

Product Training Guide

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 also contains many rare ingredients, including adaptogens, camu-camu, and maca root—things we can't get from an ordinary diet. So whether you use Shakeology for weight loss, or drink it to optimize your health, this powerful and delicious shake is **Your Daily Dose of Dense Nutrition®**.

WHAT'S IN SHAKEOLOGY		HOW IT WORKS
NUTRIENT GROUP	INCLUDES	WHAT IT DOES IN YOUR BODY
Proteins and Amino Acids	Whey, Pea, Chia, Quinoa, Flax, Sacha Inchi; Vegan Protein Blend also includes Pea, Rice, and Oat Protein (Rice and Oat Protein replace Whey and Sacha Inchi in vegan formulas)	Protein helps build lean muscles, improve skin and hair, support mental clarity, and reduce cravings.
Antioxidants and Super-Fruits	Cacao, Acerola Cherry, Pomegranate, Camu-Camu, Bilberry, Goji Berry, Blueberry, Green Tea, Rose Hips, Cinnamon, Luo Han Guo	Antioxidants help promote a healthy heart and fight free radical damage.
Phytonutrients and Super-Greens	Moringa, Spirulina, Chlorella, Spinach, Kale	Phytonutrients may help promote detoxification for health and vitality.
Adaptogen Herbs	Ashwagandha, Astragalus, Cordyceps, Ginkgo, Maca, Maitake, Reishi, Schisandra	Adaptogens help protect the body from stress and promote a healthy immune system.
Prebiotics and Probiotics	Yacon Root, Chicory Root, Lactobacillus Sporogenes (Bacillus Coagulans)	Prebiotics and Probiotics help promote regularity and improve digestion.
Digestive Enzymes	Amylase, Cellulase, Lactase, Glucoamylase, Alpha-Galactosidase, Invertase	Digestive Enzymes help increase nutrient absorption.

CAUTIONS AND WARNINGS

Consult a physician prior to use if you have nausea, fever, vomiting, bloody diarrhea, severe abdominal pain, diabetes, galactosemia, gastrointestinal lesions/ulcers, allergy to latex or fruits, or high blood pressure; or if you are taking anticoagulant agents, anti-inflammatory agents, antibiotics, blood thinners, enzymes, or antidepressants; or before having surgery. Discontinue use and consult a physician if symptoms persist or worsen, digestive upset occurs beyond 3 days, or if you have a headache, heartburn, bloating, nausea, vomiting, or diarrhea. Consumption with alcohol, other drugs, or natural health products with sedative properties is not recommended. The product provides 120–250 mg of sodium per dose. This product contains a source of caffeine. Keep out of reach of children.

CONTRAINDICATION

Do not use if you have immune-compromised condition (e.g., AIDS, lymphoma, patients undergoing long-term corticosteroid treatment), are taking health products that affect blood coagulation (e.g., blood thinners, clotting factor replacements, acetylsalicylic acid, ibuprofen, fish oils, vitamin E) as this may increase risk of spontaneous bleeding. Do not use if you are pregnant, breast feeding, or if you and your partner are attempting to conceive.

KNOWN ADVERSE REACTIONS

Some people may experience mild gastrointestinal bloating, constipation, or indigestion. Headaches, heartburn, nausea, vomiting, hypersensitivity (allergy), diarrhea, and bloating have been known to occur; in which case, discontinue use and consult a healthcare practitioner.

shakeology®
THE HEALTHIEST MEAL OF THE DAY®



Top 5 benefits of drinking Shakeology every single day!

We surveyed nearly 3,000 **daily** Shakeology drinkers and here's what they said:†

93% of Shakeology users felt healthier since drinking it.

81% felt it helped them reduce their cravings for junk food.

86% experienced an increase in their energy levels.

82% of Shakeology users reported improved digestion.‡

97% felt Shakeology was a smart investment in their health.

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

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.

But all you do is mix 1 scoop of Shakeology with 235 to 385 mL of water, milk, or a milk alternative (almond milk, rice milk, or coconut water), ice, and either shake or blend—then enjoy!

And if your taste buds are feeling a little adventurous, check out our array of recipes at [Shakeology.com](https://www.shakeology.com).

†Based on a survey of 2,769 Shakeology users who drank Shakeology 5 or more times per week and exercised 3 times per week.

‡Based on a survey of 874 Shakeology users with digestion concerns who drank Shakeology 5 or more times per week and exercised 3 times per week.

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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 their nutrients have long been destroyed.

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 food as fuel, you immediately realize how important Shakeology is in your daily diet. Because Shakeology is packed with the world's most potent, nutritious, and delicious ingredients, it's the quickest and easiest way to eat healthy, stay satisfied, and live a healthy life.

How to sell Shakeology.

Each of your customers will have a different reason for wanting to start drinking Shakeology. And the best way to get them on the Shakeology wagon is to address their needs, concerns, and lifestyles while explaining to them the cumulative benefits of drinking Shakeology daily.

Here are some suggestions on how Shakeology can help your customers achieve their unique goals:

— 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 maximizing your fitness goals.
Older, yet active, adults (55+)	Increases 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 complete nutrition. Supplies more energy to help you keep up with kids and a hectic lifestyle.
Busy professionals and college students	Easier to prepare (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 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 its tasting like it's "good for you."
People who don't eat breakfast	Studies show that people who eat a healthy breakfast daily: • Are leaner • Have more energy • Have fewer junk food cravings • Snack LESS during the day • Have a faster metabolism



Shakeology – The Workouts

As Shakeology boosts your clients' energy levels, they'll have more desire to exercise—which is why we created these two amazing workouts, led by legendary Beachbody trainer Tania Ante.

"The 30" workout is great for beginners. Its mix of cardio, resistance training, and flexibility moves gets the blood flowing and fat burning.

"The 50" workout adds fun moves while upping the intensity level to produce faster results.

For clients who have just started incorporating exercise into their lives, we recommend doing "The 30" workout three times per week, then eventually rotating in the 50-minute workout once a week. They should go at their own pace, but also challenge themselves. And once they feel comfortable with that workout routine, encourage your clients to kick it up a notch and do "The 50" workout three times per week.

How to access the Shakeology Workouts

While your clients can purchase these workouts from the Team Beachbody® store, they can also get them FREE by signing up for Home Direct (a \$29.95 value). Once they've signed up, we'll email them instructions on how to stream the workouts from our website.

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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:

- A Daily Dose of Dense Nutrition
- A world of superfoods in every glass
- Nature in a bag
- Nutrition simplified

What are superfoods?

Superfoods are what we call the most incredibly healthy foods on our planet. These foods are low in calories, high in nutrients, and go beyond meeting basic nutritional needs. Instead, they have high concentrations of multiple nutrients that work together to support the immune system and help fight aging.

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 them all 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 eliminate toxins that have built up over the years due to eating bad food. And its 100% whole-food ingredients 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.

	Shakeology®	Slim-Fast®	Muscle Milk®	Jamba Juice® Açaí (+2 boosts)	Visalus®
Adaptogens		X	X	X	X
Phytonutrients		X	X	●	X
Prebiotics		X	X	X	●
Digestive Enzymes		X	X	X	●
Protein		●	●	●	●
Antioxidants		●	●	●	X
Vitamins & Minerals		●	●	●	●

Shakeology Tool Kit

Chances are, if you're just getting started, you probably need some help getting your business up and running. And even if it's well on its way, the **Team Beachbody Coach Online Office** is packed with a comprehensive Shakeology Tool Kit that includes easy-to-use marketing materials, informative training videos, and downloadable sales and marketing tools to help build your business, as well as expert advice to help your business become as successful as possible. There's even an **online HD modification form** that allows you to switch or add flavors, and tweak ship dates on your Shakeology Home Direct orders. We also have links to Facebook®, Twitter®, and YouTube® so you can see what's going on in the wonderful world of Shakeology.

Here's how to access the Shakeology Tool Kit:

1. Go to **TeamBeachbody.com**
2. Log in to your account.
3. Click on the **"COACH"** button in the top navigation bar, then scroll down to **"COACH ONLINE OFFICE."**
4. Once in **"COACH ONLINE OFFICE,"** go to the top navigation and click on **"SALES & MARKETING."** Scroll down three links to **"PRODUCT TOOL KITS."**
5. For specific Shakeology marketing tools, look at the left side of the page where you'll see a long list with all the Beachbody products in grey type. Find and click on Shakeology (under Product Tool Kits).
6. When you click on **"SHAKEOLOGY,"** the material to the right will repopulate and be specific for that brand. Here you'll have access to Shakeology flyers, eCards, banners, social media stuff, and anything else you might need to market and grow your business.

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Shakeology simplifies nutrition and makes good “cents.”

Shakeology costs just over \$4 per serving for high-quality antioxidants, powerful vitamins and minerals, more than 70 superfoods, super-greens/phytonutrients, crucial proteins, essential amino acids, prebiotics, digestive enzymes, good carbs, and low fat. If you purchased each ingredient separately, it would cost more than \$700. So while Shakeology might seem expensive at first, really there's no way you can eat healthier and spend less. Many have tried; none have succeeded. That's why Shakeology makes sense out of cents.

Product Info Options

Vanilla:

- 30-day bag
- Box of 24 single-serve packets



Chocolate:

- 30-day bag
- Box of 24 single-serve packets



Strawberry:

- 30-day bag
- Box of 24 single-serve packets



Greenberry:

- 30-day bag
- Box of 24 single-serve packets



Tropical Strawberry Vegan:

- 30-day bag
- Box of 24 single-serve packets



Chocolate Vegan:

- 30-day bag
- Box of 24 single-serve packets



Chocolate/Vanilla/Strawberry Combo Box:

- Box of 24 single-serve packets, 8 of each flavor



Chocolate/Vanilla Combo Box:

- Box of 24 single-serve packets, 12 of each flavor



Chocolate/Greenberry Combo Box:

- Box of 24 single-serve packets, 12 of each flavor



Tropical Strawberry Vegan/Chocolate Vegan Combo Box:

- Box of 24 single-serve packets, 12 of each flavor



Product Pricing*

Retail price: **\$129.95**

Club price: **\$116.96**

Coach price: **\$ 97.46**

Volume Points: **90**

SKU# MDSUSH311G



What's Home Direct?

It's a convenient autoship program that delivers Shakeology to your doorstep every month—and one of the best parts is it includes Super 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 Home Direct, you'll receive this item every 30 days, shipped directly to your door and billed to the credit card used today in the amount of \$129.95 a month plus \$2 Super Discount shipping to your doorstep. You may cancel at any time to avoid future charges by contacting Customer Service.*

*All Prices in USD. Canadian and International pricing will vary.

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Why drink vegan Shakeology if you're not a vegan?

You DON'T have to follow a 100% vegan diet to enjoy the incredible health benefits associated with eating a more plant-based diet. Sometimes the smallest change provides the greatest results. Give your system a break and replace one meal a day with either Chocolate Vegan or Tropical Strawberry Vegan Shakeology. Our vegan shakes are 100% dairy-free, lactose-free, and soy-free—which is perfect for those who have sensitive digestive systems.

Replacing animal proteins with plant-based foods helps you:

- Lower your risk for serious health issues
- Maintain a healthy weight
- Have fewer digestive issues
- Feel lighter and more energetic

What makes our vegan Shakeology so different from other vegan shakes?

Ours are creamy, smooth, and delicious.

Delivering vegan benefits without the grittiness of vegan proteins was a challenge, but we succeeded. Twice, actually. First with Tropical Strawberry Vegan, then with Chocolate Vegan Shakeology.

HERE'S HOW WE MASTERED THE FORMULAS:

For both vegan shakes, we blended together ultrafine rice protein, pea protein, and oat protein with quinoa, chia, and flax to create the creamiest and most delicious vegan shakes ever. This combination of ingredients provides your body with all 9 essential amino acids, as well as many conditionally essential and nonessential amino acids.

This complete protein blend is a good source of two very important amino acids: lysine and methionine. This is significant because these two essential amino acids are difficult to consume at adequate levels in most plant-based diets. And while crafting this proprietary plant-based protein blend might sound easy, it truly is a rare feat.

Another rare feat was finding the right ingredient that would add the perfect amount of sweetness while keeping its carb and sugar levels down. Not only is agave nectar delicious, it's also a natural source of prebiotic fiber, which supports healthy digestion.

Two delicious vegan flavors to choose from:

Tropical Strawberry Vegan Shakeology

With the taste of sweet strawberries, smooth bananas, luscious papayas, tangy pineapples, and succulent guava, this light and refreshing shake is both delicious and nutritious.

Chocolate Vegan Shakeology

Crafted with rich cacao, 5 new superfoods, 5 grams of fiber, and no added fructose, this healthy shake is a chocolate lover's dream come true.



Beachbody Ultimate® is the future of whole-food nutrition.

Beachbody is committed to helping you put the world's most perfect whole-food ingredients at your fingertips. We'll do anything we can to make eating healthy absolutely, positively, undeniably delicious. And easy.

So when it comes to pure, easily assimilated, high-quality ingredients, Beachbody Ultimate products are effective in nurturing the body's ability to heal itself while enhancing its overall organic function.

To operate at the most elevated levels of nutrition, health, and well-being, choose Beachbody Ultimate. It helps you get to where you want to be.



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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 E, can be difficult to get enough of in food.

All Shakeology formulas have vitamins and minerals that come from whole foods listed on the label.

And why's that important? Because vitamins and minerals delivered through whole foods are more easily assimilated and recognized by the body than ones derived from isolates.

Vanilla, Chocolate, Strawberry, and Greenberry are fortified with added vitamins 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 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 legally able to specify vitamin and mineral amounts on the vegan Shakeology labels. Some people favor vitamins and minerals coming only from whole foods, while others believe that their bodies need extra vitamin and mineral 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.

Shakeology is more than just a 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 makes a perfect preworkout or recovery drink as well.



Dessert and snack recipes:

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

Chocolate Brownie Bites

- ¼ cup** quick-cooking rolled oats
1 scoop Chocolate Vegan Shakeology
½ cup all-natural almond butter
1 medium banana
3 Tbsp. chopped raw walnuts

Combine ingredients in a medium bowl. Press mixture into a 9 x 5-inch loaf pan. Refrigerate for at least 1 hour, or until set. Cut into 12 pieces. Store in refrigerator in an airtight container.

Nutritional Information (per serving): Calories: 105, Total Fat: 7 g, Saturated Fat: 1 g, Cholesterol: 0 mg, Sodium: 43 mg, Carbohydrate: 7 g, Fiber: 2 g, Sugars: 2 g, Protein: 4 g

Tropical Strawberry Vegan Granola Bars

- 4 scoops** Tropical Strawberry Vegan Shakeology
¼ tsp. ground cinnamon
½ tsp. pure vanilla extract
¼ cup dried strawberries (optional)
½ cup all-natural almond butter
1 cup unsweetened almond milk
1½ cups all-natural granola (with almonds)
1½ cups quick-cooking rolled oats

Combine all ingredients in a medium bowl. Press mixture into a 9 x 9-inch pan. Refrigerate for at least 1 hour, or until set. Cut into 24 pieces. Store in refrigerator in an airtight container.

Nutritional Information (per serving): Calories: 107, Total Fat: 4 g, Saturated Fat: 0 g, Cholesterol: 0 mg, Sodium: 53 mg, Carbohydrate: 13 g, Fiber: 2 g, Sugars: 3 g, Protein: 5 g

For additional dessert recipes, go to [Shakeology.com/shake-recipes](https://www.shakeology.com/shake-recipes).

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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.



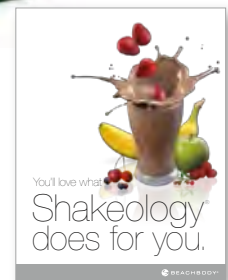
SHAKEOLOGY TOTE BAG, 5-PACK

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, 5-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 TASTE SAMPLERS

Can't decide which flavor to buy? Then a Taste Sampler is the perfect way to try Shakeology's flavors before committing to a full-sized bag or combo box. For your convenience, we have two Taste Samplers available: a Super Sampler as well as a Vegan Taste Sampler. The Super Sampler comes complete with 6 single-serve packets of Shakeology, a copy of the Shakeology Welcome Guide, and several mouthwatering recipes. The Shakeology packets that come in the Super Sampler are 1 Chocolate, 1 Vanilla, 1 Strawberry, 1 Greenberry, 1 Chocolate Vegan, and 1 Tropical Strawberry Vegan.



In the Vegan Taste Sampler you get 2 Chocolate Vegan and 2 Tropical Strawberry Vegan packets, a Shakeology Welcome Guide, and 6 shake recipes. One of the best things about the Taste Samplers is that they're the easiest and most economical way to figure out which flavor you favor the most.



SHAKEOLOGY HOME STORAGE CANISTER

This durable, airtight 3.3-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. Available in Black or White lid color options.



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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 regards to, Shakeology. So get plugged in to these six 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



“The Blog” at Shakeology.com/Blogs and MyShakeology.com/Blogs

- 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, and your MyShakeology domain name will carry over, meaning your customers will be sent back to your MyShakeology site, where they can purchase Shakeology
- Leverage this tool as a way to share relevant content and engage your customers!



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



Instagram.com/Shakeology

- Share your favorite Shakeology pictures and recipes, then read what others have to say
- Find and share inspirational quotes



Pinterest.com/Shakeology

- Pin and share your favorite Shakeology-related photos, recipes, and motivational quotes
- Keep all your Shakeology info in one place

A list of helpful tips on how to manage your business using Social Media is available at: TBBCoach411.com/Social-Media-Dos-and-Donts/

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