



**What if we could show you a way to...**

**Increase Membership**

**Increase Retention**

**Increase Profits**

**All at NO COST**

**to your Fitness Center**



**[www.visalus.com](http://www.visalus.com)**

[www.overview.visalus.com](http://www.overview.visalus.com)

# Introducing the Body by Vi 90 Day Challenge

The ViSalus Sciences® Body by Vi™ Challenge is geared to help your members reach their goals, no matter what they are. From simply losing a few pounds, to getting fit and toned, we have the tools, the products, and the community of supportive people to celebrate their success. The Body by Vi™ program is easy, fun, and **guarantees results.**

The Body by Vi™ Challenge is not another fad diet. The program is based on nutrition that helps burn fat and keep lean muscle, boosts metabolism and helps control hunger. The patented ingredients and formulas help your members achieve their goals, on their terms with guaranteed results. Included in our program are nutrition guides, fitness tips and plans, and downloadable tracking tools.

The nutritional component of The Challenge coupled with a comprehensive exercise and fitness plan developed by your staff or personal trainers will assure that your fitness center will see an increase in memberships, retention and ultimately more profits.



## What is the Challenge?

◆ 90 Day Transformation



◆ Win Cash, Cruises, & Prizes



◆ Easy, Effective, & Saves Money



# How does the Body by Vi 90 Day Challenge work and how does it benefit your Fitness Center?

Health, Well-Being and Fun are an integral part of our mission to help people of all ages live healthier, more productive lives. Co-branding of your Fitness Center with the Body by Vi Challenge we provide ALL the tools necessary to help your members achieve their goals. The Challenge will be a fun event for members and guests. Free samples of different flavors of the Vi-Shape Shake Mix will be served, along with nutritional information, goal setting with your personal trainers and collateral materials outlining the 90 Day Challenge. It can be an interactive event as members figure their BMI online, set weight loss or muscle mass gain goals and evaluate the members goals of health and well-being. Members can customize meal plans online.

## **Your members can get their products for FREE**

As part of the 90 Day Challenge, members who join the challenge and refer 3 of their friends to join the challenge, the member will get their products for FREE. This is a great incentive for members to invite friends who are not members into the gym, to tour the facilities as well as joining as members. Weight and health management will be more effective and fun if friends work out together and join the challenge. As an incentive, your fitness center may offer discounts on enrollments or monthly fees for the 90 day challenge period.

Body by Vi.  
CHALLENGE

## Real People, Real Results



**Susan:**  
Fit enough to  
keep up with her  
twin daughters!

**James and Tosha:**  
Living and Loving  
the Active Lifestyle!

**Domenick:**  
40 Pounds  
Lighter at 40

# A Complete Nutritional Component to Health and Wellness

## Who should take this product?

Anyone that desires to have a better shape, to lose weight, to get fit, or to build lean muscle!

## What are the primary benefits of the Vi-Shape shake mix?

The shake mix provides complete nutrition – fast

Helps control appetite

Provides bone-healthy calcium

Provides heart healthy, low fat protein

Helps promote & maintain lean muscle mass

Supports protein digestion and nutrient absorption

Helps support healthy energy levels while cutting calories

Provides fiber benefits for health protection

Includes two unique fibers for health, and for hunger control

Supports a low glycemic lifestyle

Supports healthy metabolism

Each protein has been specially processed to remove fat, remove lactose, and remove carbohydrates.

In addition, we have processed the soy to remove the isoflavones, so there is no estrogenic affect. The “shake mix that tastes like a cake mix” is hard to beat. Try your own taste test!



## What are the primary benefits of the Vi-Slim metabolism boosting tablet?

It helps burn fat

Boosts your thermogenic system

Helps wake up a tired metabolism

Supports healthy blood sugar levels

Supports natural insulin function

Supports energy while dieting

Promotes lean muscle mass

Has antioxidant properties

Helps inhibit fat production



## What are the primary benefits of the Vi-Trim appetite control drink mix?

Helps control hunger between meals

Helps alleviate the stresses of dieting

Supports healthy blood sugar levels

Boost metabolism and excretion of fat

## What are the primary benefits of the Shape-Up Health Flavors?

Each packet is not just a flavor, they are concentrated nutrition!

- **Chocolate Cardia Care** has polyphenols, which are great antioxidants and support heart health. Each packet has about the equivalent of 6-8 bars of dark chocolate for only a few calories.

- **Our Peach Complexion Care** has glucosamine, biotin, collagen and more to support healthy skin and healthy joints.

- **Banana Energy Charge** has guarana power to provide a burst of energy that lasts.

- **Strawberry Phyto Power** equivalent of 75 strawberries worth of phytonutrient protective power.

- **Orange Everyday Defense** has immune and detox supporting ingredients.



# 1 Serving Vi-Shape Shake Nutrient and Calorie Comparison

1 Serving Vi-Shape® Nutritional Shake Mix in milk (Shake mix = \$1.50)		\$1.85	170
Equivalent nutrients for 1 Serving of Vi-Shape® as found in everyday foods		\$102.94	8,674
Vi-Shape® Shake Nutrients	Food Equivalents	Food Retail Price	Food Calories
Vitamin E	1.5 cups Chopped Broccoli	\$1.48	46
Vitamin D & Protein	13 Whole Eggs	\$2.38	1,014
Vitamin A	5 Medium Peaches	\$4.00	190
Vitamin B12	2.5 Chicken Breasts	\$3.74	355
Calcium (Shake mix without milk)	1.5 cups Frozen Yogurt	\$2.63	390
Magnesium	1.5 cups Bran Flakes	\$0.35	192
Vitamin B6	18 oz. Tomato Juice	\$1.26	93
Folic Acid	1.5 cups Shredded Romaine Lettuce	\$1.79	12
Zinc	5 oz. Cheddar Cheese	\$3.68	565
Niacin	3 cups Cooked Lima Beans	\$3.24	570
Pantothenic Acid	15 Slices Whole Wheat Bread	\$0.94	975
Riboflavin	20 Spears of Asparagus	\$3.99	20
Selenium	1 cup Brown Rice	\$0.82	216
Copper	2 cups Sliced Mushrooms	\$4.98	30
Chromium	30 Apples	\$27.00	1,900
Manganese	5 cups Chopped Celery (~10 stalks/whole)	\$16.90	70
Molybdenum	3.5 Medium Tomatoes	\$5.25	77
Digestive Enzymes	3 Pineapples	\$11.97	1,359
Fiber	30 Prunes	\$6.54	600
<b>Total</b>		<b>\$102.94</b>	<b>8,674</b>

## Why Vi-Shape Shake Mix?

- Patented ingredients to help you **BURN FAT** and build lean muscle
- Proprietary **Tri-Sorb™** Protein blend
- **Non GMO**, Isoflavone-Free Soy
- Healthy dose of fiber (5g), vitamins and minerals, **Prebiotics** and digestive enzymes
- Diabetic friendly (low glycemic), heart healthy, Kosher Certified
- **Low Sodium** (75 mg/3% daily value),  
**Low Sugar** (<1g),  
**Low Carbs** (7g/2% daily value)



# Customized Meal Plan for Complete Balanced Nutrition for a Healthy Lifestyle

**All members who join the 90 Day Challenge will have their own website for meal plans and wellness tools**

The tools in our Health Section help your members plan and maintain the healthy lifestyle they are striving for by providing ways to:

- Track food, water and supplement intake with our handy trackers
- Browse through our database of recipes and plan healthy, nutritious and delicious meals
- Create a printed shopping list of ingredients from your computer, and even have it messaged directly to your phone



## Vi-Net Health Membership

Use Vi-Net's online tools to help your weight loss success! Browse a healthy recipe database, build a shopping list, track your progress, and more! Meal plans can be text or emailed to your members.

Delivering effortless ways to help you keep fit and healthy is what ViSalus™ is all about. Here are some great tools we've developed to make your life even easier.



## How much do you know about your body & nutrition?

Try our latest health quiz and maybe learn something you didn't know before. It's fun, it's easy and it only takes a moment.

## Body Fat Percentage and BMI Calculator

BMI (Body Mass Index) is a formula often correlated with body fat. Because the BMI formula is based only on height and weight, it is not as accurate for all groups of people. For this reason, knowing Body Fat Percentage is actually a more telling figure when trying to change your body composition.



## What Are Your Food Cravings Telling You?

Ever wondered why you can't stop yourself reaching for that mid-afternoon cookie (or cookies!), or why you never seem to be able to stick with a diet? Is it really a lack of willpower, or is your body trying to tell you something?



## Do You Know Your Vitamin ABCs?

Vitamins are essential for a healthy body. But how well do you know the ABCs of having a healthy body?

## Does Your Weight Loss Knowledge Measure Up?

Think you know your stuff when it comes to weight loss? Test your knowledge on everything from calorie counting to diet myth-busting with our fun Weight Loss Quiz.

# Ways to promote the Body by Vi 90 Day Challenge



Body by Vi<sup>TM</sup>  
CHALLENGE

**Lose Weight,  
Win Prizes,**

Join the  
challenge to  
save money,  
save time, and  
transform your  
body now!

**Join the  
Challenge!**

## **NO COST or low cost mediums to promote your Fitness Center and the 90 Day Challenge**

- Word of mouth, the most effective means of promoting is through members who invite other members, friends and family to join the 90 Day Challenge
- Link on your website
- Email campaign to members and guests on the database
- Promote Challenge on Twitter and Facebook



- Banners around the facility announcing the 90 Day Challenge
- Flyers posted in reception area and around the facility announcing the 90 Day Challenge
- Handouts in surrounding businesses announcing the 90 Day Challenge

introducing



Body by Vi<sup>TM</sup>  
CHALLENGE

Feel sexier.  
Learn to love your scale.  
Fit into your favorite jeans.

**Saturday at 7:00 pm  
Your Fitness Center**



introducing



Body by Vi<sup>TM</sup>  
CHALLENGE

**Your Fitness Center, Saturday, 7:00 pm  
Bring your friends and  
let's have some FUN!  
Join the 90 Day Challenge  
to save  
money, save time, transform your body**

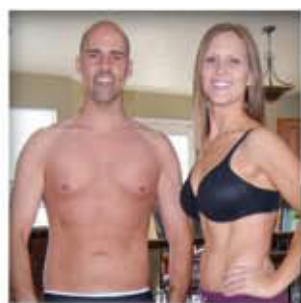


# Join the 90 Day Challenge



## Who should take the Challenge?

Anyone that desires to have a better shape, to lose weight, to get fit, or to build lean muscle!



**Bring  
Your Spouse**



Body by Vi™  
CHALLENGE



**Bring A Friend**



**Tuesday at 4:00 pm**

Come learn about the exciting new Body by Vi Challenge and how you can trim down, shape up and completely transform your body in 90 days. Let our Fitness Center help you reach your goals, no matter what they are.



### LOSE BIG...WIN BIG!!

*Win a Hollywood Transformation Vacation or a fabulous cruise!*

*Winners of the 90 Day Challenge will win a first-class trip to Hollywood for the make-over of a lifetime and a fabulous tropical Vi-Cruise to Mexico, too!*



Fast, Easy, Affordable. For **ANY**body and Any **BODY!** Transform your life today.

**Your Fitness Center**



## The Science Behind Our Products

**[www.visalus.com](http://www.visalus.com)**

[www.overview.visalus.com](http://www.overview.visalus.com)

**850.224.7204** [heperez@earthlink.net](mailto:heperez@earthlink.net)

# Innovative Science Meets Extraordinary Nutrition



ViSalus Sciences® is committed to offering the highest quality, cutting-edge health and wellness products, delivered with the assurance to uphold maximum safety and quality standards. We believe that science and research are the foundation on which we can satisfy our consumers' needs for better nutrition.

Comprehensive research and development (R&D) is critical to the success of ViSalus' products. Our top tier scientists are dedicated to creating innovative science-based nutraceuticals backed by rigorous research to ensure you get the greatest nutritional health and wellness benefits to fit your everyday lifestyle. With patent pending formulas in our Trim Slim Shape™ Program, ViSalus NEURO™ and our Vi-PAK® Anti-Aging & Energy supplements, we are committed to helping you stay in peak condition with products based on superior science.



# Scientific Advisory Board

ViSalus™ is dedicated to bringing the best minds together with the best science to deliver cutting edge nutraceuticals. We take pride in ensuring that everything we do is based on solid scientific research and in having gathered an excellent scientific team headed by our world-class Science Advisory Board members.

## **Dr. Michael D. Seidman, M.D.**

*Scientific Advisory Board*



Michael D. Seidman, M.D. attained both his B.S. in Human Nutrition and M.D. from the University of Michigan. After a five year residency in Otolaryngology-Head and Neck Surgery, he completed a fellowship in Otologic / neurotologic and Skull Base Surgery at the Ear Research Foundation in Florida. Dr. Seidman now serves as the Director of the Division of Otologic / neurotologic Surgery in the Department of Otolaryngology- Head and Neck Surgery, Director of Otolaryngology Research Laboratory, Co-Director of the Tinnitus Center, the Chair of the Complementary / Integrative Medicine Program for a multi-million dollar health center. He is also a past President of the Michigan Otolaryngology Society.

Additionally, he is an active scientist and has extramural funding from the National Institute of Health and other major institutions. He is considered an expert on the molecular basis of aging; noise induced hearing loss, otologic / neurotologic skull base surgery, all aspects of ear, nose, throat, head and neck surgery, tinnitus, nutrition/antioxidants and their relationship to health and aging, and herbal therapies. He lectures around the world on such topics; has been featured in more than 80 major publications; numerous awards including being honored as **one of the top 1% of Doctors in the USA**, and has been awarded a US patent on a supplement that positively effects age-related hearing loss and has several patents pending on aging, mitochondrial function, and Alzheimer's disease.

Dr. Seidman is also a Co-Editor for the International Tinnitus Journal and is on the Editorial Review Board for seven major Otolaryngology Journals and the Journal for Traditional Chinese Medicine. Additionally he has been appointed to the Scientific or Medical Advisory Board of the Self Help for Hard of Hearing People Inc., the Life Extension Foundation, Intra Ear, the Ear Research Foundation, Arches Company, the American Tinnitus Association, Gel Tech, BASF (specifically on the work for SAME) and WebMD (work related to analysis of weight loss/nutrition software). He also serves as a consultant for many professional athletes, **and is an advisor for several teams in the NHL, NFL, MLB, and NBA.**

## **Steven A. Witherly, Ph.D.**

*Scientific Advisory Board*



Steven A. Witherly, Ph.D. is a leading expert in the field of food science, nutrition, and product formulation. Dr. Witherly holds a Ph.D. in Human Nutrition from Michigan State University, and both his M.S. in Food Science and a B.S. in Nutrition and Dietetics from the University of California at Davis.

Dr. Witherly is an esteemed member of the American Association for the Advancement of Science, Los Angeles Chapter, Institute of Food Technologists - Sensory Division, Sigma Xi Research Society, the Gerontological Society, the New York Academy of Sciences, American Institute of Wine and Food and the American Society of Enteral and Parenteral Nutrition. Has lectured at USC School of Pharmacy, University of California at Northridge, University of California at Long Beach, and University of California at Davis, and currently is an Adjunct Professor of Food Science for Chapman College in Orange County. He also holds the honor of having been named National IFT (International Food Technologists) Scientific Lecturer for 96-2001. His extensive career includes high-level product development positions at many world recognized food and health companies creating a variety of top national and international brands. Dr. Witherly is also a published author and speaker on the science of food.

# Protein Comparison on the ViSalus Vi-Shake

By Audrey Sommerfeld

Head of Nutrition, SVP Marketing ViSalus Sciences

Our shake is not just for weight management. It is for nutrition, and for health. The shake when mixed with non-fat milk or soy milk delivers 20-25 grams of protein, which is the amount nutritionists recommend we get in each meal.

Now body builders claim they often need more, because they are trying to build lean muscle. This may not be true, as not all proteins are created equal. This is the key reason we don't put 'grams' of protein on our shake and tout it like many store brands do. I say this because some brands pump up the 'grams' of protein by adding gelatin (great for skin/hair/nails, but not lean muscle). Some use dehydrated milk powder, some just whey. Those also are ok, but not the latest in science.

We use a combination of proteins because they act differently in the body. The soy is used because of its heart health benefits. Adequate consumption of soy in the diet can help the body lower c-reactive proteins, an indicator of inflammation and possibly heart disease. Soy is also easily digestible, and a complete protein. Our soy is unique in that we use a non-GMO Soy (not genetically modified), and was specially processed to remove the isoflavones that can impact estrogen. While those isoflavones may be beneficial, we know that women with fibroids, muscle builders, and others worry about the impact of estrogen. Non-GMO soy is about 45% more expensive than regular soy, but we chose to use it because of the concerns some people have about soy.

We use a whey concentrate for fast acting hunger control. Then we use a unique whey hydrolysate, which is the latest technology and is very expensive. It helps retain lean muscle, and is very highly absorbed. While some wheys can be absorbed about 80%, whey hydrolysate is much higher. It is a pure, clean, and concentrated protein. Combine that with the Aminogen, and we have more ingredients to help build, and maintain lean muscle while promoting fast loss.

So the 3 types of proteins help support heart health, bone health, muscle health, digestive health, and can help curb hunger quickly, and last too!

For athletes, it is recommended that they get protein into their body within 30 minutes after completing a workout. Protein will help the muscles repair themselves, and quicker. This is why our shake was designed to mix in water, and still taste great, and why we have it in individual serving packets. People can take the packet to the gym, and mix it in water and get it into their bodies quickly. The key points of difference are the quality of the proteins that we use (absorbability) as well as the fact that we added Aminogen®. Aminogen is a patented, and clinically tested ingredient that has been shown to help the body better utilize the protein. This way, you get more nutrition into the body and the muscle. We are also lower sodium than most brands (I've not found one yet lower than us).

## Here is some information that may be useful:

A few bodybuilding and weight training coaches recommend protein intakes of 40 percent of energy; for example 40% protein, 40% carbohydrate; 20% fat. Let's take a look at this. In the 4000 calorie diet of our 100 kilogram bodybuilder, 40% protein would be 1600 calories, equivalent to 400 grams of protein at 4 calories per gram. That's 4 grams/protein/kilogram body weight/day; over four times the RDI and twice what's scientifically defensible. Not good.

## Fast and Slow Proteins

How quickly amino acids get transported to blood and how quickly they then get assimilated into muscle and other tissue for repair and rebuilding is the basis of this idea. According to some enthusiasts, fast proteins such as whey are superior to slow proteins like casein. Both are derivatives of milk products. Here are some values (Bilsborough 2006):

- Egg protein 1.3 grams/hour
- Casein isolate - 6.1 grams/hour
- Whey isolate - 8-10 grams/hour

There's not much evidence that these variations make a difference to muscle building over the longer term, although whey has shown some advantage in short-term studies.

Yet the other useful information that can be gleaned from the numbers above is that with an average protein absorption of, say, 7 grams/hour, a theoretical absorption is limited to around 168 grams each day (24x7). If accurate, it makes the 400 gram/day protein diets look entirely unnecessary at best.

## **Very high-protein diets may not be safe over time for the following reasons:**

- High levels of nitrogen and amino acids can be toxic.
- High-protein diets are not safe for those people suffering from chronic kidney disease. Up to 20 percent of the population may be undiagnosed.

*Sources:*

*Lambert CP, Frank LL, Evans WJ. Macronutrient considerations for the sport of bodybuilding. Sports Med. 2004;34(5):317-27. Review.*

*Bilsborough S, Mann N. A review of issues of dietary protein intake in humans. Int J Sport Nutr Exerc Metab. 2006 Apr;16(2):129-52. Review*

## **Protein and Strength Athletes:**

While endurance athletes are easy to convince of the need for a high carbohydrate, low fat diet, strength athletes are a bit harder to convince of the need for adequate carbs and moderate protein. Strength athletes have long adhered to high protein diets in order to build muscle. This idea of high protein = more muscle is a bit overstated.

According to the research of sports nutritionists, strength athletes require high carbohydrate and adequate glycogen stored in the muscle. They point out that all high intensity, powerful muscle contractions (such as weight lifting) are fueled with carbohydrate. Neither fat nor protein can be oxidized rapidly enough to meet the demands of high-intensity exercise. Adequate dietary carbohydrate must be consumed on a daily basis to restore glycogen levels.

In fact, research shows that high protein/high fat diets can hurt performance. An inadequate amount of carbohydrate in the diet can result in:

- Reduced muscle glycogen stores in the muscle and liver
- Decreased endurance
- Decreased maximal effort
- Decreased serum glucose levels
- Increased risk of hypoglycemia

High protein/high fat diets can also have a negative overall impact on health, including the following:

- Increased risk of certain cancers
- Increased calcium excretion and increased risk of osteoporosis
- Reduced intake of vitamins, minerals, fiber and phytochemicals

## **But Don't Strength Athletes Need More Protein To Build Muscle?**

Research hasn't shown this. In fact most strength athletes get far more protein than is necessary to promote muscle synthesis. The current protein recommendations for optimal muscle building in a strength athlete is 1.6 - 1.7 gm protein per kg of body weight. For a athlete weighing 90 kg (200 pounds) that is a total of 145 - 154 grams of protein a day [about 3 small chicken breasts]. There is no scientific evidence that more than 2.0 grams of protein per kg of body weight has any additional benefit in muscle strength or size.

## **So What Should an Athlete Eat?**

The recommendations of sports nutritionists continues to show performance enhancing benefits. These general guidelines are:

- 12-15% of daily calories from protein.
- 25-30% of daily calories from fat.
- 55-65% of daily calories from carbohydrate.
- An athlete's nutrition plan should be individualized to meet the needs of training and competition.
- Carbohydrates are the primary fuel for intense muscular efforts, and should be the cornerstone of an athlete's diet, regardless of the sport they play.

*Source: Nutrition for Sport and Exercise, 2005, Jacqueline R. Berning, Suzanne Nelson Steen, ISBN 0763737755.*

Audrey Sommerfeld  
SVP Marketing  
ViSalus Sciences

## Testimonials



*"As an Endurance Power-Lifter with TeamUSA, I was under the belief that I had all of the best supplements currently in my regimen. That was before I was introduced to ViSalus NEURO. From the first time I started drinking NEURO, in addition to taking the Vi-pak, I was not only able to beat my personal best lift, but I was able to officially set 5 World Records in the month of March. I can't wait to see where I will go from here!"*

**- Tim Nash, Team USA**



*"I wanted to educate and motivate people on the importance of their health. I became a Personal Trainer and shortly after learned of Visalus. The combination of the two is the perfect job! Visalus allows me to provide not only my clients but everyone I come in contact with the proper nutrients and supplements their body needs to properly function each day."*

**- Aleah Oelmann, Personal Trainer**



*"As a personal trainer & triathlete, I was truly amazed by the quality of products that ViSalus has and the integrity behind them. I've never had a product work so quickly and with such a diverse crowd. I leaned out in the middle of my competition season while I maintained my lean muscle, had more stamina, energy and strength to finally beat my competitors! The summer started out feeling just ok about qualifying for Nationals, then after ViSalus...I qualified for WORLDS! I've never felt better about my performance and the lives that I have touched with these products."*

**- Trish Byerley, Pyramid Peak Fitness and Team USA Triathlete**



*"Helping people feel better about themselves is our goal. Getting proper nutrition is the beginning of a healthy lifestyle. Incorporate exercise in your day to day process and watch your energy go through the roof. Take the 90 day challenge and feel better overall about yourself."*

**- Don and Robbin Sollars, Fitness Center Owners**



*"I've been waiting for a product to help aid me in the fight against obesity! Bodybyvi is the perfect compliment to my training which incorporate healthier eating habits and exercise. I've trained hundreds of clients who needs help on making better food choices and the protein shakes is the perfect tool."*

**- Teki Williams, Certified Personal Trainer (ACE)**



*"I am a part of ViSalus to help people realize that it's never too late to have a healthy life style. I help people reach their goals quickly and help them to maintain a healthy life style. I want to encourage them to not settle, but strive to be the best. I want to make a change in people that have no hope. I LOVE what I do and very fortunate to have found ViSalus."*

**- Yvonne Toney, Zumba Instructor**

# The Body by Vi Community Challenge

The ViSalus Body by Vi™ Challenge has helped thousands of people achieve their personal health and fitness goals. To celebrate this prosperity in the spirit of contribution, ViSalus is proud to launch the Body by Vi™ Community Challenge, an initiative that allows you to donate meals to children and families who don't have the means to get the nutrition they need each day.

We have made it our goal as a company to donate 1,000,000 meals through this Challenge, and with your help we can make a significant difference in a child's life starting today.

For just \$24, you can donate 30 meals to children in need, and ViSalus will match with an additional 30 meals. There is no limit to how much you can give or how much ViSalus will match, and for less than 50 cents a meal you can make a big difference with even a modest donation.

Your generosity can shape the future of communities across the world. If you have a charity that can use our support, please let us know at [Vi-Difference@visalus.com](mailto:Vi-Difference@visalus.com).



Join the Body by Vi™ <sup>community!</sup> Challenge



\*Shake Supplement Meal

