

"The greatest discovery of my generation is that a human being can alter his life by altering his attitudes of mind."

William James
1842 - 1910

Making a Difference!
Issue #47
The Science Behind Weight Loss!

Through Shaklee, we are all...



It's an Epidemic... and You're Probably Infected!

In 1980, **35%** of Americans were overweight to obese. Now, 46 billion dollars and hundreds of diets later... **more than 65%** of Americans are overweight to obese.



That's an epidemic of monumental proportions!

If you're "infected" with extra pounds and inches despite your many efforts to shave them off, **Cinch Inch Loss Plan** is what you've been waiting for!

Successful Weight Loss is not a Secret... it's a *Science!*

How many diets have you tried... and given up on? Why didn't they work? There are many reasons. How many apply to you?

- **All goes well** in the beginning, but eventually you start feeling weak and sick because the diet is nutritionally inadequate... so you give up.
- **It's too hard** to follow for any length of time while living a normal, busy life... so the diet ends.
- **The weight loss** is too slow and discouraging... so you hang-it-up.
- **You experienced negative side effects** due to unsafe ingredients like ephedra or other stimulants... thus the diet stops.
- **"Yo-yo" dieting slows** your metabolism and impedes further weight loss... so discouraged, you quit.



Are you forever doomed to repeat diet after diet, never reaching your goal of a slim, healthy, energetic body for life?

No! Not with Shaklee's **Cinch Inch Loss Plan**. This time, your success is **assured!**

Why is Cinch Plan different?

Formulated to get you out of the "yo-yo" diet cycle, **Cinch Plan** is powered by **leucine**, an amino acid *essential* for optimal growth in infancy and childhood, and for nitrogen equilibrium in adults. Leucine plays an important part in maintaining muscle mass by neutralizing the breakdown of proteins. Because of Leucine's unique properties, it is used extensively by bodybuilders and athletes, **and** is an *essential* component of a healthy weight loss program.

With most diets you lose both fat and muscle resulting in a slower metabolism which decreases weight loss. When the diet is over and you return to normal eating, you have less muscle mass to burn fat, making it almost certain you'll regain the weight you worked so hard to lose.

Cinch Plan stops the "yo-yo" dieting cycle in it's tracks! In clinical trials, **Cinch Plan** participants **retained 100% of lean muscle mass**, thus ensuring **faster fat burning and permanent weight loss**. In fact in the Fall 2005 Pilot Study of **Cinch Plan**, the average participant lost 15.4 pounds, 4.1 inches in the waist and 2.6 inches from the hips... and most importantly, all of the losses came from fat. Not a single ounce of fat-burning muscle tissue was sacrificed!

Andy and Grace Anderson
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Product Ordering Guide

Item Code	Product	Item Code	Product
20340	Cinch Shake Mix Vanilla	00015	Basic HF Organic Cleaner 16 oz.
20341	Cinch Shake Mix Chocolate	00029	Basic HF Organic Cleaner 64 oz.
20344	Cinch Chocolate Bar	00302	Basic HF Organic Cleaning Wipes
20377	Cinch Lemon Cranberry Bar	00430	Scour Off Heavy-Duty Paste
20378	Cinch Peanut Butter Crunch Bar	000128	Fresh Laundry Liquid 32 oz.
20379	Cinch Bar Assortment Pack	00129	Fresh Laundry Liquid 64 oz.
20347	Cinch 3-in-1 Boost	00159	Fresh Laundry Powder 5.5 lb.
20345	Cinch Energy Tea	00160	Fresh Laundry Powder 14 lb.
59065	Cinch Starter Kit Vanilla	00161	Fresh Laundry Free Powder 5.5 lb.
59066	Cinch Starter Kit Chocolate	80431	Get Clean Starter Kit

The design of the **Cinch Plan** is based upon *over 100 clinical studies* and published papers and is backed by years of sports and nutrition science expertise by Shaklee medical doctors, nutritionists and scientists. Now the same science that has fueled 54 gold medalists and 82 world class athletes to higher achievement is ready to help



you **lose fat and inches permanently!**

So... are you ready to start the **last** weight loss program you'll ever need?

Then begin with the **Cinch Starter Kit**. It contains all of the products and tools essential to your success:

Cinch Shake Mix

Available in delicious Vanilla or decadent Chocolate, **Cinch Shake Mix** is a quick and healthy answer to "What's for breakfast?" or "What's for lunch?" **Cinch Shakes** are a great tasting, nutritious way to help retain that all important muscle and keep you feeling full and satisfied while you lose weight. This proprietary formula is powered by Leucine, the amino acid that signals the body to preserve muscle during weight loss. In other words, the Leucine in **Cinch Shakes** helps you keep muscle while you lose fat.

Each time you drink a **Cinch Shake**, you get 24 grams of protein. And that's important because protein is used to build muscle, and muscle is what keeps your metabolism working to burn off calories. Protein-rich foods also keep hunger at bay, which can help reduce between-meal snacking.

Each **Cinch Shake**:

- Provides the benefits of a meal, but tastes like dessert
- Contains 6 grams of fiber per serving
- Is low glycemic to retain normal



blood sugar levels and sustain energy

- Delivers 35% or more of the Daily Value for 21 essential vitamins and minerals
- Contains no artificial colors, sweeteners, or flavors

Cinch 3-in-1 Boost

Three products in one **Cinch 3-in-1 Boost** delivers 23 essential vitamins and minerals. The **Cinch Boost** Proprietary Thermogenic Blend features EGCG, a true wonder from green tea, and is an ideal metabolism booster.



Cinch Boost also includes evodia and purple corn extracts currently being studied for their weight loss potential. This powerful blend is teamed with chromium, vanadium, and banaba leaf extract which are important for retaining normal blood sugar levels and to help control hunger and food cravings. **Cinch 3-in-1 Boost** is designed to provide the nutritional support you need to help reach your goals.

Cinch Bars

Cinch Bars are the perfect solution to mid-afternoon hunger. Choose from any of these great flavors; Chocolate Decadence, Peanut Butter Crunch or Lemon Cranberry for a great-tasting way to eat a satisfying, healthy, delicious snack without a lot of calories. **Cinch Bars** are also powered by Leucine allowing you to keep muscle while you lose weight and inches from fat. And remember... muscle fuels your metabolism.

Shaklee packs a whopping 10 grams of protein in just 120-130 calories per bar to help promote a feeling of fullness and keep hunger at bay. However, when you're eating a **Cinch Bar**, all you'll think about is how good it tastes.



Cinch Bars:

- Contain 3 grams of fiber per serving
- Pack extra B Vitamins for cellular energy
- Contain no trans fats and are low glycemic
- Contain no artificial colors, sweeteners, or flavors
- Are also available in an Assortment Pack

Cinch Energy Tea

Now that you have your breakfast, lunch, snack and nutritional support taken care of... it's time to think energy. That's easy with Shaklee's **Cinch Energy Tea**. This unique energy tea mix contains a triple blend of:

- Matcha green tea powder — a premium green tea with unique fiber, minerals, and antioxidant properties.
 - White tea extract — containing powerful antioxidant properties
 - Rooibos red tea extract — a South African tea with polyphenol antioxidant compounds.
- Plus, **Cinch Energy Tea** contains Taurine, an amino acid that helps to enhance feelings of well-being. You can enjoy this delicious tea hot or cold anytime for a quick energy lift!



The **Cinch Plan Starter Kit** also contains:

- 2 daily journals
- the **Cinch success** guide with **Cinch** Coach CD
- a **Cinch shaker** cup
- a **Cinch pedometer**
- a **Cinch tape measure**

With **Cinch Plan** from Shaklee you finally have a breakthrough solution to your weight loss dilemma. Ready, set, GO!

For enthusiastic support go to: www.cinchclub.com - a web site that provides comprehensive support in the form of meal plans, recipes, community, and educational materials.

The Proof is in... The Inches are Gone!

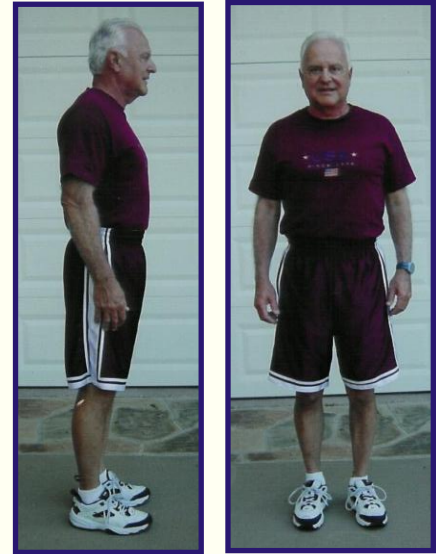
Before **Cinch**
January 2006



Ray DeBrincat • "I Feel GREAT!"

"It just seemed like I gained 5 lbs. every year. Then I tried the **Cinch Inch Loss Plan**. Because I had 2 heart attacks at 37 and 40 years old, I knew that weight was a risk factor for heart disease. I started **Cinch** in January 2006 and now my cholesterol is down to 111, my blood pressure is normalized, and my triglycerides are in the low 70's. I'm 65 years old and I feel fantastic! With **Cinch**, I got a double-whammy... not only have I lost weight, but I'm off all the drugs that I've been trying to get off for 20 some years!"

After **Cinch**
June 2006



Carol & Al Gader • Astonishing Results!

We have been on **Cinch** for two weeks. I have lost 5 lbs and 4 inches. My husband lost 8 lbs and 4 inches. (It's too soon for pictures.) **Cinch** tastes delicious and that chocolate bar makes me feel like I'm eating something I shouldn't! We love all the bars and keep them handy all the time just in case. However, we have not felt hungry after the original 2 days. The tea is so energizing. The **Cinch Shakes** taste great in cold water too! THANKS SHAKLEE for another great product line that will help with the greatest health challenge this country has... obesity.

Paul & Fran • All This in Only Two Weeks!

Paul and Fran started the **Cinch Inch Loss Plan** on August 29, 2006. As of September 12, 2006, these are the remarkable results they've experienced:
Fran dropped 11 lbs. and lost • 2" in her waist • an incredible 4" in her hips • 1" in her bust • 1 whole dress size
Paul dropped 13 lbs. and lost • 1-1/2" in his waist • 1" in his hips • 2-1/4" in his chest
But this is the most exciting part... Paul's blood sugar dropped from 151 to an average of 91!

How Much Does Your Diet Cost You?

Forbes magazine's 8/30/06 issued a weekly price comparison for diets. Not only is the **Cinch Inch Loss Plan** more nutritious, more delicious, easier, and more effective, it's also less expensive per week than:
• Jenny Craig • NutriSystem • Atkins • Weight Watchers

Plus, once you've started on the **Cinch Inch Loss Plan**, the **Cinch Refill Packs** are less expensive than:
• The Zone • Ornish

And, according to the Forbe's article, the average single non-dieting American's weekly food expense is \$54.44. When you add the **Cinch Plan** to your diet, your food bill will decrease because you'll be replacing some of your normal diet with **Cinch**!

Are You Part of the Problem... or Part of the Solution?

Did you know...

Every time you do laundry, scrub the tub or clean the toilet, you could be putting toxic substances into the environment. Bleach, phosphates, formaldehyde, ammonia and other potentially toxic chemicals are commonly found in most well-known household cleaners. Some can take months, or even years, to break down into less harmful components and can damage the environment, especially the ecosystems of streams and rivers. But you **do** have a choice. You can clean your home without damaging your health, the health of your children and pets, or the environment... with Shaklee's **Get Clean** team.

At Shaklee... we believe you shouldn't have to sacrifice powerful convictions for powerful cleaners. With **Get Clean** products, you don't have to choose between "eco-friendly" cleaners that don't always work and

scouring products, and you can't get

Make the Shaklee Get Clean

Switch: Next time you need an especially powerful product to clean your oven or a blackened barbecue grill, try **Get Clean Scour Off Heavy-Duty Paste**. Or, next time you run out of laundry detergent, try **Get Clean Fresh Laundry Liquid**, **Get Clean Fresh Laundry Powder**, or **Get Clean Fresh Laundry Free Powder** to take your laundry to the next level of freshness without harmful bleach, phosphates, or chlorine that can irritate the skin as well as damage the environment. Are you in need of a whole house cleaner? Make the switch to **Get Clean Basic H2**, the big cleaner in a little bottle that has over 1,000 household uses! Better yet, make the big switch and trade in your



Each kit contains everything you need to keep your home clean, your family and pets toxin-free, all without causing damage to our delicate environment!

We believe your home should be the world. Your home is

ers that contain toxic chemicals like chlorine, phenol, ammonia, or formaldehyde! Get rid of those troublemakers. Then welcome **Get Clean** into your home. Rest assured that none of those hazardous toxins come with it so you can be sure you're using products that care as much about your family's safety as you do.

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In this issue:

Return Service Requested

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