

**Shakeology®** is the most delicious, nutrient-dense, superfood-packed protein shake on the planet. It’s made with the healthy stuff you should be eating every day, but typically don’t. Shakeology’s the perfect combination of proteins, phytonutrients, antioxidants, enzymes, prebiotics, and probiotics. Plus, it is also formulated with many rare ingredients, including adaptogens, camu-camu, and maca root—things we don’t usually get from an ordinary diet. So whether you use Shakeology to help support weight loss, or drink it to help support your health, this powerful and delicious shake is **Your Daily Dose of Dense Nutrition®**.

What’s in Shakeology		How it works
Ingredient Group***	Includes	What it does in your body*
<b>Premium Protein and Amino Acids</b>	Whey, Pea, Chia, Quinoa, Flax, Sacha Inchi, Rice, and Oat Protein	Protein helps build lean muscle and reduce cravings <small>[Sacha Inchi]</small> 
<b>Antioxidants and Super-Fruits</b> <small>[Lycium Berries]</small> 	Cacao, Whole Coffee Fruit,** Camu-Camu, Acerola Cherry, Bilberry, Lycium Berry (Goji Berry), Green Tea, Luo Han Guo, Pomegranate, Rose Hips, Vitamins A, C, and E	These exotic superfoods and vitamins provide antioxidants that help fight free radical damage and help support a healthy immune system
<b>Phytonutrients and Super-Greens</b>	Moringa, Matcha, Chlorella, Spinach, Kale	Phytonutrients help support health and vitality <small>[Spinach]</small> 
<b>Adaptogenic Herbs and Botanicals</b>	Ashwagandha, Astragalus, Cordyceps, Maca, Maitake, Reishi, Schisandra, Chaga	Adaptogens have been traditionally used to help the body adapt and respond to the effects of stress
<b>Probiotics, Prebiotics, and Fiber</b>	Yacon Root, Chicory Root, <i>Bacillus Coagulans</i> <small>[Yacon Root]</small> 	Probiotics, prebiotics, and fiber help support regularity and healthy digestion
<b>Digestive Enzymes</b>	Amylase, Cellulase, Lactase, Glucoamylase, Alpha-Galactosidase, Invertase	Enzymes help nutrient absorption
<b>Vitamins and Minerals</b>	Vitamins: A, B6, B12, C, D, E, K2; Biotin, Calcium, Magnesium, Zinc, Selenium, Sodium, Thiamine, Riboflavin, Folate, Chromium, Phosphorus, Iodine, Iron	Shakeology delivers vitamins and minerals that help support many key body functions <small>[Blueberries]</small> 

Results vary. Results based on a twelve-week independent clinical trial sponsored by Beachbody, where fifty people consumed Shakeology as their breakfast and lunch with no other changes to their diet or exercise regimen.

††Patented Coffeeferry® Brand products are manufactured under license from VDF FutureCeuticals, Inc.

\*\*\*Ingredients vary per flavor. See Shakeology.com for more information.

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**WE SURVEYED DAILY SHAKEOLOGY DRINKERS AND HERE IS WHAT THEY SAID:\***



93% feel healthier since drinking it.†



81% feel it helped reduce their cravings for junk food.†



86% responded that it helped increase their energy levels.†



97% believe it's a smart investment in their health.†



82% reported improved digestion.\*\*



(To see the complete results from the Shakeology survey, go to the Coach Online Office – Shakeology Product Tool Kit)

†Based on a survey of 2,769 Shakeology users, including independent Team Beachbody Coaches, who drank Shakeology 5 or more times per week and exercised at least 3 times per week.  
 \*\*Based on a survey of 874 Shakeology users, including independent Team Beachbody Coaches, with digestion concerns who drank Shakeology 5 or more times per week and exercised at least 3 times per week.

**WHY WE NEED SHAKEOLOGY.**

Let's face it, the American diet is terrible. Rarely do any of us eat enough fresh fruits and vegetables; instead, we reach for what's quick and easy—packaged food and fast food—which have been so overprocessed that they lose a lot of their nutritional value.

The reality is, we're running our bodies on empty. And like a car, we need fuel to go. Good fuel. Not empty-calorie junk. When you start thinking of what you put into your body as fuel, you immediately realize how important Shakeology is to help supplement your daily diet. Because Shakeology is packed with some of the world's most potent, nutritious, and delicious ingredients, it's one of the quickest and easiest ways to help you eat healthy, stay satisfied, and live a healthy life.



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**HOW TO SELL SHAKEOLOGY.**

Each of your customers will have a unique reason to start drinking Shakeology. And the best way to get them on the Shakeology wagon is to not only address their needs, concerns, and lifestyles while explaining the cumulative benefits of drinking Shakeology daily, but to share your own journey on how Shakeology changed your life. Start with what you experienced during the first week, then talk about how it made you feel a month or two, or even a year, later!

Then you can share your nutritional experience by choosing a few Shakeology ingredient groups (e.g. fiber, protein, superfoods) and explaining how you feel you've benefited from them. We have several tools that can be helpful as you share your story. [The Ingredients & Benefits Chart](#) is a great reference tool.

— RETAILING TIPS —	
Who to target:	Why Shakeology:*
Beachbody® customers	Simplifies your meal plan. And if you're doing a Beachbody fitness program, Shakeology gives you the extra oomph you need to push through your workouts, which can aid in weight loss, as well as helping you maximize your fitness goals.
Older, yet active, adults (55+)	Supports healthy energy levels, which helps you stay active, as well as helping keep you healthy so you can enjoy life.
Busy parents	A quick and convenient way to get healthy nutrition. Supplies nutrient-dense energy to help you keep up with kids and a hectic lifestyle.
Busy professionals and college students	Easy to prepare. A quick and convenient way to get the added nutrition you need on a full schedule. Excellent as a healthy shake when eating a full meal 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 your body requires without it tasting like it's "good for you."
People who skip breakfast	Studies show that people who eat a healthy breakfast daily: <ul style="list-style-type: none"> <li>• Are leaner</li> <li>• Have more energy</li> <li>• Have fewer junk-food cravings</li> <li>• Snack LESS during the day</li> <li>• Have a faster metabolism</li> </ul>

**HOW TO QUICKLY DESCRIBE SHAKEOLOGY TO POTENTIAL CUSTOMERS.**

A product as complex and amazing as Shakeology is really hard to sum up in just a few words, so we put together a few catchphrases to help get conversations started.

Shakeology is:

- The healthiest way to kick off your day
- A superfood and protein supplement shake
- Your Daily Dose of Dense Nutrition
- A world of superfoods in every glass
- Tastes like a cheat day every day
- Nutrition simplified

**What are superfoods?**

Superfoods are nutrient powerhouses considered to be especially beneficial for health and well-being. These foods go beyond meeting basic nutritional needs and offer a broad spectrum of phytonutrients that help keep you feeling your best.\*



**THE BEACHBODY WEIGHT-LOSS PROGRAM:**

- ➡ To help you lose weight and get in great shape, exercise each day for at least 30 minutes and make sure you follow a healthy eating plan.
- ➡ Beachbody has many proven fitness programs, like P90X®, 21 Day Fix®, CORE DE FORCE®, and many others for you to follow, portion-control containers to help you stay on track, and many balanced meal plans to help you meet your fitness and weight-loss goals.
- ➡ Drink Shakeology every day for nutrients your body needs to help you succeed with your Beachbody Weight-Loss Program.

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## THE PHILOSOPHY BEHIND SHAKEOLOGY

### GLOBALY SOURCED, WHOLE-FOOD BASED INGREDIENTS

Our philosophy is to use ingredients that are as close to their natural, whole-food state as possible to help maximize nutrition and still make it convenient so that it can be enjoyed on a daily basis. Our globally sourced ingredients include: globally harvested superfoods, premium protein, phytonutrients, antioxidants, enzymes, pre- and probiotics, fiber, adaptogens, vitamins, and minerals. It's a whole-food based formula for optimal nutrition.

### HOW IT'S MADE.

We've searched the world over for the best quality ingredients and refuse to use artificial sweeteners. We believe in sustainable farming and fair trade, and strive to know exactly how each ingredient is grown and harvested by the local farmers. And since we're continuously working to improve Shakeology, we're always on the hunt for more magical ingredients to add to the mix.

### WHAT IT DOES FOR YOUR BODY.

Shakeology nourishes your body with the nutrients it needs and craves. It can help provide healthy energy, curb cravings, and support regularity. Plus, it can help you lose weight. So whether you want to slim down or get on the healthier track in life, try Shakeology—and discover why “dense nutrition” feels so good.\*

### Why and how was Shakeology created?

Beachbody's CEO, Carl Daikeler, started a successful fitness company to help people get in shape. He soon realized that poor nutrition was an underlying root cause of the problem—proper nutrition is crucial to a lasting transformation. One day, his wife, Isabelle, told him he needed to overcome his dislike of vegetables and overall eat healthier to continue running a successful company! He asked for her help in creating the ultimate supplement shake. Isabelle brainstormed and then partnered with Darin Olien, a globetrotting scientist whose mission is to uncover the planet's best superfood sources. With their inspiration, and the help of some of the nation's leading scientists, we bring you Shakeology!



**Carl Daikeler,**  
Beachbody CEO



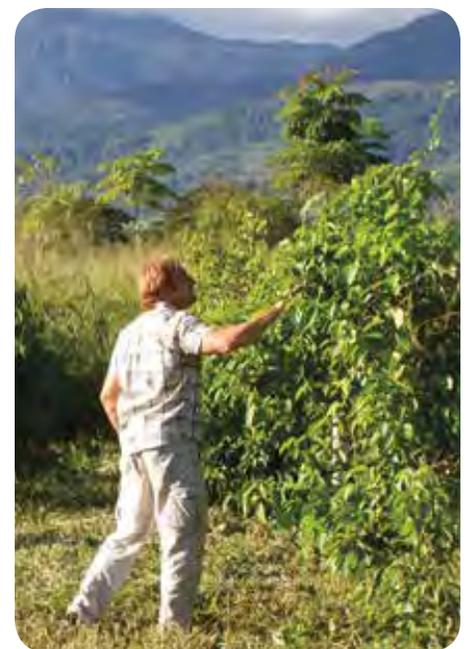
**Isabelle Daikeler,**  
Co-formulator of Shakeology,  
Senior Health, Nutrition &  
Fitness Consultant



**Darin Olien,**  
Co-formulator of Shakeology,  
Nutritional Scientist



*Darin and Grammy Delfina at her family's maca root plantation in Peru.*



*Darin inspecting Peruvian sacha inchi plants.*

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**SHAKEOLOGY IS PACKED WITH ESSENTIAL VITAMINS AND MINERALS.**

**Most of us don't get the complete range of essential vitamins and minerals in our daily diets.**

Some important vitamins—such as vitamin C and the B vitamins—are water-soluble, meaning they're flushed out of your body after a short time and need to be replenished regularly. Others, like vitamin D, can be difficult to get enough of in food.

**Shakeology has vitamins, minerals, and phytonutrients.**

Vanilla, Chocolate, Strawberry, Café Latte, and Greenberry are fortified with added vitamin and mineral isolates, which are listed in the Supplement Facts, and you see them listed as vitamins A, C, D, etc. In our vegan formulations, there's a multitude of phytonutrients as well as vitamins and minerals, but because they're derived exclusively from whole foods, and not fortified with controlled levels of vitamin and mineral isolates, these amounts will vary naturally.

**Think of it like this:**

Four oranges from the same tree will have different levels of vitamin C. For this reason, we are not able to specify all of the vitamin and mineral amounts on the vegan Shakeology labels. Some people favor vitamins and minerals coming only from foods, while others want help to ensure to get enough vitamins and minerals so they prefer fortification. One is not better than the other; the choice of what to consume is up to you and what you feel your body needs.

**HOW DOES SHAKEOLOGY COMPARE TO OTHER SHAKES?**

While other shakes on the market contain a few of the key nutrient groups, Shakeology is the only one that provides this many in one shake!

**So why does your body need all this stuff?**

Shakeology's proprietary blend of digestive enzymes, prebiotics, and probiotics helps your body function optimally, eliminate waste, and support healthy digestion.\* And it helps fuel your body with essential vitamins, minerals, proteins, and nutrients that the average diet lacks.

Here's the bottom line: If you want to live healthy, you've got to eat healthy—and Shakeology is the easiest and most affordable way. That's because Shakeology is NUTRITION SIMPLIFIED.

	Chocolate Shakeology®	Slim-Fast® Original Mix	Muscle Milk® Powder	Jamba Juice® Açai (small)
Digestive enzymes		X	X	X
Adaptogens		X	X	X
Pre- and probiotics		X	X	X
High protein‡		X		X
No artificial flavor		X	X	
Excellent source of fiber		X		X
Vitamins & minerals				only 4 listed



‡Amount in 1 serving powder/mix.

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**OUR PRODUCT PORTFOLIO**

**30-Day Bag, 24-Day Box of Single-Serve Packets – Single Flavor**

- **Whey:** Chocolate, Café Latte, Vanilla, Strawberry, Greenberry
- **Vegan:** Chocolate Vegan, Café Latte Vegan, Vanilla Vegan, Tropical Strawberry Vegan



**24-Day Box of Single-Serve Packets – Combination Flavors**

**Whey:**

- Barista Combo: Chocolate/Vanilla/Café Latte
- Triple Combo: Chocolate/Vanilla/Strawberry
- Chocolate/Vanilla Combo
- Chocolate/Greenberry Combo

**Vegan:**

- Barista Combo Vegan: Chocolate/Vanilla/Café Latte
- Triple Combo Vegan: Chocolate/Vanilla/Tropical Strawberry
- Chocolate/Vanilla Combo Vegan
- Chocolate/Tropical Strawberry Combo Vegan



**SHAKEOLOGY MAKES EATING HEALTHY AFFORDABLE AND EASY.**

When you do the math, Shakeology only costs around \$4 per serving. You can't even get fast food or some chichi coffee drink for that anymore (besides, that stuff is the furthest thing from healthy anyway). Beyond Shakeology being incredibly economical, it's also loaded with a ton of healthy things your body truly needs and craves. Things like protein, fiber, antioxidants, vitamins, minerals, amino acids, pre- and probiotics, digestive enzymes, and adaptogenic herbs and botanicals. There are ingredients in Shakeology that you simply don't normally get in the average diet. And the best part is, Shakeology is so easy to make. You can whip one up in seconds in a shaker cup and take it with you on-the-go. Or if you have more time and a blender, you can treat your taste buds to a different recipe every day of the week.



**Product Pricing**

Retail price: **\$129.95**  
 Coach price: **\$97.46**  
 Volume Points: **90**  
 SKU# MDSUSH311G

**WHAT'S HOME DIRECT?**

It's a convenient autship program that delivers Shakeology to your doorstep every month—and one of the best parts is it includes discount shipping (a \$12 value)! Plus it ensures that your client will NEVER have a gap in their Shakeology supply, which keeps everyone happy.

With Shakeology on Home Direct, your customer will receive a new supply of Shakeology every 30 days, shipped directly to their door and billed to the credit card they use to purchase in the amount of \$129.95 a month, per item (less any applicable discounts), plus an s&h fee of \$2.00 per item. Your customer may cancel anytime to avoid future charges by calling Customer Service at 1 (800) 427-3809.

All Prices in USD. International pricing will vary; check your country's price sheet.



### ENGAGING YOUR CUSTOMERS THROUGH RECIPES.

One thing a lot of people don't realize is that they can work out like crazy, but if they eat junk, or even eat food that doesn't properly nourish their bodies, they're never going to reach their goals. Food is fuel—well, the good stuff is anyway. The other stuff just fills bellies, satisfies immediate cravings, then over time, fills you out.

Since Shakeology is so incredibly dense with nutrition, having one daily is key to your customer's daily wellness regimen. For starters, this magical shake helps curb junk-food cravings. So when you're NOT packing on the pounds with junk, you'll ultimately feel better (inside and out) and will see faster workout results. Plus, because Shakeology is loaded with all kinds of healthy stuff one doesn't typically get from the average diet, you can have more energy to lead a more active life.\*

Another amazing thing about Shakeology is how many recipes you can make even using only one flavor. Having access to an array of recipes is one of the easiest ways to keep people engaged in healthy eating habits because they're not getting bored. Sharing new recipes with your customers (either recipes we provide or ones you concoct) is a great way to continuously engage with them while helping build your credibility as a Team Beachbody® Coach.

### HOW TO PREPARE SHAKEOLOGY:

It's super-simple, actually. Since Shakeology quickly dissolves when added to any liquid, you can easily prepare it in a shaker cup. Or if you're craving the consistency of a smoothie, use a blender and toss in some ice. All you do is mix 1 scoop of Shakeology with 8 to 12 fl. oz. of water, milk, or a milk alternative (like almond milk, rice milk, or coconut water), ice, and either shake or blend—then enjoy!

If you want to add more nutritional goodness, see [Shakeology Recipes, Tips, and Tricks](#), a great reference tool to experiment on your own or share with your customers.



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**SHAKEOLOGY IS MORE THAN JUST A SUPPLEMENT SHAKE.**

There are so many incredibly healthy and delicious things you can make with this potent powder—such as pudding, pies, granola bars, and more. And because of its high protein content and other energy-supporting ingredients, Shakeology is great either before or after a workout.

**Recipes:****Apple Pie Shakeology**

- 1 cup** water
- 1 scoop** Vanilla Shakeology
- ½ cup** unsweetened applesauce
- ½ tsp.** ground cinnamon
- 1 cup** ice

Place water, Shakeology, applesauce, cinnamon, and ice in blender; cover. Blend until smooth.

*Nutritional Information (per serving):* Calories: 184, Total Fat: 2 g, Saturated Fat: 0 g, Cholesterol: 5 mg, Sodium: 215 mg, Carbohydrate: 29 g, Fiber: 5 g, Sugars: 18 g, Protein: 16 g

**Peanut Butter Shakeology Cups**

- ¼ cup** dark chocolate morsels
- 1 scoop** Chocolate Vegan Shakeology
- 1 Tbsp.** psyllium husk powder
- ¼ cup** pumpkin puree
- 6 Tbsp.** all-natural smooth peanut butter, *divided use*

Prepare twelve mini muffin cups by lining with muffin papers. Place morsels in microwave-safe container. Microwave on 50% power for 30 seconds; stir; microwave for an additional 30 to 45 seconds or until just melted. Set aside. Place Shakeology, psyllium husk, and pumpkin in a food processor. Pulse until it forms a dough. Divide dough into 12 small balls; place each ball in a muffin cup. Press dough down into a flat disk with a depression in the middle. Place ½ tsp. peanut butter in each depression. Drizzle melted morsels evenly over each peanut butter cup; spread to create a thin chocolate layer on top. Freeze for 30 minutes, or until chocolate hardens.

*Nutritional Information (per serving):* Calories: 74, Total Fat: 3 g, Saturated Fat: 1 g, Cholesterol: 0 mg, Sodium: 55 mg, Carbohydrate: 8 g, Fiber: 3 g, Sugars: 5 g, Protein: 4 g

**Chocolate Shakeology Pudding**

- 1½ scoops** Chocolate Shakeology
- 1** ripe medium avocado
- 1** medium banana
- 1 cup** unsweetened almond milk
- 1 tsp.** fresh lemon juice

Blend all ingredients in blender until smooth. If too thick, add additional almond milk. Pour into four dessert cups; refrigerate for 1 hour, or until set. *Optional:* Garnish with chia seeds, or chopped pecans or walnuts.

*Nutritional Information (per serving):* Calories: 177, Total Fat: 9 g, Saturated Fat: 1 g, Cholesterol: 0 mg, Sodium: 105 mg, Carbohydrate: 18 g, Fiber: 7 g, Sugars: 6 g, Protein: 8 g

**SHARING RECIPES IS A GREAT WAY TO ENGAGE CUSTOMERS!**

Check out our array of recipes at [Shakeology.com/shake-recipes](https://Shakeology.com/shake-recipes), [Shakeology.com/Blog](https://Shakeology.com/Blog), and [YouTube.com/Shakeology](https://YouTube.com/Shakeology) today.

## ADDITIONAL SHAKEOLOGY PRODUCTS AND TOOLS.

Here are a ton of supplemental products that could enhance your client's Shakeology experience.



### SHAKEOLOGY PREMIUM SHAKER CUP, 6-PACK

The 25-oz Shakeology Shaker Cup is a stylish and sturdy BPA-free cup that's perfect for when you're on-the-go. It's also a great idea to have a stash on hand to give out to prospective customers, along with a free sample packet of Shakeology.

### SHAKEOLOGY TOTE BAG, 5-PACK

Shop 'til you drop with these NEW Shakeology Coach-exclusive tote bags. These NEW reusable bags are perfect for Shakeologists on the run. Plus they're a great conversation starter when you're out and about! Order yours today.



### SHAKEOLOGY WELCOME GUIDE, 10-PACK

Introduce potential customers to Shakeology with this Welcome Guide and get them excited about how this delicious shake could change their lives.



Here they'll learn exactly what Shakeology will do for their bodies while discovering the amazing value of all its ingredients, as well as learning how to track their progress. If that doesn't sway them to drink Shakeology daily, then all the Success Stories, doctors' opinions, and endorsements in here certainly will.

### SHAKEOLOGY HOME STORAGE CANISTER

This durable, airtight 3.5-quart round canister is BPA-free and perfect for storing a full bag of Shakeology. Containers are stackable, with easy one-handed opening, and fit almost any pantry or countertop. The clear polystyrene base allows you to see which flavor's inside.



### SHAKEOLOGY BOOSTS: FOCUSED ENERGY. POWER GREENS. DIGESTIVE HEALTH.

Now you can easily enhance and customize your Shakeology for even healthier results. **Focused Energy Boost** is designed to give you a wholesome boost of energy. **Power Greens Boost** delivers the equivalent of 1 cup of green vegetables (volume before drying) in each serving of concentrated powder. And **Digestive Health Boost** supports regularity and digestive health with a proprietary blend of 7 g of soluble and insoluble fiber.\*



### SHAKEOLOGY SAMPLERS

The easiest way for your clients to figure out which flavors they savor the most is by getting them to try them all with our new and improved Shakeology Sampler packs. And once their taste buds have been empowered to pick their favorites, they'll be able to order a full-sized bag or combo box with confidence.

The **Shakeology Sampler** contains 1 packet each of Shakeology's five whey flavors—Chocolate, Vanilla, Strawberry, Café Latte, and Greenberry. And the **Shakeology Vegan Sampler** has 1 packet each of our four dairy-free flavors—Chocolate Vegan, Vanilla Vegan, Café Latte Vegan, and Tropical Strawberry Vegan. Both samplers also come with a Shakeology Welcome Guide, as well as Shakeology Recipes, Tips, and Tricks.



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## SHAKEOLOGY SOCIAL MEDIA PLATFORMS

One of the best ways to connect with other Team Beachbody Coaches, your customers, potential customers, or other Shakeology lovers from around the world is through these amazing social media platforms. At any given moment, someone, somewhere, is talking about, or posting something in regard to, Shakeology.

So get plugged in to these seven powerful networks and leverage all they have to offer so you can own the edge on Shakeology and grow your business. Social media is where you: “Like” us. Follow us. Watch us. Love us.



### Facebook.com/Shakeology

- Discover inspirational Shakeology Success Stories and share a few of your own
- Find and share a TON of delicious and nutritious Shakeology recipes
- Find motivational tips that’ll help you stick to your goals and share with your Team

### Shakeology.com/Blog

- It’s a way for us to constantly share product news, ingredient highlights, health news, tips and tricks on how to lead a healthy lifestyle, and more in-depth testimonial stories
- Every article is shareable—you can post the articles to your Facebook, Twitter, or Google+ accounts
- Leverage this tool as a way to share relevant content and engage your customers!



### Shakeology365er.com

- Join Shakeology’s first members-only club, “The Healthiest Year of My Life!”

### YouTube.com/Shakeology

- Find a plethora of great videos about everything Shakeology to share with your customers:
  - Recipe Videos
  - Instructional Videos
  - How-To Videos
  - Trainer Talks
  - Web Chats



### Twitter.com/Shakeology

- Stay up on the latest news with these short and specific posts
- You can easily pull this content and re-tweet it to your customers
- You’ll discover a TON of delicious recipes here too



### Instagram.com/Shakeology

- Share your favorite Shakeology pictures and recipes, then read what others have to say
- Find and share inspirational quotes
- Post about being a #365er and what that means to your overall health as well as discover what other #365ers are posting



### Pinterest.com/Shakeology

- Pin and share your favorite Shakeology-related photos, recipes, and motivational quotes
- Keep all your Shakeology info in one place
- Find videos of Beachbody trainer’s favorite recipes

A list of helpful tips on how to manage your business using Social Media is available at:

### TBBCoach411.com/Social-Media-Dos-and-Donts/

**Tag your photos with #shakeology and #365er for chances to be re-featured on any of our social channels!**



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