

What's New!

Volume 31

NURTURING HEALTH AND NATURE THROUGH SHAKLEE

Issue 10

New Cinch Crisps

A Healthier Way To Snack

At the annual Shaklee Convention in Las Vegas, Shaklee introduced a brand new product for their Cinch Inch Loss Plan. **Cinch Snack Crisps** are a healthy way to snack while dieting.

The word “diet” is enough to send most people into a “hoarding food” mode, but diets don’t have to mean starvation. Obviously when you put yourself on a 3-meal low-calorie diet, the time between meals can seem extremely long. Snacking is just about the most natural thing a person does. It helps us get from breakfast to lunch and from lunch until supper and from supper to bedtime. Snacks can also give you that boost of energy you need in the middle of the afternoon to keep you going until the end of your workday. Snacking on the wrong things can also get you into trouble. The result is extra weight.

Not snacking can also be a serious mistake while dieting. Starving yourself while dieting is one of the worst things you can do. In order to lose weight properly, your body needs fuel to burn for energy. If you don’t give your body enough food, it may go into starvation mode and start storing food as fat. To prevent this, eat healthy meals with the right snacks in between.

Surveys find that most children and adults in America snack every day. In fact, the Journal of Nutrition (2010) reported that snacking makes up 25 percent of our total daily calories.

HOW MUCH SHOULD YOU SNACK?

That’s a tricky question as there are not yet any science-based dietary recommendations regarding the frequency of snacking. However, nutrition experts advise that the ideal number of calories you need from daily snacks depends on how many calories your body burns to maintain your normal weight and activity levels. Keep in mind that the more energy you exert, the more calories are needed for energy balance, according to a 2009 position paper by the Academy of Nutrition and Dietetics.

HIGH PROTEIN SNACKS

Protein is an important component of every cell in the body. Hair and nails are mostly made of protein. Your body uses protein to build and repair tissues. You also use protein to make enzymes, hormones, and other body chemicals. Protein is an important building block of bones, muscles, cartilage, skin, and blood. Protein is so important that the FDA recommends adults and children over the age of four consume 50-65 grams per day! Reaching those recommended levels in just three meals might be difficult. So the benefits of high protein, healthy snacks are numerous.

Shaklee now has a whole new take on healthier snacking; **Cinch Snack Crisps!** Cinch Sea Salt and Barbecue Snack Crisps are baked to a golden perfection with a hint of salt or tangy goodness in every satisfying bite. Containing 7 grams of protein in each serving, Shaklee has made it much easier for you to have a snack between meals and not have to feel guilty about it.



Cinch Snack Crisps

10 bags/10 servings

Sea Salt #21237

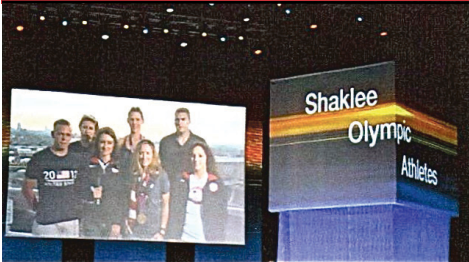
Barbecue #21238

Compared to other leading brands

	Cinch® Sea Salt Snack Crisps	Lays® Classic	Sun Chips® Original
Calories	100	100	100
Total Fat	2g	6g	4g
Saturated Fat	0g	1g	1g
Carbohydrates	14g	9g	14g
Dietary Fiber	2g	1g	2g
Protein	7g	1g	1g

Cinch Chips are: gluten free, made with non-GMO soy protein, and contains no MSG or trans fat

Achieve Your Goals!



Many athletes are finding that their dreams aren't as far away as they had once thought. They are finding they can achieve their goals by supplying their body with the correct nutritional values that the body needs. It is often very difficult for larger athletes and athletes engaged in high volume, intense training to be able to eat enough food to meet calorie needs. Maintaining an energy-deficient diet during training often leads to significant weight loss (including muscle mass), illness, physical and psychological symptoms of overtraining, and reductions in performance.

Consequently, it is important to ensure that athletes are well-fed and consume enough calories to offset the increased energy demands of training, and maintain body weight. More and more athletes are discovering that **Shaklee Sports Nutrition** will deliver that extra "punch" to their exercise, training, or body-building.

Shaklee has developed a Sports Nutrition line that will give you all you need before, during, and after your workouts. Not only is Shaklee Sports Nutrition good for the average person, but many athletes on the 2012 Olympic Team are achieving their goals while being fueled by the Shaklee Nutrition Line.

Dennis Bowsher-Pentathlete:

In addition to representing the U.S. at the 2012 Olympics, Dennis also serves his country as a specialist in the United States Army. He is a member of the World Class Athlete Program (WCAP). The WCAP provides training and financial support to soldier-athletes competing in the Olympic and Paralympic Games.

Dennis's favorite Shaklee Products are:

- Cinch
- Shaklee Performance

Corey Cogdell-Trap Shooter:

Corey is pure Alaskan, born in Palmer, raised in Chickaloon. She made a stunning Olympic debut in Beijing, defying her youth and relative inexperience to win the bronze medal in women's trapshooting. This year, she came from behind to claim the lone spot given to the United States in women's trapshooting.

Corey's favorite Shaklee Products are:

- Cinch 3-in-1 Boost
- Energizing Soy Protein

Caryn Davies-Rower:

Caryn was 13 years old when she began her dreams of becoming a star rower. She has now won three medals in the Olympic Games. She won the silver medal in 2004, and gold in 2008 and 2012.

Caryn's favorite Shaklee products are:

- Energizing Soy Protein
- Shaklee Vitalizer
- Cinch Meal-in-a-Bars

Troy Dumais-Diver:

Troy is now a four-time Olympian. After being in the Olympic Games in 2000, 2004, 2008, fueled by Shaklee he won a Bronze Medal at the 2012 Olympic Games in London.

Some other Shaklee-fueled Olympians are:

- Margaux Isaksen-Pentathlete
- Seth Kelsey-Fencer
- Eleanor Logan-Rower
- Keith Sanderson-Rapid Fire Pistol Shooter



Shaklee Performance

1lb. 3oz. (539 grams)

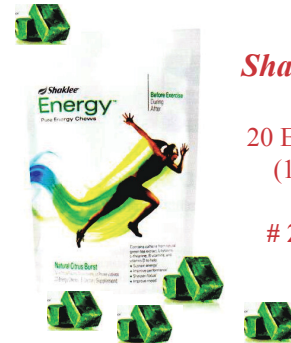
Natural Lemon Lime

20497

Natural Orange

20496

Shaklee Performance is clinically proven to hydrate better than water. Plus, Performance has more electrolytes and provides more energy than the leading hydration drink. Shaklee's optilyte electrolyte blend, plus their unique mix of carbohydrates delivers instant and sustained energy and supports optimal hydration.



Shaklee Energy

20 Energy Chews
(1 pouch)

20158

Shaklee Energy Chews provide a clean burst of healthy energy to help you get that extra edge when you need it most. Each chew contains a scientific blend of caffeine from natural green tea extract, plus L-theanine, B vitamins, and vitamin D. And there are no artificial flavors, sweeteners or added preservatives found in other energy products.



Shaklee Physique

1lb. 14oz. (900 grams)

20495

Shaklee Physique is a pure, natural, high-octane fuel for rapid muscle recovery, endurance, and strength. The intelligent-release protein blend and unique protein-to-carb ratio:

- Allows your body to absorb a full spectrum of amino acids over time
- Helps build firm, lean muscles
- Helps restore muscle energy
- Supports muscle repair

Physique contains the right amount of protein and carbohydrates to help you recover faster and to optimize muscle rebuilding

Shaklee Sports Nutrition products are used at the highest levels of competition so you can trust them every time you take them - before, during, and after your workouts. Train longer. Recover faster. Perform better. These are all natural products with no artificial flavors, sweeteners, or preservatives.

Transform Yourself!



Transformation Begins By Making *The Right Choices*

The fact is, you can diet and have a healthy and productive life at the same time. All you need to do is make the *right choices* on how to diet.

Shaklee's Cinch Inch Loss Plan

According to a report by the Institute of Medicine, over two-thirds of the weight lost by an individual will typically be regained within one year, and almost all within five years.

"Most people don't realize that muscle equals metabolism. One pound of muscle burns upwards of 30 to 50 calories per day," said Dr. Jamie McManus, Chairman of Medical Affairs, Health Sciences and Education for health and wellness company Shaklee Corporation. On the other hand, when muscle is preserved, you lose weight from fat and the body's ability to burn calories is not diminished.

To help those seeking to lose weight from fat, not muscle, Shaklee has introduced the **Cinch Inch Loss Plan**, a comprehensive program formulated to deliver weight loss and inch loss results. Cinch is specifically designed to help users successfully reach their desirable body weight while preserving muscle.

The many fad diet plans on the market today create a lot of confusion. Let's take a look at the testimony of people who have had success by using **Cinch**.

Edgar Ortiz:

"In November of 2009, I made the decision to make a serious commitment to transform my life. From then on, I moved away from the self-destructive eating habits that were leading me down the road to high-cholesterol, high blood pressure, heart disease, diabetes, and certainly an early death. At my peak, I weighed 400 lbs., but with the help of my dear friend, Ruben Cervantes, I was able to make the changes necessary to lose 180 lbs.

Before I started my journey, my diet consisted of pizza, hamburgers, soda, and fast food three times a day.

Ruben helped me change that. With his counsel, we planned out meals that would help keep a daily calorie deficit and enabled me to lose weight in a safe and healthy manner. I added **Shaklee's Cinch Shakes, Meal-in-a-Bar, Snack Bars, and 3-in-1 Boost** to my diet. Along the way, other Shaklee products became part of my nutritional plan as well including **Shaklee Vitalizer, Vivix, Energizing Soy Protein Mix, Stress Relief Complex, CaratoMax, and FlavoMax**.

My hope is to train for a triathlon, and continue to set the example of an active and healthy lifestyle supported by Shaklee."

In August 2012, Edgar Ortiz was awarded Grand Prize of \$10,000 in Shaklee's Cinch Challenge. Edgar Ortiz has now lost 201 lbs. while using Cinch.



I need to go on a diet! That is what a quarter of all Americans are doing right now, "dieting." Given that more than half of us are overweight, one out of four people in the United States is on a diet! We see all the advertising about different types of diets, whether low-carb, low-calorie, or low-fat. People go from one diet to another trying to find a way to lose excess weight.

People want to believe that there's a pill for everything, so many people who want to lose weight turn to diet pills. However, diet pills can be very harmful. Just because something is sold in a pharmacy doesn't mean it's safe or effective.

The Food and Drug Administration (FDA) does not regulate many over-the-counter products. That means you have no idea how much of the active ingredient is actually in the product, whether it will work, and most important, if it contains harmful substances. A recent FDA investigation found that nearly 70 kinds of diet pills were actually spiked with dangerous drugs.

Another serious mistake people make while dieting is choosing a diet plan where they starve themselves. By not getting the right proteins in your diet, you end up burning up more muscle weight than the fat you have stored in your body. This leaves you without the energy you need to carry out your daily activities. The negative aspects of dieting are well known.

That's why there are so many different types of diet plans on the market today.

Shaklee's Cinch Plan

Jen Kelly:

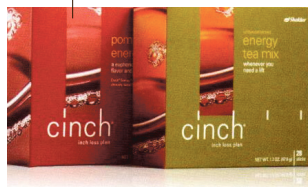
“As of today, I've lost over 150 lbs. using the *Shaklee Cinch Inch Loss Plan* combined with a healthy diet and exercise. My life has changed completely over the last four years and a lot of that is because of Shaklee products. I went from not being active and very overweight to a fit and athletic person that now is very active and looking to take on new fitness challenges. I completed my first Chicago Marathon last year and I never dreamed in a million years that I would attempt to train for something like that. This year I plan on running two marathons, two half marathons and the Tough Mudder in May.

It is never too late to change your lifestyle and improve your health. So much of it is about believing in yourself and knowing that you can do anything you set your mind to.”



In its scientific research, Shaklee found a number of clinical studies focusing on how leucine helped body-builders build and preserve lean muscle mass. Shaklee scientists applied that insight, along with 50 years of nutritional expertise and working with elite athletes, to create a solution that helps ordinary people lose weight. The *Cinch Inch Loss Plan* is simple, convenient, and best of all, it works.

Cinch products contain clinically proven ingredients, including leucine, a key amino acid that provides a signal to help the body preserve lean body mass (muscle), protein to help control hunger, and other ingredients to help retain normal blood sugar levels.



Cinch Products:

Cinch Shake - Contains 24 grams of protein per serving:

	Packet	Canister
Vanilla	#20342	#20340
Chocolate	#20343	#20341
Strawberry	#20335	#20336
Cafe Latte	#20338	#20339

Assortment- 14 packets #20502

• **Cinch Snack Bar** - 10 bars

Chocolate Decadence #20344

Peanut Butter Crunch #20378

Lemon Cranberry #20377

Assortment Pack #20379

• **Cinch Meal-in-a-Bar**

Peanut Butter Chocolate Chip #20405

Blueberry Almond Crisp #21227

• **Cinch Energy Tea Mix**

Unsweetened 28 sticks #20345

Pomegranate 28 sticks #20500

• **Cinch 3-in-1 boost**

Contains essential daily vitamins and minerals:

84 tablets/28 servings #20347

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