



cinch™
inch loss plan



Obesity Epidemic

In 1980, 35% of Americans were overweight to obese.

46 billion dollars,
and hundreds of diets later ...



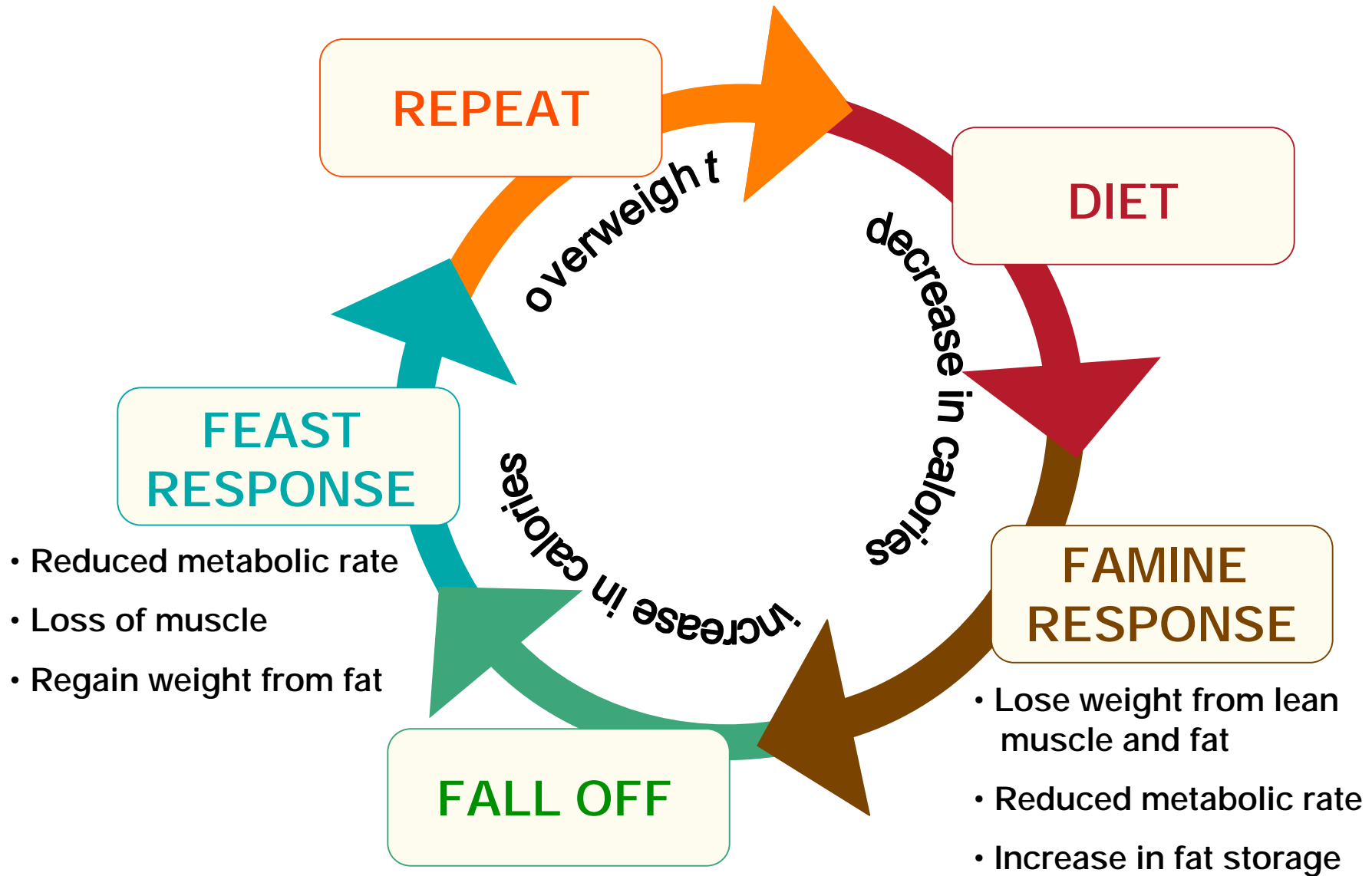
Why Most Diets Fail

MOST DIETS ARE:

- Nutritionally inadequate → you feel bad, sooner or later
- Too hard to follow → interferes with life
- Results are too slow → frustration
- Unsafe ingredients → negative side effects
(Ephedra, Ephedra Alternatives, other stimulants)
- Slow your metabolism → the “yo-yo” effect



THE VICIOUS DIET CYCLE



Why cinch™ Works

inch loss plan

1. Formulated to help you get off the dreaded diet cycle
2. Leverages 50 years of nutritional science leadership and innovation
3. Clinically tested leucine formula
4. Powered by Leucine™



Why cinch™ Works

inch loss plan

The Dreaded Diet Cycle

- With most diets you lose fat and muscle
- Muscle loss = lower metabolism (fewer calories burned)
- After dieting, you can't burn calories like you did before. So you gain weight back. Start next diet. The yo-yo effect.
- In a preliminary clinical study, participants on the Cinch program retained 100% of lean muscle mass



Why cinch™ Works

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50 Years of Nutritional Science Leadership

- Cinch is a result of years of sports and nutrition science expertise from Shaklee medical doctors, nutritionists, and scientists
- Shaklee products have fueled 54 gold medalists and 82 world class athletes to higher achievement
- The Cinch program and products are based on more than 100 published studies and clinical papers on individual ingredients



Why cinch™ Works

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Clinically Tested Leucine Formula

- In a preliminary clinical trial, Shaklee scientists tested the proprietary formula enhanced with leucine
- People in the program lost fat, weight, and inches while retaining their lean muscle



SHAKLEE SCIENTIFIC TRADITION

Pre Launch Pilot Study

Clinical Data

- *Weight loss 15.4 lbs.*
- *Waist size decreased by 4.1 inches*
- *Hip size decreased by 2.6 inches*
- *Fat-free mass remained unchanged*
 - *all weight loss came from fat*

Why cinch™ Works

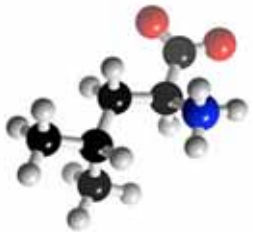
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POWERED BY LEUCINE™

An essential amino acid used extensively by athletes

As part of a macronutrient balanced program, leucine helps to:

- Promote satiety
- Signal the body to retain (and even build) lean muscle)
- Support metabolic rate via ability to preserve muscle





INTRODUCING...

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Formulated to help break the diet cycle, so you can:

Keep muscle you have.

Burn fat you don't need.

Lose inches you don't want.

Say Hello to Cinch

We hold the unfaltering belief that, together with us, you will succeed.

Losing weight can be as simple as it is difficult. We get that.

We see the scale as an occasional measure of progress.
Not a daily measure of character.

We believe “goal jeans” are just as important as goal weight.

This isn't about getting beautiful. You already are. This is about getting healthy.

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Shake Mix



- With proprietary **Cinch™ Pro** protein blend enhanced with **Leucine**
- **24 grams of protein**
- **5-6 grams of fiber**
- **Low glycemic**
- **No artificial colors, sweeteners, or flavors**
- **4 great flavors**
- **Vanilla available in soy or whey protein blend formulas**

Meal-in-a-Bar



- With proprietary **Cinch™ Pro** protein blend enhanced with **Leucine**
- **20 grams of protein**
- **6 grams of fiber**
- **Low glycemic**
- **No artificial colors, sweeteners, or flavors**
- **2 great flavors**



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3-in-1 Boost™



Three products in one:

- Balanced multivitamin/multimineral formula
- **Cinch Boost™**, an exclusive blend with EGCG to **boost calorie burning***
- Helps retain normal blood sugar levels*, which may **help control food cravings** with chromium, vanadium, and banaba leaf extract

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

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Snack Bars



- A proprietary formula **Powered by Leucine™**
- **10 grams of protein**
- **120–130 calories** per serving
- No artificial colors, sweeteners, or flavors
- No trans fats / low glycemic
- 3 indulgent flavors

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Energy Tea Mix



- Exclusive **T-Lift™ Blend** with exotic green, red, and white teas
- With taurine for **energy & well-being**
- Mixes perfectly with hot or iced water
- Available in pomegranate and unsweetened flavors

Getting Started. Even that's a cinch.

Starter Kit includes:

Cinch™ Shake Mix canister, Cinch Shake Mix packets, Cinch 3-in-1 Boost™, Cinch Bar assortment pack, Cinch Energy Tea Mix, Cinch Daily Journals, Cinch Success Guide with Cinch Coach™ Software CD, Cinch Shaker Cup, Cinch Pedometer, Cinch Tape Measure

Member Price: \$189.95

You save
Over \$60*



*Savings based on SRP value of items purchased separately.

THE PRICE OF HEALTH

**Starbucks
Breakfast**
(Mocha Grande,
Lemon Scone)



Calories 850
Fat (grams) 39

Big Mac Meal
(Big Mac, Medium Fries,
Medium Diet Soda)



Calories 940
Fat (grams) 50

Cinch Shake
(Cinch Vanilla Shake,
8 oz. Nonfat Milk)



Calories 270
Fat (grams) 3

*Price includes price of one serving of Cinch Shake Mix and an 8-oz. Glass of nonfat milk.

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Real People. Real Success.

Jane Pederson
a total of **14 inches*** and
20 pounds healthier

*Results not typical.

"I've lost hundreds of pounds in the past. It's the hundreds and fifteen that you gain back that's the problem." But cinch is living up to its name for her. "I'm not hungry for hours and hours, and then it's time for another shake."



BEFORE

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Real People. Real Success.

Jason Thorne
a total of **31 inches*** and
63 pounds healthier

*Results not typical.

"Choosing Cinch is a no-brainer.
The science has been done, and
you know that it's safe.
I had a daughter about ten months
ago and it was like, I really need to
be around for my daughter. Now I
feel like I will be."



BEFORE

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Real People. Real Success.

Janet Lundgren
a total of **36 inches*** and
40 pounds healthier

*Results not typical.

"I really noticed the inches right away. When I'd see how many inches had gone down, especially my abdominal area — it was fabulous. I blew my friends away. After eight to twelve weeks, they were like, "Wow, what have you been doing?"



BEFORE

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GET STARTED WITH cinch™ TODAY

JOIN US!

1. Become A Distributor And Save
2. Order Your Cinch Starter Kit
3. Ask How You Can Earn A FREE Kit



100% Satisfaction Guarantee

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A plan for the rest of us

