

March 17, 2006

Christine Sain-Heires  
Slender World  
143 Indian Creek Mall  
Marion, IA 52302

Dear Ms. Sain-Heires,

Thank you for your interest in wanting to reprint the article on your business, Slender World, that appeared in the View From The Top column on page 12 of the February 2006 issue of Women's Edition® magazine and on our Web site ([www.womensedition.com](http://www.womensedition.com)).

We are happy to allow this under the following conditions.

- We require written notification and written approval of any materials reprinted.
- Any permission to reprint is valid for one (1) year from date of original permission only.
- All reprints must be accompanied by a clear and visible release statement preceding or following the reprint which states:  
    "© Copyright (year of original printing) Women's Edition, Inc.  
    Reprinted with the express written permission of Women's Edition, Inc."
- Reprinted materials must be used for informational and or educational purposes only. They cannot be used as testimonials or endorsements.
- Articles must be reprinted in their entirety and may not be edited, excerpted from or parts printed out of context.

Failure to follow above conditions will be deemed a violation of copyright laws and will be subject to all penalties under law.

Again, thank you for your interest and if you have any questions, please feel free to contact me.

Positive regards,

Jim Van deWalle  
Art & Editorial Director

**WOMEN'S EDITION®**  
THE MAGAZINE FOR METROPOLITAN WOMEN

11570 West Dodge Road      Omaha, NE 68154-2537  
Phone (402)397-0732      Fax (402)397-8623      [www.womensedition.com](http://www.womensedition.com)

# VIEW FROM THE TOP

© Copyright 2006, Women's Edition, Inc. All right reserved.  
Reprinted with the express written permission of Women's Edition, Inc.

"I want to give power back to women," says Christine Sain-Heires, owner of Slender World. "Exercise your free will! Education and discipline are the key," She says. "American women are too much into role-playing, trying to be pleasing, or coming to the rescue of everyone in their life. What is to gain from this behavior?" says the Paris-raised businesswoman.

"Don't postpone being all you can be. Self-esteem does not come in prepackaged food! It comes from following principals, and peace comes from it. We need to walk the talk." As you can see, Christine is serious about changing the impression women have of themselves and empowering them to be all they can be in life. "Being smart and thin is not a detriment."

"Can men function without women? We women gave life to those men." Christine seems passionate about this point. "Should a man be in charge of your happiness? Achievement shouldn't diminish your femininity." The stereotypical image of an American woman does not go with Christine's philosophy on life. In Christine's view of the world, a woman is first and foremost a thinking, breathing, loving and self-actualized individual. Second, a woman may be a wife, mother, sister or daughter, but not at the expense of the individual!

"Beauty is healthy—ugly is painful. Therefore, beauty is a must!" Christine offers an example of how this philosophy is carried out elsewhere. "In France, health insurance pays for 3 months of body wraps to help prevent postpartum depression. When you look good, you feel good, too." Local doctors, too, support the concepts taught at Slender World. Rheumatologist Dr. Brooks, Dermatologist Dr. Barry and General Practitioner Dr. Kresnicka have all supported Christine's approach over the years. Because excess weight can present additional health problems, such as arthritis, heart disease, diabetes, stroke and high blood pressure, it stands to reason that getting back to a sensible weight can have far-reaching health benefits.

"Are your looks based upon shaky ground? You should strengthen your personal faith," says Christine. Here, she's saying that a woman's integrity, self-confidence and health are all necessarily interdependent with one another. As health is improved, integrity is confirmed and self-esteem soars! "Emotional strength is needed to strengthen your personal faith."

"Should a grandmother look like an old bag?" Christine asks. "Rita Moreno and Joan Collins don't look like grandmothers, but they are old enough to be great-grandmothers! Taking care of one's self has certainly brought value to the lives of these women." Christine reminds her clients that they, too, can fight the ravages of time through self-improvement.

"Are you afraid to be slim? There is a price to be paid for everything—positive or negative. Payment may be in pride, money, recognition or self-esteem." Christine has a unique vision of the connectedness of life decisions. Her own life has presented many challenges of all types, yet she has always been willing to pay the price for her own decisions. The changes in her life have certainly added up to an incredible person. In Christine's own words, "Change is good for you. What seeds are you planting in life?"

"Do you remember what you looked like in your wedding pictures?" Christine challenges. "What happened to you since then? Although there are no guarantees in life, there are also no limits. You can make it all happen!" Some of Christine's clients keep a wedding picture handy to encourage the behavioral changes

taught at Slender World.

On the subject of weight loss, Christine offers these insights: "Weight loss is not a mystery, nor a love of food—it's being overwhelmed with life. Disease and fat are ugly—you need to fight back! A body is not meant to be disgraced—take care of it. Consider it a sanctuary—given to you by your creator. Mothers: You have all done something much more difficult than losing weight—childbirth! Remember to keep things in their proper perspective."

Many of Christine's clients seem to have wisdom, and realize that they don't want to die from something as preventable as a weight problem. Christine and all her clients are certainly originals.

Clients of Slender World have long been talking up the virtues of Christine's approach. One recent client shared an experience that illustrates the Slender World difference. She had tried another program before starting at Slender World, but did not feel motivated or encouraged. What followed was a cycle of disillusion, discouragement and ultimately, minimal results. After starting her

Slender World program, however, she immediately felt uplifted, encouraged and positively motivated every step of the way! The Slender World staff helped to keep her on the right path even during the inevitable plateaus in her progress. With Slender World, she says she has made tremendous progress toward her goals and more importantly, has gained self-confidence and respect in her life.

Donna Armstrong (Christine calls her "the jail lady" because she works at the jail) came to Slender World 65 pounds heavier with Scoliosis, so no exercise would be allowed. Through behavioral modification and support, Donna looks 20 years younger than her age. In fact, her husband built her a private swimming pool because he couldn't keep his eyes off "the happy grandmother." The whole process is designed to be enjoyable, easy and even fun!

Over the years, Christine has been the proud recipient of poems, sincere gifts, and beautiful cards. In other words, it's far beyond a business relationship. Last year, for example, at Christine's birthday, Dr. Brooks and his assistant Elva Lee sent a bouquet of roses to recognize the occasion. Most of our client friends with obesity-related problems need to engage in physical activities that are too demanding on their bodies.

Why has Slender World been in business for 30 years? Christine says that her brand of care is based upon personalized service to fit a client's specific needs, not mass-marketing or fad diets. Christine puts it this way: "Would you rather do many things with mediocrity or one thing very well? Slender World is not a franchise, because I want to do one thing well—I want to be here in Marion, Iowa for each of my clients and offer one-on-one personalized service." Weight loss franchises in the Eastern Iowa area have been leaving at an alarming rate, yet Slender World continues to build relationships with each of its clients. This is clearly a sign that Christine's philosophy and techniques strike a chord with her clients. Why doesn't Slender World jump on every bandwagon that comes to town? Because quite simply, it is hard to argue with success. The personal touch that Slender World gives to each client is remembered, long after the excess weight is gone. "There is no substitution for eating right—even eating wrong (but less of it) is better than eating too much" says Christine.

Call Christine at Slender World at (319) 377-8577 or visit the web site at [www.slenderworld.com](http://www.slenderworld.com) and become a true original. The clinic is located at 143 Indian Creek Mall, Marion.

## SLENDER WORLD

By James T. Heires



Christine Sain-Heires, Owner