

# cinch™

inch loss plan Bars



## THE CHALLENGE

It's 3p.m. You're hungry. And let's face it, dinner seems like it's a year away. You think twice before reaching for a snack, because you are trying hard to lose weight. But eventually hunger wins, and you reach for a candy bar or maybe some chips. Either way your body is not getting the protein it needs to keep you feeling full and holding on to lean muscle. And you need **lean muscle to fuel your metabolism** and keep you burning calories from fat. So how do you lose weight and retain your muscle without feeling deprived?

## THE SOLUTION CINCH BARS

### Treat yourself every day

Cinch Bars are the perfect solution to mid-afternoon hunger. Chocolate Decadence, Peanut Butter Crunch, Lemon Cranberry. Whichever flavor you choose, they are a great-tasting way to eat a satisfying, healthy, decadent snack without a lot of calories. Cinch Bars are Powered by Leucine™, an amino acid that signals muscle protein building, which can offset the muscle loss that can occur with other diets. Leucine lets you keep muscle while you lose weight from fat. And remember, **Muscle = Metabolism**.

Shaklee also packs 10 grams of protein in just 120–130 calories. And that's important. Why? Because protein is used to build muscle, and muscle burns more calories than body fat. Protein-rich foods also promote feelings of fullness, keeping hunger at bay. And that's what you want. But when you're eating a Cinch Bar, all you'll think about is how good it tastes.

### Benefits


- Powered by Leucine™ to help preserve lean muscle
- 10 grams of protein
- 120–130 calories per bar
- 3 grams of fiber per serving
- Low glycemic
- Extra B vitamins for cellular energy



Chocolate Decadence #20344



Peanut Butter Crunch #20378

**Cinch™ Bars**   
10 bars per box  
net wt. 11 oz. (310g)



Lemon Cranberry #20377



Bar Assortment Pack #20379

## THE SHAKLEE DIFFERENCE

- **Powered by Leucine™** to preserve muscle while you lose weight†
- **No artificial** flavors, colors, or sweeteners
- **No trans fats**
- Part of the **clinically tested** Cinch Inch Loss Plan†

## WHO WILL BENEFIT?

- 65% of adults in the United States who are overweight or obese
- Anyone looking for a healthy way to manage their weight and inches
- Anyone who is seeking an alternative to the fatigue, hunger, and food cravings from typical diets
- Anyone who wants a yummy, healthy, and satisfying snack

## NUTRITION FACTS

Nutrition Facts		Chocolate Decadence Bar (31 g)		Peanut Butter Crunch Bar (31 g)		Lemon Cranberry Bar (31 g)	
Serving Size: 1 bar							
Amount Per Serving							
<b>Calories</b>		120		130		120	
<b>Calories from Fat</b>		25		25		25	
		% Daily Value*		% Daily Value*		% Daily Value*	
<b>Total Fat</b>		2.5 g	4%	3 g	5%	2.5 g	4%
<b>Saturated Fat</b>		1 g	5%	0.5 g	3%	0.5 g	3%
<i>Trans Fat</i>		0 g		0 g		0 g	
<b>Cholesterol</b>		0 mg	0%	0 mg	0%	0 mg	0%
<b>Sodium</b>		170 mg	7%	190 mg	8%	150 mg	6%
<b>Potassium</b>		115 mg	3%	100 mg	3%	30 mg	1%
<b>Total Carbohydrate</b>		15 g	5%	15 g	5%	15 g	5%
<b>Dietary Fiber</b>		3 g	12%	3 g	12%	3 g	12%
<b>Sugars</b>		9 g		10 g		9 g	
<b>Protein</b>		10 g	20%	10 g	20%	10 g	20%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.		Vitamin A 0%		0%		0%	
		Vitamin C 0%		0%		0%	
		Calcium 4%		4%		4%	
		Iron 10%		6%		10%	
		Thiamin 25%		25%		25%	
		Riboflavin 25%		25%		25%	
		Niacin 25%		25%		25%	
		Vitamin B6 25%		25%		25%	
		Folate 25%		25%		25%	
		Vitamin B12 25%		25%		25%	
		Biotin 25%		25%		25%	
		Pantothenic Acid 25%		25%		25%	
Calories	2,000	2,500					
Total Fat	Less than 65g	80 g					
Sat Fat	Less than 20 g	25 g					
Cholesterol	Less than 300 mg	300 mg					
Sodium	Less than 2,400 mg	2,400 mg					
Potassium	3,500 mg	3,500 mg					
Total Carbohydrate	300 g	375 g					
Dietary Fiber	25 g	30 g					
Protein	50 g	65 g					

**CHOCOLATE DECADENCE INGREDIENTS:**  
 SOY PROTEIN CRISP (SOY PROTEIN ISOLATE, TAPIOCA STARCH, SALT), FRUCTOSE, GLYCERINE, CHOCOLATE LIQUOR, BROWN RICE SYRUP, HONEY, COCOA POWDER PROCESSED WITH ALKALI, FRUCTOSE SYRUP, INULIN, WHEY PROTEIN ISOLATE (MILK), L-LEUCINE, SOY PROTEIN ISOLATE, CANOLA OIL, ACACIA GUM, GUAR GUM, NATURAL FLAVOR, MEDIUM CHAIN TRIGLYCERIDES, SALT, PEANUT BUTTER, NIACINAMIDE, CALCIUM PANTOTHENATE, VITAMIN B6, RIBOFLAVIN, THIAMINE MONONITRATE, FOLIC ACID, BIOTIN, VITAMIN B12.

**PEANUT BUTTER CRUNCH INGREDIENTS:**  
 SOY PROTEIN CRISP (SOY PROTEIN ISOLATE, TAPIOCA STARCH, SALT), PEANUT FLOUR, FRUCTOSE SYRUP, FRUCTOSE, PEANUT BUTTER, BROWN RICE SYRUP, HONEY, GLYCERINE, INULIN, L-LEUCINE, ACACIA GUM, GUAR GUM, NATURAL FLAVOR, MEDIUM CHAIN TRIGLYCERIDES, SALT, NIACINAMIDE, CALCIUM PANTOTHENATE, VITAMIN B6, RIBOFLAVIN, THIAMINE MONONITRATE, FOLIC ACID, BIOTIN, VITAMIN B12.

**LEMON CRANBERRY INGREDIENTS:**  
 SOY PROTEIN CRISP (SOY PROTEIN ISOLATE, TAPIOCA STARCH, SALT), FRUCTOSE SYRUP, SOY PROTEIN ISOLATE, FRUCTOSE, BROWN RICE SYRUP, HONEY, CANOLA OIL, GLYCERINE, DRIED CRANBERRIES (APPLE JUICE INFUSED), INULIN, NATURAL FLAVORS, ACACIA GUM, GUAR GUM, L-LEUCINE, SOY FIBER, MEDIUM CHAIN TRIGLYCERIDES, CITRIC ACID, MALIC ACID, TURMERIC, PEANUT BUTTER, NIACINAMIDE, CALCIUM PANTOTHENATE, VITAMIN B6, RIBOFLAVIN, THIAMINE MONONITRATE, FOLIC ACID, BIOTIN, VITAMIN B12.

## CINCH INCH LOSS PLAN

Cinch Bars are just one part of the comprehensive Cinch Inch Loss Plan. To get the full benefits, team them up with all the other remarkable products in the Cinch Inch Loss Plan.

- **Cinch™ Shake Mix** in rich chocolate or creamy vanilla. Packed with protein to keep you feeling full and Powered by Leucine™ to help you hold on to muscle while you lose weight.
- **Cinch™ 3-in-1 Boost** is really three products in one — provides a balanced multivitamin with 23 essential nutrients, a metabolic booster that kicks you into calorie-burning gear, and nutrients including chromium to help retain normal blood sugar levels and keep energy levels stable.\*
- **Cinch™ Energy Tea Mix** serves natural oomph in a cup. Hot or cold, this exotic blend of red, white, and green teas gives you a natural energy boost anytime you need it.

The Cinch Inch Loss Plan with leucine is formulated to help you break the diet cycle so you:

- **Keep muscle** you have
- **Burn fat** you don't need
- **Lose inches** you don't want

\*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.

†Based on results from a 12-week preliminary study.

## SUPPORT MATERIALS AND RESOURCES

- **Introduction to Cinch** Pre-recorded three-minute call (925.924.3030)
- **Say Hello to Cinch DVD** #66101 Single; #67000 5-Pack
- **Cinch™ Inch Loss Plan Brochure** #75359 English; #75360 Spanish
- **CinchPlan.com** A Web site that tells the whole Cinch story for new consumers and prospects
- **Introduction to Cinch PowerPoint Presentation** (available to download at MyShaklee.com)
- **Cinch™ Success Guide and Cinch Coach™ Software CD** Everything you need to do the program and support to help you reach your goals. Included in the Cinch Starter Kit and available separately. #75361
- **Cinch™ Daily Journal** (English/Spanish). A portable journal to track your product use and meals when you are on the Cinch Plan. #75362
- **CinchClub.com** A Web site for those on the plan that provides comprehensive support in the form of meal plans, recipes, community, and educational materials
- **2007 Product Guide** #72085 English; #72089 Spanish

## SCIENTIFIC REFERENCES

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For more information, visit [CinchPlan.com](http://CinchPlan.com)

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.

