

## Frequently Asked Questions

# Cinch®



### Q. What is the Cinch® Inch Loss Plan and why is it different from other weight management systems and diets?

**A.** Developed by Shaklee scientists and researchers, Cinch is the result of an accumulated 55 years of Shaklee nutritional expertise, coupled with the company's long history of working with athletes to help them achieve optimum performance. This combination has yielded the scientific insight that has created Cinch: a safe, healthy, and effective approach to weight management.

Shaklee scientists have long been concerned about how to support safe and effective weight loss while preserving muscle mass. This is because preserving lean body mass means also preserving metabolic rate, or the body's ability to burn calories. What makes the Cinch Inch Loss Plan different from other programs is this: instead of losing weight from water and muscle, Cinch is designed to help you lose fat – and inches – while preserving lean body mass and promoting healthy weight loss essentially entirely from fat.\*

### Q. Can I use the Cinch Inch Loss Plan if I'm pregnant?

**A.** Healthful eating during pregnancy and ensuring adequate calorie intake is important for your baby to grow and develop. Therefore, Shaklee does not recommend that pregnant women follow the Cinch plan for weight loss. However, Cinch shakes and bars can be used by pregnant women as part of a healthful diet.

### Q. Can I use the Cinch Inch Loss Plan if I'm nursing?

**A.** You can follow the Cinch Inch Loss Plan while nursing your baby – with a few cautions. Make sure you're eating enough calories and drinking plenty of fluids so breast milk production isn't compromised. We recommend starting with the 1,800 calorie Cinch plan.

We also recommend that you discuss the use of the Cinch Energy Tea Mix with your doctor, as it contains naturally occurring caffeine in the amount found in a half cup of coffee or black tea.

Replace the Cinch 3-in-1 Boost™ supplement with Advanced Vita-Lea® With Iron because the 3-in-1 Boost contains the herbal extract evodia, which has not been studied for potential effects on nursing. If at any time you notice a change in your breast milk production, you may want to check your calorie and fluid intakes or consider discontinuing the program until you've finished nursing your baby.

### Q. I'm vegetarian/vegan. Can I be on the Cinch Inch Loss Plan?

**A.** Lacto-ovo vegetarians can use the Cinch Inch Loss Plan. The shakes can be mixed with non-fat milk or low-fat soy milk. Cinch meal plans designed for lacto-ovo vegetarians are available on CinchWellness.com. For strict vegans, please note that Cinch shakes and bars contain dairy ingredients.†

### Q. Can children use the Cinch Inch Loss Plan?

**A.** This program is not designed for children under the age of 12. However, for overweight teenagers aged 13 through 17, a modified version of the Cinch plan can be used. We suggest using one serving a day of the Cinch Shake Mix as a healthful meal replacement, and a second serving of the Cinch Shake Mix or a Cinch Meal-in-a-Bar as a healthful afternoon snack. In addition, we recommend replacing the Cinch 3-in-1 Boost with Advanced Formula Vita-Lea With Iron and limiting your child's intake of the Energy Tea Mix, since it contains naturally occurring caffeine. We also recommend consultation with your child's health care provider prior to beginning the program.

\*Findings based on lean mass estimates in a 12-week preliminary study.

†The Cinch Inch Loss Plan was tested in a 12-week preliminary study that did not include Cinch Meal-in-a-Bar, as this product was introduced after the study.

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### Q. How do I plan my Cinch meals if I have diabetes?

A. The Cinch Meal Plans have been well designed and are appropriate for most people with diabetes. If you use the Cinch products and follow the Meal Plans as designed, the overall carbohydrate content is about 40% of total calories. Cinch shakes, meal replacements bars, snack bars, and snack crisps have undergone glycemic index testing and meet the definition of “low glycemic.” We also have attempted to guide you toward foods in your Meal Plan that have a low to moderate glycemic index. If you monitor your carbohydrate intake more closely, as part of your diabetes self-management, the following list can help by providing the carbohydrate content of the Cinch shakes, bars, and snack crisps. Carbohydrate content information also is available for each of the Cinch recipes if you are following the pre-designed Meal Plans on CinchWellness.com. If you use diabetic exchanges to help with your meal planning, those equivalents are listed below, as well.

#### Cinch® Shake Mix

(prepared with 1 cup non-fat milk or low-fat soy milk)

Carbohydrate per serving: 38 grams<sup>‡</sup>

Diabetic exchanges: 1 non-fat milk, 1½ bread/starch, 2 lean protein/meat

#### Cinch® Snack Bar

Carbohydrate per serving: 15 grams

Diabetic exchanges: 1 bread/starch, 1 lean protein/meat

#### Cinch® Meal-in-a-Bar

Carbohydrate per serving: 32 grams<sup>‡</sup>

Diabetic exchanges: 2 bread/starch, 2 lean protein/meat

#### Cinch® Snack Crisps

Carbohydrate per serving: 13 grams<sup>‡</sup>

Diabetic exchanges: 1 bread/starch

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### Q. What is the glycemic index (GI) of the Cinch shakes, bars, and snack crisps?

A. The glycemic index is a measure used to assess the rate at which carbohydrate in the foods you eat raises blood sugar levels. Foods with a GI value below 55 are considered to be “low glycemic.” The specific values for the Cinch Shake Mix, Meal-in-a-Bar, Snack Crisps, and Snack Bar products can be found in the Shaklee Product Catalogue and all fall well below the value of 55.

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### Q. I’m allergic to soy. Can I be on the Cinch Inch Loss Plan?

A. The Cinch program was designed with soy-based shakes and bars as the cornerstones of the plan. However, if you are experiencing a sensitivity to soy foods or have trouble digesting soy, you may want to try taking Shaklee EZ-Gest® with a glass of water prior to consuming the soy-based Cinch shakes. This often helps. If you have a true allergy to soy foods, which is rare among adults, or simply prefer a non-soy-based shake, the Cinch Inch Loss Plan offers a vanilla-flavoured whey protein blend.<sup>‡</sup> Use two Cinch whey protein blend shakes per day as part of your Cinch meal plan. The only other recommended modification to the plan is making appropriate food choices to replace the Cinch Snack Bar, which also is a soy protein-based product.

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### Here are some non-soy alternatives to eating a Cinch Snack Bar:

- 1 cup non-fat yogurt
- ½ cup of non-fat cottage cheese with 1 cup raw vegetables
- 1 oz. low-fat cheese with 5 small whole wheat crackers

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<sup>‡</sup>The Cinch Inch Loss Plan was tested in a 12-week preliminary study that did not include Cinch Snack Crisps; Cinch Shake Mix, Whey Protein Blend; or Cinch Meal-in-a-Bar, as these products were introduced after the study.

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**Q. Can I mix my Cinch shake with water?**

**A.** We recommend non-fat milk or low-fat soy milk for the best nutritional profile and to provide you with the full amount of protein and leucine you need in the Cinch Inch Loss Plan. If necessary, you may mix the Cinch shake with water using one and a half servings of powder in eight ounces of water. This provides about the same amount of protein and calories as a shake prepared with non-fat milk or low-fat soy milk.

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**Q. Can I use the two shakes for any two meals?**

**A.** Yes. You may use the shakes for breakfast, lunch, or dinner.

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**Q. Where can I find Cinch shake recipes?**

**A.** You'll find ideas on how to flavour the shakes without adding too many additional calories posted in the Member Centre Library. Just enter "Cinch recipes" in the search window.

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**Q. What's the purpose of the Cinch Energy Tea Mix?**

**A.** It's not uncommon to experience occasional dips in your energy level when you're losing weight. The Energy Tea Mix is a great alternative to sugary snacks, soft drinks, or coffee that may tempt you later in your day. Enjoy the tea hot or cold; it will help boost your energy level naturally and it won't add too many calories. Each serving of Energy Tea Mix has only 5 to 10 calories, while a café mocha or latte may add several hundred calories. Plus, the T-Lift® blend in Cinch Energy Tea Mix provides catechins, which have potent antioxidant properties.

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**Q. How many servings per day of Cinch Energy Tea Mix may I have?**

**A.** You may consume as many daily servings of Energy Tea Mix as you'd like. Keep in mind, however, that the tea contains 70 mg of caffeine from tea ingredients. If you're sensitive to caffeine, you may want to limit your tea intake and avoid the use of the tea late in the afternoon or early evening.

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**Q. What is white tea extract?**

**A.** White tea is green or black tea that's harvested before the leaves are fully open (baby tea leaves). At that time, the tea leaf buds are still covered with fine white hair, which provides the name white tea. The tea leaf buds are steamed to prevent oxidation, then dried. White tea contains more antioxidants than regular green tea.

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**Q. What is Matcha green tea powder?**

**A.** Matcha green tea is a special form of green tea and a traditional ceremonial tea in Japan. It's produced from the finest fresh leaves that are handpicked at the earliest harvest and prepared using the whole powder, rather than steeping and discarding the tea leaves, so as to get the full benefit of all of the nutrients in the leaves – including fibre, minerals, and antioxidants.

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**Q. What is rooibos red tea?**

**A.** Red tea is made from the herb rooibos, a native plant from South Africa. It provides antioxidants including flavonoids such as aspalathin, a unique polyphenolic compound.

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**Q. How does the Cinch Meal-in-a-Bar fit into the Cinch Inch Loss Plan?**

**A.** The Cinch Meal-in-a-Bar was not part of the original Cinch Inch Loss Plan but is designed to be used as meal replacement alternative to the Cinch Shake Mix. If you're tired of drinking two shakes a day, or if you need the satisfaction of chewing your meal or require a highly convenient meal on the go, feel free to substitute one shake a day with a Cinch Meal-in-a-Bar.

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**Q. Can I use the Cinch Meal-in-a-Bar as a snack?**

**A.** You may use the Cinch Meal-in-a-Bar as a snack if you eat only half a bar and substitute it for the Cinch Snack Bar.

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### Q. What can I substitute for the Cinch Snack Bar?

**A.** We strongly suggest the Cinch Snack Bar as your snack. With 120–130 calories, each bar provides 10 grams of protein and 3 grams of fibre. It's a great way to add protein to your day and to get some extra leucine to help preserve lean muscle. If you can't eat the bar, here are some alternatives:

- New Cinch Snack Crisps
- 1 cup non-fat yogurt
- ½ cup of non-fat cottage cheese with 1 cup raw vegetables
- 1 oz. low-fat cheese with 5 small whole wheat crackers

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### Q. Why do the Cinch shakes and bars have sugar in them?

**A.** The Cinch shakes and bars have been formulated to deliver a certain amount of carbohydrate, as well as protein, fat, fibre, and added leucine to ensure they're effective for weight loss in the context of the Cinch Meal Plan guidelines. Because we don't use artificial sweeteners, it's difficult to develop shakes and bars that taste good without some added carbohydrate. Taste is critically important when we're asking consumers to replace two meals a day with a shake or meal bar. From a product development perspective, we needed to balance out the bitter and salty tastes of the added leucine and soy protein. And, to keep with our ingredient philosophy, we've used only natural sweeteners. Other companies may make products with lower carbohydrate contents but typically do so by using artificial sweeteners.

Taking all these factors into consideration, the Cinch Inch Loss Plan (products used in the context of the Cinch Meal Plan guidelines) provides 40% of calories from carbohydrate. This is balanced with 30% of calories from protein and fat. Lean protein and healthy fats both help control hunger and increase feelings of satisfaction. Also, keep in mind that each Cinch Shake Mix and Meal-in-a-Bar has 6 grams of soluble fibre; each Snack Bar has 3 grams. The addition of this amount of soluble fibre helps slow the rate at which the carbohydrate is absorbed into the blood and can help with cholesterol level management. The shakes and bars have been tested and, on average, have a glycemic index of 22 – which is low.

Therefore, we encourage you to look at the carbohydrate content of the individual Cinch products in the context of the overall Cinch Meal Plan guidelines and not in isolation. The overall Cinch plan is moderate in carbohydrate, with emphasis on natural sweeteners and foods that are rich in fibre, whole grains, fruit, and vegetables, and generally low on the glycemic index.

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### Q. Should I take Cinch 3-in-1 Boost with food or a shake?

**A.** Ideally, you should take one tablet with each of your two shakes a day and one with your prepared meal for a total of three tablets a day.

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### Q. What Cinch products are kosher certified?

**A.** The following Cinch products are certified as Star-K kosher: the Cinch Soy Shake Mix (all four flavours), the Blueberry Almond Crisp Cinch Meal-in-a-Bar, the Cinch Snack Bars (Lemon Cranberry and Peanut Butter Crunch), the Cinch 3-in-1 Boost supplement, and the Cinch Energy Tea Mix (both flavours). However, the Cinch Whey Protein Blend Shake, the Peanut Butter Chocolate Chip Meal-in-a-Bar, the Chocolate Decadence Snack Bar, and the Cinch Snack Crisps are all certified as kosher dairy.

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### Q. Are the Cinch products gluten free?

**A.** Shaklee has tested all Cinch products for the presence of gluten. All products are labelled gluten free, with the exception of the Peanut Butter Chocolate Chip Cinch Meal-in-a-Bar. This bar contains rolled oats and oat flour, which can sometimes be a problem for people with gluten intolerance, while others can consume small amounts of oats without difficulty.

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### Q. What is leucine?

**A.** Leucine is an essential amino acid that travels directly to muscle to signal protein synthesis. It helps your body preserve muscle mass while you lose weight from fat.

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**Q. Can I take all three Cinch 3-in-1 Boost tablets at the same time?**

**A.** For best results, we recommend you take one supplement at three separate daily intervals: one with each shake and one with your one non-Cinch meal of the day.

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**Q. How much caffeine is in the Cinch Chocolate Shake Mix?**

**A.** The caffeine content of the chocolate shake is less than 1 mg per serving.

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**Q. How much caffeine is in the Cinch Chocolate Decadence Snack Bar?**

**A.** The caffeine content in one Cinch Chocolate Decadence Snack Bar is approximately 10 mg.

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**Q. How much caffeine is in the Cinch 3-in-1 Boost?**

**A.** The 3-in-1 Boost, taken as directed, provides a daily intake of 540 mg of green tea extract. The green tea extract has a caffeine content of about 2% to 7%. Therefore, three tablets a day would deliver about 25 mg of caffeine per day.

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**Q. What is evodia extract?**

**A.** Evodia is a natural herbal extract with a history of use in traditional Chinese medicine and has been shown in a number of laboratory studies to have anti-obesity potential.

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**Q. What is purple corn extract?**

**A.** Purple corn, also known as blue corn, is a natural herbal extract that has been shown in a number of laboratory studies to have weight-loss potential. It also is a source of anthocyanins, a type of flavonoid known for having powerful antioxidant properties.

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**Q. What is EGCG?**

**A.** EGCG is a component of green tea that has been shown in clinical research to boost thermogenesis and metabolism. EGCG appears to work by increasing caloric expenditure and promoting fat oxidation (the burning of fat for energy). Clinical research on this ingredient has been conducted using 270 mg of EGCG, the same amount that Shaklee provides in the Cinch® 3-in-1 Boost.

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**Q. How much caffeine is in the Cinch Energy Tea Mix?**

**A.** The tea contains approximately 70 mg of caffeine, about the same as half a cup of coffee.

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**Q. Is there caffeine in the Cinch Café Latte Shake Mix?**

**A.** The Cinch Café Latte Shake Mix contains a trace amount of caffeine from the natural flavours used. It has less than 1 mg of caffeine per serving.

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**Q. Can I continue to take other Shaklee supplements while on the Cinch Inch Loss Plan?**

**A.** When you combine two servings a day of the Cinch shake or meal replacement bar with a daily serving of the 3-in-1 Boost, you'll receive about 135% of the Daily Value for 23 essential vitamins and minerals. If you're currently taking Advanced Formula Vita-Lea, feel free to substitute the Cinch 3-in-1 Boost as your daily multivitamin. If you're currently taking Shaklee Vitalizer™ and would like to continue to do so, it's not necessary to take the Vita-Lea portion of the Vita-Strip®, but not harmful to continue doing so. Other Shaklee Targeted Solution products such as OmegaGuard®, Joint Health Complex, etc. are fine to continue taking. However, because the ingredients in Glucose Regulation Complex are included in the 3-in-1 Boost, we don't recommend using Glucose Regulation Complex while on the Cinch Inch Loss Plan.

## Frequently Asked Questions

# Cinch® Snack Crisps



### Q. How do I use the new Cinch Snack Crisps in the Cinch Inch Loss Plan?

A. Cinch Snack Crisps provide 100 calories and 6 grams of protein per serving. They're a great savoury alternative to a Cinch Snack Bar in the context of the Cinch Meal Plan guidelines.

### Q. Can my family consume Cinch Snack Crisps?

A. Yes. Cinch Snack Crisps are a healthful snack option for all members of your family, including children aged 2 and older.

### Q. Can I consume the Cinch Snack Crisps if I'm pregnant?

A. We don't recommend that pregnant women follow the Cinch Inch Loss Plan for weight loss. However, Cinch Snack Crisps can be consumed as part of an overall healthy prenatal diet.

### Q. Can I consume the Cinch Snack Crisps if I'm breastfeeding?

A. Yes. Cinch Snack Crisps are safe to consume if you're breastfeeding.

### Q. Can people with diabetes consume Cinch Snack Crisps?

A. Yes. However, each serving of Cinch Snack Crisps contains 13 grams of carbohydrate. If you use diabetic exchanges, a serving of Cinch Snack Crisps is equivalent to 1 starch/bread exchange. We also highly suggest consuming the Cinch Snack Crisps in the context of our Cinch Meal Plan guidelines and that you monitor your blood sugar as recommended by your doctor.

### Q. Are Cinch Snack Crisps gluten free?

A. Yes. Cinch Snack Crisps have been tested for the presence of gluten and are gluten free.

### Q. Are Cinch Snack Crisps low glycemic?

A. Yes. Cinch Snack Crisps are low glycemic (44 to 49).

### Q. Are Cinch Snack Crisps kosher?

A. Cinch Snack Crisps are kosher dairy. While they don't contain any dairy ingredients, they're processed on a manufacturing line that also processes dairy-containing foods.