

Phyto-Bytes©

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Cinch™ Shake Mix

Inch loss plan

For several years, Shaklee scientists and researchers have been working with athletes...professional athletes, amateur athletes and Olympic athletes. What does this have to do with weight management? Research has shown that the amino acid leucine has some interesting effects on the body. Leucine is an essential amino acid, which cannot be manufactured in the body. Supplements and protein powders that contain leucine are used extensively by bodybuilders and other athletes to promote muscle recovery. It can assist to prevent the breakdown of muscle proteins that sometimes occur after trauma or severe stress. Leucine works with the amino acids isoleucine and valine to repair muscles, regulate blood sugar, and provide the body with energy. It also increases production of growth hormones, and **helps burn visceral fat**, which is located in the deepest layers of the body and the least responsive to dieting and exercise. Leucine is the most effective branched-chain amino acid for preventing muscle loss because it breaks down and is converted to glucose more quickly than isoleucine and valine. Increased glucose supplies prevent the body's cannibalization of muscle for energy during intense workouts, so it is no surprise that supplements containing this amino acid are popular among professional body builders.

It is no wonder that Shaklee developed a weight management system around this important discovery. Just think...a product that causes the burning of that deep visceral fat that before now was unaffected by diet and exercise. Do you know anyone who seemingly eats the 'right' foods and exercises, but still is unable to lose inches and weight? And, with Cinch the inch loss plan, we also get a product that causes the retention of muscle mass which in turn causes the burning of more calories. It is a win-win situation. We now have a product that allows you to **keep the muscle you have, lose the fat you don't need, and lose inches you don't want**. The clinical studies showed that in just 12 weeks the participants **lost** an average of 15 pounds, 7 inches, 16 pounds of mean-fat mass, and **gained** 1 and ½ pounds of mean fat-free mass! With Cinch, you lose what you don't want and gain what you do want. Study participants even lowered their cholesterol by 22 points!

There is one more big, big plus...the taste. The flavors are a delicious rich chocolate and a very flavorful and creamy vanilla (reported to taste like cake batter by some!). The shakes are available in the traditional can, or now in convenient foil packets.

The Cinch Shake is just one part...a very important part...of the Cinch inch loss plan. Should losing weight and inches be in your future, you might consider this new revolutionary weight management plan. Powered by Leucine™.
