

Now, medical science has the *power* to say to you: Follow these 3 simple steps, and **BEGIN YOUR "MIDDLE YEARS"** **AT 70, 80, EVEN 90!**

Announcing — an incredibly simple, medically proven, overwhelmingly documented ANTI-AGING program that is designed to:

- give you the lean, glowing look of a youngster past sixty . . .
- retain the strength and grace and power of a trained athlete in your body beyond your seventies . . .
- and keep you in vibrant good health till ninety or more . . . even if you feel "rotten" today . . . even if your mother or father died far too young of diseases that are **STILL** carried in your bloodstream!

Yes, This Medical "Youth-Building Program" is so Strong That It Can Even Overcome Poor Heredity!

It is so strong in fact, that it may actually make you look twenty or more years younger than your parents did at the same age at the same exact time that it enables you to live thirty or forty years longer than they did!

We realize of course that these facts may seem virtually impossible to you at this moment — until you are shown the new medical techniques by which these goals are attained! They are:

1 The most powerful age reversing mechanism known to man which takes exactly six minutes per day — may be done by any man or woman no matter how poor their health today — and which is bluntly recognized by one of the leading physicians in this book to give far better youthifying results — far faster — than even cell therapy treatments costing hundreds of dollars apiece!

2 A direct attack on the stored-up emotional poisons in your body that eat away strength and youth like internal acid and replace them with never flagging fatigue! This incredibly simple technique drains out those poisons, and that deadly fatigue, in approximately ten of the most revitalizing minutes you have ever spent!

And finally —
3 A new way to lose weight — not a diet — designed to change your present suicidal eating habits in exactly 48 hours! And, to break at last the vicious fat multiplying cycle inside your body that causes you to put on more weight from less food, than your thin friends

Let Us Repeat Again. These Medical Techniques Are So Powerful That They Actually REVERSE THE AGING PROCESS — WITHOUT DRUGS!

They cause you quite simply, to grow stronger and not weaker as you grow older! And here is the medical documentation to prove it

In tests conducted at a leading University and Medical School in Southern California it was discovered that life prolongation, accomplished this way, not only added decades to potential human life spans, but — even more important — also produced vastly increased vitality and vigor as well as startlingly heightened resistance to dread senile decline (Reported on page 129 of this thrilling new book)

As a result of scientific observations and experiments conducted in several different locations in the United States (as well as in Europe and Soviet Russia) it was definitely established that these techniques will enable almost any individual to live beyond 90 — and even beyond 100 healthy, productive, thoroughly enjoyable years — even if he or she had tragically short lived parents or grandparents! In other words, disastrous heredity can now be overcome! (See page 36)

At a leading Gerontology Research Center on the Pacific Coast, its president bluntly stated that a single one of the techniques given to you here had (in essence) reversed the aging process and over a period of time restored the characteristics of youth to the bodies of middle-aged men! (See Page 129)

And one of his colleagues discussing the same simple procedure, went so far as to state that it — relieves joint stiffness — lowers the blood pressure — and reduces the amount of fat in the body tissues. It acts like a miracle drug — and it's free for the doing! (Italics ours — see page 130)

But All This Research Documentation Is Only The PROLOGUE To The Real Meat Of This Revolutionary New Book! FOR NOW THE YOUTH-RESTORING PRINCIPLES LEARNED ALL OVER THE WORLD ARE PUT TO WORK — INSTANTLY — FOR YOU!

How to lose weight without counting calories — by harnessing the same exact forces which made you overweight in the first place! (It is not unusual, with these methods to lose 15 and more pounds the first week — up to 10 pounds the second week — and a good hundred pounds or more — in as little as 15 weeks. And the weight stays off — for decades!)

How to add 10 — 20 — perhaps even 30 glowing years to your life simply by avoiding the everyday Life Traps that make you grow old too fast!

How a careful examination of your eye can tell you with unerring accuracy if you've eaten the wrong foods that night for dinner

and therefore have to give them up for a few days till your body's digestive powers restore themselves to the correct balance!

Little known stress-on-the-heart Number 1 that kills unwary thousands every year — and can be prevented simply by reading a single sentence on page 70!

When you must eat — and eat — and eat if you really want to lose weight!

"Hungry enzymes" that now infest your body! They are the real reason all past attempts to peel off ugly fat have been such torture for you! And you can command your body to destroy them — for good — as simply as this! (See page 82)

Why most people's muscles simply "melt away" as they grow older! (No wonder "old age" to them means ever growing weakness!) And how you can stop that muscle melting process overnight — and replace it with vibrant new strength!

And More! And More! And More! Like This —

What really causes vigor to drain out of the aging body! A simple fluid that if the body gives up too much of it then dies of old age! And how you can pump that vital cell nourishing fluid right back into your body — actually increase your body capacity to utilize by as much as 133% — in just a few thrilling minutes every day!

How to exercise your heart! Anyone — no matter what age — can do it! And prevent the greatest tragedy of all — premature heart attack!

Read the line in the middle of page 144 as though your life depended upon it! Because, if you've ever worried about killing your own heart through the worst possible error you can make — this one line will show you how to avoid it — forever!

World's easiest exercise program — for men and women who are pitifully out of shape!

How to avoid the man made diseases! And save your body, and your nerves — at exactly the same time!

What your sleep — or lack of it — is really telling you! And how to ease yourself into a good night's rest again!

What your fingers tell you that can save your life! Listen to them obey their command — and you may be able to out run your own youngster!

If your blood pressure is soaring you must do this — right now!

World's most effective weapon against demolished nerves! Gets you back to loving life — instead of hating it — in just about ten blessed minutes!

No more nervous breakdowns! And no more unnecessary heart attacks (or strokes!) The technique shown to you on page 197 may banish them from your life — for good!

How to add ten years to your life — by avoiding one little fatal mistake — at night! Before you go to sleep!

How to laugh at old age — at least till you're ninety! A simple program so effective that it may actually cause strangers to think that you are your best friends' grown children!

And Yours To Prove — In Its Entirety — For 30 Days, Entirely At Our Risk!

The choice is yours. This is a book for people who mean business. It costs you nothing! We take all the risk! Fair enough? Why not send in the coupon — TODAY!

SPECIAL ADDED BONUS SECTION

How to survive a heart attack! Why so many heart attacks are the "silent" type, that kill without the victim even being aware he has been seriously ill before! The one warning signal you simply CAN'T ignore! Why HALF of all heart attack victims ACTUALLY KILL THEMSELVES because they just don't know what to do!



About the Author

JOSEF P. HRACHOVEC M.D., D.Sc. holds medical degrees from noted European Universities. He is currently Professor of Molecular Biology of Aging and also a Research Associate at the Gerontology Center of the University of So. California. For the past seven years he was a Researcher in Biochemistry and Public Health Nutrition at the University of California School of Public Health in Los Angeles. There he was Program Director and Principal Investigator of Research Studies supported by the National Institute of Health.

He held previous research posts at New York University School of Medicine, Columbia University College of Physicians and Surgeons, and the Sorbonne University Paris. Widely published in medical and scholarly journals on gerontology, Dr. Hrachovec is a fellow of the Gerontological Society, a member of the New York Academy of Sciences, the American Physiological Society, the American Public Health Association, the Association for the Advancement of Science, and is currently on the Council of Advisors of the Association for Advancement of Aging Research.

MAIL NO RISK COUPON TODAY

IMPROVEMENT BOOKS CO., Dept. 3738
13490 N.W. 45th Ave., Opa Locka, Florida 33054

Gentlemen: Please rush me a copy of **KEEPING YOUNGER, & LIVING LONGER #80068** by Josef P. Hrachovec, M.D., D.Sc. I enclose \$6.98 in full payment. In addition I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time I am not satisfied I will simply return the book to you for every cent of my money back.

Enclosed is check or M.O. for \$_____

YOU MAY CHARGE MY ☐ MASTER CHARGE

Acc't # _____

Inter Bank # _____ (Find above your name)

Expiration date of my card _____

OR YOU MAY CHARGE MY ☐ BANKAMERICARD

Acc't # _____

Expiration date of my card _____

NAME _____

ADDRESS _____ Please print

CITY _____ STATE _____ ZIP _____

© I.B. Co., 1973

IMPROVEMENT BOOKS CO., Dept. 3738, 13490 N.W. 45th Ave., Opa Locka, Florida 33054