



# cinch™ inch loss plan Whey Protein Blend Shake Mix

## THE CHALLENGE

You go on a diet to lose jiggy fat, but with many diets you'll also end up losing lean muscle. And that can set you up for future weight regain, because muscle is what burns calories. It's key to your metabolism. Fat, on the other hand, is just—fat. Many diets also leave you feeling deprived, hungry, and finding time to prepare a healthy, nutritious meal can often be a real chore. When you're rushed, you often make poor choices, reaching for fast food or take-out options that are high in calories and fats and low in nutrition. How can you have a nutritious meal that's easy to prepare, tastes great, and will help you reach your weight loss goal?

## THE SOLUTION

### CINCH SHAKE MIX

#### All the Benefits of a Meal

Cinch™ shakes are 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. Our 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 so you lose fat.

Each time you drink a Cinch shake, you get **24 grams of protein\*\***. And that's important. Why? Because protein is used to build muscle, and muscle is what keeps your metabolism up and burns calories. Protein-rich foods also hold off hunger, which can help reduce between-meal snacking. And let's not forget about that muscle-sparing leucine and essential nutrients your body needs. Look for our many great tasting shake recipes on CinchClub.com.

#### Benefits

- Provides the benefits of a meal, but tastes like dessert
- Powered by Leucine™ to preserve muscle while you lose weight
- 24 grams of protein per serving\*\* to help you feel satisfied and full
- High in fiber; with 5 grams per serving
- Low glycemic to retain normal blood sugar levels and sustain energy
- Delivers 35% or more of the Daily Value for 20 essential vitamins and minerals
- Contains no soy, for those who are sensitive to or allergic to soy



#### Cinch™ Vanilla Whey Protein Blend Shake Mix

Canister, 15 servings #20068  
net wt. 25 oz. (1 lb. 9 oz.) 720 g

## THE SHAKLEE DIFFERENCE

- With **Cinch™ Pro W**, an exclusive whey protein blend enhanced with the amino acid leucine
- **Powered by Leucine™** to preserve muscle while you lose weight
- Part of the **clinically tested** Cinch Inch Loss Plan†
- **No artificial** flavors, colors, or sweeteners
- 99% lactose free
- **Contains no soy**

\*\* When prepared as directed.

†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.

## WHO WILL BENEFIT?

- 65% of adults in the United States who are overweight
- Anyone looking for a healthy way to manage their weight, inches, and reduce calories
- Anyone who is seeking an alternative to the fatigue, hunger, and food cravings from typical diets
- Anyone who wants a convenient, healthy, and satisfying meal
- **Anyone who is sensitive to or allergic to soy, or for those looking for an alternative to soy protein**

## HOW-TO AND SERVING SUGGESTIONS

Put two scoops of powder in one cup of nonfat milk. Mix like you mean it. If you choose to make your shake with water; use three scoops instead of two scoops. For a tasty treat, prepare in the blender and toss in a serving of fresh or frozen fruit or berries or a half banana. If you like it frothy, add ice cubes. Experiment and have fun. For more tasty shake recipes, visit [Cinchclub.com](http://Cinchclub.com).

## NUTRITION FACTS

# cinch™ vanilla whey protein blend shake mix

inch loss plan

Nutrition Facts		
Serving Size: 2 Scoops (48 g)		
Servings Per Container: 15		
Amount Per Serving	Mix Alone	with Nonfat Milk
<b>Calories</b>	180	270
Calories from Fat	25	30
<b>% Daily Value**</b>		
<b>Total Fat</b> 2.5 g*	4%	4%
Saturated Fat 0.5 g	3%	3%
Trans Fat 0 g		
Polyunsaturated Fat 0.5 g		
Monounsaturated Fat 1.5 g		
<b>Cholesterol</b> 5 mg	2%	3%
<b>Sodium</b> 200 mg	8%	13%
<b>Potassium</b> 400 mg	11%	22%
<b>Total Carbohydrate</b> 24 g	8%	13%
Dietary Fiber 5 g	20%	20%
Soluble Fiber 5 g		
Sugars 16 g		
<b>Protein</b> 16 g	32%	49%
Vitamin A	10%	20%
Vitamin C	35%	35%
Calcium	35%	60%
Iron	25%	25%
Vitamin D	35%	60%
Vitamin E	35%	35%
Thiamin	35%	40%
Riboflavin	35%	60%
Niacin	35%	35%
Amount Per Serving	Mix Alone	with Nonfat Milk
Vitamin B <sub>6</sub>	35%	40%
Folate	35%	40%
Vitamin B <sub>12</sub>	35%	50%
Biotin	35%	35%
Pantothenic Acid	35%	45%
Phosphorus	30%	55%
Iodine	35%	35%
Magnesium	35%	40%
Zinc	35%	40%
Selenium	35%	45%
Copper	35%	35%
Manganese	35%	35%
Chromium	80%	80%
Molybdenum	35%	35%
Chloride	6%	10%

**INGREDIENTS:** CINCH™ PRO W PROPRIETARY PROTEIN BLEND (WHEY PROTEIN ISOLATE, MILK PROTEIN ISOLATE, L-LEUCINE, RICE PROTEIN CONCENTRATE), FRUCTOSE, DEXTROSE, ACACIA GUM, HIGH OLEIC SUNFLOWER OIL POWDER, NATURAL FLAVORS, DICALCIUM PHOSPHATE, SODIUM CITRATE, POTASSIUM CHLORIDE, SUNFLOWER LECITHIN, GUAR GUM, CANOLA OIL, MAGNESIUM OXIDE, ASCORBIC ACID, SELENIUM YEAST, D-ALPHA TOCOPHERYL ACETATE, MOLYBDENUM YEAST, FERROUS FUMARATE, NIACINAMIDE, ZINC OXIDE, COPPER GLUCONATE, CALCIUM PANTOTHENATE, VITAMIN A PALMITATE, MANGANESE SULFATE, VITAMIN B<sub>12</sub>, VITAMIN D, VITAMIN B<sub>6</sub>, CHROMIUM NICOTINATE, RIBOFLAVIN, THIAMINE MONONITRATE, MIXED TOCOPHEROL CONCENTRATE, FOLIC ACID, BIOTIN, POTASSIUM IODIDE.

Distributed by Shaklee Corporation, Pleasanton, CA 94588

Item #20068



## CINCH INCH LOSS PLAN

Cinch Shake Mix is just one part of the comprehensive Cinch Inch Loss Plan. To get the full benefits, use the shakes with the other remarkable products in the Cinch Inch Loss Plan.

- **Cinch™ Meal-in-a-Bar** in two scrumptious flavors—Berry Almond Crunch and Peanut Butter Chocolate Chip. A great alternative to a serving of shake mix. 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.

\*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.

- **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.

The Cinch Inch Loss Plan with leucine is 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

## 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)

## SCIENTIFIC REFERENCES

1. Eric Garlick, PJ. The role of leucine in the regulation of protein metabolism. *J Nutr*, 2005. 135(6 Suppl): p. 1553S–65S.
2. Halton TL, Hu FB. The effects of high protein diets on thermogenesis, satiety and weight loss: a critical review. *J Am Coll Nutr* 2004;23:373–85.
3. Hill AJ BJ. Macronutrients and satiety; the effects of a high protein or high carbohydrate meal on subjective motivation to eat and food preferences. *Nutr Behav* 1986;3:133–144.
4. Koopman R, Wagenmakers AJ, Manders RJ, et al. Combined ingestion of protein and free leucine with carbohydrate increases postexercise muscle protein synthesis in vivo in male subjects. *Am J Physiol Endocrinol Metab* 2005; 288:E645–53.
5. Layman DK. The role of leucine in weight loss diets and glucose homeostasis. *J Nutr* 2003; 133:261S–267S.
6. Layman, D.K. and D.A. Walker; Potential importance of leucine in treatment of obesity and the metabolic syndrome. *J Nutr*, 2006. 136(1 Suppl): p. 319S–235.
7. Weigle DS, Breen PA, Matthys CC, et al. A high-protein diet induces sustained reductions in appetite, ad libitum caloric intake, and body weight despite compensatory changes in diurnal plasma leptin and ghrelin concentrations. *Am J Clin Nutr* 2005;82:41–8.

cinch™  
inch loss plan

For more information, visit [CinchPlan.com](http://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.

