

# new you!

a better life, one step at a time

**\$10**  
GIFT CHECK  
SEE INSIDE FOR  
DETAILS

Weight loss  
myths—  
**BUSTED!**

The surprising  
benefits of  
**breakfast**

**PLUS:** Medical  
experts weigh in on heart  
health, fiber **and more**



**Kellogg's** **Healthy Beginnings**  
Flake It. Delicious Decision.

**BONUS: Pull-out pocket guide to better health**

**FREE**

# \$10<sup>00</sup> GIFT CHECK BY MAIL

**Buy 4, Get \$10** Gift Check off Pharmacy or Health and Beauty Products for the store where you purchase any 4 participating Kellogg's® products. (Cannot be used for prescription medications, alcohol and tobacco products.)

Simply send 4 UPCs of purchase and original store receipt for any combination of these brands; all products must be purchased in the same transaction:

Any Kellogg's® All-Bran® cereal, 10 oz. or larger  
Kellogg's® All-Bran™ crackers  
Any Kellogg's® Mini-Wheats® cereal, 10 oz. or larger  
Any Kellogg's® Smart Start® cereal, 10 oz. or larger  
Any Kellogg's® Special K® cereal, 10 oz. or larger  
Kellogg's® Special K™ Cereal Bars, 6 ct. or larger

Kellogg's® Special K™ Snack Bites, 6 ct. or larger  
Kellogg's® Special K™ Protein Meal Bars, 6 ct. or larger  
Kellogg's Special K™ Protein Snack Bars, 6 ct. or larger  
Kellogg's® Special K® Waffles  
Kellogg's® Special K20® Protein Water, 4 ct. or larger  
Kellogg's® Special K20™ Protein Water Mix, 7 ct. or larger



To receive a \$10 Gift Check, complete and mail this official form with the required original UPC symbols along with original Cash Register Receipt **dated between 2/4/08 and 4/20/08** with the **qualifying products circled**. (Photocopies not accepted.) Products must be purchased in same transaction. **LIMIT ONE \$10 REBATE PER ADDRESS OR HOUSEHOLD** Request must be postmarked by 4/20/08 and received by 4/30/08.

Name \_\_\_\_\_

Address \_\_\_\_\_ Apt./Lot/Space \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Store \_\_\_\_\_

*mail to:* Kellogg's® \$10 Gift Check Offer, P.O. Box 185646, Battle Creek, MI 49018-5646

Void where prohibited, taxed or restricted by law. Limit one request per name, address or household. No P.O. Boxes allowed, only street or rural route addresses are acceptable. Fraudulent submissions could result in federal prosecution under the U.S. Mail Fraud Statutes (18 \*United States Code, Section 1341 and 1342). Not responsible for postage-due, lost, late, misdirected, illegible or undelivered responses. Duplicate submissions will be disregarded and will not receive a response. This form must accompany your request and may not be reproduced. Please allow up to 8 weeks to receive a rebate check. Offer good only in the USA. Offer not good in rebate clubs. ©, TM, © 2008 Kellogg NA Co.