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ShakleeCorporation



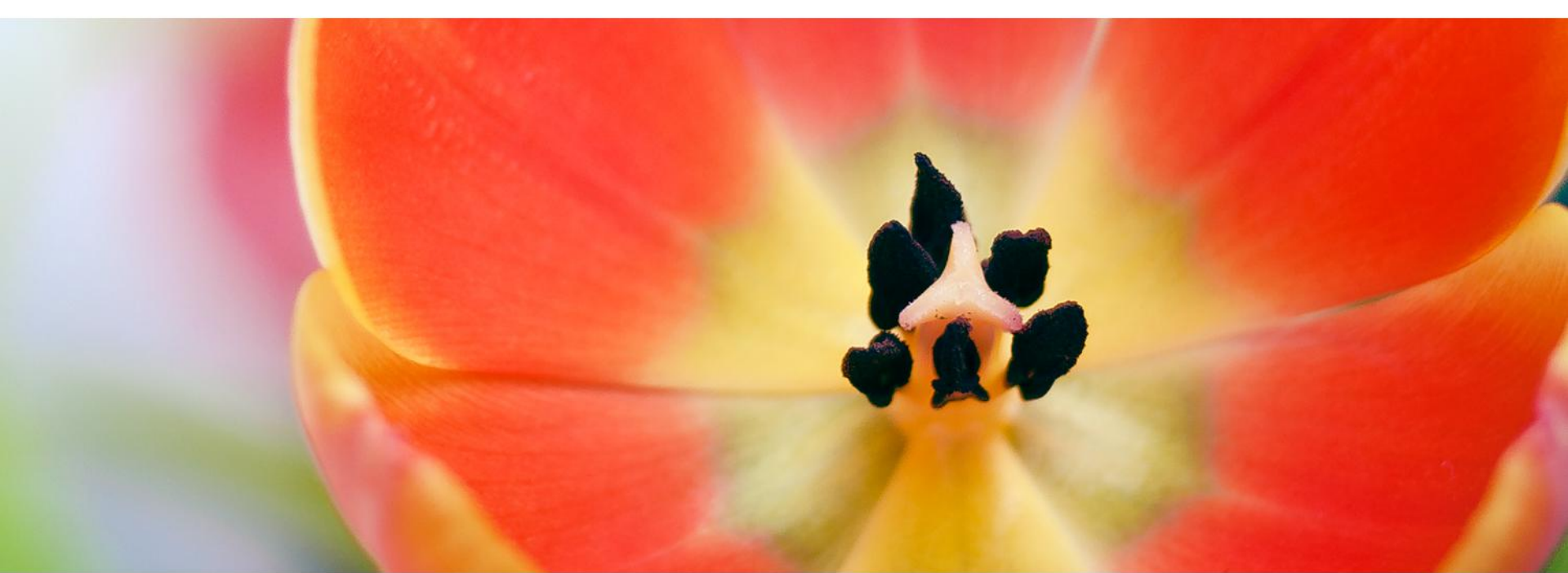
ShakleeHQ



shaklee

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# Transform



# How to Lose Weight with Cinch<sup>®</sup>, and Get Others to Join You on the Journey

Hostess



Laura Evans  
Senior Vice President  
Sales and Field Development



# Shaklee Field Featured Speakers

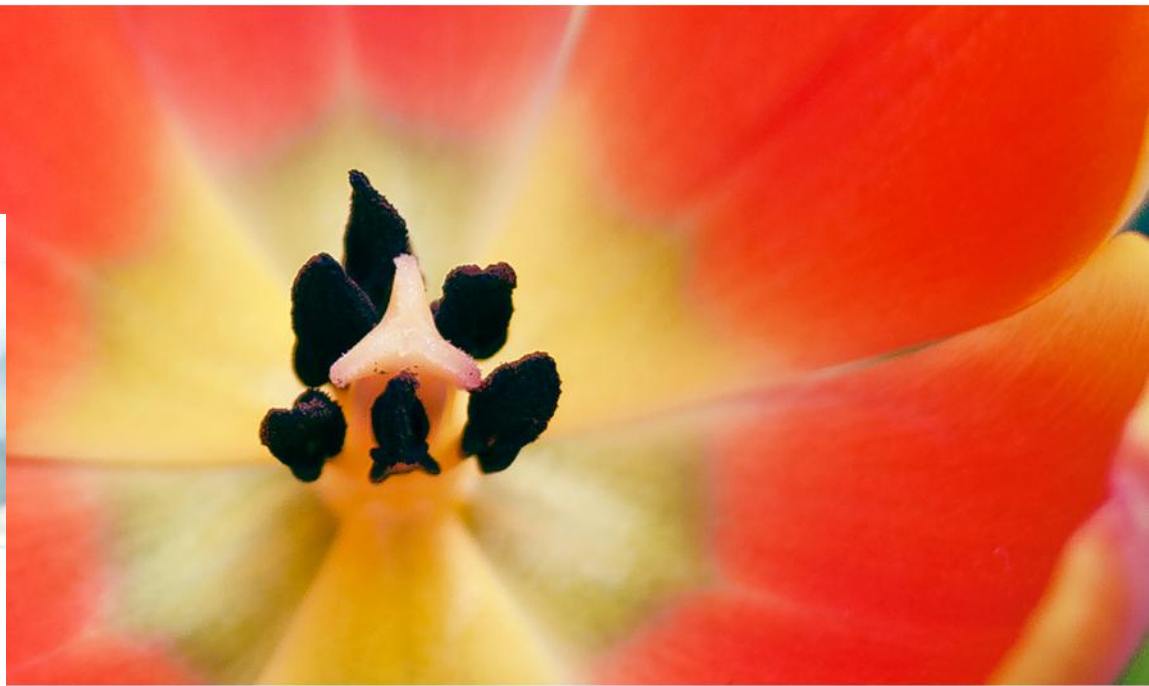


Tasha Starr  
Key Coordinator



Mary Cunningham  
Senior Coordinator

# Shaklee Expert



Pamela Riggs,  
MS. R.D.  
Director, Medical Affairs & Health Sciences

# Laura's Cinch<sup>®</sup> Transformation

- Mother of 3
- Over 40
- Had a reason to lose weight



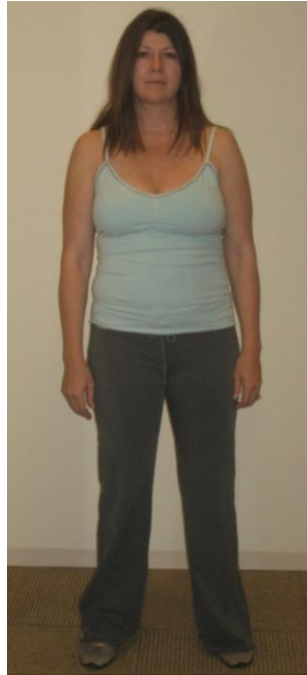
# What Is Your BMI?

## Are You at a Healthy Weight?

Height	BMI	Normal						Overweight					Obese					
		19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35
4'10"		91	96	100	105	110	115	119	124	129	134	138	143	148	153	158	162	167
4'11"		94	99	104	109	114	119	124	128	133	138	143	148	153	158	163	168	173
5'		97	102	107	112	118	123	128	133	138	143	148	153	158	163	168	174	179
5'1"		100	106	111	116	122	127	132	137	143	148	153	158	164	169	174	180	185
5'2"		104	109	115	120	126	131	136	142	147	153	158	164	169	175	180	186	191
5'3"		107	113	118	124	130	135	141	146	152	158	163	169	175	180	186	191	197
5'4"		110	116	122	128	134	140	145	151	157	163	169	174	180	186	192	197	204
5'5"		114	120	126	132	138	144	150	156	162	168	174	180	186	192	198	204	210
5'6"		118	124	130	136	142	148	155	161	167	173	179	186	192	198	204	210	216
5'7"		121	127	134	140	146	153	159	166	172	178	185	191	198	204	211	217	223
5'8"		125	131	138	144	151	158	164	171	177	184	190	197	203	210	216	223	230
5'9"		128	135	142	149	155	162	169	176	182	189	196	203	209	216	223	230	236
5'10"		132	139	146	153	160	167	174	181	188	195	202	209	216	222	229	236	243
5'11"		136	143	150	157	165	172	179	186	193	200	208	215	222	229	236	243	250
6'		140	147	154	162	169	177	184	191	199	206	213	221	228	235	242	250	258
6'1"		144	151	159	166	174	182	189	197	204	212	219	227	235	242	250	257	265
6'2"		148	155	163	171	179	186	194	202	210	218	225	233	241	249	256	264	272
6'3"		152	160	168	176	184	192	200	208	216	224	232	240	248	256	264	272	279



# My Cinch<sup>®</sup> Story



Before



After

\* Results not typical. In a preliminary clinical study of the Cinch<sup>®</sup> Inch Loss Plan, participants on average lost 15.4 pounds in 12 weeks.

# It's about the **SHAPE**, not the Weight!

Lost 35  
pounds!\*



Lost 7"  
from waist  
alone!



Size 10 to  
Size 2!

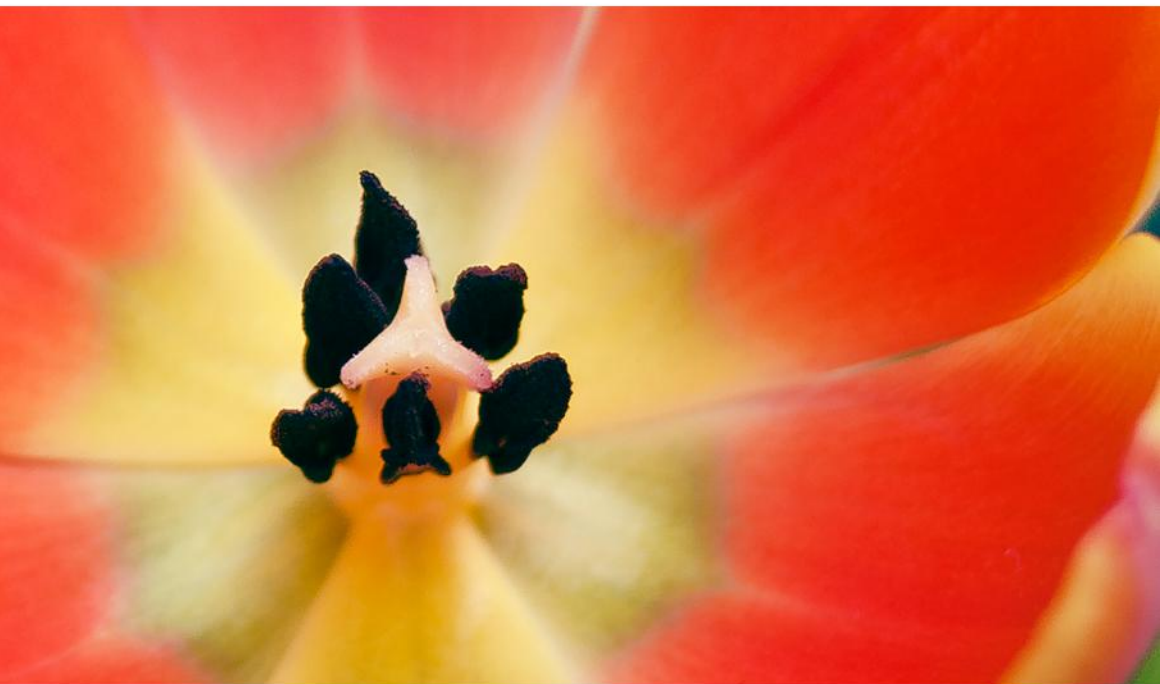
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# How to Lose Weight with Cinch®





Tasha Starr  
Key Coordinator





# How to lose weight with Cinch<sup>®</sup>



Before



After

\* Results not typical. In a preliminary clinical study of the Cinch<sup>®</sup> Inch Loss Plan, participants on average lost 15.4 pounds in 12 weeks.

How to lose weight with Cinch®

# 1. Know your WHY and set a goal



# How to lose weight with Cinch®

1. Know your WHY and set a goal

**2. Make a PUBLIC commitment**



# How to lose weight with Cinch®

1. Know your WHY and set a goal
2. Make a PUBLIC commitment

## **3. Follow the CINCH INCH LOSS PLAN: no variations**





# How to lose weight with Cinch®

1. Know your WHY and set a goal
2. Make a PUBLIC commitment
3. Follow the CINCH INCH LOSS PLAN: no variations!
- 4. Write down what you eat**



# How to lose weight with Cinch®

1. Know your WHY and set a goal
2. Make a PUBLIC commitment
3. Follow the CINCH INCH LOSS PLAN: no variations!
4. Write down what you eat

## 5. Get an accountability partner



# How to lose weight with Cinch®

1. Know your WHY and set a goal
2. Make a PUBLIC commitment
3. Follow the CINCH INCH LOSS PLAN: no variations!
4. Write down what you eat
5. Get an accountability partner

**6. Exercise 30 minutes each day**



# How to lose weight with Cinch®

1. Know your WHY and set a goal
2. Make a PUBLIC commitment
3. Follow the CINCH INCH LOSS PLAN: no variations!
4. Write down what you eat
5. Get an accountability partner
6. Exercise 30 minutes each day

**7. Don't get complacent –  
Set a NEW Goal**





# Wedding Anniversary

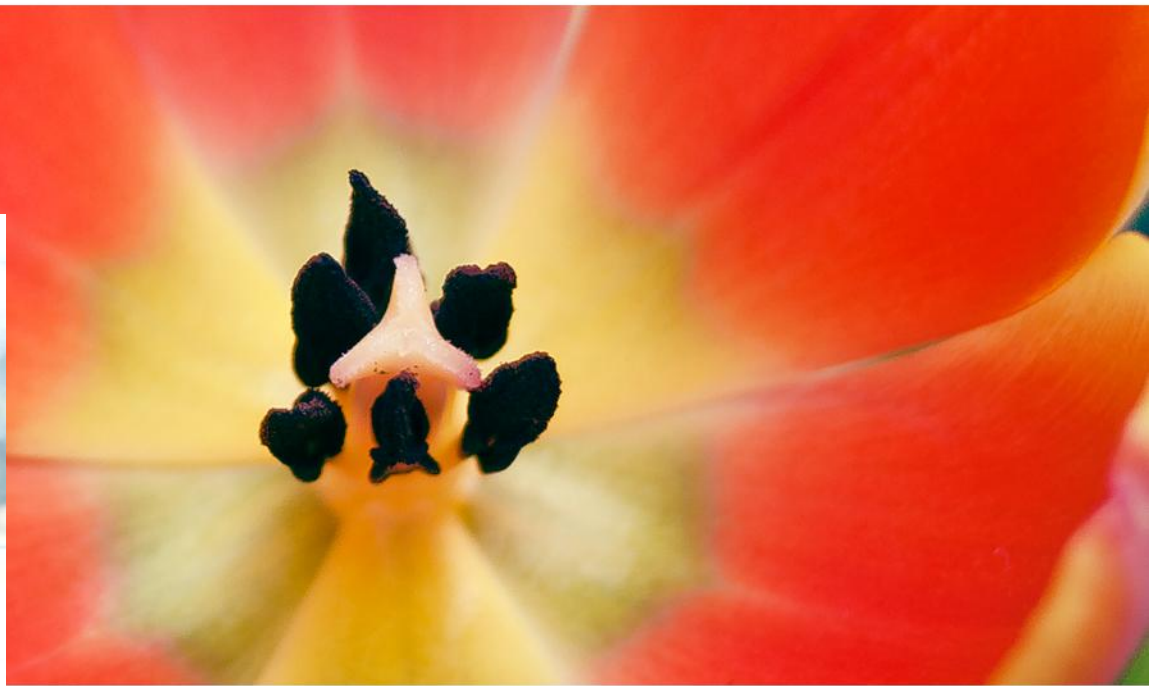


# How to lose weight with Cinch®

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7. Don't get complacent – Set a NEW Goal



# Shaklee Expert



Pamela Riggs,  
MS. R.D.  
Director, Medical Affairs & Health Sciences

# Cinch® Frequently Asked Questions



Q:

How much weight should I expect to lose?

A:

- Average healthy weight loss 1-2 lbs. per week
- Losing weight too quickly can compromise metabolism and lean muscle mass
- In a preliminary clinical study of the Cinch<sup>®</sup> Inch Loss Plan, participants on average lost 15.4 pounds in 12 weeks

Q:

Why should I measure my inches?

A:

- Inch loss is correlated with loss of body fat
- Losing body fat is the RIGHT weight to lose
- Men: waist < 40 inches
- Women: waist < 35 inches
- Drop inches around your waist may lower risk of heart disease/diabetes!



Q:

Can I continue all my Shaklee supplements?

A:

- YES
- Redundancy of certain minerals with Vitalizer™ but not unsafe
- EZ-Gest®, Optiflora® Prebiotic and Probiotic, OmegaGuard® all highly recommended

Q:

I'm pregnant (or nursing)—can I use the Cinch<sup>®</sup> products?

A:

- Yes
- During pregnancy, you are not trying to lose weight, but do need 300 additional calories, additional calcium and other nutrients
- Cinch Shake or Cinch Meal-in-a-Bar can be used as part of a healthful diet
- During lactation, you can lose weight and need 500 additional calories and other nutrients, so Cinch is a great option!
- Caution with caffeine intake while nursing

Q:

Are the Cinch<sup>®</sup> Inch Loss Plan and Cinch products safe for children?

A:

- The Cinch Inch Loss program is not designed for children under 12
- For children  $\geq 12$ , ok to consume Cinch Shakes, Meal-in-a-Bars and snacks as part of an overall healthy diet
- Overweight teenagers can use a modified version of the plan
- Recommend consulting with pediatrician prior to using Cinch products

Q:

I have diabetes. Can I follow the Cinch<sup>®</sup> Plan?

A:

- Yes. Weight loss is key to managing type 2 diabetes.
- Cinch Shakes, Meal-in-a-Bars and Cinch snacks have undergone testing and meet the definition of “low glycemic”
- Follow meal plan guidelines. Make adjustments as needed
- Monitor blood sugar regularly.

Q:

I've had customers who have moderate gassiness (or bloating). What should I tell them to do?

A:

- Keep taking the products—this can be a normal adjustment to changing one's diet
- EZ-Gest<sup>®</sup>, Stomach Soothing Complex\*, and Herb-Lax<sup>®</sup> are options to add
- Try making shake in different beverages or yogurt

\*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.

Q:

Why do the Cinch<sup>®</sup> Shakes and Cinch Meal-in-a-Bars have sugar?

A:

- Part of a macronutrient balanced meal plan
  - (40% carbs, 30% protein, 30% fat)
- Tested to be low glycemic
- Naturally sweetened, high in fiber
- Promotes satiety



Q:

I'm following the program, but not seeing results.  
What should I do?

A:

- Go back to Program Guide or Cinch® Wellness and be sure you ARE following the program
- Tracking your calories, your exercise, etc?
- Measuring inches?
- How do your clothes fit?
- How do you feel?

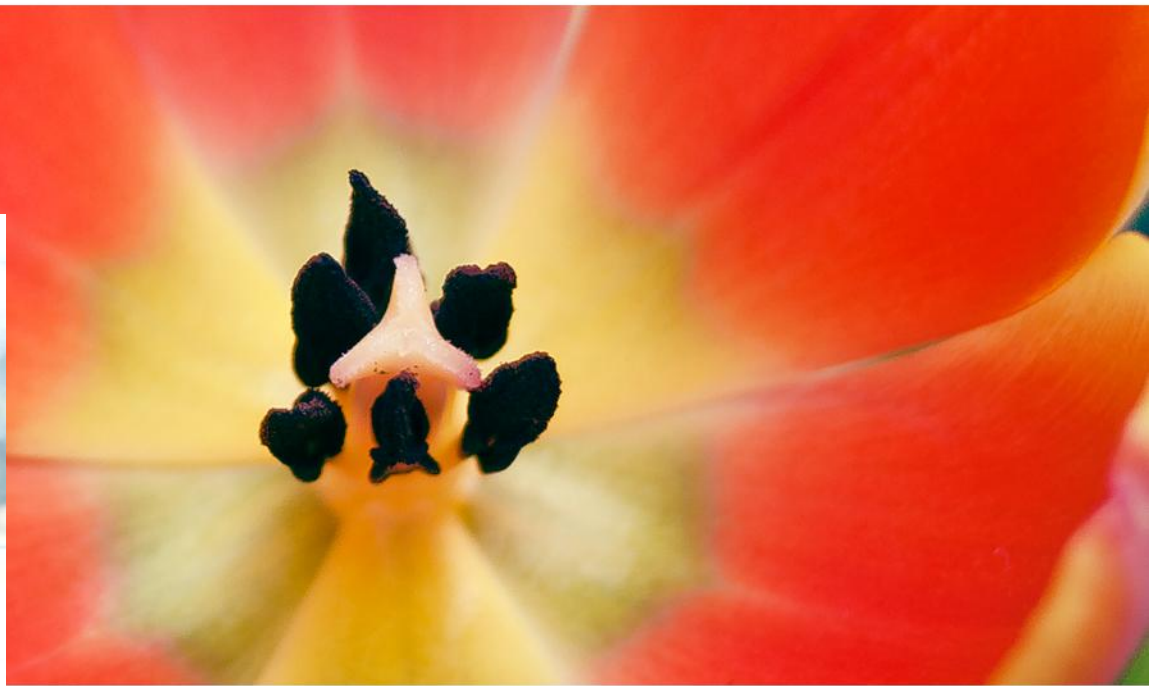
Q:

I've reached a weight loss plateau. What should I do?

A:

- Plateaus are a normal part of the process
- Change your eating routine.
- Change your exercise type, frequency and/or duration
- Be patient

# Shaklee Expert



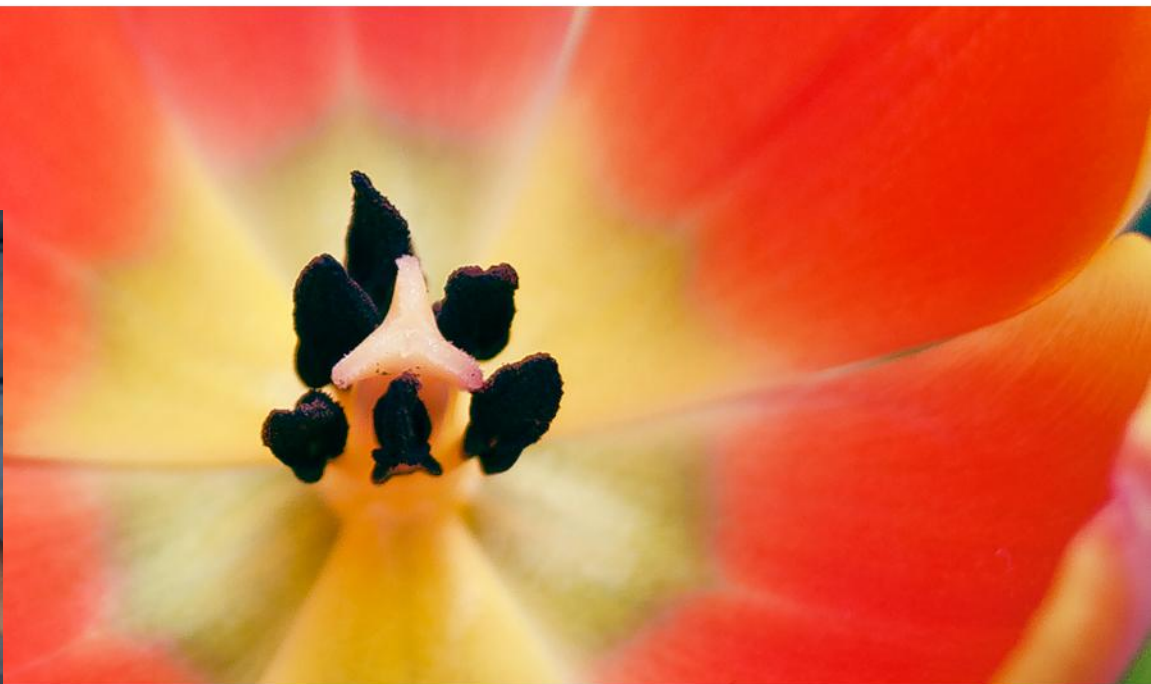
Pamela Riggs,  
MS. R.D.  
Director, Medical Affairs & Health Sciences

# How to Lose Weight with Cinch<sup>®</sup> and Get Others to Join You





Mary Cunningham  
Senior Coordinator



# My Story

- Mother of 4 (21, 19, 12, 11)
- Grandmother of 1!



Before



After

\* Results not typical. In a preliminary clinical study of the Cinch<sup>®</sup> Inch Loss Plan, participants on average lost 15.4 pounds in 12 weeks.



# "Fit for a King" Team

## Cinch® Team and Weekly Meeting



## Accountability and Consistency



# Janet Korthuis



Before



After

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# Erin Ruddell



Before



After

\* Results not typical. In a preliminary clinical study of the Cinch® Inch Loss Plan, participants on average lost 15.4 pounds in 12 weeks.

# "Fit for a King" Team

Over **300 lbs** and too many inches to count collectively lost



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# My Mom – New Director



Before

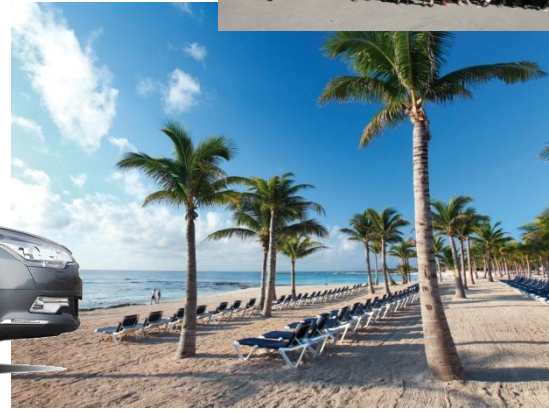


After

\* Results not typical. In a preliminary clinical study of the Cinch® Inch Loss Plan, participants on average lost 15.4 pounds in 12 weeks.

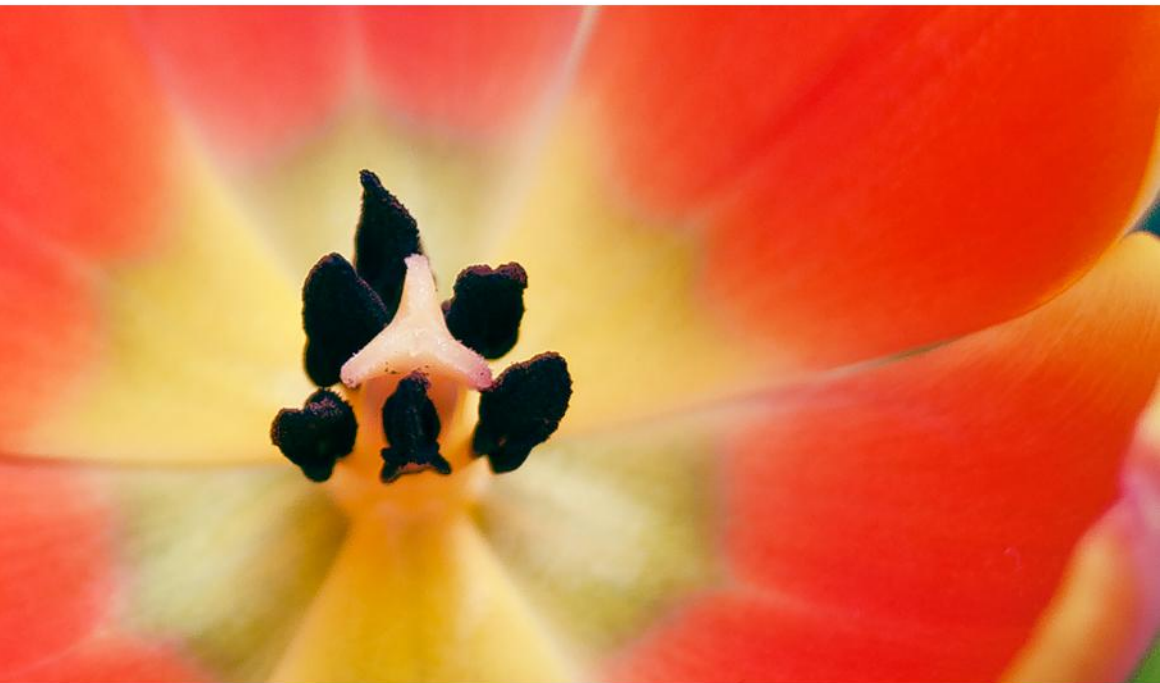
# FastTRACK Rewards

- \$5,000
- New Directors Conference
- Car Payments
- Mexican Rivera (Barcelo)





Be your own walking billboard!  
Walk the walk, talk the talk, and  
feel better than ever!



Tasha Starr  
Key Coordinator

# FastTRACK Rewards

- *FastTRACK* Bonus—\$39,250
- New Directors Conference
- Car Payments
- Mexican Rivera
- Kenya



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Hostess



Laura Evans  
Senior Vice President  
Sales and Field Development

# Maintaining a Healthy Weight





# NEW CINCH CRISPS



ONLY 100  
CALORIES



cinch<sup>®</sup>  
inch loss plan

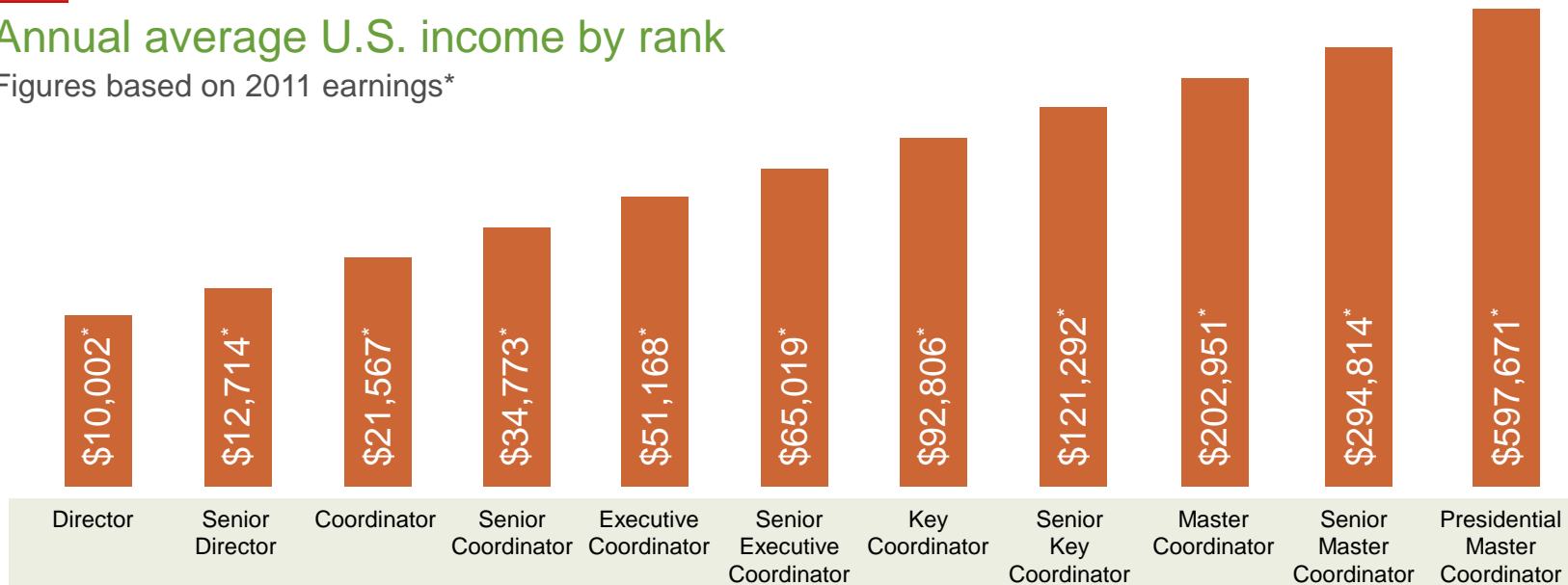


# Real people making real money



## Annual average U.S. income by rank

Figures based on 2011 earnings\*



\*Average annual income for each rank is calculated monthly based on information reported on Form 1099-MISC for all U.S. Business Leaders who achieved the rank that month. The sum of these monthly averages is the figure reported above. Results will vary with effort. Shaklee Corporation does not guarantee that any particular income level will be achieved.

# Transform