ATTAIN® WITH CRAVEBLOCKER™ SHAKES AND BARS

Giving you the power to control hunger.

THE NEED
Over 60% of Australian and New Zealand adults are overweight. Being overweight and obese can contribute to diabetes, heart disease, stroke, and osteoarthritis impacting your life.

COMPETITIVE SOLUTIONS
Store brand solutions satisfy your basic nutritional needs, but may do little to stop cravings, so you’re left feeling hungry throughout the day.

THE MELALEUCA SOLUTION
Attain Shakes and Bars feature the US patent-pending power of CraveBlocker™ to address the two main sources of hunger cravings so you feel fuller longer, making it easier to eat healthy.

THE MELALEUCA VALUE
Attain Shakes and Bars help control hunger cravings to help you accomplish your ultimate health goals.

Obesity increases the risk of many chronic and potentially lethal diseases. Most of these diseases are preventable with attention to lifestyle factors including proper nutrition and regular exercise. Generally speaking, the more body fat you’re carrying, the higher the risk to your health. However, it appears that the amount of weight gained throughout the adult years also contributes to the risk. For example, a middle-aged person who weighs 10kg more than they did in their early 20’s has an increased risk of high blood pressure, stroke, diabetes and coronary heart disease.

Fat is deposited on our bodies when the energy (kilojoules) we consume from food and drink is greater than the energy we use up in activities and at rest. Small imbalances over long periods of time can cause you to become overweight or obese. Overweight and obesity are defined by the World Health Organisation using the body mass index (BMI), which is calculated by dividing a person’s weight in kilograms by their height in metres squared. For example, a person who is 1.65m tall and weighs 64kg would have a BMI of 24 (see over page for BMI calculator). People with a BMI of 25 or more are classified as overweight, while those with a BMI of 30 or greater are classified as obese. Statistics give us an overall view of the problem. But when you’re forced to buy a larger dress size or let out your pants—it really brings the struggle with weight closer to home.

Diets That Don’t Work…and Why
Every year, we spend over $33 billion on diet pills, supplements, and weight loss programs in an effort to shed kilograms. Unfortunately, most of that money is wasted. Because people haven’t made permanent changes to their eating habits or added any exercise to their routines, most dieters
get a short-term weight loss, followed by a discouraging regain of every frustrating kilogram—sometimes adding even more weight! It’s estimated that 95% of all diets fail to produce permanent weight loss.

Why don't most diets work? Researchers have concluded that, in general, most diets focus on the wrong things. Either they go for the “quick fix” (promoting speedy water and muscle loss rather than fat), the “easy way” (diet without exercise), or the “starvation” route (which leaves your body in a weakened state).

Ask any reputable doctor the way to safely and permanently lose weight and you won't get a quick fix or an easy answer. Most likely, he or she will recommend a balanced diet, calorie and fat restriction, regular exercise, and a modified lifestyle.

**Attain: A Sensible Approach to Controlling Hunger**

While a daily regimen of a balanced diet and exercise may be effective, it is not always easy. In fact, one of the main reasons people slip from healthy eating habits is hunger cravings. Recognising that we are often our own worst enemies when it comes to the battle of the bulge, Melaleuca created *Attain Shakes and Bars* with the power of US patent-pending CraveBlocker.

**The Natural Power of CraveBlocker**

Before you can overcome hunger cravings, you have to understand where they come from. Hunger cravings can actually come from two places—your stomach and your brain. In its quest to help fight hunger cravings, Melaleuca looked to solutions that addressed hunger cravings at their source and developed the revolutionary formula known as **CraveBlocker**. **CraveBlocker** is a US patent-pending combination of potato protein, whey protein isolates, oat and barley beta-glucan, and inulin—four naturally derived ingredients that can help you take control of hunger cravings.

**In the Stomach**

When your stomach is empty for prolonged periods of time (usually two hours or more), you can experience hunger contractions that are a signal to the rest of your body that it is time to eat. **CraveBlocker** contains two ingredients to help you feel fuller longer.

- **Oat and Barley Beta-Glucan**: Beta-glucan is a polysaccharide that is found in the bran portion of oat and barley grain. In randomised clinical trials, beta-glucan was shown to swell, creating a filling effect in the stomach and intestines, helping to reduce food intake.\(^3\)\(^4\)\(^5\)\(^6\)

- **Inulin**: A soluble fibre found in the rhizomes of many types of plants, it is slightly sweet and creates a stomach fullness feeling that can last longer than fat or protein.\(^7\) A study in Brussels, Belgium, found that it helps reduce hunger and food consumption after breakfast and dinner.\(^8\)

**In the Brain**

Outside stimuli such as smells and sights can trigger your brain to “turn on” hunger cravings, even when there is food in your stomach. The combination of two natural ingredients can help control these hunger “triggers.”

- **Potato protein**: This protein taken from white potatoes has been clinically shown to increase the release of CCK (cholecystokinin), a hormone that tells your brain to turn off hunger cravings by inducing feelings of fullness and satisfaction.\(^9\) This can result in decreased hunger and increased feelings of fullness.\(^10\)\(^11\)

- **Whey Protein Isolate**: Whey proteins contain glycomacropeptide, which has been shown to stimulate the release of the appetite-suppressing hormone cholecystokinin (CCK). A double-blind study conducted at St. Lukes-Roosevelt Hospital in New York found that those who included the whey protein isolate in their diet showed a 65% reduction in future food intake.\(^12\)
Together these four ingredients work in synergy to create a unique formula that can only be found at Melaleuca.

**A Revolutionary Formula**

Melaleuca has taken the hunger-fighting power of CraveBlocker and made it the driving force behind the all-new Attain Shakes and Bars. Available in three delicious flavours, Attain Shakes and Bars make excellent additions to a healthy breakfast or lunch, and can make great snacks on their own. Supercharged by the US patent-pending power of CraveBlocker, Attain Shakes and Bars can help you take control of your eating. And because CraveBlocker contains no caffeine, stimulants, or hormones, it’s perfect for everyone in the family. In fact, Attain makes a great after-school snack.

CraveBlocker is just one more example of using the best of science and nature to create incredible products you’ll only find at Melaleuca.

**Achieve Sweet Success with Attain and VitalityforLife.com**

Cutting calories and incorporating Attain Shakes and Bars into your meal plan is important. However, that’s only one piece of the weight loss puzzle. Experts agree that adding regular physical activity—a long with your sensible meal plan—is the best formula for maximising weight loss efforts. While it is recommended that you get 30 minutes or more of moderate activity at least four times a week, anything is better than nothing. If you can’t do 30 minutes at one time, try breaking that down into 10–15 minute intervals. And don’t think you have to go to a gym to get your exercise. Find activities you enjoy like dancing, tennis, golf, and yard work. In fact, simply walking is one of the lowest impact and easiest exercises there is!

Starting down the path to a whole new you is as easy as point and click! VitalityforLife.com will show you how to build a Total Nutrition Day around your favourite Attain Shake, give you great advice on getting active, and even let you find and share great Attain recipes in the community section.

*Please note this is a US site and some product ingredients may vary.*