



The Truth About Beauty, Transformed:
Aloha Nu congratulates—and invites you to experience—
the Re-Release of Kat James' Acclaimed Industry Classic

Aloha Nu and South Pacific Trading Co. are thrilled to report our inclusion in Kat James' **Fully-updated, Featured Re-release of *The Truth About Beauty: Transform Your Looks and Your Life From the Inside Out***. Our amazing coconut flour products has been listed in both the acclaimed resource guide of the book, as well as Kat's highly anticipated "low-impact" Transformation Jumpstart Recipe Collection. *The Truth About Beauty* became a word-of-mouth sensation, achieving Amazon bestseller status in 2004, garnering endorsements from some of the most noted natural health publications and experts. After steadily climbing to #1 out of 200 titles at Beyond Words Publishing by 2006, publishing giant Simon and Schuster's Atria Books took notice and selected *The Truth* for a rare Featured Re-release in January of 2008.

Kat's part-memoir, part how-to transformation encyclopedia—relied on by consumers as well as practitioners and retailers—has now been comprehensively updated, with:

- Forty percent new material, including three new chapters
- Book-wide research and chart updates (some of the most densely-researched charts you'll find)
- Dramatic success stories and photos (no self-deprivation or surgery required!)
- Kat's highly anticipated "low-impact" Recipes for Transformation
- An acclaimed Resource Guide, which *Marie Claire* magazine calls "worth its weight in gold" with one-of-a-kind, standout products such as **Aloha Nu's Coconut Flour**

"Just as Aloha Nu has broken ground in the culinary world, we recognize the new concepts and truths that Kat James has brought to light in this important book," says Scot Ballantyne, President of SPTC.

Kat transformed her body and skin beyond recognition after a 12-year eating disorder and autoimmune disease nearly took her life. Without drugs or deprivation, the principles, nutrient strategies and resources that took her years to stumble on ultimately cured not only Kat's heroin-like addiction to food (resulting in a loss of ten dress sizes), but the liver disease, eczema, and other issues that destroyed her health, beauty, and self-image for more than a decade. Today, at forty-two, and with none of the effort typically deemed necessary to maintain such dramatic weight loss and transformation, Kat continues to defy not only the years, but the no-pain, no-gain, "boot camp" myths of beauty and slimness in her well-researched teachings and in her vibrant living example.

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“One of the key principles of my book and programs is my ‘low-impact’ dietary approach. **The coconut flour product by Aloha Nu** has been irreplaceable in my programs and recipes. It has contributed an unprecedented (and delicious) “painlessness” to the process of achieving the blood sugar objectives responsible for the lion’s share of beauty and body payoffs from my approach.”

Called "a master of self-transformation" by *Self* magazine's Mary Christ Anderson, Kat's advice has been featured on PBS, *Today*, Hallmark Channel's *New Morning*, TBS' *Movie and a Makeover*, and in nearly every women’s and natural health magazine, including *Vogue*, Oprah's magazine, *O*, *Alternative Medicine*, and *Natural Health*. In addition to her book and national columns, since 2000, her cruise- and villa-based Total Transformation® programs have consistently enabled others to replicate her own dramatic results, lending a rare credence to her approach. Several success stories from Kat’s book and Total Transformation® programs have included Aloha Nu’s Coconut Flour in the lineup of facilitating products, and have been featured in magazines such as *Better Nutrition*, *GRAND*, and *Total Health*.

Adding a compelling dimension to Kat's perspective are her years in the world of fashion as one of the most sought-after beauty experts and celebrity makeup artists of the 90's. A former consultant and on-camera spokesperson for Maybelline, Max Factor and Revlon, Kat's aesthetic background, along with years of creating illusions of perfection on models as she struggled to conquer her own beauty demons has deepened her grasp of the emotional, physical, and superficial constraints that must be shed in order to unlock our true, radiant potential.

Stay tuned for more upcoming insights and inspiration with Kat here at **South Pacific Trading Co.’s** online headquarters.