



cinch™ Inch Loss Plan

THE CHALLENGE **The Dreaded Diet Cycle**

If you are like most people, you've struggled with your weight at one time or another. You've been on every fad diet. Initially you lose some weight, but then you gain it back and find yourself heavier than before. This is the dreaded cycle of yo-yo dieting.

Yes, in the short term you can lose the weight, but every time you do this you may be doing more damage than good because your body thinks it's experiencing a "famine." In response to that famine, your body goes into survival mode and conserves energy by slowing down your metabolism. Your body does its best to hold on to the fat you have for as long as it can. So, with many diets the weight you initially lose is not from just fat, but muscle, too. And that loss of muscle slows down your metabolism even further because muscle burns calories. **Muscle = Metabolism.**

There are also common challenges—emotional and other physical ones that come along with dieting. Many diets are too restrictive or monotonous, or leave you feeling deprived and don't teach you how to permanently change your eating and exercise habits. They leave you feeling hungry, tired, and craving the foods you miss most. You've about had it, so you return to your old eating habits and gain the weight back. And the sad part is, the weight you put back on is fat weight.

THE SOLUTION **CINCH INCH LOSS PLAN**

How Cinch Works

The Cinch Inch Loss Plan is different. It addresses one of the primary reasons why other diets fail. Cinch provides you a plan to lose the right way. Instead of losing weight from fat and muscle, the Cinch Inch Loss Plan is Powered by Leucine™ to help preserve muscle while you lose weight from fat.† Preserving muscle mass also prevents your metabolism from dropping. The Cinch Inch Loss Plan with leucine is scientifically formulated to help you lose weight, lose inches, and break the cycle of perpetual dieting.

The Cinch Inch Loss Plan is designed for real life, so it also addresses the physical and emotional challenges that come along with your weight control efforts. With proprietary formulas, the Cinch products will help you control your hunger, boost your energy, and keep you feeling satisfied. Plus, you'll get healthy personalized menus, specific to your body's needs and your individual preferences.

Benefits

- Helps you **lose pounds and inches**†
- Helps you lose weight and inches **without feeling hungry**
- Clinically tested with leucine formula to **help preserve muscle** during weight loss†
- Promotes **weight loss from fat**
- Provides protein to help **control hunger** and preserve muscle
- Offers personalized and **flexible meal plan options**
- Provides the **support and tools** you need to be successful
- Helps you achieve healthy lifestyle changes

cinch™

†Based on results from a 12-week preliminary study, which did not include Cinch Meal-in-a-Bar, as it was introduced after the study.

CINCH PRODUCTS

Everything You Need to Start Losing Inches Today

With Cinch, you get two meals a day in a delicious shake or a meal-in-a-bar, a yummy snack bar to treat yourself, a three-in-one supplement with ingredients to kick up your metabolism*, and an extraordinary tea for natural energy.

Each product uses proprietary formulas, which were developed out of the Shaklee tradition of scientific innovation in nutrition.

- **Cinch™ Shake Mix** in rich chocolate, creamy vanilla, café latte, and strawberry flavors. Packed with soy protein to keep you feeling full and Powered by Leucine™ to help you hold on to muscle while you lose weight. Vanilla is also available in a non-soy, whey protein blend formula.
- **Cinch™ Meal-in-a-Bar** in two scrumptious flavors—Berry Almond Crunch and Peanut Butter Chocolate Chip. A great alternative to a Cinch shake. Packed with 20 grams of protein to keep you feeling full and Powered by Leucine™ to help hold on to muscle while you lose weight.
- **Cinch™ 3-in-1 Boost™** is three products in one—a balanced multivitamin with 23 essential nutrients, a metabolic booster that kicks you into calorie-burning gear, and nutrients including chromium to help retain normal blood sugar levels and keep energy levels stable.*
- **Cinch™ Snack Bar** serve up hard-to-believe snacking pleasure with hunger-fighting protein. Powered by Leucine™, they help preserve muscle. 120–130 calories per bar.
- **Cinch™ Energy Tea Mix** serves natural oomph in a cup. Hot or cold, this exotic blend of red, white, and green teas gives you a natural energy boost anytime you need it. Available in unsweetened and pomegranate flavors.

CINCH STARTER KIT

Each kit contains:

- Cinch Shake Mix (Canister) (15 servings)
 - Cinch Shake Mix (14 single-serving packets)
 - Cinch 3-in-1 Boost (42 tablets)
 - Cinch Bar Assortment Pack (10 bars)
 - Cinch Energy Tea Mix, Unsweetened (28 sticks)
 - Cinch Success Guide with CinchCoach™ Software CD
 - Cinch Daily Journals (2)
 - Cinch Pedometer
 - Cinch Shaker Cup
 - Cinch Tape Measure
- Starter Kit (Vanilla), #59065
Starter Kit (Chocolate), #59066

CINCH PRODUCTS

Cinch™ Shakes

- **Cinch Vanilla Shake Mix** ☆
Canister, 15 servings #20340
net wt. 25 oz. (1lb. 9 oz.) 720 g
Single-Serving Packets, 14 packets #20342
1.7 oz. (48 g) ea.
net wt. 24 oz. (672 g)
- **Cinch Chocolate Shake Mix** ☆
Canister, 15 servings #20341
net wt. 27 oz. (1lb. 11 oz.) 765 g
Single-Serving Packets, 14 packets #20343
1.8 oz. (51 g) ea.
net wt. 25 oz. (714 g)
- **Cinch Vanilla Whey Protein Blend Shake Mix** 🍌
Canister, 15 servings #20068
net wt. 25 oz. (1lb. 9 oz.) 720 g
- **Cinch Café Latte Shake Mix** ☆
Canister, 15 servings #20339
net wt. 26 oz. (1lb. 10 oz.) 750 g
Single-Serving Packets, 14 packets #20338
1.8 oz. (50 g) ea.
net wt. 25 oz. (700 g)
- **Cinch Strawberry Shake Mix** ☆
Canister, 15 servings #20336
net wt. 27 oz. (1lb. 11 oz.) 765 g
Single-Serving Packets, 14 packets #20335
1.8 oz. (51 g) ea.
net wt. 25 oz. (714 g)

Cinch™ Meal-in-a-Bar

- 7 bars per box, net wt. 18 oz. (490 g)
- **Berry Almond Crunch** #20373 ☆
 - **Peanut Butter Chocolate Chip** #20405 🍌

Cinch™ 3-in-1 Boost™ ☆

- 84 Tablets (28 servings) #20347

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

†Based on results from a 12-week preliminary study, which did not include Cinch Meal-in-a-Bar, as it was introduced after the study.

Cinch™ Snack Bar

10 bars per box, net wt. 11 oz. (310 g)

- **Chocolate Decadence** #20344
- **Peanut Butter Crunch** #20378
- **Lemon Cranberry** #20377
- **Bar Assortment Pack** #20379

Cinch™ Energy Tea Mix

28 sticks per box

- **Unsweetened** #20345
net wt. 1.7 oz. (47.6 g)
- **Pomegranate** #20337
net wt. 3.8 oz. (106.4 g)

For more details on all the Cinch products, please see the individual Product Briefs.

THE SHAKLEE DIFFERENCE

- Leverages 50 years of **nutritional science leadership and innovation**
- **Clinically tested** — this leucine-enhanced nutrition program was shown to help retain 100% of lean muscle mass.†
- **Powered by Leucine™**, specifically 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
- **100% unconditional guarantee of satisfaction**

WHO WILL BENEFIT?

- 65% of adults in the United States who are overweight
- Anyone looking for a healthy way to lose weight and inches
- Anyone who is seeking an alternative to the fatigue, hunger, and food cravings commonly associated with typical diets
- Anyone who has been advised by their doctor to lose weight

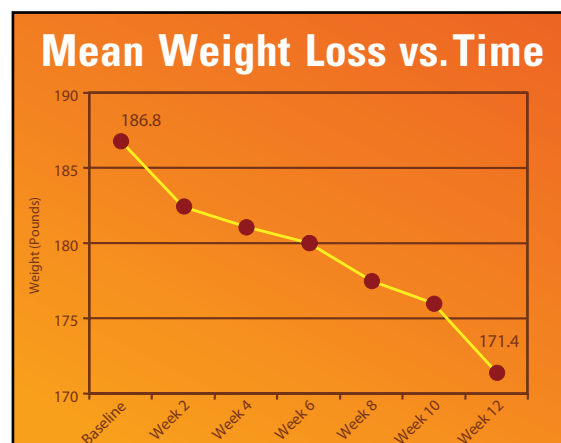
CLINICAL STUDY

SUMMARY OF RESULTS†

- Study participants lost an average 15.4 lbs. over 12 weeks.
- Study participants lost an average of 4.1 inches from their waists and 2.6 inches from their hips.
- Study participants lost on average 16.3 lbs. of fat over 12 weeks.
- Study participants experienced **no significant changes in fat-free mass over 12 weeks**. These data suggest that most, if not all, weight loss was derived from body fat and fat-free mass was preserved.
- More than 90% of study participants reported their energy levels as “very good” or “great” while on the Cinch Inch Loss Plan.

NOTE: For details on the scientific support for each product, please see the individual Product Briefs.

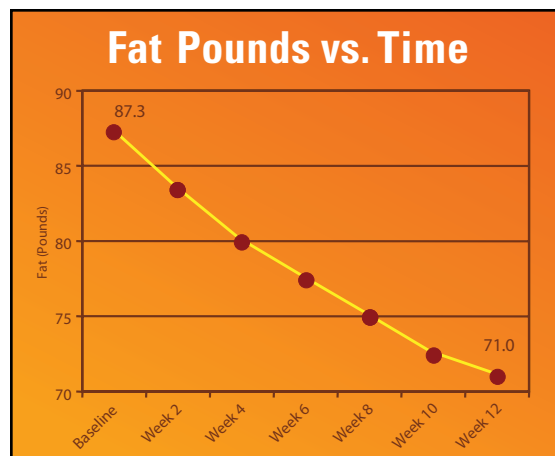
Study participants who followed the Cinch Inch Loss Plan lost an average of **15.4 lbs. over 12 weeks.**†



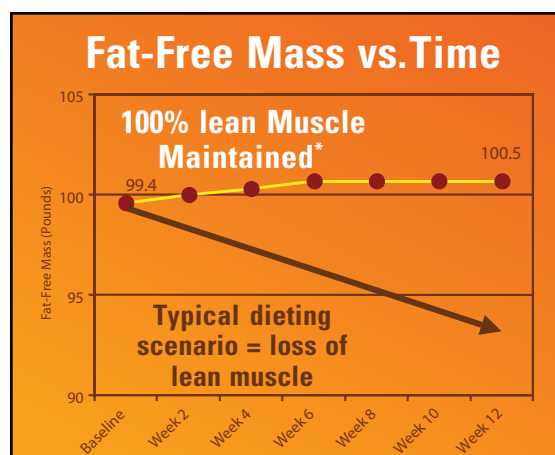
†Based on results from a 12-week preliminary study, which did not include Cinch Meal-in-a-Bar, as it was introduced after the study.

CLINICAL STUDY (CONTINUED)

Study participants **lost an average of 16.3 lbs. of fat over 12 weeks.**[†]



Study participants experienced **no significant changes in fat-free mass over 12 weeks**, suggesting most, if not all, weight loss was derived from body fat.[†]



SUPPORT MATERIALS AND RESOURCES

- **Introduction to Cinch** A recorded three-minute call (925.924.3030)
- **Say Hello to Cinch DVD** #66010 Single; #67000 5-Pack
- **Cinch™ Inch Loss Plan Brochure** #75359 English; #75360 Spanish
- **CinchPlan.com** A Web site for new consumers and prospects
- **Introduction to Cinch PowerPoint Presentation** (available to download at MyShaklee.com)
- **Cinch™ Success Guide and CinchCoach™ Software CD** Everything you need to do the program and support to help you reach your goals. Included in the Cinch Starter Kit and available separately. #75361
- **Cinch™ Daily Journal** (English/Spanish). A portable journal to track your product use and meals when you are on the Cinch Plan. #75362
- **CinchClub.com** A Web site for those on the plan that provides comprehensive support in the form of meal plans, recipes, community, and educational materials
- **2008 Product Guide** # 75518 English; #75519 Spanish (available mid-January, 2008)

[†]Based on results from a 12-week preliminary study, which did not include Cinch Meal-in-a-Bar, as it was introduced after the study.



For more information, visit CinchPlan.com

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.

