

10 Reasons Why Shaklee's Cinch[®] is an Exceptional Value



Clinically tested[†] and specially formulated to help you break the diet cycle so you:

- **keep muscle** you have
- **burn fat** you don't need
- **lose inches** you don't want

1. The Real Deal

With the Cinch Inch Loss Plan, which includes a regimen of protein-packed shakes and energy-boosting teas, you will lose inches and pounds. Period. Our medical doctors, nutritionists, and scientists have drawn on years of sports and nutrition science to develop a plan that works. In fact, those who participated in our clinical study lost an average of 16.3 pounds of fat, 4.1 inches from their waists, and 2.6 inches from their hips over a 12-week period.[†]

2. Easy on Your Wallet

Why pay for calorie-rich fast food that can add more inches to your waist when you could have a tasty, wholesome, protein-rich Cinch meal replacement for a fraction of the cost?

Meal**	Cost	Calories	Protein (grams)	Fat (grams)
Cinch Shake (1 serving) in 1 cup of nonfat milk	\$2.84[‡]	270–280	24	3
Starbucks [®] Mocha Grande and blueberry muffin	\$5.25	790	11	37
McDonald's [®] Big Mac [®] , medium fries, diet soda	\$6.39	920	29	48
Subway [®] turkey "diet" sub, Baked Lays [®] chips, diet soda	\$6.19	400	20	6.5

** Comparison conducted February 24 (McDonald's), February 25 (Starbucks), and March 11 (Subway), 2009, and is valid only for the named products marketed at that time.

‡ Based on Shaklee Member price for Cinch Shake Mix.

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3. One Word: Leucine

Our tasty Cinch shakes, Meal-in-a-Bars, and snacks are Powered by Leucine[™], a muscle-retaining amino acid that helps you keep muscle while you lose fat and inches. Why are muscles important? **Muscle = Metabolism**. This translates into more calories burned and fewer inches on your waist. Good? Yes! It's the key to long-term success. In fact, those who were tested in a clinical study lost fat, pounds, and inches while retaining 100% of their lean muscle mass.[†]

The Shaklee Difference

Cinch products are:

ALWAYS SAFE

- ✓ Based on over 50 years of nutrition science expertise
- ✓ No artificial colors, flavors, or sweeteners
- ✓ Healthy rate of weight and inch loss
- ✓ No trans fats

ALWAYS EFFECTIVE

- ✓ Powered by Leucine, which helps retain muscle while you lose fat
- ✓ Pilot study showed participants retained 100% of lean muscle mass while losing an average of:
 - 16.3 pounds of fat
 - 4.1 inches from their waists
 - 2.6 inches from their hips
- ✓ More than 90% of participants in a study reported having "very good" energy levels
- ✓ Officially tested to have a low glycemic index for a more steady rate of digestion and better weight control

ALWAYS GREEN

- ✓ Non-GMO soy protein
- ✓ Recyclable packaging

[†] Findings based on lean mass estimates in a 12-week preliminary study. Cinch Vanilla Shake Mix Whey Protein blend and Cinch Meal-in-a-Bars were not included in this study.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

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4. Pleases Taste Buds, Satisfies Hunger

Not only do Cinch products taste great, they're packed with protein so you feel full and not deprived. More than 90% of participants in a study reported that their energy levels were either "very good" or "great" while on the Cinch Inch Loss Plan.† The program provides loads of nutrition and includes our Cinch 3-in-1 Boost™, which helps reduce cravings by retaining normal blood-sugar levels, and two flavors of Cinch Energy Tea mix to help keep you feeling great all day long.*

5. Packed with Goodies—And Then Some

Every Cinch shake and Meal-in-a-Bar is high in protein and provides a healthy serving of vitamins, minerals, and fiber. When mixed as directed, our shakes—available in four great flavors: vanilla, chocolate, strawberry, and café latte—deliver 24 grams of protein per serving while each Meal-in-a-Bar contains 20 grams. Choose from Berry Almond Crunch or Peanut Butter Chocolate Chip. Many people continue to use the shakes, bars, and the tea mix after they lose weight simply because they enjoy the great taste.

6. Grab and Go

On the go? Crazy schedule? Back-to-back meetings? No more excuses. Just throw a Cinch tea stick, Meal-in-a-Bar, or one of our convenient single-serve shake packets in your briefcase, purse, or gym bag and enjoy when you want.

7. Thank Yourself Now—And in the Long Run

Being overweight not only makes you feel bad, but can compromise wellness. Cinch to the rescue with leucine-enhanced protein-powering results. Join the thousands who have lost weight using the Cinch Inch Loss Plan, including Matt (pictured at right). Log on to CinchClub.com to see our monthly success stories. Is your Cinch success story just waiting to be told?

8. We've Got Your Back, 24/7

Cinch provides all the tools you need to reach a healthy weight. When you log on to CinchClub.com, you'll find an online community message board where you can meet, greet, and share your Cinch experience with others already using the plan. Or you can browse meal plans and recipes to help you make the right food choices; access Cinch University—a 12-week educational series to help you better understand all the factors that influence your weight; and read articles on topics of nutrition, fitness, and more to help you reach your goals. Plus, each Cinch Starter Kit comes with a Cinch Program Guide, designed to help you get started on the Plan; our CinchCoach software program, which provides you with individualized meal plans, as well as weight-and inch-loss tracking tools; and many other features designed to enhance your success.

9. Say Hello to a New You

Get used to all the attention. People will notice a difference—you will too. Once you lose the weight on the Cinch Plan, you'll not only be healthier, you'll look and feel great.

10. Don't Like It? Don't Pay for It.

With our 100% money-back guarantee, you have nothing to lose except the inches. And everything to gain in a whole new life.

Real People. Real Success.

"After dropping 103 pounds, my doctor said I don't need blood pressure meds.‡



I don't worry about my knees, and I don't desire fast food and 'toxic-to-the-waistline' cuisine. Despite my previous knee issues, today I run a mile or more four to five times a week!"

Matt,

a total of 103 pounds healthier‡

‡ Results not typical. Do not discontinue medications or treatment without first consulting a doctor.

cinch®
inch loss plan

100% Shaklee Guarantee. We stand behind each and every one of our products. The ingredients, purity, safety, and performance of all our Nutrition, Healthy Home, and Personal Care products are 100% guaranteed.

