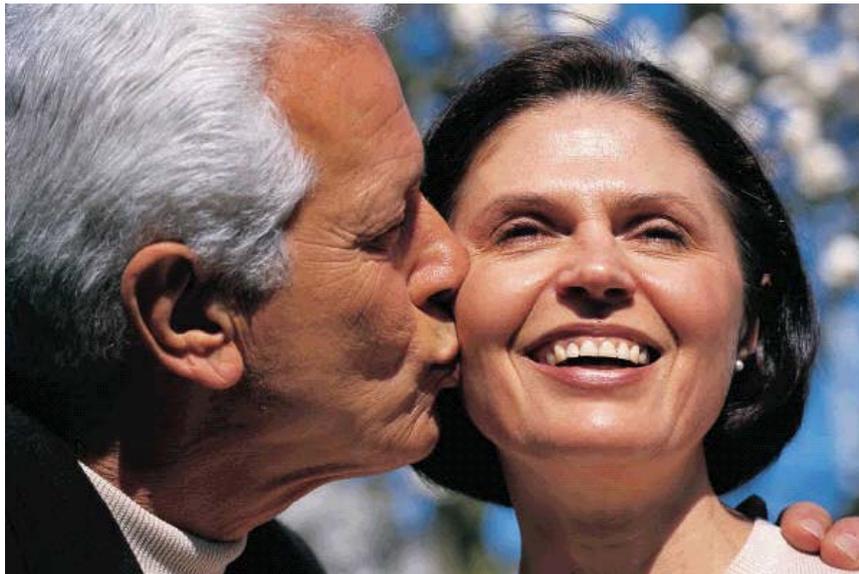


Special Report:
**Advanced Technology
Leads to Earlier
Disease Detection...**



...and May Save Your Life

Brought to you by:

Your
Peace of Mind, inc.
Body Scan Leader
For Possible Early Detection of Heart Disease and Cancer

Which School of Thought Do You Follow?

There are two schools of thought regarding healthcare: "Hope for the Best," and "Take Control." Which do you prefer?

Sounds like a silly question, but while most people say they opt for the latter, they ultimately do nothing...which is the same as hoping for the best.

Imagine a battle plan that called for one of our carrier groups floating around in the ocean to wait for a missile to hit before it could spring into action. Does this make sense to you? Of course not.

In modern warfare, we spend billions of dollars on satellites, radar, sonar and AWAC airplanes to detect threats long before we come under fire. If an enemy aircraft or missile shows up on our radar, we take them out before they do any damage. While this emphasis on early detection comes with a cost, it saves *lives* and keeps our military operating at peak efficiency.



Why wait until symptoms of deadly diseases present when early detection is possible?

What is your healthcare battle plan?

Many Americans wait for symptoms to appear before doing anything about their health. We wait until we have a searing chest pain. Or until we're losing weight or vomiting. This is just like the carrier waiting for a missile strike before manning the battle stations. The problem with this approach is that in many cases, once symptoms present themselves, it's too late for effective treatment.

Wouldn't it be better to use every possible means to detect the enemy (disease) as early as possible, when it is easiest to fight? Technology exists today that lets you take control of your health and screen for diseases in their earliest stages.

"We forget ourselves and our destinies in health, and the chief use of sickness is to remind us of these concerns."

--Ralph Waldo Emerson

Hall of Famer Phil Esposito Believes in a "Take Control" Preventative Game Plan

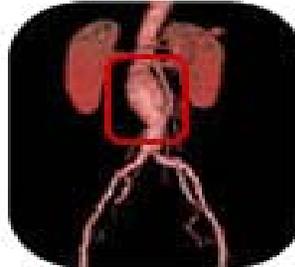


"The results from my Heart Scan showed I am in great shape and my game plan is to have a heart screening every year."

*--Phil Esposito
NHL Hall of Fame Member and Former Tampa Bay Lightning General Manager*

What if you could take pictures of everything inside you...and detect potentially deadly abnormalities as small as a grain of rice?

Well, you can. Finally, thanks to some incredible advances in scanning technology, you can take one simple health test that will screen you for heart disease, aneurisms and cancer, plus kidney stones, gallstones and bone problems. It lets you take control of the healthcare battlefield and detect disease early, when it's easiest to fight.



Red circled area indicates aneurism detected on a CT scan.

170 Images from a CT Body Scan let Radiologists See Every Organ Clearly, and Detect Almost Everything

What areas of your body are evaluated by a CT Body Scan? For starters:

Your Heart: The CT Body Scan by Your Peace of Mind takes multiple sequential pictures to determine the presence of plaque and calcification in your coronary arteries.

Your Chest: Get an evaluation of your lungs, mediastinum, lymph nodes, bones, pleura, chest wall and blood vessels.

Your Abdomen: Find out what's happening deep inside your liver, spleen, pancreas, adrenal glands, kidneys, gall bladder, stomach, bowels, bones and lymph nodes.

Your Pelvis: Your Body Scan also includes an evaluation of your rectum, and your pelvic area bones and lymph nodes. If you're a male, take a look at your prostate and seminal vesicles; and females, your uterus and ovaries.

And the best part is, you can uncover abnormalities at their earliest stages—giving you the greatest chance for effective treatment.

*"I think the driving force behind whole-body scanning is a combination of technology--the multi-slice CT scanner--and the public's reaction to the existing state of medicine."
--Richard Penfil, MD*

How a CT Body Scan Saved this Pinellas Park Resident's Life



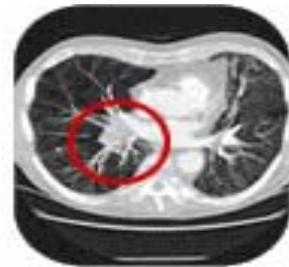
The good news? Early identification of conditions that lead to disease is now possible.

*"I have a lot to live for. I retired in 1996 and my greatest joy since then has been spending time with my 3 children and 7 grandchildren. It was my daughter, Debbie, who talked me into having a scan done at Your Peace of Mind. Thank God she did. I just had a chest X-Ray done 5 months before I came in for the scan and got the 'all clear.' Imagine my surprise when the body scan showed a nodule in my lung. After a consultation with a specialist, I found out that it had probably been there a couple of years, and would have grown for another 2 years before symptoms cropped up. **Because we detected it early, I avoided painful chemotherapy and radiation.** The surgery was a month ago and I am feeling great today."*

--Orville Hall, Pinellas Park

Wait for Cancer Symptoms to Appear and Your Survival Chance is as Low as 12%. Catch it Early and Your Survival Chance Leaps to as High as 80%.

Waiting until symptoms are present is a poor option. With some forms of cancer, your survival rate once symptoms show up is dismal. For instance, did you know that the average life expectancy after a pancreatic cancer diagnosis is only 3 to 6 months? (Source: Johns Hopkins.) In the case of lung cancer, the 5-year survival rate, once symptoms present, is only 14%.



Red circled area indicates a lung cancer nodule found on a CT scan.

Early detection gives a treating physician a huge advantage. For example, when lung cancer is treated in its earliest stage, called Stage I, the cure rate approaches 80% or more.¹

Lung cancer tumors are typically about the size of an orange by the time they're discovered.

But a recent study by Cornell University pointed out that a painless, 20-second lung scan could save more than 100,000 U.S. lives every year simply by detecting lung cancer at an early, curable stage. In the scan study, most of the cancer lesions detected were no larger than a grain of rice.

"The current five-year survival rate for lung cancer is only 14%," says Dr. Henschke, Division Chief of Chest Imaging at the New York Weill Cornell Center of New York Presbyterian Hospital. "But that could soar to 80% if all smokers and ex-smokers received annual CT exams and early treatment," he explains.

"Doing CT scanning for lung cancer will do what pap-smear screening did for cervical cancer and what mammography did for breast cancer."

*--Dr. Claudia Henschke
Cornell Medical Center*



Women are diagnosed with cancer more often than men.

6 Chilling Cancer Statistics²

1. Cancer will kill 556,500 Americans in 2003, accounting for 23% of U.S. deaths.
2. Cancer takes 1,500 lives each day.
3. 44% of males, and 39% of females, will be diagnosed with cancer during their lifetimes.
4. Officials expect Florida to yield the 2nd highest number of cancer deaths (40,100 in 2003) in the country.
5. This year, more than 160,000 Americans will die from lung cancer.
6. More men and women die of lung cancer than from breast, prostate and colorectal cancer combined.

What Nobody Ever Tells You About the Early Detection of Heart Disease

Simply put, early detection of disease saves lives. Waiting for symptoms of disease to show up is a terrible option. In almost every case, disease is easier to manage and treat if it's caught early enough. In certain cases, when symptoms rear their ugly heads, it's already too late.

Willing to wait for symptoms of heart disease?

33% of the time, a heart attack will be your first symptom.³

Many people don't realize that cardiovascular disease can progress for years before the first symptoms appear. Atherosclerosis. It's the name for the process in which deposits of fatty substances, cholesterol, cellular waste products, calcium and other substances build up in the inner lining of an artery. This buildup is called plaque. It usually affects large and medium-sized arteries. Some hardening of the arteries often occurs as you grow older.

Plaque, unfortunately, can grow large enough to significantly reduce the flow of blood through your arteries. But most of the damage happens because the plaque becomes fragile and ruptures. Plaque that ruptures causes blood clots to form that either blocks the blood flow where the rupture occurs, or it breaks off and travels to other parts of your body. When either of these events happen, the plaque blocks the flow of blood to or from a vessel that feeds your heart, and you have a heart attack. If it blocks a blood vessel that feeds your brain, you have a stroke.



When symptoms of heart disease show themselves, it's often too late.

“Of all the self-fulfilling prophecies in our culture, the assumption that aging means decline and poor health is probably the deadliest.”

--Mariyln Ferguson



The progression of atherosclerosis is like a ticking time bomb, except you can't hear it ticking.

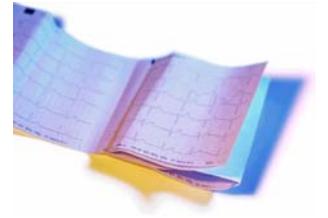
In 150,000 instances each year, the first, last and only symptom of coronary artery disease is a fatal heart attack. Scary. But the good news is that if you identify the conditions that lead to a heart attack early enough, your doctor can suggest specific measures that can reduce the risk of painful treatments and sudden death by heart attack. In the case of atherosclerosis, you can slow, stabilize and actually reverse the disease through aggressive lifestyle modifications and/or through medication therapies under your physician's guidance.



Until science finds the answer, your only cure is early detection.

Revolutionary New CT Scan Screens for Heart Disease...in 90 seconds

There are many types of heart tests out there. EKG. Stress echocardiogram. Intravascular ultrasound. Each of these tests can play an important role in evaluating your heart's health. But none of these tests...not one...can accurately detect the silent presence of deadly plaque.



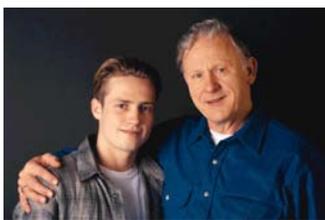
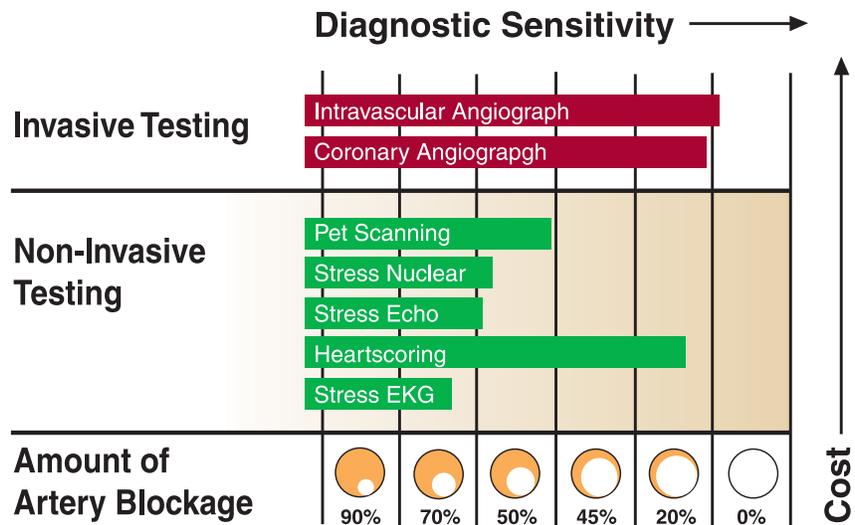
EKG results, unfortunately, can't accurately predict the presence of plaque.

Even angiography (cardiac catheterization), that looks for constriction in your vessels, may not reveal the presence of plaque. Why? Because as plaque accumulates, your arteries actually expand to compensate for the buildup, which results in little change to the opening of the vessel.

The Stress EKG may look fine, but a heart attack could still happen...at any time.

“Of all the heart tests available, a CT Body Scan is the most accurate, non-invasive way to determine whether or not you have deadly plaque in your arteries.”

--Elkhart Medical Center



Human nature makes all of us think, “Heart disease? It’ll never happen to me.”

6 Facts of Life About Heart Disease³

1. Cardiovascular disease (CVD) kills nearly 1 million people each year.
2. CVD kills more Americans than the next 5 leading causes of death combined.
3. CVD was listed as the primary or contributing cause of 1.4 million, or 60%, out of 2.4 million deaths in 2000.
4. Every 20 seconds someone in the U.S. has a heart attack.
5. 1 in 4 Americans suffers from coronary heart disease, which causes narrowing of the arteries.
6. 68% of heart attacks happen in arteries with less than 50% blockage.

¹Weill Cornell Medical Center ²American Cancer Society ³American Heart Association

Find the Most Advanced CT Scanner in the Tampa Bay Area at Your Peace of Mind, Inc.

When it comes to CT scanners, you'll find that there's a huge difference in technologies. The CT scanner at Your Peace of Mind is state-of-the-art. Using the highly advanced Gated Helical Computed Tomography (GHCT) technology to capture a clear image of your heart, our scanner is the fastest and most powerful in the market area. After the image is captured, a computer produces a series of cross-section images that include your arteries. Any areas of calcified plaque appear almost instantly. This difference in technology is critical to the radiologist who is reading your scan.

3 Critical Questions to Ask Any Company Before You Get a CT Scan

1. **How many pictures per second does your scanner take?** Most area scanners take 1 to 2 pictures per second. Some take 4. The CT Body Scanner at Your Peace of Mind takes 8 pictures per second.
2. **What is your machine's rotation time?** Rotation time indicates how long it takes the x-ray beam to make a complete 360 degree circle (or one full slice). Most machines have a 1 second rotation time, which means that if your heart is beating more than 60 times each minute, the image will capture "motion," and will therefore be blurry. Your Peace of Mind's scanner has a 0.5 second rotation time. That means we can get a clear picture of your heart--without motion and blur--up to 120 beats per minute.
3. **Does your machine use cardiac gating?** Cardiac gating lets us take images of your heart ONLY during the diastolic (resting) beat. Think of it as a "freeze frame" picture. During the diastolic beat, your heart is most relaxed, and we're able to get the best image of its four main arteries. And, because we take all of your images at the same time, our scan is reproducible for future comparisons.



A Marvel of Modern Technology
The fast, easy and painless MX8000 CT Body Scanner available to health-savvy consumers at Your Peace of Mind, Inc.

"Going through a scan at Your Peace of Mind is easy. You keep your clothes on the whole time. There's no pain or discomfort and the whole scan--170 pictures--takes just 90 seconds."

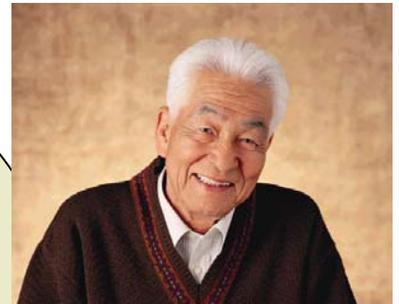
--Radiologist at Your Peace of Mind, Inc.

Are You at Risk for Cancer or Heart Disease?

A lack of these risk factors in your life doesn't necessarily mean you won't get heart disease or cancer. What the chart tells you is that if you do have any of these factors in your life, you're at greater risk. If you're at risk, take charge. Take every precaution possible.

Cancer Risk Factors	Heart Problem Risk Factors
Family history of cancer	Family history of heart disease
Overweight by 20% or more	Over the age of 40
Smoke cigarettes	Smoke cigarettes
Poor dietary habits	Overweight by 20% or more
Inactive lifestyle	Inactive lifestyle
High levels of stress	High blood pressure or cholesterol, or diabetes
Long-term exposure to carcinogens	High levels of stress

Call 727-896-0000 today to schedule your appointment for a quick, painless CT Body Scan.



Your

Peace of Mind, inc.

Body Scan Leader

For Possible Early Detection of Heart Disease and Cancer

