her lifestyle and may improve other's if used properly.

Jyl has been the spokesperson for some of the following products:

- American Heart Association
- Chicken of the Sea
- Fleischmann's Yeast
- ButterBuds
- FoodSaver
- National Race for the Cure

American Heart
Association®



Learn and Live™

Fleischmann's



The Susan G. Komen
Breast Cancer Foundation



Presented by Capital One



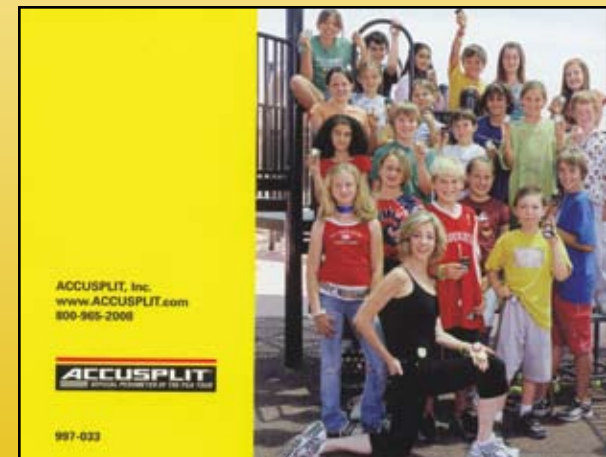
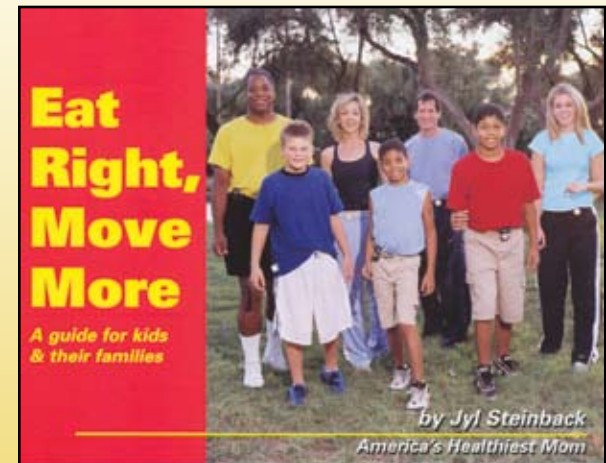
ButterBuds

What's Next... Healthy Kids Nutrition Tour

The key topics discussed will focus on the best practices and lifestyles to improve youth and teen health.

Because of Jyl's success with curbing the rise in child obesity, The Kochen Group has chosen Jyl Steinback "America's Healthiest Mom" as Spokesperson for the tour. Jyl will be the featured guest on:

- Local television morning shows
- Local morning news segments
- Selected market corresponding radio programs
- Market corresponding speaking engagements
- Newspaper and trade publications



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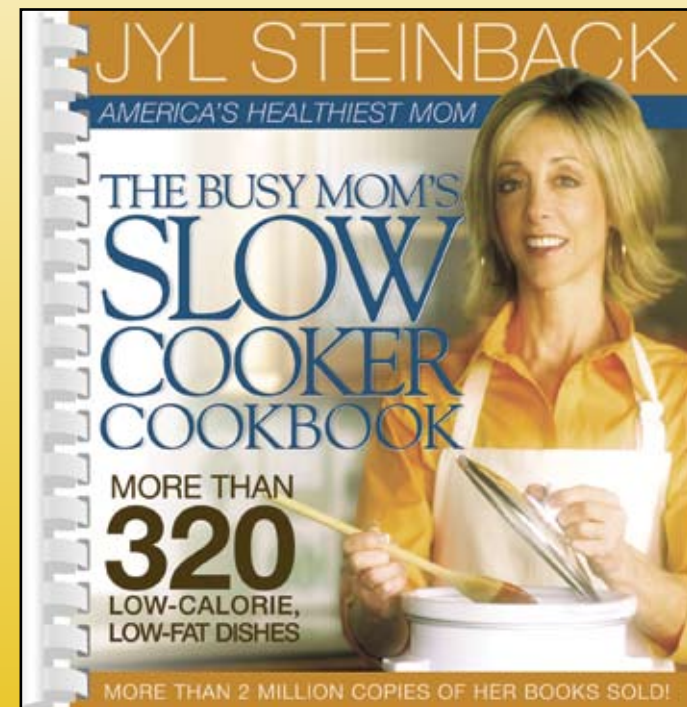
What's Next

What's Next... Publishing

"The Busy Mom's Slow Cooker Cookbook"

Jyl's new cookbook includes 320 easy to make healthy lifestyle slow cooker recipes. Publisher commitment and consumer demands for this book will be supported with:

- National TV guest appearances campaign
- National radio appearance and ad campaign
- Aggressive point of sale promotion programs
- Trade show appearances
- Speaking engagements
- Newspaper and trade endorsements
- Retailer appearances
- Cooking and lifestyle seminars



What's Next... Publishing

"Fill Up to Slim Down"

Jyl's newest book just released in softback Jan. 2006
represents a collaboration with Dr. Edward B. Diethrich M.D.

Dr. Diethrich, founder of the Arizona Heart Institute
and "America's Healthiest Mom" have developed lifestyle
programs to help consumers create meals that balance high
and moderate satiety foods. Consumer demands for this
book will be supported with:

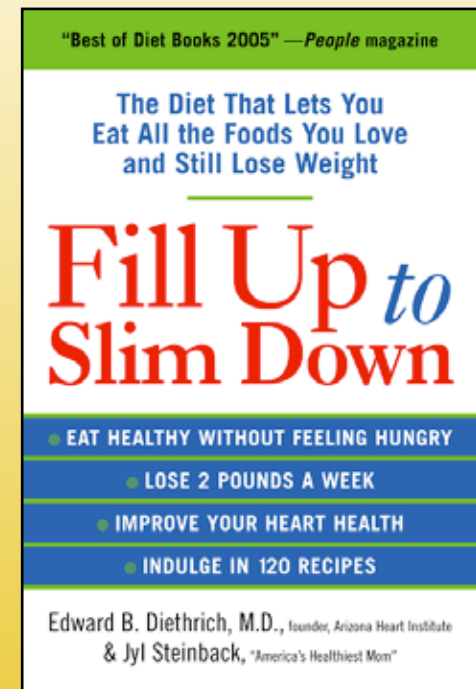
TV guest appearances campaign

National radio appearance and ad campaign

Speaking engagements

Newspaper and trade endorsements

Selected by People Magazine as the "Top Diet Book" for 2005



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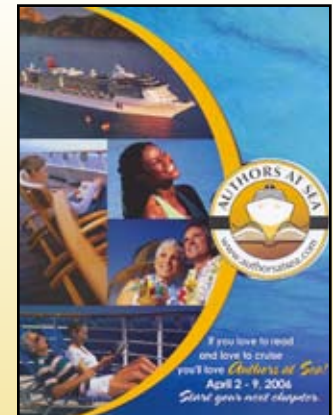


What's Next

What's Next... Promotional Tour

Over the next few months, Jyl will be traveling across America. Scheduled appearances have been planned for:

- Television interviews
- Expert panels
- Speaking engagements
- Radio spots
- Book signing
- Satellite tours
- Seminars
- Trade shows



What's Next on the Horizon

- Television show
- Syndicated radio show
- Cruise personal fitness trainer and lifestyle coach
- Jyl updated website
- Eat Right, Move More (program with pedometers)
- Senior Editor of Looking Good Now!
- Monthly columnist
- Selective major sponsorship
- Product partnership synergies
- Professional synergies
- Speaking circuit



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What's Next

How Can Jyl Help You?

Key Areas for Partnership

- Consumer commitment to healthy living
- Educational approach to shopping
- Consumer advocate for informed purchases
- Creates fast and easy recipes for low budgets
- Supports products stocked in key retailers
- Custom publishing designed around your inventory
- Sales partnering

Benefits for Partnering

- Same customer demographics
- Shared growth opportunities
- Shared branding goals
- Genuine consumer lifestyle commitment
- Parallel overall objectives
- Expand customer base



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Success Stories

Jyl,

Thank you so much for the enjoyable cookbooks. My journey with your cookbooks started because my niece was concerned over her Dad's health issues. My sister Rocky had joined Weight Watchers (I am a life time Member) and had made the lifetime commitment to cooking healthy for her family and an exercise program. She raved about the recipes she was trying from your "Superfoods" cookbook. As soon as my order arrived I started to figure my "points" according to the nutritional information at the end of each recipe. It did not take long to win me to your cookbooks.

The rest of the story. My mother, sister and I take a day off to travel to a very large holiday craft show in our area. Our day had normally been going out for breakfast, eating a not to healthy lunch and stopping for supper on the way home. I challenged Rocky and Mom to search your cookbook for a lunch we could pack, special fruit, and told her I would come up with a breakfast we could have. As I weigh in on that morning, we prepared and packed Berry Muesli and Turkey wraps.

My Weight Watchers leader asked me to bring our large Rubber Maid in with all the packed food we had to show to our group. As I believe that presentation is part of the eating process, we had packed all the special things (fancy napkins etc.) to make our day enjoyable. My WW group loved it and my leader expressed that it was the best meeting she has had. (It was a great day for her as her district manager was visiting) They loved that we took the time and effort to make healthy living a constant part of our lives. A number of my WW friends have ordered the book and I will keep promoting it. Orders coming from Wisconsin and Minnesota should be growing! Oh, one more thing. I e-mailed Oprah about the great books. Rocky is going to e-mail her also. We think everyone should know about your books. We hope she calls!!

What most impresses me about your books, other than the great recipes, is:

- The ingredients are things mostly found in my cupboards. They are items that I would not have to go to a specialty store.
- The directions are very clear and concise.
- The "nutrition per serving" info allows me to figure my Points for Weight Watchers to fit my chosen plan.
- The easy-do ahead-freeze below each recipe name.
- The different sections. My friend Tami does not eat meat and was busy searching those recipes that fit her life style.

Jyl, being a Mom of 4, working 50-60 hours a week, and having a husband who switches shifts every two weeks, I needed a cookbook to fit MY lifestyle and I have found that in your cookbooks.

Sincerely,

Sandy K. Kloetzke New Richmond, WI

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Success Stories

Dear Ms. Steinback:

I greatly appreciated you Healthy Living Cookbooks. In fact, I have ordered them by the 100's and made them available to my clients. I am very glad your books have been so successful. I know they have helped thousands of people and can help a great many more in the years to come.

Sincerely,
Daniel S. Kirschenbaum, Ph.D
Director and Professor,
Northwestern University Medical School

Dear Jyl,

I just discovered your cookbooks and I love them. I own a personal care home and these are going to help a lot with cooking healthier for myself and my residents. Yesterday along with my residents we sat down and created a two week menu using only your cookbooks and everyone is excited to start. I prepared your garlic chicken and lemon rice last night for dinner and everyone raved and was very surprised that it was fat free!

Thanks again.
Twana Bridges Keysville, Ga

Jyl,

You have to know, you made this girl a happy girl! I was absolutely amazed that you even returned my phone call, to say nothing of my e-mail. I just wish I would have been here to get your call. Of all people in the world, I surely did not expect yours. Thank you so very very much!

My Dad had a heart attack about 17 years ago, and my Mother literally threw away everything that had saturated food in it, bound and

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Success Stories

determined he was going to live a lot longer than the 10 years the doctors figured he would. He exercises hard 5 days a week, and with the help of your books, I cook fantastic meals for them too, without the fat. He is now 76 and I think healthier than he has ever been! She discovered your books several years ago, so it has been almost a tradition that I find newer ones, ones she does not have, for gifts. She is a cookbook fanatic anyway, but yours are her favorites, (mine too now!) Keep up the fantastic work, I almost feel like I have made a new friend! Thank you again so much for calling and writing, and I do look forward to the new book.

Hugs,
Laurie Paulson Hamilton, Montana

Jyl,

Your Superfoods Cookbook is awesome! You have spoiled me! I don't even look at other cookbooks now! They are real food that families will eat, but they are with a nutritious twist. I am so excited! I just checked out your website and saw you have a new cookbook coming out in January! I am so anxious to get it! I have started on a weight loss plan and have lost 25 pounds so far. I have quite a bit more to go but I love your books! I have all of them so I was excited to see a new one coming out! I have talked with you on the phone a couple of times. I had the son who had terrible headaches until I changed our eating habits. You are the best! You have been wonderful when I called to order books and just were so gracious in answering my questions! I must admit I tell EVERYONE about your books. I do the Firm tapes and I tell everyone in our "e-mail" workout group that your books are the best to have! Congratulations on your new book and best wishes on the holidays to come!

Sincerely,
Tonda Smith

Dear Jyl,

I have all of your cookbooks, and I love them! My husband and I have both lost over 20 pounds using the recipes in your books. I am so excited because I never really thought fat free or low fat cooking would taste so good or be so easy to prepare. I also didn't think there would

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Success Stories

be such a variety. I thought in order to lose weight I would have to eat like a “rabbit” and feel starved all of the time. What a pleasant surprise to have healthy, tasty dinners, as well as satisfying and low fat or fat free desserts. It helps a lot to not feel deprived. One of my favorite things to make are smoothies. I enjoy one almost every day! Thank you so much for taking the time to help people like me to improve my eating habits. I am finally learning that a healthy active lifestyle is the key. I am very pleased with the lifestyle changes you have motivated me to adopt and look forward to each and every book you continue to write!! I just picked up Cook Once Eat For a Week. I can't wait to start cooking!

God Bless!

Ardith K Frisk Ishpeming, MI

Dear Jyl,

I had to write to let you know I just bought your cookbook Fat Free Living. I have not found a recipe I did not like. I never thought Fat Free could taste so good. Each evening I look forward to a new recipe. I am going to give your cookbooks as Christmas presents.

Sincerely,

Kathy Hall Toano, Va

Jyl,

Let me start by saying thank you for helping me change my life by changing my mind set about food. When I was younger my weight fluctuated constantly but toward the end of my twenties I found that it was harder to control the weight again and into my thirties I was always overweight. I began to get heavier and heavier and then came the failing health, my feet my legs and then finally came a brain tumor. Even though there was no medical explanation I believe that the cancer was brought on by not eating properly and taking care of myself the way that I should have. When you get sick your body becomes more important and you search fun ways of making yourself healthier. Knowing that certain foods have healing properties I began to look for ways of changing my eating habits. I mentioned this to my mother and her love and concern led her to search for something to help me change myself and my diet. She sent me your first two cookbooks and that was the beginning of my drastic change. I've dieted my whole life and it never worked for me but when I started watching my saturated

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Success Stories

fat intake I lost weight so fast that my skin began to hang on me - it was a miracle. I went from 301 pounds to 140 pounds in approximately 8 months and the strangest part of it, I did not go hungry one time. I ate 3 meals a day and snacked and still was losing weight. It seemed that the more good food I ate the more it helped to burn fat from my body. Since then I have gotten the rest of your cookbooks and use them daily. Even if I don't use your recipes I use your knowledge about foods and your lists, charts and incorporate them into mine and my families diet constantly. Thank you for teaching us the importance of eating healthy and taking care of ourselves the way the Lord intended.

Your friend,
Tanja Douglas, Arizona

P.S. My husband says I now look like the beautiful girl he married! Thanks again.

Hi Jyl,

I understand you spoke with my sister last week - her name is Sandy Kloetzke. As we spoke this weekend I was telling her about your "Cook once eat for a week" book. I asked and received it for a Christmas present and am loving it as much as the Superfoods book. Both of our children are adults now but I am still very busy and love to cook several things and refrigerate/freeze them to make my week easier. My husband and I are finding more wonderful recipes for our new "healthy eating" lifestyle. I still can't believe that every recipe I try we love! I have never owned cookbooks like these. We try 2-4 new recipes every week! Sandy told me about your crock pot book coming out soon - I can't wait to try it!! I still can't believe that my daughter found your Superfoods book to give to us as a present just when we were in desperate need of changing our eating habits!! I had started Weight Watchers on May 7, 2002 and we received your book in June. Your book has helped me incorporate low "point" and delicious foods to our diet. It has helped me reach my weight loss goal of 52 pounds just last week!! Thanks again for putting together these awesome cookbooks and please keep them coming!

Rocky Huber

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