



Image Awareness Healthletter

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Image Awareness International 1271 High Street Auburn, Ca 95603
Phone (530)823-7092 Order (800) 359-6091 Email jmcafee@wizwire.com

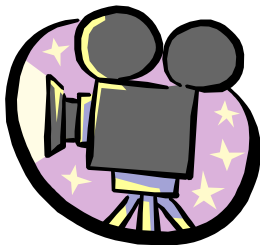
Don't miss the introduction of GR2 Control March '01 See page 4

Convention Report

We experienced one of the most exciting conventions ever in Orlando in January. The temperatures set all time lows for Florida, but the meetings were filled with enthusiasm--especially from large contingents from the Caribbean Islands and Mexico.

We arrived a day early and visited the recently opened Campus Crusade world headquarters where they have a vision walk set up for visitors. Part of the walk is a history of the film "Jesus," the most translated film in history.

The tour guide explained that one of the key players in the making of the movie worked for Elizabeth Taylor. She was working in a set outside of the United States and began going through withdrawal from chocolates. He was assigned the task of taking chocolates to her on location. Sitting in an airport with boxes of chocolates, he came to the conclusion he wanted to do something more meaningful with his life. This led to the idea of the Jesus film.



Anti-Aging Moisture Night Formula

One of the new product introductions at the conference was a luxurious *Moisturizing Night Formula*. This skin pampering formula is an exclusive blend of pure Aloe Vera, rich Swiss Collagen and natural vitamin A and vitamin E.

Natural moisturizing substances gently and deeply condition the skin while you sleep, minimizing visible signs of aging. When you awaken the next morning, the skin is soft, smooth, and silken in feel.

This product is ideal for dry western climates and for winter months when homes are heated and become dry. It makes a major contribution to the moisture in the skin.

The fragrance of the product is very subtle and virtually disappears upon application. The unique personally adaptive formula interacts

with your body's own natural pheromones and blends with your own unique personal chemistry to become essentially undetectable to the nose.

New Weight Loss Program

It is HIGH-TECH, state of the art, and it works. We had an opportunity to taste the new weight loss drink at the convention and found it delicious. The texture was similar to that of a light milk shake. It was very filling and came in chocolate and vanilla flavorings.

The weight loss program will be available in March. We will be providing a newsletter with detailed information on weight loss and the science behind it around that time.



In This Issue	
Convention Report	1
Moisture Night Formula .	1
New Weight Loss	1
New Science Video	2
Business Tips	2
Hair Analysis Update	3
Calendar	3-4

The Tool You Need! New Science Video

IT SHOWS WHY WE ARE THE **BEST!** GNLD has produced a new video with John Miller which deals with the science behind GNLD products. The video has four segments: (1) Nutrition, (2) Skin Care, (3) Herbals and (4) Environmentally Friendly Products. This video should be available within about three weeks.

GNLD will also be making available test results on some competitive products. For example, one prominent orchard and garden blend was tested and found to have only one flavonoid and one carotenoid (synthetic Beta-Careotene).



AFTER YOU EARN INCOME WITH THE NEW WEIGHT CONTROL PROGRAM YOU WILL NEED:

Business Tax Tips

The greatest argument for starting your own home based business is tax survival. It is crucial to know how to play the game to take advantage of the tax deductions which are available.

The IRS has publications on these things. There is also an excellent set of materials available from Sanford Botkin called *Tax Advantages for Your Home Based Business*. You can contact our office for availability if you are interested.

Records

You are responsible for all the numbers included in your tax return. An accountant no more takes care of your taxes than a doctor takes care of your body or a dentist takes care of your mouth.

Your accountant is a busy man and does not have time to tell you about business deductions or the record keeping involved.

You can legally deduct all “ordinary and necessary” business expenses. Deductions depend upon the ability to prove a *profit motive*. A large part of proving a proper motive is adequate record keeping.

Documentation is required by law. Without it you lose all bona fide deductions. In addition, penalties can result from failure to keep good records.

The following records should be kept:

Permanent files

This includes tax returns and equipment purchases and sales.

Regular files

This includes receipts, invoices, cancelled checks, time sheets for employees, etc.

A Daily Diary

This is the core of the documentation system. This should include all appointments, where and when you travel, where you go by automobile, where and when you entertain business contacts.

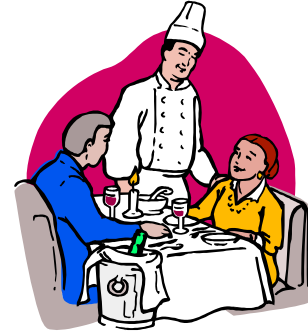
Records must be kept for a minimum of three years. Property purchase records must be kept for three years after the disposal of the property.

It is important to keep a separate business checkbook. A three part check is recommended if not using a computer to write checks (Example: Quicken Home and Business).

Use a separate charge card for all business expenditures. This eases the

record keeping burden.

Remember that an audit takes place 18 months after you have filed your records. Law requires recording data at the time deductions are created.



Entertainment Expenses

The law allows 50% deduction of most meal and entertainment expenses conducted in a business context. To qualify for this deduction you must supply the following:

Record of Business

A record that business was discussed before, during or after a meal. Theater tickets and other “associated entertainment expenses are also 50% deductible. The entertainment must be linked to a business discussion preceeding or following the entertainment expense.

Purpose

Tax law requires that a business meal be arranged for the purpose of conducting specific business.

Business Setting

A meal must take place in surroundings conducive to a business discussion.

Example:

Meal Record:

Who? John Doe

Where? YumYum Cafe

Why? Obtain Referrals

Lunch: \$20.00

Entertainment Expense Record

Who? John Doe

Where? UA Theater
Why? Johnson referral at lunch followed by theater.
Lunch: 25.00
Parking: 10.00
Theater: 20.00
Total: \$55.00

Substantiation Requirements

1. The **cost** of each expenditure must be recorded. The best record is a credit card charge or receipt.
2. **Time:** An entry in a diary page with a date is adequate.
3. **Description:** The nature and place of entertainment is usually evident from a charge slip.
4. **Business purpose:** This is the most important. You can be brief but must explain the exact nature of the business discussion or activity. An example is "Ask for Referrals."
5. **Business relationship:** The names and occupations of persons entertained and business relationship should be identified. "Prospect" is such a description.
6. **Contemporaneous:** Recording should take place on the day the entertainment takes place.



The Dutch Treat

When you have lunch with someone and pay your own way, you can still deduct part of that meal depending upon the cost. The deduction is 50% of the amount above what you would normally spend for lunch.

If you typically eat at home, you

can determine the cost of each item or use actual grocery bills. It would be a good idea to average 30 meals a year to get an idea of a typical breakfast, lunch, or dinner. This information should be stored in your diary.

Suppose you go out to lunch and spend \$25.00 in a Dutch treat situation. If your average lunch costs \$5.00, you are allowed to deduct \$20.00. Since only half of lunch expenses are deductible, you are allowed a deduction of \$10.00.

This information provides only a survey of important tax information everyone in a home based business should know. Consult IRS publications or qualified accounting resources for more detailed information.



Evaluation of Hair Analysis

I am frequently asked about hair analysis. The *Journal of the American Medical Association* recently published an evaluation of hair analysis testing entitled "The Uncertainty of Hair Analysis for Trace Metals." The researchers found wide divergences in mineral levels from hair sent to different laboratories.

These results simply indicate that hair analysis should not be used as stand alone tests for nutritional status. As the researchers point out, "total removal of contaminants may be impossible." Most of us do put creams or sprays on the hair as well

as the use of shampoos and conditioners.

JAMA noted that there were differing technologies for assessment of minerals in hair. They did not point out that some of these technologies are better than others and will lead to more accurate results. Two of the better labs for hair analysis in my opinion are Doctor's Data and Great Smokies Diagnostic Laboratory.

It is often the labs with inferior testing methodologies which recommend supplements based on the results of hair analysis. I would be cautious of these recommendations.

Steindel, Steven and Howanitz, Peter, "The Uncertainty of Hair Analysis for Trace Metals," *JAMA*, January 3, 2001, Vol. 285, No. 1, p. 83.



Mark Your Calendar

January 27

Jim will be speaking for Nancy Cross in Cordelia. The address is 4751 Central Way. Exit on Suisun Valley Road and go right on Central Way. Phone: (707) 224-2637

February 17-18

Jim will be speaking on the subject of *Nutrition in the Bible* at Mount Hermon Conference Grounds Singles Conference, Ponderosa Lodge.

Image Awareness Corporation
1271 High Street
Auburn, Ca. 95603

Visit our web site at
www.imageawareness.com

February 24

Special seminar on Body Signs at T.K. Buffet, 1919 Webster Street, Alameda, Ca. 94501. Phone: 510-263-9838. Sponsor of the seminar is Coralee Phillips. Phone: (510) 522-8388

April 17

Dale Kaiser will be sponsoring a meeting in the central California Valley area. Phone: 559-665-5715.

March 17

Anti-Aging Weight Control Introduction

GNLD will launch the new product GR² Control. This exciting anti-aging weight control program produces fantastic results making users look and feel years younger and healthier. Control of insulin production allows significant reduction in weight *without* focus on cutting calories.

The remarkable thing about this program for us is that there is no starvation associated with the program. We can hardly wait to get this product in stock.

The seminar begins with registration at 10:00 at the Lake Natoma Inn in downtown Folsom just across the bridge. The speakers are Don Lawson and Milan Nash. The seminar will begin promptly at 10:30.

Stanford Seminar

Jim McAfee will be privileged to attend a conference at Stanford with Dr. Dean Ornish March 27. This is a special lecturship in honor of Dr. Arthur Furst. The subject will be "Nutrition in the Prevention of Disease."

Anti-Aging Conference

Below is a picture of Jim McAfee with Dr. Ron Overberg at the country's major anti-aging conference in Las Vegas in December. Also in attendance was Dr. Joaquin Gonzalez, a GNLD distributor in Mexico and head of a world famous anti-aging institute. He is considered one of the top experts on aging in the world.

Attendees saw revolutionary technology for robotic surgery, electronic imaging, and targeted radioactive therapy for cancer.

