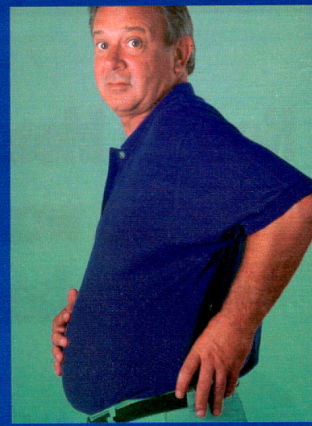


# Remove your spare tyre



If you're gearing yourself up for a fitness drive, don't turn to fad diets or gimmicky health foods. Instead, get up to speed with the ExerScience Ski 2000 from NordicTrack. When combined with a sensible diet, it can help you to lose weight, trim inches and tone your body safely and permanently.

#### THE WORLD'S BEST AEROBIC EXERCISER

Developed over 20 years ago, the NordicTrack skier has helped more than 4 million people worldwide get fit and stay in shape. That's because it accurately simulates the action of cross country skiing, recognised by fitness experts to be the best form of aerobic exercise there is, burning an average 890 calories per hour\*.

In fact, the NordicTrack ExerScience Ski 2000 is so effective that just three 30 minute sessions per week is all you'll need to start seeing results.

#### TOTAL BODY EXERCISE

Unlike bikes, steppers and treadmills, the ExerScience Ski 2000 gives you a total body workout that reaches every major muscle in the lower and upper body - including the heart.

So not only can you trim down and firm up where it shows, but you'll also feel better within yourself - more energetic and more alive.

But one thing the Ski 2000 doesn't do is strain your joints. With a smooth, non-jarring motion, you get a workout that doesn't wear you out.



EXERSCIENCE  
SKI 2000  
JUST  
**£199!**  
EXCLUDING  
DELIVERY

**NordicTrack**

EXCELLENCE IN EXERCISE

#### NOW OR NEVER AT £199!

At only £199 plus delivery, the NordicTrack ExerScience Ski 2000 works out far cheaper than joining a gym. You can even pay in four monthly instalments at 0% interest with our easy payment plan.

For more details on this remarkable exerciser, call us now to receive a free brochure. Our Ski Exercisers normally cost at least £100 more and stocks of the ExerScience Ski 2000 are limited. So call or clip the coupon today to deflate that spare tyre - for good.

IT COSTS NOTHING TO FIND OUT MORE

**0800 616179**

Call free 24 hours a day, 7 days a week.  
PLEASE QUOTE REFERENCE AA1E8

Please send me more details

Name

Address

County

Postcode

Tel (day)

Tel (eve)

Send to:-

NordicTrack (UK) Ltd, Dept AA1E8,  
FREEPOST, CV2617, Warwick CV34 6BR.  
No stamp is required.

Alternatively, fax this coupon on

**01926 470811**

**EASY PAYMENT**  
**0% INTEREST OVER 4 MONTHS**

SUBJECT TO SEPARATE WRITTEN QUOTATION ON REQUEST CALL FOR DETAILS

## This ad/flyer has got just about everything right.

- Problem (well illustrated by photo), Promise (illustrated with another photo)
- Proof (photo again), Call to Action.
- Headline is readable from across the room
- You Factor' language
- Antidote to foreseeable objections (easy payments, won't strain your joints, just 30 mins a session)
- Reason not to procrastinate
- They make it easy to take the next step. (24 hour 0800 number, Faxback form)