



# **Weight Loss Challenge**

***Weekly meeting discussion topics***

# Objectives of meeting discussion topics



***Each weekly topic will provide the following information;***

1. An Introduction to the topic
2. Some interesting "did you know facts" to begin discussion
3. One or more main discussion points, based on the key information Distributors will want customers to take away about that weeks topic
4. A Herbalife product will be presented that relates to a common customer challenge, in relation to the weekly topic



# ***Discussion Topics***



# ***Week one - Protein***



## What is protein, and what is its main function?

1. Protein is made up of amino acids. When you digest food that contains protein, your body breaks the protein down into these amino acids.
2. When food is being digested the body selects the amino acids that are needed for a specific bodily functions.
3. Protein is needed to help develop and maintain muscles and organs; most of the bodies functions are reliant on there being enough protein.

### Did you know?

- *If you're short on calories, you will simply burn protein for energy, this is the reason why you shouldn't crash diet.*
- *When protein is increased in the diet, the metabolic rate of our body increases, and we lose more weight.*
- *Eating too much animal protein results in the body losing excessive amounts of the mineral calcium, which is critical in building strong bones and teeth.*

# Protein



## For discussion...

1. Protein containing foods can be divided into two main categories *complete protein* (animal sources) and incomplete proteins (plant sources). *The difference being; incomplete proteins miss or do not have enough of one or more of the essential amino acids.*

By combining incomplete proteins in the same meal, or even during the same day, you are providing your body with a complete protein.

This is a healthier way to ensure you are receiving enough complete protein in your diet, without eating more animal protein. Too much animal protein has health risks associated, because excess is stored in the body as toxins and fats.

2. *How much protein should you eat each day?*

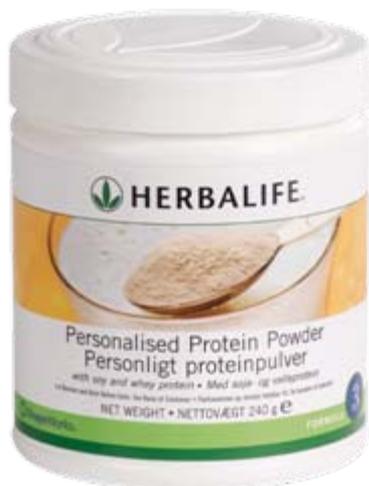
***RDA = 0.8 grams or protein for every kilogram of body weight.***



*Your challenge –*

*Getting enough healthy complete protein in your diet*

***Your solution – Herbalife Personalised Protein Powder F3***



**1 serving**

**27% MORE  
protein**

**95% LESS fat**



**2 servings (140grams)**

**VS.**

- *Animal Protein can be high in saturated fat and cholesterol*
- *Soy is the best source of vegetable protein as it has no fats or cholesterol.*
- *Whey is a complete protein containing all essential amino acids.*
- *F3 contains both soy and whey protein making it a healthy complete source of protein.*



## ***Week two - Meal Plans and Snacking***



# Meal Planning and Snacking

## *What is meal planning? What is snacking?*

1. Meal planning is deciding what you are going to eat ahead of time, with the aim of preparing a healthy, nutritious and balanced meal.
2. Snacking is a normal part of our daily diet. It makes a valuable contribution to our daily nutritional intake.



## *Did you know?*

- *Your body can more efficiently digest small amounts of food at regular intervals, as opposed to larger amounts of food less frequently.*
- *Snacking is very common amongst adults as 35-55% eat food on five or more occasions throughout the day.*



# Meal Planning and Snacking



## *For discussion...*

1. Experts recommend that you should consume 5 small meals a day, the reasons for this is there is less chance of you getting hungry if you eat every 3 hours.
2. It also helps to maintain blood sugar and energy levels, and resist the urge to snack on high sugary and fatty foods.
3. What are the key benefits of meal planning:
  - You can control your portion sizes
  - You can avoid eating hidden calories
  - By eating more meals at home, you will consume more nutrients
  - You will save yourself time
  - It is less expensive than eating out

# Your challenge – avoiding unhealthy snacks



## Your solution – Herbalife Protein Bars

**33% MORE  
protein**

**87 %  
LESS fat**

**45% LESS  
calories**



**1 Protein Bar (Chocolate)**

**VS.**



**1 Chocolate Bar (20g)**

- *Chocolate is high in saturated fats and low in protein, causing an initial spike then drop in energy and hunger levels.*
- *Herbalife protein bars provide a balanced combination of carbohydrates and protein, which results in sustained energy release.*
- *Protein helps to keep you fuller for longer, which aids unnecessary unhealthy snacking between meals.*



# ***Week three - Energy and Metabolism***

# Energy and Metabolism



## What is Energy? What is Metabolism? How are they related?

1. Metabolism is the physical and chemical processes that creates and uses energy in the body.
2. The break down of the food and its transformation to energy is a function of your metabolism.
3. We receive energy from the foods we eat, measured in calories / kilojoules.

### Did you know?

- *Basal metabolic rate (BMR) is a measure of how fast your metabolism functions and is affected by both genetic and lifestyle factors.*
- *Your natural body type plays a role in your BMR, if you are tall and slender you are likely to naturally have a faster metabolism than someone who is shorter and larger.*
- *Body composition also affects your metabolic rate, the more muscle you have, the more calories are used to maintain that muscle. So, those with more muscle mass generally have a faster metabolic rate.*

# Energy and Metabolism



## *For discussion...*

1. Your basal metabolic rate (BMR) accounts for approximately 50-75% of the calories burned by an average person each day. These are burnt sustaining normal bodily functions.
2. You can influence your BMR by creating more muscle through exercising. Regular weight training is believed to boost your BMR by 15%.
3. High-intensity exercise results in both the burning calories during exercise, but also for several hours afterwards.
4. Calculate your own BMR and daily calorie expenditure using the Harris Benedict Equation <http://www.bmi-calculator.net/bmr-calculator>

*Your challenge –  
To boost your metabolism and energy levels*



**Your solution – Herbalife Thermo Complete**



**48% LESS  
calories**



**VS.**

**4 tables – 2 twice daily = 10.4 kcal**

**220ml of coffee = 15.4 kcal**

- *Thermo complete helps improve concentration and supports mental alertness.*
- *Researchers suggests that having by a combination of caffeine and a green tea extract, you will burn more calories than consuming caffeine alone.*



# ***Week four - Carbohydrates***

# Carbohydrates



## What are carbohydrates? What is their main function?

1. Carbohydrates are divided into two types, simple and complex. This classification is based on the chemical structure and reflects how quickly sugar is digested and absorbed.
2. **Simple carbohydrates** include sweets, candy, biscuits, cakes, pastries and refined foods like white breads, pastas, white rice and any food with added sugars.
3. **Complex carbohydrates** include whole grains, fruits and vegetables.
4. The human body is fuelled by glucose, all food must be converted into glucose before it can be used. Carbohydrates are more readily converted into glucose than protein or fat, and is therefore considered the bodies preferred source of fuel, and the **brains essential source of fuel.**

### Did you know?

- *The body can only store a limited amount of carbohydrates, before the balance is stored as an unusable, excess calorie.*
- *The average person can retain approximately 300-400 hundred grams of carbs in the muscles. Unfortunately, you cannot access those.*
- *The other storage site is the liver which can store 60-90 grams. This is where carbohydrates are accessible for glucose conversion. This is equivalent to about two cups of cooked pasta and it represents your total reserve capacity to keep the brain working properly.*

# Carbohydrates



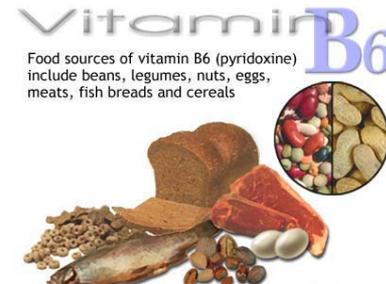
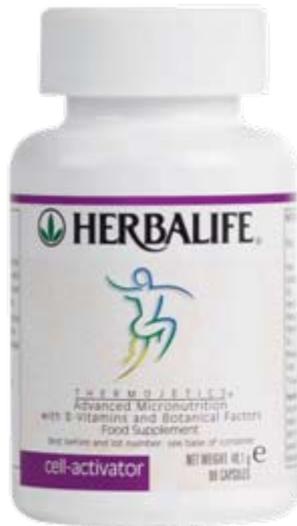
## *For discussion...*

1. Carbohydrates should make up the bulk of your daily eating plan.
2. *At least 45 - 65% of your daily calories should come from carbohydrates and every 4 out of 5 carbohydrate calories should be complex.*
3. Carbohydrates with a low GI (55 or less) don't make our blood glucose levels rise very high for very long. They provide sustained energy.
4. Carbohydrates with a high GI (70 or more) are the ones that cause our blood glucose levels to go higher for longer. High blood glucose may cause damage to vital organs.
5. Where possible it is better to substitute high GI foods with low GI options in your diet, helping to provide sustained energy and avoid unhealthy snacking.

# Your challenge – Helping your body convert food into energy



## Your solution – Herbalife Cell Activator



**VS.**

- *Cell Activator contains key B vitamins that can help to convert food into energy.*
- *B vitamins are water soluble therefore are not stored by the body, it is important to ensure your body receives the daily required intake either through increased consumption of vitamin B rich foods, or supplementation.*
- *Cell Activator also helps support energy metabolism and production.*



## ***Week five - Nutrition Labels***

# Nutrition Labels



## What is GDA? What is its function?

1. Guideline Daily Amounts (GDAs) are a European guideline for how much energy and key nutrients are needed for a balanced diet.
2. Developed by industry bodies, they are recommendations for an average adult of healthy weight, with an average level of exercise.

GUIDELINE DAILY AMOUNT (GDA)			
	WOMEN	MEN	TYPICAL KCAL% OF DIET INTAKE
Energy kcal	2000kcal	2500kcal	-
Carbohydrate	230g	300g	45-65%
Fibre	24g	24g	-
Protein	45g	55g	10-15%
Fat	70g	95g	20-35%

1 Start Here →

2 Check Calories

3 Limit these nutrients

4 Get enough of these nutrients

5 Footnotes

### Nutrition Facts

Serving Size 1 cup (228g)  
Servings Per Container 2

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**Amount Per Serving**

**Calories 250**      Calories from Fat 110

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	% Daily Value*
<b>Total Fat</b> 12g	<b>18%</b>
Saturated Fat 3g	<b>15%</b>
Trans Fat 3g	
<b>Cholesterol</b> 30mg	<b>10%</b>
<b>Sodium</b> 660mg	<b>20%</b>
<b>Total Carbohydrate</b> 31g	<b>10%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 5g	
<b>Protein</b> 5g	
<hr/>	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	2%

\*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	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

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

Quick guide to % DV  
5% or less is low  
20% or more is high

# Nutrition Labels



## For discussion...

### 1. Serving size

The size of the serving on the food package influences the number of calories and all the nutrient amounts listed on the top part of the label. It is important to pay attention to the serving size, especially how many servings there are in the food package. Then ask yourself, "How many servings am I consuming?"

### 2. Calories and calories from fat

#### A general Guide to Calories

**40** Calories is low

**100** Calories is moderate

**400** Calories or more is high

This guide is based on a 2,000 calorie diet.

### 3. & 4. The nutrients

Identifies key nutrients that impact on health. The **green section** identifies nutrients that should be limited. Eating too much fats, saturated fats, trans fats, cholesterol or sodium may increase your risk of chronic diseases.

The **blue section** identifies nutrients you need to get enough of as they improve your health, and help reduce the risk of some diseases and conditions.

### 5. The footnote at the bottom

Note the \* used after the heading % Daily Value on the Nutrition Facts label. It refers to the Footnote in the lower part of the nutrition label, which tells you **% DVs are based on a 2,000 and 2,500 calorie a day diet.**



# Your challenge – Getting enough healthy fats in your diet

## Your solution – Herbalife Herbalifeline



**82% MORE Omega-3**

**VS.**



**Recommended 1-3 tablets three times a day**

**One serving**

- *Omega-3 is not produced by the body.*
- *Today's typical diet is deficient in Omega-3.*
- *For the Omega-6 you consume you need same amount Omega-3.*



## ***Week six - Digestive Health***

# Digestive Health



## What is Digestive Health? What is its main function?

1. The main function of the digestive system is to *process food* that is consumed in order to provide the body with calories for energy and nutrients.
2. A healthy digestive system will not cause any issues, this is why most of us do not know what is going on in the inside.
3. Our digestive system is like a miniature factory, made up of a complex series of organs; the mouth, the gullet, the stomach, the small intestines, the pancreas, the liver and the gall bladder.

## Did you know?

- *There is more bacteria in your colon than there is on humans on this planet!*
- *There are about 60 kinds of good bacteria that are responsible for synthesising vital nutrients from foods, maintaining a good pH balance in the gut, and containing harmful bacteria to prevent them from spreading throughout the body.*
- *Supporting your bodies ability to absorb nutrients and eliminate toxins can help with weight management efforts.*



**HERBALIFE**

Independent Distributor

# Digestive Health



## *For discussion...*

1. The digestive system can go wrong in many different ways, it will usually send you out signals these include; abdominal pain, changes in bowel habit, vomiting and nausea. Due to our modern lifestyles it is very common for the digestive system to become upset.
2. There are some simple steps you can take to help aid healthy digestion.
  - Eating a balanced and varied diet more fruit, vegetables, starchy, fibre rich foods and less processed, fatty, sugary and foods high in salt.
  - Feed those healthy bacteria; prebiotics are foods which help stimulate the growth of good bacteria in the gut.
  - Foods containing fibre act as a laxative which prevents constipation.
  - Maintain a healthy weight; Excess weight can effect the digestive system. Excess fat around the midriff puts pressure on the stomach, which can push food already mixed with stomach acid back into the gullet.

# Your challenge – Helping to aid your digestive health

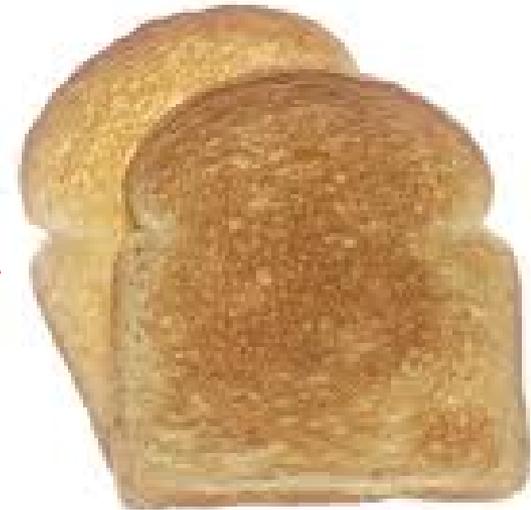


## Your solution – Herbalife Florafibre



**78% MORE  
Fibre**

**VS.**



**Recommended 1-3 tablets, three  
times a day = 17.8% RDA**

**Two slices of white bread (88g) = 8% RDA**

- *Fibre helps to maintain intestinal health, and a healthy digestive system.*
- *Dietary fibre promotes bowel regularity and helps maintain colonic function.*
- *Dietary fibre can assist the removal of wastes from the body.*



# ***Week seven - Dining Out***



## Important things to remember when dinning out:

1. Make careful menu selections - avoid dishes that are labelled deep-fried, battered, breaded, creamy, crispy, or scalloped instead go for steamed, baked, roasted, boiled, wine sauce, grilled and stir fried.
2. Try to drink water with your meal - alcoholic drinks can be the source of many additional calories.
3. Watch your portion size - choose smaller portion sizes, try ordering two starters or a soup and salad instead of a main, spilt a large meal with a companion.
4. Think of the big picture - moderation is key, planning ahead can help you relax and enjoy your dining out experience while maintaining good nutrition and control.

### Did you know?

- *Despite the recession consumers are still eating out, but have reduced their average spend when they do so by going to cheaper outlets.*  
[www.eatoutmagazine.co.uk](http://www.eatoutmagazine.co.uk)
- *People in the UK spend £1,430m a year on takeaways*  
[www.news.bbc.co.uk](http://www.news.bbc.co.uk)
- *Healthy eating when dining out is even more important at the start of the week than the end, as at the end of the week enjoyment becomes more important for consumers .*



## For discussion...

1. When deciding on fast food meal options, it is important to consider the following GDA factors:
  - Calories; for women 2,000 calories, for men 2,500 calories per day
  - Fat; women 70g, men 95g
  - Percentage of calories from fat; is calculated by multiplying the grams of fat by nine (there are nine calories per gram of fat), then dividing the calories of fat by the total number of calories in the food.
  - Cholesterol; no more than 300 milligrams of cholesterol per day.
  - Salt; a maximum of 1/2 to 1 1/2 teaspoons of salt.

2. *These two meals look very similar, but are very different in terms of nutritional value. It is important to check nutritional contents of food when dining out.*



**Quarter Pounder, large fries, 16 oz drink**

**This meal:**

1,166 calories

51 g fat

95 mg cholesterol

1,450 mg sodium

**Your RDA:**

2,000-2,500 calories

no more than 70-95 g

no more than 300 mg

no more than 1,100-3,300 mg



**Hamburger, small fries, 16 oz drink**

**This meal:**

481 calories

19 g fat

30 mg cholesterol

665 mg sodium

**Your RDA:**

2,000-2,500 calories

no more than 70-95 g

no more than 300 mg

no more than 1,100-3,300 mg





## ***Week eight - Fibre***



## What is fibre? What is its main function?

1. Fibre a complex carbohydrate that cannot be digested and absorbed by the body. It is found mainly in the outer layers of plants.
2. There are two different types of fibre both are essential in your diet.
3. **Soluble fibre** – absorbs water, swelling in the stomach, benefits blood sugar regulation and helps to manage cholesterol levels.
4. **Insoluble fibre** – passes through the digestive system relatively intact and aids bowel movements, excretion of wastes and toxins from the body.
5. The main function of fibre is to keep the digestive system healthy and functioning properly.

### Did you know?

- *Insoluble fibre is important in the prevention of diseases such as cancers, constipation and irritable bowel syndrome.*
- *Soluble fibre slows digestion and the sudden release of energy, specifically from carbohydrates into the bloodstream – helping maintain stable sugar levels.*
- *Another benefit of fibre is that it makes you feel full, which can help people control their appetite if they are trying lose excess weight.*



## *For discussion...*

1. In the UK most people eat far too little fibre, the average person eats just 12g per day - it is not surprising then that one to two in every 10 people suffer from constipation [www.netdoctor.co.uk](http://www.netdoctor.co.uk)
2. Because all high fibre foods are more filling than their fibre depleted counterparts, they also slow down the speed at which your stomach empties, this is how fibre helps you to feel fuller for longer.

3. *How much fibre should you have each day?*

***The recommended daily fibre intake for adults is between 25 - 30g***

# Your challenge – Helping your body eliminate toxins

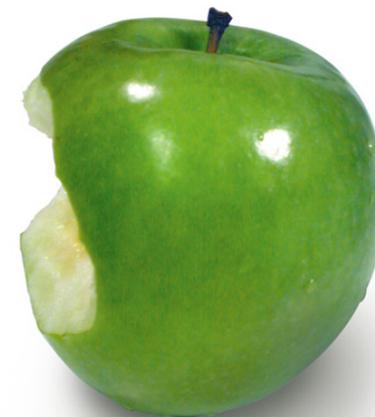


## Your solution – Herbalife Fibrebond



**37% MORE Fibre**

**VS.**



**1-2 tablets taken 3 times a day = 2.37g**

**Serving size, 154g = 1.5g**

- *Fibrebond helps to dissolve fat that you consume in your food.*
- *It is a scientifically advanced formula is derived from all-natural ingredients and is designed to aid safe and effective weight-control.*



## ***Week nine - Sugar***



## *What is sugar? What is its main function?*

1. Sugar is a white crystalline carbohydrate.
2. It is found naturally in most plants, but especially in sugarcane
3. Sucrose, is produced from extracting sugar from sugar beets or sugarcane (table sugar used on cereals is an example of this type of sugar)
4. Fructose, is the sugar found naturally occurring in fruits
5. Lactose, is the sugar found naturally occurring in milk
6. All sugars end up in the bloodstream in the form of glucose, this is the form of sugar that our body uses for energy.

### *Did you know?*

- *Added sugars (not naturally occurring ones i.e sucrose) are considered to be 'empty calories' as they provide the body with calories which are converted into energy but with no vitamins and minerals.*
- *You should aim to consume your sugars naturally, fresh whole fruit, vegetables, milk and dairy products.*



# Sugar



## *For discussion...*

1. Remember you can check whether foods are high in sugar by looking at the label, under 'carbohydrates, of which sugars' use the quick guide below:

**High = more than 15g sugars per 100g**

**Low = 5g sugars or less per 100g**

2. *How much sugar should you eat each day?*

*Both added and naturally occurring sugars shouldn't make up more than 10% of the energy we get from food and drink each day.*

***This is roughly 70g for men and 50g for women.***



*Your challenge -  
Having a healthy breakfast or meal alternative*

***Your solution – Herbalife Formula 1***



**129% LESS  
calories**

**147% LESS sugar**



**VS.**

***25g portion with 250ml semi-skim milk.***

***Non-fat milk latte and carrot  
cinnamon and raisin muffin.***



# ***Week ten - Exercise***



## Why is exercising so important?

1. Regular weight bearing and aerobic activities help to sustain bone health and build and maintain strong muscles.
2. Exercise not only makes you physically fitter, it also improves your mental health and general sense of wellbeing.
3. Doing exercise can help manage weight – excess calories are stored as fat, so you put on weight when you eat more calories than you use.

### Did you know?

- *People who lead an active lifestyle are less likely to suffer from illness and more likely to live longer.*
- *Exercise can reduce your risk of heart disease and stroke. Inactive people almost double the risk of dying from heart disease compared with people who are active.*

# Exercise



## For discussion...

1. The average adult needs to do at least 30 minutes of moderate exercise a day, on five or more days of the week.
2. You don't need to spend hours at the gym to achieve this. You can increase your activity levels by making simple changes in your daily routine.
3. The table to the right gives you an idea of how you can incorporate common chores into your daily exercise regime.

Common Chores	Sporting Activities
Washing and waxing a car for 45-60 minutes	Playing volleyball for 45-60 minutes
Washing windows or floors for 45-60 minutes	Playing football for 45 minutes
Gardening for 30-45 minutes	Walking 1.75 miles in 35 minutes
Raking leaves for 30 minutes	Bicycling 5 miles in 30 minutes
Walking 2 miles in 30 minutes	Dancing fast for 30 minutes
Shovelling snow for 15 minutes	Swimming laps for 20 minutes
Stair walking for 15 minutes	Running 1.5 miles in 15 minutes

*Your challenge –  
Keeping your body fuelled for exercise*



## **Your solution – Herbalife H3O Pro™ Isotonic Drink**



**1 sachet, 37g mixed with water**

**Isomaltulose for  
long lasting energy**



**VS.**

**1 serving 500ml**

- The body loses electrolytes through exercise that water alone cannot replace.*
- H3O Pro combines electrolytes, natural carbohydrates and vitamins to keep you energised before, during and after training.*



# ***Week eleven - Heart Health***



## What is heart health? How does it effect you?

1. Heart Health “Cardiovascular Health” refers to health of the heart as well as the blood vessels.
2. It is important to have proper blood supply to various organs to maintain good health.
3. Cardiovascular diseases are caused by hardening of the arteries, and are common in the Western world these are angina – chest pains, heart disease, stroke and heart attacks.

### Did you know?

- *Cardiovascular decease kills more people in the UK than any other condition – why?*
  - *Diets are too high in fat*
  - *Tendencies to eat lots of salt, which raises blood pressure*
  - *Low levels of exercise*
  - *The effect of smoking*
  - *A high rate of obesity*

# Heart Health

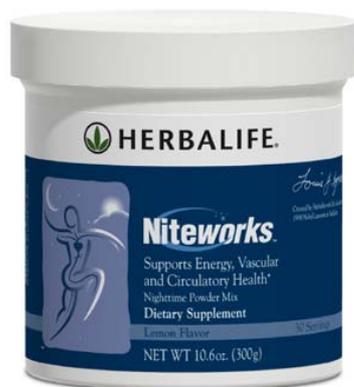


## *For discussion...*

1. Seven out of ten adults *do not do enough exercise*, which is the *single worst risk factor for heart disease for both men and women*. Being physically active half's your risk of heart disease
2. Diet is the second biggest contributing factor for heart health. A healthy balanced diet of protein, unsaturated fats, carbohydrates, vegetables and fruit which is low in saturated fat, salt and sugar is ideal.
3. Both diet and exercise aid heart health as it helps to lower blood pressure; increases good HDL cholesterol that transports fat away from the arteries and back to the liver for processing, reduces levels of bad LDL cholesterol that can form fatty deposits in the arteries and contribute to heart disease. It improves circulation, increases fat loss, increases weight loss and builds muscle mass.



# Your challenge – Maximise your heart health



+



+



- *Niteworks contains L-Arginine which is essential amino acid known to promote blood circulation when used in combination with a balanced varied diet and regular exercise.*
- *It promotes Nitric Oxide production which in turn promotes good cardiovascular circulation, relaxes and widens arteries and improves the blood flow to all organs.*

# Proving, Testing and Providing Powerful Results

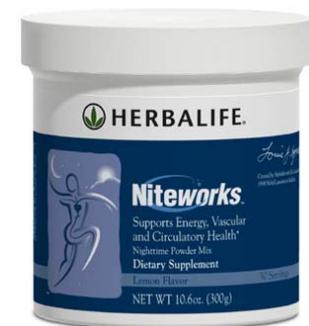


1. Clinical trials to demonstrate the science behind our products
2. The results were published in the journal of the International Society of Sports Nutrition in March 2010

***Niteworks® helped increase the anaerobic threshold (the point exhaustion typically sets in) in the older male cyclists leading to an improvement in exercise performance***

***If people can increase their anaerobic threshold, then they can exercise longer, improve their performance which may mean better fitness and healthier lives***

***Niteworks® supports nitric oxide production in ageing people***





# ***Week twelve - Long Term Wellness***

# Long Term Wellness



*Once you have a foundation and basic understanding of what the nutrition principles are, it becomes easier to adapt changes into your lifestyle for long term wellness.*

- 1. Diet** – Eat a balanced and varied diet, healthy protein, fruit and vegetables, fibre and healthy fats.
- 2. Exercise** – Participate in physical activity for 30 minutes a day at least five times a week.
- 3. Hydration** – Drinks 2 litre of water every day.

*Remember; everything in moderation and to never give up!*



***The Herbalife® Solution for  
long term wellness***

# The Herbalife® Solution



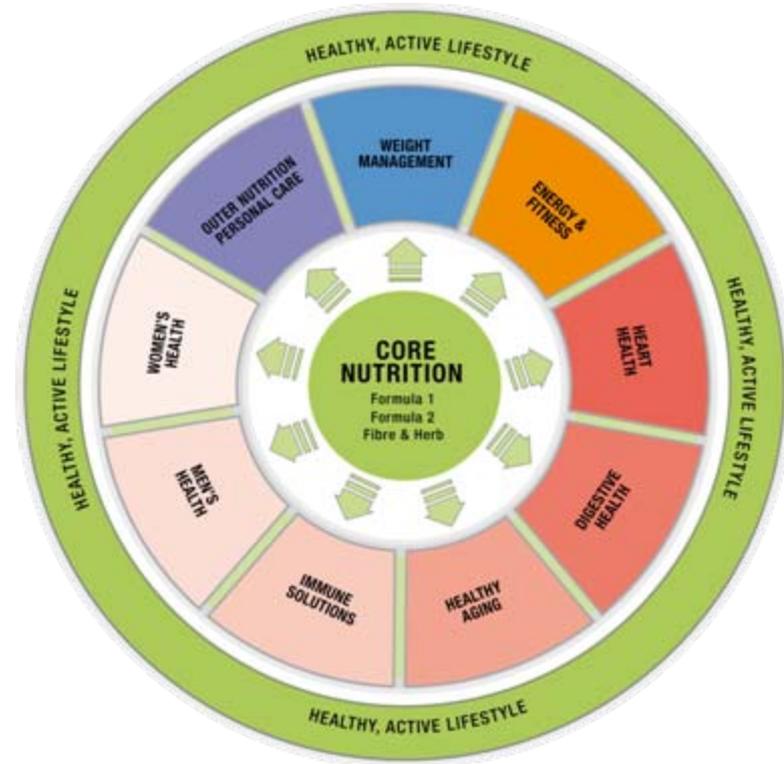
## Your Daily Nutrition

**Formula 1**

**Formula 2**

**Fibre and Herb**

- ✓ **Balanced calories**  
Only 220 calories per shake
- ✓ **Balanced nutrients**  
100% of your RDA
- ✓ **Balanced protein**  
Soy protein and plant-based carbohydrates, to keep you feeling fuller for longer



# Proving, Testing and Providing Powerful Results



1. Clinical trials to demonstrate the science behind our products
2. 3 studies on F1, PPP and the power of protein (in Germany, USA, Korea)
3. In Germany:

***“Drinking protein-enriched meal replacement shakes lead to more effective weight-management than limiting calories alone”***

***“64% of those in the high protein group were considered to be at much lower risk of common health problems associated with being over-weight, compared with 41% who consumed the standard amount of protein”***





# ***Appendix***

# The human body needs a lot to be healthy



**Protein** to help build and maintain lean muscle mass

**Omega 3 fatty acids** for healthy heart, brain and healthy function of eyes, skin, joints, hair and immune system

**Carbohydrates** provide the body's main source of energy

**Fibre** to support the body's natural elimination of waste and toxins

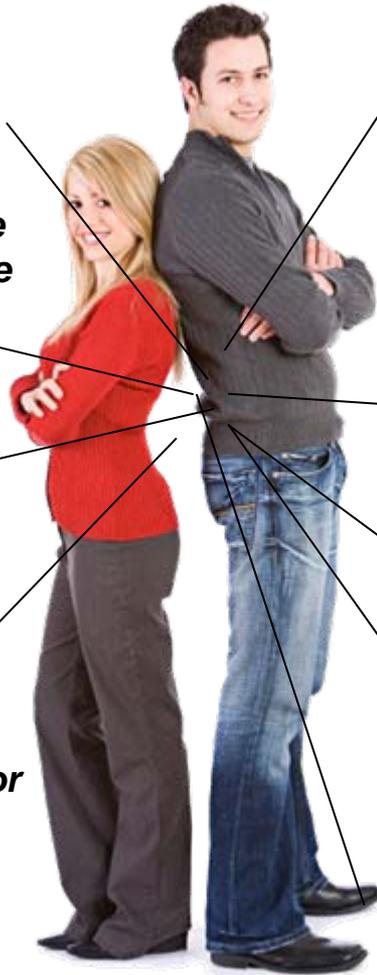
**Unsaturated fats** to achieve and maintain a healthy heart

**Water** for hydration

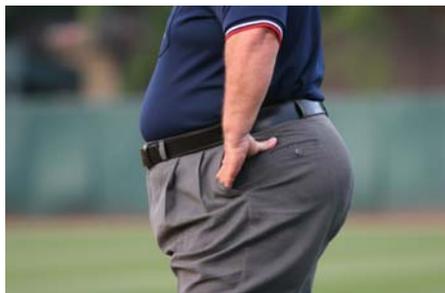
**Vitamins & minerals** for growth and development

**Exercise & relaxation** for a healthy heart

**Calories** to give the body its energy



# Poor nutrition is causing unhealthy trends



**Weight management problems**

**theguardian**

Healthy diet could halt 70,000 early deaths, study suggests

**Very poor lifestyles**

**Nutritionally poor food, excess calories and sedentary lifestyles contribute towards these trends.**

**BBC**

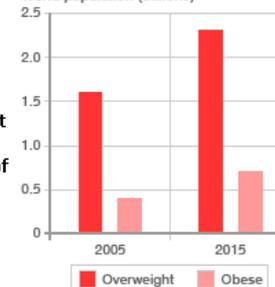
## Obesity: in statistics

People are getting fatter almost everywhere in the world.

The World Health Organization predicts there will be 2.3 billion overweight adults in the world by 2015 and more than 700 million of them will be obese.

Figures for 2005 show 1.6 billion adults were overweight and 400 million were obese.

GLOBAL OBESITY FORECAST  
World population (billions)



SOURCE: World Health Organization, 2005

**Increasing obesity**

# People are not getting the right nutrients because of 'excessive' alternatives



## **Breakfast 'on the go'**

**The coffee experience to 'enjoy' that is high in calories and provide no major contribution to vitamins & minerals**

## **A quick lunch**

**Fast food that delivers higher calories, fats, salt in no time**



**The **chocolate addiction** that is ready made with high calories, fats, sugar**



# People are getting “Imbalanced Nutrition”

