

Product Reference Guide



shakeology

THE HEALTHIEST MEAL OF THE DAY

Shakeology is a nutritional protein shake that provides a wide spectrum of healthy nutrients in a low-calorie formula. Whether you use it as a meal replacement for weight loss or simply to ensure your body gets all the nutrients it needs for optimal health, Shakeology takes the guesswork out of nutrition.

What's in it?

Shakeology contains over 70 ultra high-quality ingredients conveniently located in one glass, to deliver nearly all the nutrients you need to maintain a healthy diet. It's good for you—and good for everyone—because everyone's diet is deficient in some of the key nutrient groups packed into just one Shakeology serving†:

- **Protein** from whey, which is highly absorbable, gives you 8 essential amino acids that help you build muscle, lose weight, support brain function, and keep your skin and bones healthy.
- **Vitamins and minerals** support optimum health.
- **Antioxidants** boost the immune system and help reduce free radical damage that can lead to heart disease, heart attacks, blood pressure, and stroke.
- **Phytonutrients** support immune function and have anti-inflammatory properties. Many phytonutrients have antioxidant properties as well.
- **Prebiotics** support digestive and immune health.
- **Digestive enzymes** help in the digestion of foods and increase the absorption rate of those foods for optimum health.

What can it do for you?

Shakeology is an effective way to help you lose weight, increase your energy and be the healthiest you can possibly be. In an independent 90-day study*, participants who replaced at least one meal per day experienced some amazing health benefits.

Shakeology can help you†:

- Lose weight
- Reduce cravings
- Increase energy and stamina
- Promote healthy digestion and regularity



Proven results

As part of the recommended Shakeology program of replacing a meal with one shake per day, along with regular exercise and a balanced diet, participants experienced even more remarkable health improvements.

The study also showed that participants were able to*:

- Reduce total cholesterol by 30% on average
- Reduce LDL ("bad") cholesterol by 38% on average
- Reduce cardiovascular risk ratio by 24% on average
- Reduce oxidative damage caused by free radicals on average by 45%, which can help decrease the risk for developing degenerative conditions like heart disease, dementia, and arthritis

*In a 90-day study, participants replaced one meal per day with Shakeology, ate a balanced diet and exercised moderately three times per week. Total cholesterol was reduced on average by 30% and LDL cholesterol reduced on average by 38%.

†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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Why do people need Shakeology?

It's hard to eat the recommended daily servings of fresh fruit and vegetables every day, especially with today's busy lifestyles. Convenience foods, like packaged or fast food, are so processed that important nutrients have been destroyed. Shakeology helps provide what you've been missing, delivering a wide variety of nutrients from whole food sources to meet your body's needs. Plus, each highly nutritious, low-calorie serving helps to keep you full and satisfied between meals.

Reaching specific customers is easy when you target their particular needs and concerns. Here are suggestions for how Shakeology can help them achieve their goals.

RETAILING TIPS	
Who to target	Why Shakeology
Beachbody customers	Lose weight by replacing one meal per day with a shake. Helps sustain energy needed to exercise, which helps lower total and LDL ("bad") cholesterol.
Baby boomers	Helps reduce oxidative damage from free radicals that causes rapid aging in the body and leads to degenerative conditions like heart disease, high blood pressure, dementia, and arthritis. Helps you have more energy to enjoy life.
Busy parents	A quick and convenient way to get complete nutrition. Supplies more energy to help keep up with kids and a hectic lifestyle.
Busy professionals and college students	Easier to make (and tastier) than a salad. A quick and convenient way to get complete nutrition on a full schedule. Excellent as a healthy snack when eating full meals is not possible.
Health-minded people	Save money by replacing many nutritional supplements with just one shake a day.
People who don't like fruits and vegetables	An easy and tasty way to drink the nutrients equal to those in a bowl full of fruits and vegetables.



How to use it.

It's simple. Mix 1 scoop of Shakeology with 8 oz. of water. If you like, add ice. Or, if you want something more filling and maybe even more satisfying, blend your Shakeology with ice and nonfat, almond, rice, or soy milk. Shakeology dissolves easily, but blending it will give it a thicker, creamier texture.

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How does it compare?

Many other products can give you a few of these nutrient groups, but as a breakthrough in nutrition, Shakeology provides them all in one shake!

NUTRIENT GROUPS					
	Shakeology®	Jamba Juice® Açai (+2 boosts)	Herbalife® Formula 1	Monavie™	V8® V-Fusion®
Protein	✓	✓	✓		
Vitamins & Minerals	✓	✓	✓	✓	✓
Anti-oxidants	✓	✓	✓	✓	✓
Phyto-nutrients	✓	✓		✓	
Prebiotics & Digestive Enzymes	✓				

Shakeology simplifies nutrition and makes good “cents.”

Shakeology costs approximately \$4 per serving (\$120 per month) for high-quality antioxidants, 23 vitamins and minerals, super green phytonutrients, whey protein and essential amino acids, prebiotics and digestive enzymes, good carbs, and low fats. Or you can purchase each supplement separately, at a cost of about \$250 per month.

Product info

Greenberry	Chocolate
Retail price \$119.95	Retail price \$119.95
Club price \$107.95	Club price \$107.95
Coach price \$89.86	Coach price \$89.86
Volume Points 90	Volume Points 90
SKU# MDSUSH32101	SKU# MDSUSH32102

Coach tools

Beachbody provides all the tools you need to connect your customers to Shakeology:

- Retail flyer
- Postcard
- eCards
- Banners
- Product FAQ
- Ingredients & Benefits chart



Downloadable tools are available in your **Coach Online Office**. Customizable, high-quality printouts are available in the **Print Center**.

For more information, go to shakeology.com

Other tools

Look for recorded Webinars, product promotional videos, and presentation slides.