



# Vi-Shape® Nutritional Shake Mix



## “Fast food” made healthy

Cutting calories while getting proper nutrition can be hard, expensive, and time-consuming. Vi-Shape™ offers you a fast ‘ideal meal’ that can save you money while providing amazing nutrition.

To make a meal, mix 2 rounded scoops of the Vi-Shape® shake mix into non-fat milk or soy milk and blend. Mix with water for a protein snack. For added flavor and nutrition, you can also blend in fresh, frozen or canned fruits. Try our Shape-Up™ Health Flavor mix-ins for flavor and added nutrition.

## Why is our shake better than others?

1. A unique, concentrated and absorbable blend of proteins processed to remove fat, lactose, carbohydrates and isoflavones to provide pure, concentrated protein. When mixed with milk or soy milk, we provide 20-22 grams of protein, the right mix to burn fat and build lean muscle.
2. Low sodium. Lower than other brands!
3. Contains a serving of whole milk, for bone healthy calcium.
4. Contains a full serving of fruit or vegetable fiber, without gas.
5. Contains digestive aids and enzymes, including prebiotic activity for maximum nutrition absorption.
6. Smells and tastes like cake mix! No grit! No metallic aftertaste.

## What’s in Vi-Shape®?

1. A unique blend of proteins that work quickly and provide long-lasting nutrition to help you burn fat and build lean muscle.
2. Heart healthy **non-GMO soy protein**. (No Isoflavones)
3. **Fibersol™**, a new patented fiber blend that helps keep you feeling full, providing benefits of fiber without gas that can be caused by other types of fiber.
4. **Aminogen™** to help your body maximize protein and nutrient absorption.
5. **23 Vitamins and minerals**, along with other ingredients that help you burn fat.

## SUPPLEMENT FACTS

Serving Size: 2 rounded scoops

Ingredient	Amount	% Daily Value
Calories	90	
Calories from Fat	10	
Total Fat	1 g	2%
Saturated Fat	0 g	0%
Trans Fat	0 g	0%
Cholesterol	15 mg	5%
Sodium	75 mg	3%
Potassium	125 mg	4%
Total Carbohydrate	7 g	2%
Dietary Fiber	5 g	22%
Sugars	<1 g	
Protein	12 g	24%
Vitamin A		30%
Vitamin C		30%
Calcium		30%
Iron		5%
Vitamin D		30%
Vitamin E		30%
Vitamin K		30%
thiamin		30%
Riboflavin		30%
Niacin		30%
Vitamin B6		30%
Folate		30%
Vitamin B12		30%
Biotin		30%
pantothenic acid		30%
Phosphorus		30%
Iodine		30%
Magnesium		30%
Zinc		30%
Selenium		30%
Copper		30%
Manganese		30%
Chromium		30%
Molybdenum		30%

\*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65 g	80 g
Saturated 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

Calories per gram: Fat 9 • Carbohydrate 4 • protein 4

**Other Ingredients:** Soy Protein Isolate, Digestive Resistant Maltodextrin (from Fibersol™), Whey Protein Hydrolysate, Whey Protein Concentrate, DiCalcium Phosphate, Sunflower Oil, Natural and Artificial Flavor, Medium Chain Triglycerides, Maltodextrin, Gum Arabic, Xanthan Gum, Sodium Caseinate, DiMagnesium Phosphate, Magnesium Oxide, Soy Lecithin, Mono and Diglycerides, Patented Protease (from Aminogen™), DiPotassium Phosphate, Sucralose, Ascorbic Acid, Vitamin E Acetate, Chromium Amino Acid Chelate, Molybdenum Amino Acid Chelate, Selenium Amino Acid Chelate, Biotin, Vitamin A Palmitate, Niacinamide, Potassium Iodide, Zinc Oxide, Copper Gluconate, Calcium Pantothenate, Cyanocobalamin, Manganese Sulfate, Cholecalciferol, Pyridoxine Hydrochloride, Thiamin Mononitrate, Riboflavin, Phytomenadione and Folic Acid.

**Contains:** Milk and Soy

**Allergen Warning:** Manufactured on equipment that processes products containing milk, egg, soybeans, wheat, shellfish, fish oil, tree nuts, and peanut flavor.

\*\* Daily Value (DV) not established.

## ViSalus Vi-Shape® Competitor Comparison

	ViSalus Vi-Shape®	Herbalife Instant	Amway Trim Adv	Pharmanex Body	Melaleuca Attain	Shaklee Slim Plan	Isagenix Isalean	Zrii NutriVeda	Retail Brands			
									SlimFast	Myoplex	Met-RX	
Pre-Biotic	YES	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Patented Fiber	YES	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Serving of Fiber	YES	NO	YES	NO	NO	YES	YES	NO	NO	NO	NO	NO
FAT (in grams)	1 g	3 g	2 g	3 g	2 g	5 g	5	0 g	3 g	6 g	2.5 g	
- Saturated fat	NO	YES	YES	YES	NO	YES	YES	NO	YES	YES	YES	YES
Sugar (gr)	<1	3	21	24	8	14	14	5	35	2	6	
Carbs (gr)	7	23	28	37	14	25	28	17	40	9	14	
Calories	90	200	170	250	130	200	230	153	220	240	240	
Sodium (mg)	75	420	360	240	240	370	200	Not Listed*	220	530	340	
Mix in Water & milk	YES	NO	NO	NO	NO	NO	NO	YES	N/A	N/A	N/A	
Cost per Serving	\$1.50	\$3.00	\$2.73	\$2.80	\$1.35	\$2.66	\$3.22	\$3.57	\$1.25	\$2.90	\$2.50	

\* Sodium naturally occurs in foods/protein sources. We find it odd they have none listed on their label.



**See how the Vi-Shape® Nutritional Shake Mix stacks up against the nutrition found in everyday foods.**




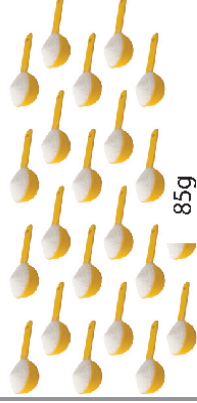





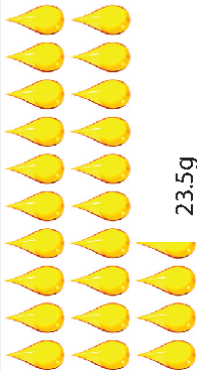







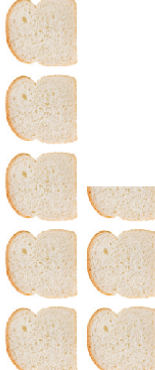
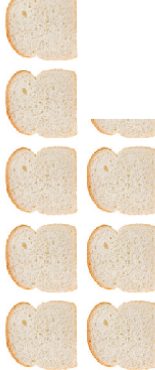
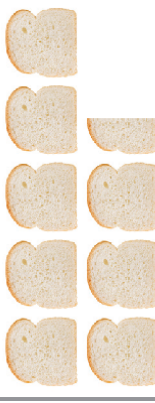
**Get balanced, healthy nutrition for a fraction of the cost and time.**

**Simple  
Nutritious  
Delicious**

# ViSalus Vi-Shape® 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			
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>

# ViSalus Vi-Shape® Breakfast Comparison

	Vi-Shape®	McDonalds	Starbucks	Jamba Juice
	1 Serving Shake Mix with milk, fruit, and Strawberry Mix-In	McMuffin Meal, Coffee, Small OJ	Coffee, Bagel, Small OJ	Protein Berry Smoothie
<b>Cost</b>	<b>\$2.50</b>	<b>\$5.94</b>	<b>\$7.95</b>	<b>\$5.25</b>
<b>Calories</b>	225	610	810	480
<b>Sugar</b>	 13g (from milk and strawberries)	 44g	 44g	 85g
<b>Sodium</b>	 205mg (75mg from Shake Mix)	 1,260mg	 818mg	 170mg
<b>Fat</b>	 1g	 23.5g	 11.6g	 1.5g
<b>Fiber</b>	 9g	 Less than a serving	 Less than a serving	 7g
<b>Carbohydrates</b>	 31g (only 7g from Shake Mix)	 90g	 99g	 101g

## ViSalus Vi-Shape® FAQ

### 1. What is unique about the Vi-Shape® Nutritional Shake mix?

There are so many unique benefits, and ingredients, so here are a few:

- a. It tastes amazing. We call it the “Shake mix that tastes like a cake mix”. If you do a blind taste test vs. other shakes, you’ll see that many have either a gritty texture, can have a bitter or metallic after taste that lingers. Other shakes can smell bitter, or like chemicals. Ours is different because of the unique, high quality ingredients that we use.
- b. Our shake is lower in sodium, fat, and carbohydrates than other shakes. Many companies will use sodium to make the bland ingredients taste better, fat to make flavor carry, or add sugar to mask bitter notes. You can see from our comparison chart that we surpass the competition, due to our high quality.
- c. Our shake is diabetic friendly. Many shakes use sugar, fructose, or other sweeteners that can spike blood sugar. This may result in low energy, hunger, and more. Ours has no added sugar, and is diabetic friendly.
- d. We use 3 specially processed proteins. This provides fast, and long lasting hunger control, and can also help maintain lean muscle while targeting fat. Our shake has been specially processed to remove lactose, remove fat, remove carbohydrates, and remove isoflavones from the soy that can impact estrogen. Therefore, body builders, those sensitive to hormones can use our shake.
- e. We include ingredients that other shakes don’t. We include digestive enzymes to help maximize protein absorption, prebiotics to support the bodies detox process and digestive health, vitamins, minerals, calcium, and more.
- f. Affordability. There is simply no other shake that matches what we offer, for the price! By having a shake a day you can not only help fuel your body with powerful nutrients, but you can save money too.

### 2. 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 non-gassy fiber benefits for digestive health
- › Includes two unique fibers for health, and for hunger control
- › Supports a low glycemic lifestyle
- › Supports healthy metabolism
- › Gluten free. Lactose free. Low sodium, diabetic friendly. Low sugar. Tastes amazing!

### 3. How does the Shake help me lose or maintain weight?

The shake can help you lose, or maintain weight depending on how you use it. To lose weight, we recommend using it in place of 2 meals per day, along with sensible snacks (like the ViSalus Nutra-Cookie™), and meal. You can use it for any 2 meals. To maintain weight, we recommend that you have 1 shake per day, and ideally for breakfast. Why is this?

Well, if we compare the shake blended with non-fat milk (or soy milk, rice milk, or almond milk) and fruit, the shake will provide 20-25 grams of protein, a full serving of fiber, calcium, prebiotics, digestive enzymes, vitamins, minerals, and more, all for around 240 calories. If we compare that to an ‘average’ breakfast of a bagel with cream cheese, small orange juice and coffee with non-fat milk, you can see we provide more nutrition for less calories. The ‘average’ breakfast can add up to around 720 calories, and a whopping 880mg of sodium. So by having a shake, you’ll fuel your body, help keep your blood sugar level, and save calories to help you keep the weight off. We also recommend it for those people that don’t eat breakfast (almost 40% of adults don’t eat breakfast). By not eating breakfast, the metabolism can slow and you may end up eating more calories per day while slowing the bodies’ fat

## ViSalus Vi-Shape® FAQ

burning system. Your body is like a car, it cannot run without fuel and it cannot be 'trained' to do without. So the shake once a day helps keep the metabolism going, keeps you energized, and helps cut calories. Twice a day and you'll see greater results.

And we also recommend Vi-Slim® to help burn calories without jittery feelings or stimulants, and Vi-Trim® added to the shake to help keep hunger at bay. These two products add powerful added support and can be bought separately, or as part of the Body by Vi™ Transformation kit.

### 4. Can the shake help me gain weight?

Absolutely! For those who want to gain weight, or even add muscle, the Vi-Shape™ Nutritional Shake mix can help. Simply add a shake as a beverage with any meal, or use between meals. For those who exercise, having a shake mixed in water within 30 minutes of finishing a workout will find that it may help the muscles recover easier.

### 5. Is it nutritionally sound? Is it safe?

The shake is nutritionally very sound, and based on incredible science. It is based on healthy nutrition, and getting the daily requirements your body needs to feel healthy. However, those who are pregnant or lactating, gastric bypass patients, ulcer patients, and anyone known to have a medical condition should consult a physician prior to taking this product or any nutritional supplement.

### 6. Can I use only water for the shake?

The shake was designed to mix in water as a healthy snack, for after a work out, or to be mixed in milk/soy milk as a healthy meal (milk and soy milk provide more protein, and more calories). The goal is to not cut too many calories, or the body can feel that it is in starvation mode and slow the metabolism further. The U.S. government recommends that we consume a minimum of 1,200 calories per day. So if you do use the shake mixed in water, you may want to use 3 scoops instead of 2, or make sure you have a Nutra-Cookie along with the shake mixed in water to provide adequate calories.

### 7. I've tried other shakes, and they don't taste as good. Why is that?

Our formula uses the highest quality proteins available today, and we worked very hard to ensure it would taste great. This is because we believe in proper nutrition. It's our company philosophy to make the best products we can.

### 8. Why soy protein? Does it impact estrogen?

Soy is an excellent source of protein that delivers healthy heart benefits. Regular consumption of soy has been linked to helping reduce c-reactive proteins in the body, which benefit a healthy heart. Our soy protein is non-GMO (non Genetically Modified). It has been specially processed to remove the isoflavones, which are the active compound in soy that can affect estrogen.

### 9. Who should take this product?

Anyone interested in losing or maintaining weight, or who want to balance their daily nutrition with a perfect meal. We encourage those on serious medications, women who are pregnant or lactating, or those who are not in good health to consult a physician before starting our program, or any weight management program or nutritional supplement. The shake (with your doctor's permission) is safe to use 1 scoop for children 4-12 for additional protein.

### 10. Why are the proteins unique?

Our proteins are high quality, concentrated forms of nutritional protein. They have been specially processed to remove fat, remove lactose, and remove carbohydrates. We also removed the isoflavones from the soy, to alleviate estrogenic activity concerns. This special processing leaves a purely great-tasting shake mix. This is why we call it "the shake mix that tastes like cake mix.™"

## ViSalus Vi-Shape® FAQ

### 11. How many can I drink or use per day?

We recommend 1–2 servings per day of each product. However, you can take up to 3 packets of the Vi-Trim®, and you can use the shake for all meals if you desire. We recommend no more than 4 tablets of the Vi-Slim® per day.

### 12. Why artificial sweeteners?

To control calories, and the impact of sugar on glucose levels, we chose to use sweeteners. Many overweight people are diabetic, or borderline diabetic, and we did not want to have a product that they could not use. There is a lot of misinformation out on the internet about sweeteners, and there is no 'perfect' sweetener that can meet everyone's needs. For example, xylitol and other sugar alcohols can cause diarrhea in up to 20% of the population, so it is not an ideal sweetener to us. Stevia has only recently been approved in the U.S., but is still pending global approvals. It can impart a bitter or licorice after taste that some people do not like. Agave has fructose, which can impact hunger. Sugar can impact blood sugar and impact tooth health. Aspartame is a sweetener that causes concerns for some people, as when it is heated it can degrade. We do not use those sweeteners. We use sucralose, which has been approved globally in over 60 countries, and has passed rigid approval processes for safety. It can be used hot or cold.

### 13. Why one flavor?

Our Sweet Cream flavor was designed to be mixed with fruit, yogurt, juice, or even into oatmeal if you want to add more protein to your diet! We also have our Shape-Up™ Health Flavors Mix-Ins, to help add flavor and nutritional benefits to the shake. Other companies may make you buy multiple canisters of product, which just sits there on your counter. We wanted to help control costs, and add fun to your day with our Health Flavors. Be sure to look in our program guide for many recipes to create nutritious and flavorful shakes! Or, add in our Health Flavors, use one, or create your own mixture of 2 or more for on the go variety.

### 14. Why a shake powder mix, and not ready to drink in a can?

The powder provides the best opportunity for you to mix it as you like, into non-fat milk, flavored or plain soy milk, low fat/low sugar yogurts, cottage cheese, or water.