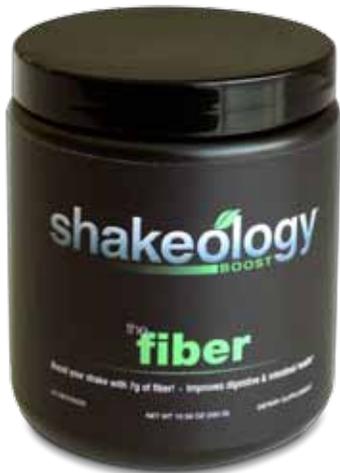


Product Reference Guide



shakeology®

BOOST

the **fiber**

What is it?

Shakeology Boost: The Fiber is an easy-to-mix powder that provides 7 grams of fiber for better intestinal health.

The Fiber not only aids better digestion, but includes ingredients that aid in weight management, can help lower cholesterol levels, and have prebiotic properties, among other health benefits. It also contains L-glutamine, an amino acid important for preventing muscle loss and boosting immunity from overtraining.*

Ingredients:	Benefits:*
Inulin (from chicory root)	helps increase calcium and magnesium absorption while promoting regularity.
Fructooligosaccharide (FOS)	helps stimulate the supply of good bacteria in the intestinal tract, which increases overall digestive health. FOS is a natural prebiotic sweetener.
Konjac fiber	helps maintain weight and regularity.
Psyllium seed husk	helps prevent dietary cholesterol from being absorbed by the liver and colon. It also helps curb your appetite.
Apple fiber	helps eliminate toxins from the intestinal tract for better digestion.
L-glutamine	aids in eliminating toxins in your body and fuels muscles during longer workout sessions.

Fiber can be soluble (able to dissolve in water) or insoluble (not able to dissolve in water). Soluble fiber absorbs water to become a gelatinous substance that passes through the body, and is fermented by bacteria in the digestive tract. Insoluble fiber passes through the body largely unchanged. Both will help your body in different ways (see sidebar).

What can it do for you?

While dietary fiber is neither digested nor absorbed by the body, consuming it helps produce a number of beneficial effects:*

Helps lower cholesterol. Soluble fiber binds to dietary cholesterol and removes it from the body as it passes through the intestines, thereby helping to reduce serum cholesterol levels. This aids in prevention of coronary heart disease and reduces hypertension.

Helps regulate blood glucose levels. Fiber also slows the absorption of glucose, thereby helping to prevent sugar spikes, making you feel full faster and longer. Slowing glucose absorption and preventing insulin spikes in the bloodstream is helpful in reducing the risk of type 2 diabetes, along with lessening the body's fat-storage response.

Promotes regularity. Insoluble fiber has the effect of sweeping the intestines clean. High-fiber diets promote regularity by stimulating muscular contractions in the intestines. It is believed that preventing waste products from lingering in the colon helps reduce the risk of colon cancer.



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

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How much fiber do I need?

While there is no official Recommended Daily Allowance for fiber, the US Government has established Adequate Intake levels at 25 grams for women 18-50 years old (21g for women over 50) and 38 grams for men (30g for men over 50)†. Most adults in the US only get between 11-13 grams per day. That's definitely not enough.

What happens if I don't get enough fiber?

Not getting enough fiber can lead to constipation, hemorrhoids, obesity, diabetes, gallstones, and possibly coronary heart disease.

RETAILING TIPS	
Who to target:	Why Shakeology Boost: The Fiber
Shakeology users	Shakeology already has 3 grams of fiber. Adding The Fiber can help bring your dietary fiber intake up toward recommended levels with just one delicious glass.
Meal replacement users	A typical meal replacement shake has 3 grams of fiber. Not only will adding The Fiber help boost your intake toward recommended levels, but FOS, a natural sweetener, will sweeten your shake at the same time.
People with digestive problems	Increasing fiber in your diet can speed your digestive transit time, promote a healthy gastrointestinal tract, and help alleviate conditions such as constipation and irritable bowel syndrome.*
Overweight people	Fiber makes you feel fuller faster and longer, so you eat less.
People with high cholesterol	Fiber binds to dietary cholesterol and helps it pass through the body without being absorbed.*
Diabetics or pre-diabetics	Fiber slows down glucose absorption and thus helps reduce sugar spikes.*

† Institute of Medicine, 2002.



How to use it.

Add a scoop of The Fiber to your favorite Shakeology recipe to get a total of 10 grams of fiber per shake.

You can mix The Fiber with any juice, shake, or drink of your choice without making it gritty in texture or affecting the flavor. And since it contains FOS, a natural prebiotic sweetener, it will add a hint of sweetness to any drink.

Since every body is different, we recommend starting with a half scoop of The Fiber and building your way up to a full scoop.

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How does it compare?

While other brands offer only one source of fiber, this unique formula is derived from 5 different sources, each with its own special set of benefits. Unlike store-bought products, ours contains no additives, colors, preservatives or fillers.

NUTRIENT COMPARISON				
	Shakeology® Boost: The Fiber	Metamucil® (Sugar-free, smooth texture)	Citrucel®	Herbalife® Active Fiber Drink Mix
Total Grams	7g	3g	2g	5g
Soluble	6.8g	2g	2g	
Insoluble	0.2g	1g	0g	
Source of fiber	Inulin (chicory root extract) FOS Konjac fiber Psyllium seed husk Apple pectin fiber	Psyllium husk fiber	Methylcellulose	Arabinogalactan (from larch tree) maltodextrin guar gum FOS
Other ingredients	L-glutamine	Aspartame (artificial sugar), FD&C Yellow 6 (food color), natural & artificial orange flavor	Aspartame (artificial sugar), FD&C Yellow 6 (food color), natural & artificial orange flavor	Silicon Dioxide, Glycerine

Product info

30 servings
 Retail price: \$24.95
 Club price: \$22.45
 Coach price: \$18.71
 Volume points: 19
 SKU#: MDSUSH32103

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Coach tools

Visit Shakeology.com to find more product information and delicious recipes.



Get with The Program



Includes the Shake, the Fiber, the Workouts, and the Eating Plan.

Just replace one meal a day with Shakeology, exercise three times a week, and follow a balanced diet. That's the Program, and it's that simple.

You can lower cholesterol levels, lose pounds, and shed inches. Participants in an independent study who combined The Shake, The Workout, and our Eating Plan for 90 days dropped an average of 10 pounds and 2 inches off their waistline. They also improved digestion, increased energy levels, and lowered their total cholesterol on average by 30% and LDL ("bad") cholesterol by 38% on average.