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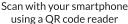


WINTER 3



Great content, advertorials, stories and local business info is available at www.duboisplus.com







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DUBOIS PLUS

Who are we? Let's get acquainted...

DuBois Plus is a unique combination of print guide (this thing you're holding) and a website, www.DuBoisPlus.com. That means that DuBois Plus is the one, true DuBois area multi-media vehicle for promoting everything worth promoting. And if you're not listed, read below on how to be included now on the website.

Whether you recently moved to the area, you're a tourist, a repeat visitor or a local for life, DuBois Plus is your ultimate resource for all that is DuBois local and regional. Know too, that while the DuBois Plus website, (www.DuBoisPlus.com) relays the same information as the print guide, it goes a step further, by providing relevant website and Facebook information for everything covered in the print guide. After that, count on seeing this publication and updates to the website quarterly. We're here to keep you informed!

That said, feel free to write to us at info@duboisplus.com to give us your feedback and to let us know about great businesses, events and venues across the DuBois area. Enjoy!

Join us on Facebook at > facebook.com/DuBoisPlus

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EAT

When you stay at Homewood Suites, you will experience food like you've never had at any other hotel. Breakfast boasts a multitude of items, ranging from your favorites like waffles, fresh fruit, cereal, and yogurt, to in-house specials like our guest favorites: French toast soufflé and quiche casseroles.

Why head out for dinner when you can stay in and enjoy your meal around the fireplace at our family table? Monday thru Thursday you can find an evening reception, complete with beer and wine. Lasagna, Chicken Florentine, Meatball Subs, Beef Fajitas, and Wings are just a few of the

many meals served. Check the monthly menu to find your favorite or know you can always find a salad bar with variety enough to please anyone.



Oh, and for those of you that like to prepare your own meals... EVERY room has an in-suite kitchen where you can prepare your food to your own liking. Don't want to go get your groceries? Give your list to us and we will do your shopping for you!

SLEEP

Why book a regular hotel room when you can relax in a suite with all the comforts of home? Homewood Suites by Hilton offers over-sized, roomy one-bedroom, two-bedroom, and studio suites with plenty of room to spread out and make yourself at home. All rooms offer a Queen size sofa to keep your extra travelers comfortable and your costs low!





P L A Y



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In the Lodge, you can find many games to keep everyone entertained. From Shutes & Ladders to Scrabble or Pictionary to Monopoly, the fun and laugher is endless and very much encouraged.



WORK

Knowing how important it is to stay connected and productive on the road, Homewood Suites offers many options. Free High Speed Internet is available throughout the entire hotel. Print your boarding passes or find directions to many area attractions in the modern Business Center. Relax in your room while staying online. Whether it be laying in bed, lounging on the sofa, or working from your desk, all of this can be done from the comforts of your own Suite. And don't forget about our high-tech Board Room or one of the area's largest Meeting Rooms. Bring the business travelers to you and have the piece of mind that you, and all of your employees, will be taken care of with the professional, award-winning service.







RELAX



Grab the paper and enjoy some company in the beautiful Lobby. You can heat up the fireplace, tune in to your favorite show, or just enjoy conversation with others. When you want to unwind before turning in for the night, your spacious living room will provide you with all the luxuries you need to cozy up and settle in.



BE AT HOME

At the Homewood Suites by Hilton—DuBois, this is the most important. Every effort is given to assure you have the best stay possible and feel part of our family. Our Award-Winning staff is waiting for you to make your reservation and see first hand why we have been honored with our 10th JD Powers Award for Extended Stay Customer Service. Loaded with amenities, we have added the extra touch needed for you to feel at home. From our 24 hour Suite Shop to our outdoor grill and fire pit, our oversized Star Trac Fitness Center to our calming outdoor waterfall, we are confident you will find what you are looking for. We are conveniently located at 15 Industrial Drive (Behind WalMart). Close enough to I-80 to be convenient yet set back enough to provide peace and quiet. If it is a night, a month, or even a year... we know you will love your stay here.



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Holiday Throughout The



DuBois Brightens the Night

Park. Sponsored by First Commonwealth Bank and hosted by the DuBois Downtown Revitalization Group, Brighten the Night is the highlight of the holiday season. While each child entering the park will receive a jingle bell, one lucky child will receive a stamped bell. That said, make sure that the children check their bells closely because the child with the stamped bell will have the honor of lighting the tree! Kreative Kreations will offer a crafts activity for the children, while Joelle Watt will take and deliver a photo with Santa in exchange for a non-perishable food item. The Revitalization Group will provide hot dogs, chips and pretzels, while Community First Bank will offer coffee and hot chocolate all at no cost to you. What's the best part of all? Well, the arrival of Santa, of course! Be sure to be there by 6:15 so that you don't miss the Jolly Old Elf himself. He'll likely be spotted at around 6:30. This event doesn't end here, though. After the tree lighting and Santa's arrival, all are invited to Stew's Brew to participate in Letters Across the Miles. You'll get the chance to cheer members of the military serving abroad via video chat, and to learn more about how you can help our service personnel during the holiday season. For more information, contact the Downtown DuBois Revitalization Group at 814-371-3064.

The City of DuBois celebrates Brighten the Night on Friday, November 22nd from 6:00 to 7:30 PM at the DuBois City

He's Here, He's There, He's Everywhere...He's Santa!

After his arrival at Brighten the Night, Santa will return to the North Pole for a bit of rest before coming back to DuBois, where he'll arrive at the Mall on Saturday, November 23rd at 12:00 PM. The Oklahoma Fire Department will drive Santa around the Mall in its best and brightest fire truck before he disembarks at the front door by S&T Bank. The DuBois Middle School band will meet him there, playing cheerful tunes as it escorts him to his display – located this year by Bavarian Pretzel and Allstate. Children can visit with Santa until 4:00 PM that day. Santa's other visiting days/hours can be found at the Mall or at: www.duboismallpa.com.

Shop 'Til You Drop

This year, Black Friday in DuBois will offer shoppers 21 straight hours of non-stop shopping. The DuBois Mall will open its doors at 12:00 AM on Friday, November 29th, and will remain open through 9:00 PM that night. Most stores in the Mall promise deep discounts on sought after items. This is a born-to-shop shopper's dream come true so get there early for the best deals ever. For more information, visit www.duboismallpa.com or visit the Mall's Facebook page at: http://www.facebook.com/#!/pages/Dubois-Mall/163116850373036.



EventsDuBois Area

Mommy and Me Teddy Bear Tea

DuBois Country Club invites you to attend its Mommy and Me Teddy Bear Tea on December 1st from 1:00 to 3:00 PM. Dress yourself, the children and their favorite teddy bears in afternoon tea finery and enjoy an afternoon of cookie decorating, karaoke for kids and other Tea Delights. The cost for this event – recommended for adults and children kindergarten through sixth grade -- is \$12.95 per person. Professional photos will also be available for purchase.

Please call 814-371-7540 for reservations.

The Fair at the Foundry

The Foundry in Reynoldsville will host its 13th annual Vendor and Craft Fair on December 1st from 12:00 to 5:00 PM. More than 40 tables offering everything from baked goods to beauty products to jewelry to hand-made scarves will be set up for your holiday shopping spree. Homemade hard tack candies and unique handcrafted items will also be available. Refreshments including hot chocolate, cappuccino, cookies and other coffee drinks will be served at no charge. For more information, please contact Sarah Caltagerone at 814-653-2522. We'll see you there!

Breakfast with Santa!

What could be better than sharing a wholesome breakfast with your little ones and watching their eyes light up as they meet Santa and Mrs. Claus? The Penn State DuBois Student Government will host its 19th annual Breakfast with Santa on Saturday, December 7th. The event typically draws 350 – 400 people across four seating times: 8:00 AM, 8:45 AM, 9:30 AM and 10:15 AM. Children will enjoy playing games as they wait in line to meet the Clauses, who will deliver a small gift into each little hand. The cost is \$4.00 per person with all proceeds going to the Make-A-Wish Foundation. For more information, please visit: www.dubois.psu.edu/breakfastwithsanta. Tickets may be purchased online or at the door.

Victorian Elegance, Holiday Style

Brookville is one of the most charming small towns in the State of Pennsylvania. On Saturday, December 6th from 5:30 to 9:30 PM, this enchanting village opens its beautifully decorated Victorian homes to the public. Come revel in holidays gone by as this guided walking tour takes you on a journey to a more genteel time. Tickets are \$20 each and can be purchased at the Jefferson County Historical Society, 172-176 Main Street, Brookville, by calling 814-849-0077 or by emailing jchc@windstream.net.

Bring your comfy shoes and your flashlights and enjoy this fantastic tour.

*Please note that unfortunately, tour houses are not handicap accessible.







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HOW WE DO IT

To be able to reach all of our customers, you need to reach out through all aspects of communication. By combining all three aspects; marketing strategy, promotion, and data, [what we call the **Magnus Pyramid**] we're able to provide you with the most accurate and effective marketing.

Having a Facebook page for your business is a good start and it can easily be very engaging, if it's developed properly. Here at **Magnus** we have Facebook page management experience. We know what will get people "liking" your page and "sharing" your content. If you add a website into the mix think of all of the information you can share with your customer. The Facebook page can only give customers so much information. Does your business or organization get a significant amount of phone calls with common questions about your business? A website from **Magnus** can eliminate that. By taking back the time that you spend answering those phone calls you're able to invest that time where you truly need to - into your business. In essence, the website pays for itself.

In today's market, you have to reach the customer where they are actually looking. Email Marketing is huge and is very much worth the investment. Remember that loyalty card program we were talking about before? You could utilize Email Marketing to reach out to your current customers to let them know about that program, or about any specials or changes that are going on at your business. When you get customers visiting your store, whether it be virtually or physically, you can easily ask them for their email address. By building up that address list your able to notify your customers about what your business can do for them. Let Magnus Marketing get you set up to start your very own Email Marketing campaigns.

Only having one part of the **Magnus Pyramid** is a good start but you're missing the major pieces of the puzzle that will lead your business to success. Don't sell your business short. Get your business the marketing team it deserves – us!









Upcoming Events &

Downtown

Small Business Saturday, Sponsored by The Kinetic

Saturday, November 30th

Starting on Small Business Saturday, make it a point to support small businesses throughout the busiest shopping season of the year. Shop at your favorite local stores and help fuel the local economy. When we all shop small it will be HUGE!

Little Women at the Reitz Theater

December 6th, 7th, 12th, 13th, & 14th at 7:00 PM; December 8th at 2:00 PM

As the young March sisters (like girls everywhere), dream of divine dresses, ballroom dancing, finding husbands and starting families of their own, the reality is that they're enduring the hardships of war. To amuse themselves during this difficult time, these lively young ladies act out their favorite stories and write tales of their own, all the while helping their mother care for the sick and the poor. Because of the hardships they endure, these Little Women grow to be independent and strong, while never losing their immense love for one another. Suitable for all audiences.

DuBois Public Library Children's Christmas

Saturday, December 7th, 11:00 AM to 2:00 PM

Fantastic activities including Letters to Santa, Stories with Mrs. Claus, and Christmas Confections.

Fair Trade Gift Market

Saturday, December 7th, 10:00 AM to 2:00 PM

The market aims to raise awareness about fair trade, offering community members a way to help the people of the world with their holiday shopping. Purchasing fairly traded goods is an easy way the first world can help many – especially women – in the third world rise above poverty and better their lives. Call 715-6370 for details.



Entertainment in

DuBois

DACOTA Church Tour Sunday, December 8th at 2:00 PM Call 371-6809 for details.

Elf on the Shelf Scavenger Hunt

Saturday, December 14th, 12:00 PM to 5:00 PM

What's that naughty elf up to now? You and the children will find out when you join us for this event. The hunt starts at Stew's Brew then continues, winding its way through downtown DuBois where you'll visit a variety of businesses. Jot down what the elf is up to – and where you found him — at each location and bring the list back to Stew's to be entered to win prizes. See you there!

Christmas Benefit Concert for Salvation Army at the Trinity Chapel Saturday, December 14th, 3:00 PM

Local area groups with refreshments to follow.

Pancake Breakfast with Mickey and Minnie

Saturday, December 21st, 9:00 AM to 11:00 AM

Bring the entire family down to the Fourth Ward Fire Hall (on South Brady Street) for this all-you-can-eat pancake breakfast! Parents, don't forget to bring a camera for pictures with Mickey and Minnie.

The DuBois Vocal Arts Ensemble Christmas Concert At the Reitz Theater Saturday, December 21st, 7:00 PM

Tickets: \$10 for adults, \$8 for senior citizens & students, \$5 for children 12 & under Call 375-4274 for details.

SALON-405

Paul Mitchell Focus Salon

Want the perfect look for the winter season? Salon 405, a Paul Mitchell focused salon, offers cuts, color, highlights, extensions, perms, waxing and styling for the entire family. Conveniently located in DuBois at 5045 Shaffer Road, Salon 405 is owned and operated by Hope Bailey and Andra Bowser.

Hours of operation are 10:00 AM – 6:00 PM Monday through Friday and 9:00 AM – 3:00 PM on Saturday. The salon is closed on Sunday. Feel free to walk-in or call us at (814)375-2222 to make an appointment. You'll be gorgeous when we're through!



The Salvation Army



Changing the Life of an Underprivileged Child...For the Better

The Salvation Army has once again aligned with area Churches to provide Christmas presents for children in need. This year's Christmas Tree Tag program launches in early November. Want to help? Here's how it works: Each Church displays a Christmas Tree with tags tied to its branches. Each tag has a child's name, gender and desired gifts written on the back. Those who wish to gift an underprivileged child (or children) with gifts to put under their at-home trees go into the church and choose a tag from the tree. You then purchase the gifts and return them to the church for distribution by volunteers. You need not be a member of the Church or of any congregation to participate. Simply contact the local Church of your choice and ask about the program. Just think -- when these children see the gifts under their very own trees, they'll know that there really is a Santa. That Santa can be you. For more information about how you can help, please call the Salvation Army, DuBois at: 814-371-5320.



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Kids Eat Free!

DuBois



Kids Meal Special(s) Available on:

Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday Phone: 814-375-8622 > Route 255 North & Shaffer Road in DuBois

Kids 10 and under eat from the soup & salad bar and breakfast & fruit buffet for half-price, and get their drinks for only .99 cents. Kids 5 and under eat for "free" from the soup & salad bar and breakfast & fruit buffet when they're with an adult who has purchased the soup & salad bar or breakfast & fruit buffet. One free kids' soup & salad bar or breakfast & fruit buffet per adult. Kids 10 and under also get a free Smiley sugar cookie to end their meal!



Phone: 814-371-1111 > 1493 Bee Line Hwy, in DuBois

Sunday through Saturday: Kids 3 and under eat free all day Tuesdays: kids 4-7 eat for 99 cents and kids 8-12 eat for \$1.99 after 4pm, limited to two kids per adult entree purchased

DuBois & St. Marys



Phone: 814-375-1221 [DuBois] 675 Liberty Blvd, in DuBois 118 Haller Road St. Marys

Sunday through Saturday:

Kids 5 and under eat free from the buffet all day

Clearfield

Billy's Burgerland > Wednesday: kids eat FREE from the kid's menu with adult meal purchase!

Phone: 814-765-1113

509 West Front Street, in Clearfield

Is your special not listed here? It's not too late!

Are you a local restaurant in the DuBois area who wants to add your "Kids Eat Free" special? Contact us at info@duboisplus.com to get your special added to the web version of this guide - DuBoisPlus.com. Also ask us about getting in for the Spring edition for both print and web!



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Upcoming Events in Downtown Clearfield

Small Business Saturday

Join the Clearfield Revitalization Corporation (CRC) for its Shop Clearfield for Christmas holiday promotion! The CRC will be providing free gift wrapping, snacks, and beverages at the Henry & Co. building in downtown on Saturday, November 30th from 10am - 2pm.

Taste of the Town Spirit Tour

During the Taste of the Town Spirit Tour, on Friday, December 6th from 5pm - 9pm, stroll through the streets of Downtown Clearfield stopping at tour locations along the way. You'll have the opportunity to meet and greet the business owners and staff, as well as shop for all the people on your holiday list. At each stop, a complimentary food and beverage sample will be available. Local artists will also be displaying artwork! During this experience, shop the hidden treasures and take advantage of holiday specials and "Discover Clearfield!" Registration is required for this event, please contact the CRC for tickets.

12 Days of Clearfield for Christmas

The CRC will be helping you with your holiday shopping list this season! Starting on November 25th, the CRC will be posting photos showcasing gifts that can be purchased locally! You are sure to find something for everyone on your list! Be sure to "Like" us on Facebook: Clearfield Revitalization Corporation!



Want more information on the above events? Please contact us at: 814-765-6000 or email us at DiscoverClearfield@gmail.com.







Established in 1986 by Bob and Martha Steele, The Gourmet Kitchen, located at the DuBois Mall, thrived for 24 years. When the store was bought by former employees Bethe Taylor and Christa Peterson in July 2009, it didn't miss a beat and continues to thrive to this day. But what is The Gourmet Kitchen? Unique to the DuBois area, The Gourmet Kitchen offers an eclectic mix of top-of-the-line gourmet foods including a wide variety of fudge, dips and spreads. The shop also sells gourmet coffees, teas and hot chocolates not typically found here. As well, the store offers specialty kitchen gadgets and small appliances for the gourmet chef in you. Seasonal and non-seasonal home décor items -- everything from curtains to candles - are available, too. Stop in, browse and treat yourself to a piece of mouthwatering fudge and a cappuccino. We'll keep you warm for the Winter! Like us on Facebook and check back often for details about future events.





THE WINERY AT WILCOX

Nestled in the mountains of the Allegheny National Forest, the Winery at Wilcox is a must visit destination for those who enjoy top quality wines. In the summer of 1994, Mike and Carol Williams opened the doors to The Winery at Wilcox. The original inventory of eight varieties has since grown to more than 30, while The Winery at Wilcox itself has grown tremendously (it's now one of the largest wineries in Pennsylvania). Whether you long for a robust cabernet or find yourself desirous of a fruity concord, Winery at Wilcox has something for everyone. We don't stop at offering tastings and selling fine wines however; just as we have for years, we also host fun events including Winee-Women nights, Tastefully Tuesdays and others that ensure the fun never ends. Stop by any one of our locations -- the Winery at Wilcox, the Wine Shop at the DuBois Mall, the Wine Shop at the Nittany Mall, or the Wine Shop at Settler's Ridge – for an events list and a tasting of our world class wines. Like us on Facebook so that you don't miss a thing!







Teaming Up

The Gourmet Kitchen and the Winery at Wilcox are teaming up to help you host all of your special events. Whether it's a grand opening, open house, birthday party or bridal show, your event will be super special when you combine the fine offerings of these two businesses. Imagine your guests' delight when Winery at Wilcox's Clarion River Red is warmed and poured over The Gourmet Kitchen's fabulous vanilla fudge. You'll be a star too, when you tell them that you made your own wine spread by pairing a Gourmet Kitchen spread with a favored Winery at Wilcox wine. Want to make the blue cheese and bacon spread a bit sweeter? Add a bit of Wedding White – the possibilities are endless! And don't forget about custom-made Gift Baskets, perfect for any occasion. Winery at Wilcox and The Gourmet Kitchen will work together to build your custom gift basket. Think wine, fudge, wine spreads and more! You tell us what you want to do and we'll be sure it's done to perfection. Don't forget to like both businesses on Facebook and to keep an eye out for upcoming events hosted by Winery at Wilcox and Gourmet Kitchen,

The Winery at Wilcox Gourmet Kitchen









Behind the Buzz.....

I'm sure you've heard the BzZz around the hottest weight loss supplement to hit the area. So, who's responsible for the madness?? Let us introduce you to —**Toni Sweeney.**

Toni Sweeney is the owner of BeeXtreme, LLC, one of two local Zi Xiu Tang Bee Pollen and New You Weight Loss Supplements Distributors. She grew up right here in Jefferson/Clearfield County, graduated from DuBois High School in 2000 and attended Clarion University for Marketing and Communications. While attending Clarion, Toni worked as a care nurse for DuBois Nursing Home. After graduating college she quickly realized that she missed caring for the elderly, so she left her sales job at The Talking Phone Book and returned to DuBois Nursing Home. She later returned to nursing school and graduated in 2010 with a Practical Nursing degree. Today, Toni is a licensed Practical Nurse. Says Toni, "I love helping people and nursing was where I needed to be."

Toni has always taken an interest in healthy living and staying fit. She wasn't one to be "overweight" though, until the birth of her first child. Explains Toni, "At my six week check-up the doctor gave me the OK to start working out again; I couldn't wait to get started. I started doing my normal routine with Turbo Jam and my elliptical, expecting to see awesome results after one week. To my surprise however, I had gained two pounds. It was very frustrating! I was 40 pounds over my pre-pregnancy weight and nothing I was doing was helping me to lose those pounds. I was thinking about what to do when I ran into a lifetime friend of mine. I had to do a double take when I first saw her. She had lost about 50 pounds since the last time I'd seen her (which wasn't long- maybe three or four months prior) and she looked terrific! She let me in on her secret -- Zi Xiu Tang Bee Pollen -- and here we are today! I couldn't be happier with the results I have personally experienced (I lost 38.7 pounds in a short three months) and with the amazing results that my customers have experienced!"

It's good to know that Toni is not just another Authentic Bee Pollen Capsule salesperson. Rather, Toni realizes that diet pills are not intended for everyone and she has no problem telling you that straight up. As a nurse she feels that it's her duty and her obligation to ensure that people focus on improving their health overall. Says Toni, "Some people need a boost to get moving. Not everyone has the motivation to get up and exercise for two hours before going to work. If these pills help people achieve their health goals, I'm all for it and will help them every step of the way." Continues Toni, "I currently have four Doctors referring patients to BeeXtreme for that very reason – they know that I work one-on-one with my customers and that I love being able to do that! It's not one sided, though. I not only help my customers, they help me, too. I have learned so much from my customers, whether it be a good recipe, an exercise tip or learning about a very rare thyroid disease from one customer who has struggled to lose and keep weight off for years. Together, we are making that happen."

Toni wants customers and prospective customers to know that when people ask if Bee Pollen can be taken with a particular medication, she always refers them to their doctors. Not every person is the same, not every person takes the same medications for high blood pressure and not everyone should take a diet pill. Diet pills can be scary sometimes, says Toni. Although Zi Xiu Tang Bee Pollen and New You are made with all natural herbs, they aren't intended for everyone. Furthermore, adds Toni "No matter the diet, hydration is very important. Dehydration can be the dieter's number-one enemy, "she says, "health risks including high blood pressure, racing heart, fatigue, dizziness and others can occur." Toni truly feels that it's her job to educate people and that dieters need to know how dieting can effect the human body. Bottom line? If it's one-on-one attention a customer is seeking, BeeXtreme is the place you need to bee.



The secret is out on the hottest weight loss capsule available!

The Facts

All Authentic Zi Xiu Tang Bee Pollen Capsules contain 60 pills (250 mg. each) per bottle, which is a one month supply. All bottles also offer a rectangular anti-counterfeit scratch-off code on the back. There are many knock offs and counterfeit products floating around out there so bee sure that you're getting the real thing. If you have any questions whatsoever, don't hesitate to ask. Here's a quick list of one-of-a-kind benefits provided by Zi Xiu Tang Bee Pollen:

Supports thermogenesis
Supports increased metabolism
Lowers sugar levels and cholesterol
Boosts the immune system
Alleviates some allergy symptoms
Increases sex drive in men and women
Inhibits and releases fat from the body
Increases testosterone production
Improves male sexual performance and

Detoxifies colon and digestive system

Inhibits and releases fat from the body
Increases testosterone production
Improves male sexual performance and increases sperm production
Increases confidence
Reduces menstruation pain
Promotes skin elasticity

New You

Ok, so we've talked a lot about Bee Pollen. What about New You? New You is the HOTTEST weight loss supplement to come around in years! Made from old (and New) Chinese herbs, New You was designed for those people who have taken other weight loss supplements with no success, or who have stopped losing weight with other supplements. Originally, New You was designed to be taken by itself, but BeeXTreme customers say that they are taking New You in combination with Bee Pollen and that they are losing extreme amounts of weight quickly!!

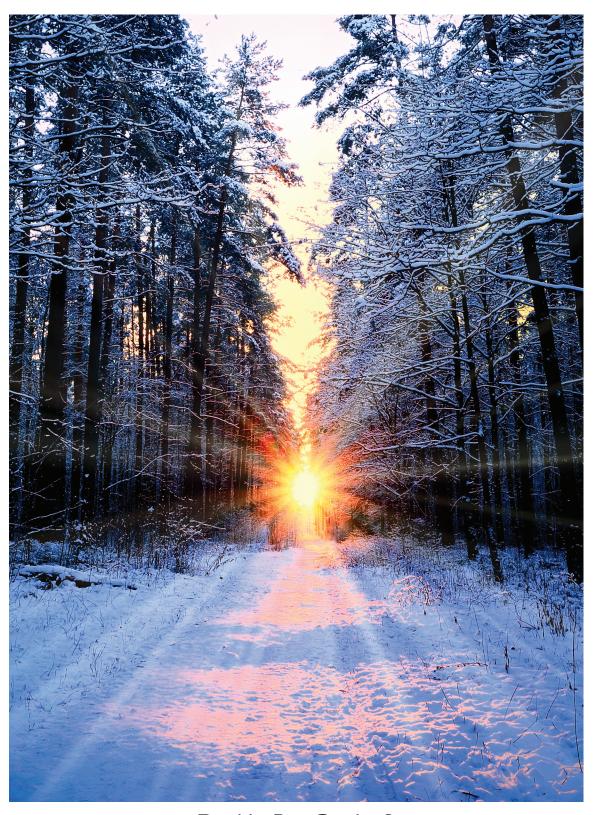
All New You bottles are distributed by New Reflections, LLC with each bottle containing a one month supply of 30 capsules (450 mg. each). Each New You bottle also offers an anti-counterfeit scratch-off code on the lid. Don't bee fooled by knock offs of this AMAZING supplement!



For more product information and testimonials, check us out here.







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