

## Product Training Guide



**shakeology**  
THE HEALTHIEST MEAL OF THE DAY

**Shakeology®** is a patent-pending 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,<sup>†</sup> 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:<sup>†</sup>

- 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

<sup>†</sup> 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.

## Product Training Guide

### 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.



**Shakeology is also available in single-serving packets—perfect for sampling the product or selling as individual portions.**

### Shakeology – The Workouts

This set of 2 DVDs contains a 30-minute and a 50-minute workout sequence led by Tania Ante, designed to produce great results in conjunction with Shakeology.

**"The 30"** is great for beginners, with a mix of cardio, resistance training, and flexibility to get you started on your transformation.

**"The 50"** adds new moves and increases intensity to help you get faster results.



## Product Training Guide

### 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** – 30-serving bag (1200 g)

**Chocolate** – 30-serving bag (1440 g)

**Greenberry** – box (24 single-serve packets)

**Chocolate** – box (24 single-serve packets)

**Greenberry/Chocolate** – box (12 of each flavor)

Retail price: \$119.95

Club price: \$107.95

Coach price: \$89.96

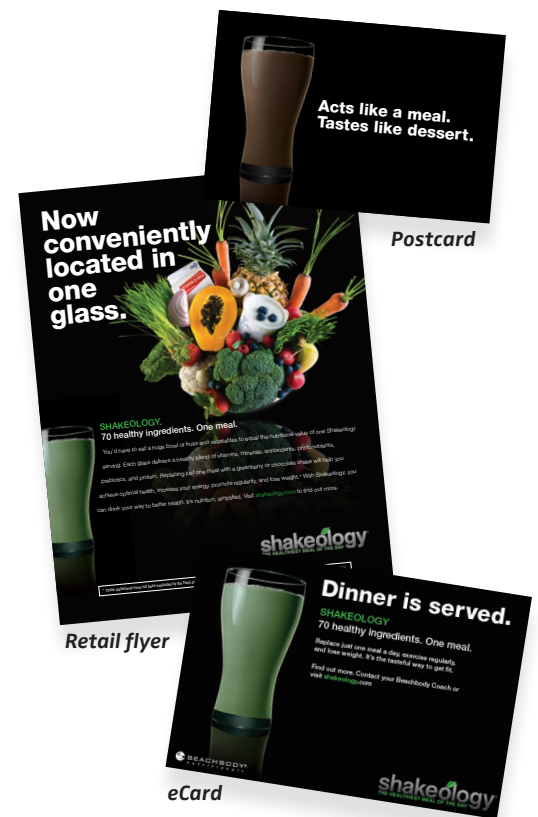
Volume Points: 90

SKU# MDSUSH311G

### Coach tools

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

- Retail flyer
- Postcard
- eCards
- Ingredients and benefits chart
- Recorded Webinars
- Product promotional videos
- Comparison charts



Downloadable tools are available in your **Coach Online Office**. Customizable, high-quality print pieces are available for purchase in the **Coach Resource Center**.

For more information, go to **Shakeology.com**.

## Product Training Guide



## 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.



# shakeology®

THE HEALTHIEST MEAL OF THE DAY

## Greenberry

## Supplement Facts

Serving Size 1 scoop (40 g)  
Servings Per Container 30

Amount Per Serving	% Daily Value**	
<b>Calories</b>	140	
Calories from Fat	3	
<b>Total Fat</b>	<0.5 g	0 %
<b>Cholesterol</b>	10 mg	3%
<b>Sodium</b>	95 mg	4%
<b>Total Carbohydrate</b>	19 g	6%
Dietary Fiber	3 g	13%
Sugars	11 g	
<b>Protein</b>	15 g	30%
Vitamin A (as beta-carotene)	5000 IU	100%
Vitamin C (as ascorbic acid)	180 mg	300%
Vitamin D (as cholecalciferol)	200 IU	50%
Vitamin E (as d-alpha tocopheryl succinate)	15 IU	50%
Vitamin K1 (as phytonadione)	40 mcg	50%
Vitamin B1 (as thiamin HCL)	1.5 mg	100%
Vitamin B2 (as riboflavin)	1.3 mg	77%
Vitamin B3 (as niacin)	5 mg	25%
Vitamin B6 (as pyridoxine HCL)	2 mg	100%
Folic acid	200 mcg	50%
Vitamin B12 (as cyanocobalamin)	6 mcg	100%
Biotin	90 mcg	30%
Pantothenic acid (as d-calcium pantothenate)	5 mg	50%
Calcium (as dicalcium phosphate)	500 mg	50%
Iron (as ferrous fumarate)	4.5 mg	25%
Phosphorous (as dicalcium phosphate)	250 mg	25%
Iodine (as kelp)	52 mcg	35%
Magnesium (as oxide)	80 mg	20%
Zinc (as zinc oxide)	6 mg	40%
Copper (as copper oxide)	0.8 mg	40%
Manganese (as manganese amino acid chelate)	2 mg	100%
Chromium (as chromium amino acid chelate)	60 mcg	50%
Molybdenum (as sodium molybdate)	30 mcg	40%
Whey protein (isolate)	15 g	†

**PROPRIETARY SUPER-FRUIT BLEND:** 2075 mg †  
Acerola powder (fruit), Camu-Camu powder (fruit), Pomegranate powder (fruit), Bilberry powder (fruit), Blueberry powder (fruit), Lycium (Goji) powder (berry), Açai powder (berry), Cordyceps, Maitake powder, Reishi powder, Citrus bioflavonoids, Rose Hips powder (fruit), Schisandra powder (berry), Suma powder (root), Ginkgo powder (leaf).

Amount Per Serving	% Daily Value**	
<b>PROPRIETARY FRUIT POWDER BLEND:</b>	1500 mg	†
Banana powder, Carrot powder, Orange powder, Pineapple powder, Raspberry powder, Strawberry powder.		
Maca powder (root)	1000 mg	†
Sacha inchi ( <i>Plukenetia volubilis</i> ) meal	1000 mg	†
Yacon ( <i>Smallanthus sonchifolius</i> ) powder	1000 mg	†
Flax (seed) meal	700 mg	†
Chia (seed) meal	500 mg	†
Chlorella	350 mg	†
Spirulina	350 mg	†
Hydrilla	300 mg	†
Apple fiber powder	250 mg	†
Astragalus powder (root)	200 mg	†
Blue green algae	200 mg	†
Spinach powder	200 mg	†
MSM (methylsulfonylmethane)	150 mg	†
Pea fiber	150 mg	†
Quinoa (sprouted)	150 mg	†

**PROPRIETARY NONDAIRY PROBIOTIC BLEND:** 150 mg †  
Bifidobacterium longum, Lactobacillus acidophilus, Lactobacillus acidophilus DDS-1, Lactobacillus bulgaricus, Lactobacillus casei, Streptococcus thermophilus.

<b>PROPRIETARY ENZYME BLEND:</b>	130 mg	†
Amylase, Papain, Cellulase, Lactase, Lipase, Protease, Bromelain.		
Ashwagandha powder (root)	100 mg	†
Barley grass	100 mg	†
Kamut grass	100 mg	†
Oatgrass	100 mg	†
Wheatgrass	100 mg	†
Stevia	75 mg	†
Amaranth (sprouted) ( <i>Amaranthus hypochondriacus</i> )	50 mg	†
Grape seed extract (seed, 95% proanthocyanins)	50 mg	†
Green tea decaffeinated extract (leaf, 50% polyphenols)	50 mg	†
Holy basil powder (leaf)	50 mg	†

\*\* Percent Daily Values are based on a 2,000 calorie diet.  
† Daily Value not established

**OTHER INGREDIENTS:** Fructose, xanthan gum, natural strawberry and raspberry flavors, guar gum, natural vanilla flavor, and cinnamon powder.  
**ALLERGY INFORMATION:** Contains milk-based ingredients and is manufactured in a plant that also processes soy ingredients.  
**Shakeology is gluten free and caffeine free.**



## Product Training Guide



**shakeology**  
THE HEALTHIEST MEAL OF THE DAY

### Chocolate

## Supplement Facts

Serving Size 1 scoop (48 g)  
Servings Per Container 30

Amount Per Serving	% Daily Value**
<b>Calories</b>	140
Calories from Fat	10
<b>Total Fat</b>	1 g 2%
<b>Cholesterol</b>	15 mg 5%
<b>Sodium</b>	100 mg 4%
<b>Total Carbohydrate</b>	17 g 6%
Dietary Fiber	3 g 12%
Sugars	9 g
<b>Protein</b>	17 g 34%
Vitamin A (as beta-carotene)	5000 IU 100%
Vitamin C (as ascorbic acid)	180 mg 300%
Vitamin D (as cholecalciferol)	200 IU 50%
Vitamin E (as d-alpha tocopheryl succinate)	15 IU 50%
Vitamin K1 (as phytonadione)	40 mcg 50%
Vitamin B1 (as thiamin HCL)	1.5 mg 100%
Vitamin B2 (as riboflavin)	1.3 mg 77%
Vitamin B3 (as niacin)	5 mg 25%
Vitamin B6 (as pyridoxine HCL)	2 mg 100%
Folic acid	200 mcg 50%
Vitamin B12 (as cyanocobalamin)	6 mcg 100%
Biotin	90 mcg 30%
Pantothenic acid (as d-calcium pantothenate)	5 mg 50%
Calcium (as dicalcium phosphate)	500 mg 50%
Iron (as ferrous fumarate)	4 mg 22%
Phosphorous (as dicalcium phosphate)	250 mg 25%
Iodine (as kelp)	52 mcg 35%
Magnesium (as oxide)	80 mg 20%
Zinc (as zinc oxide)	6 mg 40%
Copper (as copper oxide)	0.8 mg 40%
Manganese (as manganese amino acid chelate)	2 mg 100%
Chromium (as chromium amino acid chelate)	60 mcg 50%
Molybdenum (as sodium molybdate)	30 mcg 40%
Whey protein (isolate)	15 g †

Amount Per Serving	% Daily Value**
<b>PROPRIETARY SUPER-FRUIT BLEND:</b>	2075 mg †
Acerola powder (fruit), Camu-Camu powder (fruit), Pomegranate powder (fruit), Bilberry powder (fruit), Blueberry powder (fruit), Lycium (Goji) powder (berry), Açai powder (berry), Cordyceps, Maitake powder, Reishi powder, Citrus bioflavonoids, Rose Hips powder (fruit), Schisandra powder (berry), Suma powder (root), Ginkgo powder (leaf).	
Maca powder (root)	1000 mg †
Sacha inchi ( <i>Plukenetia volubilis</i> ) meal	1000 mg †
Yacon ( <i>Smallanthus sonchifolius</i> ) powder	1000 mg †
Flax (seed) meal	700 mg †
Chia (seed) meal	500 mg †
Chlorella	350 mg †
Spirulina	350 mg †
Hydrilla	300 mg †
Apple pectin powder	250 mg †
Astragalus powder (root)	200 mg †
Blue green algae	200 mg †
Spinach powder	200 mg †
MSM (methylsulfonylmethane)	150 mg †
Pea fiber	150 mg †
Quinoa (sprouted)	150 mg †
<b>PROPRIETARY NONDAIRY</b>	150 mg †
<b>PROBIOTIC BLEND:</b>	
Bifidobacterium longum, Lactobacillus acidophilus, Lactobacillus acidophilus DDS-1, Lactobacillus bulgaricus, Lactobacillus casei, Streptococcus thermophilus.	
Stevia	135 mg †
<b>PROPRIETARY ENZYME BLEND:</b>	130 mg †
Amylase, Papain, Cellulase, Lactase, Lipase, Protease, Bromelain.	
Ashwagandha powder (root)	100 mg †
Barley grass	100 mg †
Kamut grass	100 mg †
Oatgrass	100 mg †
Wheatgrass	100 mg †
Amaranth (sprouted) ( <i>Amaranthus hypochondriacus</i> )	50 mg †
Grape seed extract (seed, 95% proanthocyanins)	50 mg †
Green tea decaffeinated extract (leaf, 50% polyphenols)	50 mg †
Holy basil powder (leaf)	50 mg †

\*\* Percent Daily Values are based on a 2,000 calorie diet.  
† Daily Value not established

**OTHER INGREDIENTS:** Fructose, cocoa powder, xanthan gum, chocolate powder, guar gum, natural vanilla flavor, and cinnamon powder.  
**ALLERGY INFORMATION:** Contains milk-based ingredients and is manufactured in a plant that also processes soy ingredients.  
**Shakeology is gluten free and caffeine free.**

There are a few slight nutritional differences between the two flavors of Shakeology:

- Chocolate includes 2 more grams of protein
- Greenberry has 2 more grams of both carbs and sugar
- Greenberry contains 75 mg of stevia, a natural sweetener, while Chocolate has 135 mg

Both flavors make a delicious, healthy snack or meal replacement. Try mixing Greenberry with fresh fruit juice instead of nonfat milk.

For more tasty recipes, go to [TryShakeology.com](http://TryShakeology.com)