

Shaklee®

product brief

WEIGHT MANAGEMENT

Shaklee® Slim Plan Gold™

Helps maintain normal, healthy metabolism and weight.

Traditional wisdom says that if you're on a diet, you're going to give up a lot of things. You need to consume *way* fewer calories, stop snacking altogether, develop a phobia about fat, and perhaps replace real food with a rock-hard food bar or a metallic-tasting plan-in-a-can.

No wonder studies show that once the dread regime is over, 95 percent of all dieters regain their lost weight and go on to add more pounds.

Recent research, however, has shown that by following a weight-management program with a little give in it – one with lean protein and small amounts of healthy fats – it's possible to control calorie intake without feeling intolerably hungry.¹

Shaklee Slim Plan Gold offers a balanced protein, fat, and carbohydrate profile designed to reduce hunger and provide sustained energy. With carbohydrates that provide energy, fat to help you feel satisfied, and soy protein that offers heart-health benefits, it's a vital addition to your daily diet to help you achieve a lean and healthy body. It also provides soluble fiber to help detoxify the body. What's more, it's perfect as a morning meal or a satisfying snack to keep you going throughout the day.

Shaklee Slim Plan Gold
Vanilla — 26.4 oz (750g)



Shaklee Slim Plan Gold
Chocolate — 26.4 oz (750g)

Shaklee Slim Plan Gold
Rich Chocolate Drink Mix
Creamy Vanilla Drink Mix
26.4 oz (750g)

- Provides healthful portions of protein, carbohydrate, and good fat that sustain energy and have been clinically shown to help avoid the wide swings in blood sugar that can lead to food cravings and between-meal snacking.
- High quality soy protein to help maintain lean body mass during weight management.
- Monounsaturated fats to increase feelings of fullness and satisfaction.
- 8 grams of soluble fiber. Dietary fiber promotes detoxification.
- 12 grams of soy protein. Twenty-five grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.
- Contains amino acids necessary for good health.
- 35% of the RDI for 23 essential vitamins and minerals, including important antioxidants.
- 150% of the RDI for chromium. Shaklee clinical research has shown that the combination of 400 mcg of chromium nicotinate and exercise promotes weight loss and supports normal glucose metabolism. One serving of Slim Plan Gold provides 180 mcg of chromium.
- No artificial flavors, sweeteners, or preservatives.
- 99% lactose free.
- Kosher dairy.

**As with all dieting, the amount of lean body mass lost decreases the longer you diet.

The Dieter's Demise: Hunger

When you feel hungry, it's a signal that the levels of glucose in your blood are low. When blood sugar levels dip low enough, food cravings are also triggered: what you want, *right now*, is a fast-acting simple carbohydrate — a “high glycemic index” food — that will rapidly release glucose into your system.

Unfortunately, for the dieter trying to control calorie intake, this carbohydrate solution can start a roller-coaster ride of wide swings in blood sugar. The reason is that an abrupt infusion of blood sugar from a simple carbohydrate (such as sugar, white flour, white rice, pasta, or potatoes) releases a surge of insulin that is so great it overshoots the metabolic happy medium ... with the result that blood sugar is then driven even lower than usual. Once again, low blood sugar makes you feel hungry, so you reach for food, possibly another high glycemic index snack, starting the whole cycle again.

Carbohydrates may comprise as much as 60 percent of a traditional low-fat weight-loss diet. But here's the trouble: what most Americans choose to eat instead of fat isn't zucchini, asparagus, and kidney beans, but refined carbohydrates such as fat-free frozen yogurt, fat-free cookies, pretzels, rice cakes, and crackers. Replacing fat with high-glycemic carbohydrates may help shed weight in the short term ... but it may also negatively affect blood-triglyceride (blood fat) levels, and deprive the body of the protective benefits of consuming healthful kinds of fats, such as mono- and polyunsaturated vegetable oils, nuts, and fish oils. What's more, very low-calorie diets can result in the loss of lean muscle mass as well as excess fatty weight. This lowers the dieter's overall metabolism, since muscle is needed to burn fat efficiently.

Shunning fats has another downside: lack of long-term appeal. Fat-free often means flavor-free and satisfaction-free, again triggering food cravings or reckless between-meal snacking.

The Shaklee Solution: A Better Balance

Unlike popular fad diets that are high both in protein and fat, the macronutrient ratio in Shaklee Slim Plan Gold — 50% of calories from carbohydrate, 27% from protein and 23% from fat, mainly from unsaturated fats — is supported by recommendations from the USDA's Dietary Guidelines for Americans.²

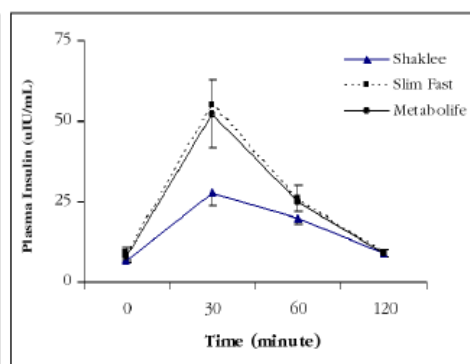
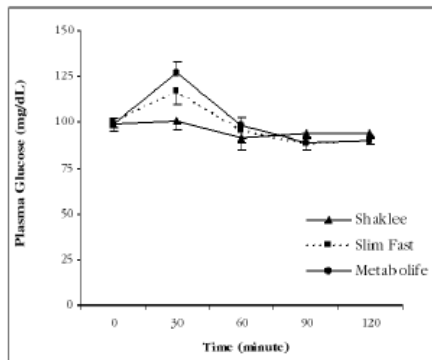
As part of the complete Shaklee Weight Management Program, Slim Plan Gold — available in great-tasting vanilla and chocolate flavors — offers a nutritionally balanced shake to either replace or supplement a meal.

Most important, Slim Plan Gold has been formulated to help **RESTORE** and **ENERGIZE** your natural, fat-burning metabolism, which may be suffering slowdowns due to your age and nutritional shortfalls.

Slim Plan Gold

RESTORES

- **Clinically Proven to Avoid High Peaks in Insulin and Glucose Levels** — A primary trigger for hunger, food cravings, and fatigue (or “crashes”) when dieting is the wide blood sugar swings that can occur when restricting calorie intake and consuming high glycemic index foods. A recent independent clinical study compared the effect of Slim Plan Gold and two other leading brands of weight management shakes on blood glucose and insulin levels. The study showed that peak glucose and insulin responses were significantly lower for Slim Plan Gold. Maintaining low peak insulin levels results in more stable sustained energy levels.³ Slim Plan Gold also outperformed the other brands by producing significantly lower insulin responses overall. A serving of Slim Plan Gold provides about 50% of its calories from carbohydrates compared with leading brands that have more than 70% carbohydrates per serving, often from simple sugars.



Comparison of the peak responses shows that Slim Plan Gold does not create dramatic spikes and declines in insulin and blood sugar as do Metabolife® and Slim Fast®***.

Clinically Proven to Help Retain Lean Muscle Mass During the Critical Early Weeks of Dieting** —

Lean body mass is an essential player in the metabolic process of burning calories and enabling you to perform activities and feel energetic. Each serving of Slim Plan Gold provides 12 grams of high quality protein from soy that helps maintain lean body mass during weight management and carbohydrates that provide sustained energy.

- **Provides Soluble Fiber to Support Detoxification** — An important component of the Shaklee Weight Management Program is providing nutritional support for detoxifying the body of accumulated chemicals that may be impairing the proper function of metabolism. Dietary fibers are thought to rid the body of many bile acids, metabolites, certain toxins and electrolytes and generally promote detoxification. Dietary fibers may also be capable of removing ions of heavy metals and radionuclides.⁴ Each serving of Slim Plan Gold provides 8 grams of soluble fiber.

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ENERGIZES

- **Provides monounsaturated fats which increase feelings of fullness and satisfaction** — Although too much fat in one's diet is unhealthy, a little of the right kind of dietary fat is necessary for optimal health. The wrong kinds of fats are saturated fats (found in meat and dairy), and trans fats (found in many margarines and snack foods). Health experts agree that consumption of saturated and trans fats can contribute to the development of heart disease. But eating moderate amounts of monounsaturated fats (found in nuts, seeds, olive and canola oil) and omega-3 fats (found in deep water fish oil and flaxseed) promote health and protect us against disease. Slim Plan Gold provides about 23% of its calories from fat, which comes primarily from healthy monounsaturated fats — high oleic sunflower oil and canola oil.
- **Good Source of Chromium** — Chromium is an essential mineral the body needs for proper glucose metabolism. Chromium facilitates the transport of glucose from our blood into the cells of our body to be utilized; in the absence of adequate chromium, blood glucose levels can stay high, leading to serious health consequences. Research indicates that chromium supplementation might be beneficial for helping to retain normal blood sugar levels.⁵ In addition, Shaklee's own clinical research has found that a combination of 400 mcg of chromium nicotinate and exercise promotes weight loss and supports normal glucose metabolism.⁶ One serving of Slim Plan Gold provides 180 mcg of chromium.
- **Long-term Health Benefits of Soy Protein** — Eating soy protein has been linked to numerous health benefits including promoting a healthy heart. In fact, the scientific evidence is so compelling that the US Food and Drug Administration now endorses this health claim: *25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.* One serving of Slim Plan Gold provides 12 grams of soy protein.
- **Long-term Health Benefits of Fiber** — Nutrition experts and public health advocates continue to recommend that we increase our daily fiber intakes by eating more fiber-rich foods such as whole grains and fresh fruits and vegetables. Yet food surveys continue to show that most people eat only 10 grams of fiber a day compared to the recommended daily minimum of 25 grams.⁷ Fiber helps to detoxify the body. One serving of Slim Plan Gold provides 8 grams of soluble fiber.

Easy to Use, Simple to Stick With

Just mix 3 scoops of Slim Plan Gold with 1 cup of water, mix well and enjoy. Choose from two great-tasting flavors: Rich Chocolate and Creamy Vanilla.** Start your morning with a Slim Plan Gold shake, or have it as a mid-day snack. Slim Plan Gold also complements a small, well-balanced meal including fresh fruits and vegetables.

For more information about how to use Slim Plan Gold and the complete Shaklee Weight Management Program, see the PROGRAM GUIDE and the PROGRAM OVERVIEW Product Brief.

Reformulated Slim Plan Gold Features the Best of Slim Plan PLUS Better Taste, More Health Benefits!

For years, Shaklee customers have enjoyed Slim Plan shakes. Now Shaklee has applied the latest scientific advances to create an even more effective, nutrient-rich shake! The advantages of the new Slim Plan Gold include: fewer calories per serving; improved proportions of protein and carbohydrate (fewer simple sugars and more heart-healthy soy protein); a balanced protein, carbohydrate and fat profile designed to reduce hunger and provide sustained energy; twice the fiber per serving; and more chromium per serving. What's more, there's a great, new taste, in both the Chocolate and Vanilla flavors!

And of course the new Slim Plan Gold shake still provides amino acids essential for good health and 35% of the RDI for 23 vitamins and minerals, is 99% lactose free and Kosher Dairy, and contains no added artificial flavors, sweeteners, preservatives or colors. The following chart gives an even clearer picture of how Slim Plan Gold offers more benefits than ever.

Comparison of Slim Plan Gold™ and Slim Plan Based on Vanilla Flavors

Attributes	NEW	
	Slim Plan Gold	Slim Plan
Serving Size	8-oz glass	8-oz glass
Calories	200	220
Carbohydrate	25 g	33 g
Total Protein	14 g	15 g
Soy Protein	12 g	3 g
Total Fat	5 g	3 g
Saturated Fat	1 g	0 g
Polyunsaturated Fat	1 g	1 g
Monounsaturated Fat	3 g	2 g
Cholesterol	0 mg	Less than 5 mg
Potassium	420 mg	625 mg
Sodium	370 mg	370 mg
Sugars	14 g	20 g
Fiber	8 g	4 g
Vitamins & Minerals	35% RDI for 23	35% RDI for 23
	150% RDI for Chromium	35% RDI for Chromium
Other	>99% Lactose Free	>99% Lactose Free

Who Might Benefit from Slim Plan Gold?

- People who want to enjoy sustained energy, without hunger pangs or food cravings, while on a weight management program.
- People interested in replacing some or all of the typically high-fat, high-cholesterol animal sources of protein with more plant-based soy protein.
- Anyone interested in the detoxifying and other health benefits of soluble fiber.
- Those looking for a convenient, great-tasting, nutritionally-balanced shake to use as a quick meal or a healthy snack.
- Those who want to maintain lean muscle mass during the critical early weeks of a weight management program.
- Anyone interested in the health benefits of soy protein.

Get Everything You Need for Healthy Weight Management in One Convenient Starter Kit

#59000 Vanilla

#59002 Chocolate

Your comprehensive Shaklee Weight Management Starter Kit includes:

- **A 30-day supply of Shaklee's exclusive products**
 - Slim Plan Gold (2 cans, Chocolate or Vanilla)
 - Appetite Reducing Spray
 - Craving Reduction Complex*

- **Program Guide**

Detailed instructions on how to follow and succeed with the Shaklee Weight Management Program. Includes detailed information regarding how to use the Shaklee products, Nutrition Plan, Activity Plan, and tips for sustained success for a lifetime of healthy weight management.

- **30-Day Journal**

Instructions on how to track your food intake and use of Shaklee products, plus daily activity and measurement entries. 30 days of fill-in journal pages.

- **Tape Measure**

- **Order Form**

REFERENCES

¹ The Truth About Dieting. *Consumer Reports*, June 2002, pp.26–31.

² www.health.gov/dietaryguidelines/dga2000/documents/summary/defaultly.htm.

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⁶ Grant KE, Chandler RM, Castle AL, and Ivy JL. Chromium and Exercise Training: Effect on Obese Women. *Medicine and Science in Sports*. 29 (8): 992–998;1997.

⁷ Block G, Subar AF. Estimates of Nutrient Intake From Food Frequency Questionnaire: The 1987 National Health Interview Survey. *Journal of the American Dietetics Association*. 92: 969–977;1992.

*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.



We stand behind each and every one of our products. The ingredients, purity, safety, and performance of all our Nutrition, Healthy Home, and Personal Care products are 100% guaranteed.



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