



# cinch™ Inch Loss Plan

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## 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 from fat and muscle. 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 and provides you a plan to lose the right way. It's not another fad diet program. Instead of losing weight from water 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 level, 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.

## CINCH PRODUCTS

### Everything You Need to Start Losing Inches Today

With Cinch, you get two meals a day in a delicious shake, a yummy bar to treat yourself, a 3-in-1 Boost™ 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 Shaklee's tradition of scientific innovation in nutrition.

- **Cinch™ Shake Mix** in rich chocolate or creamy vanilla. Packed with protein to keep you feeling full and Powered by Leucine™ to help you hold on to muscle while you lose weight.
- **Cinch™ 3-in-1 Boost** is really three products in one — provides 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™ Bars** serve up hard-to-believe snacking pleasure with hunger-fighting protein and they are Powered by Leucine™ to 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 healthy natural energy boost anytime you need it.

#### 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 (28 sticks)
  - Cinch Success Guide with Cinch Coach™ 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. 1lb. 10 oz. (720g)
- Single-serving packets, 14 packets #20342 net wt. 1lb. 8 oz. (672g)

###### Cinch Chocolate Shake Mix ☆

- Canister, 15 servings #20341 net wt. 1lb. 11 oz. (765g)
- Single-serving packets, 14 packets #20343 net wt. 1lb. 9 oz. (714g)

##### Cinch™ 3-in-1 Boost™

- 84 Tablets (28 servings) #20347 ☆

NOTE: For more details on each of the Cinch products, please see the individual Product Briefs.

##### Cinch™ Bars

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

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

##### Cinch™ Energy Tea Mix ☆

- 28 sticks per box #20345 net wt. 1.7 oz (47.6g)

## 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**

\*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.

## WHO WILL BENEFIT?

- 65% of adults in the United States who are overweight or obese
- 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 for health reasons

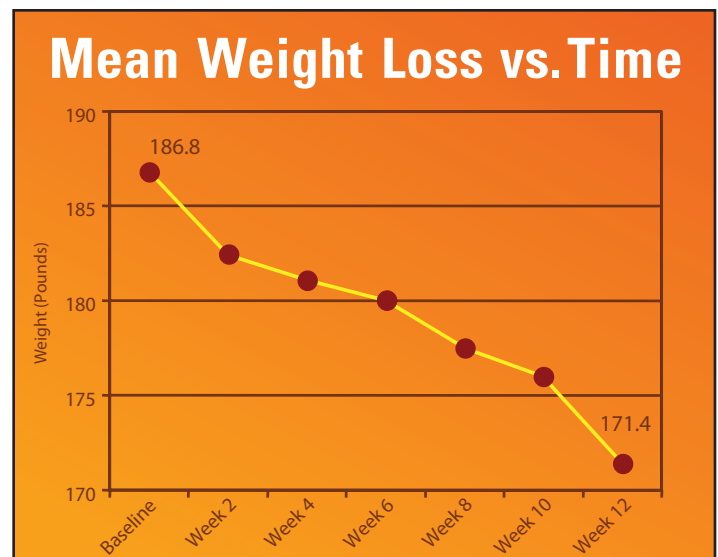
## CLINICAL STUDY

### SUMMARY OF RESULTS<sup>†</sup>

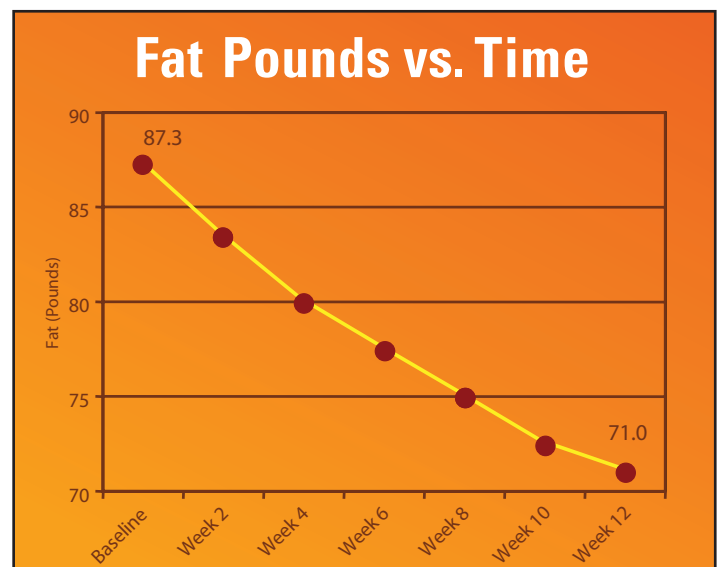
- Study participants lost an average 15.4 lbs. over 12 weeks.
- Study participants lost an average of 4.1 inches from their waists and 2.6 inches from their hips.
- Study participants lost on average 16.3 lbs. of fat over 12 weeks.
- Study participants experienced **no significant changes in fat-free 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 science support for each product, please see the individual Product Briefs.

Study participants following the Cinch Inch Loss Plan **lost an average of 15.4 lbs. over 12 weeks.**<sup>†</sup>



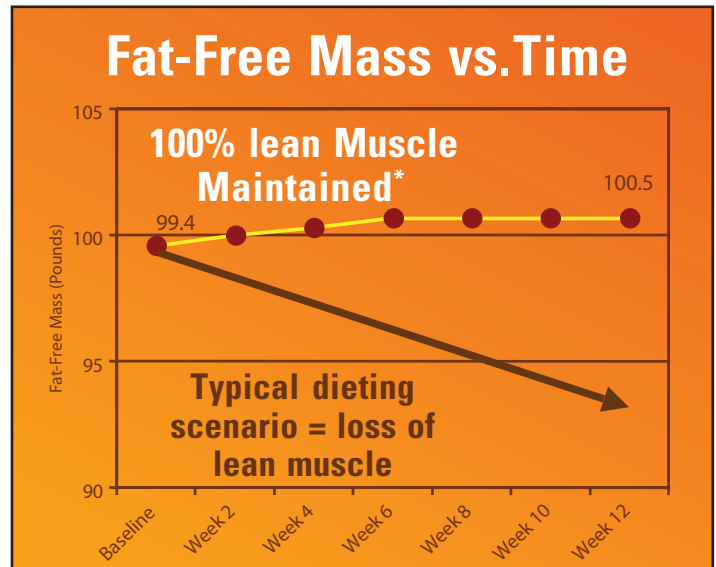
Study participants lost an average of **16.3 lbs. of fat over 12 weeks.**<sup>†</sup>



<sup>†</sup>Based on results from a 12-week preliminary study.

## CLINICAL STUDY (CONTINUED)

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.<sup>†</sup>



## SUPPORT MATERIALS AND RESOURCES

- **Introduction to Cinch** Pre-recorded three-minute call (925.924.3030)
- **Say Hello to Cinch DVD** #66101 Single; #67000 5-Pack
- **Cinch™ Inch Loss Plan Brochure** #75359 English; #75360 Spanish
- **CinchPlan.com** A Web site that tells the whole Cinch story for new consumers and prospects
- **Introduction to Cinch PowerPoint Presentation** (available to download at MyShaklee.com)
- **Cinch™ Success Guide and Cinch Coach™ 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
- **2007 Product Guide** #72085 English; #72089 Spanish

<sup>†</sup>Based on results from a 12-week preliminary study.

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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.

