

NEW

Discovered in Nature. Delivered by Vi.
The perfect meal in every glass.



FAQ

Vi-Shape® Superfood Shake

1. What is Vi-Shape Superfood Shake?

Our Vi-Shape Superfood Shake is a meal replacement shake mix that features a proprietary **Super 6** plant-based protein blend to provide a nutritious, satisfying, deliciously balanced meal for total body nutrition. This nutrient-dense superfood shake mix is designed to be suitable for almost anyone, including those on vegetarian or vegan diets when mixed with non-dairy milk. It is perfect for those who want to be fit and live a balanced, healthy lifestyle.

2. What are the key benefits of Vi-Shape Superfood Shake?

- It is a complete meal replacement
- Vegan formula[†]
- 17g protein from a proprietary plant-based blend
- 7g fiber*, including prebiotic fiber from Fibersol®
- Probiotics (1 billion CFUs)
- All 9 essential amino acids
- Digestive enzymes—papain and bromelain
- Heart-smart omega 3 & 6 blend—linolenic and linoleic acids
- Calcium for healthy bones
- Antioxidant nutrients—vitamins C, D & E, and molybdenum
- Immune system support—vitamin C and selenium
- Naturally sweetened—only 3g sugar per serving of powder
- 25 vitamins and minerals
- Dairy-free**, lactose-free**, soy-free, gluten-free
- Non-GMO, no trans fat, no cholesterol
- No artificial colors, flavors, sweeteners or preservatives
- Kosher

[†] When mixed with a non-dairy beverage of your choice.

* When consumed with 8 oz of non-fat milk, Vi-Shape Superfood Shake provides 4.8 g of fat per serving.

** When used with dairy-free milk.

3. Who should drink Vi-Shape Superfood Shake?

Almost anybody and everybody can enjoy Vi-Shape Superfood Shake! This nutrient-dense, major allergen-free, shake mix is designed to be suitable for vegans, vegetarians, those with dairy or gluten dietary restrictions, or anyone looking for the best in total body nutrition. We all know that we're supposed to be eating more fruits and veggies each day, but getting those nutrients and antioxidants into our busy schedules can be difficult. Americans' fruit and vegetable intake is well below recommended levels. Only 32.6% of adults are eating fruit two or more times per day, and only 27.2% are eating vegetables three or more times a day.¹

It's time to discover superfoods! They're packed with the good stuff found in common fruits and vegetables. Vi-Shape Superfood Shake is awesome for people who don't get enough nutrients in their daily food intake. It's packed with the nutrients you need to help your body function at a high level—making up for what your body might be missing while you're out there busy living!

4. When is the best time and how often can I drink Vi-Shape Superfood Shake?

Vi-Shape Superfood Shake is a perfect meal option anytime, day or night. Because of its high protein content it can be used in between meals to curb hunger or the desire to reach for less nutritious foods, or simply to maintain a steady stream of nutrients throughout the day. The **Super 6** proprietary protein blend includes medium and slow releasing proteins, so it's great to drink first thing in the morning. Drink it in the afternoon to keep your energy levels up, or in the evening to provide a steady influx of nutrients, and limit the risk of muscle breakdown (catabolism) during a fasting period.²

5. What is unique about the Super 6 plant proteins?

We researched and evaluated more than 50 different protein sources before we developed our **Super 6** protein blend. Each protein was evaluated against six important criteria: digestibility, quality, amino acid profile, presence or absence of other nutrients, effects on appetite and availability. The result—**Super 6** is our proprietary blend of plant proteins—pea, chick pea, pinto bean, quinoa, chia and flaxseed—that combine to provide 17 grams of premium plant-based non-gmo protein and all 9 essential amino acids per serving.

6. What are some key benefits for each of the Super 6 proteins in the proprietary blend?

Pea has a high biological value, therefore your body absorbs it easily. It also provides the body with a substantial supply of beneficial amino acids.³ Amino acids are the building blocks of protein and muscle tissue.

Chick pea is an excellent source of the trace mineral manganese, which is an essential cofactor in a number of enzymes that are important for energy production and antioxidant defenses.⁴

Pinto bean is loaded with dietary fiber, including soluble fiber, which helps maintain normal cholesterol levels.⁵

Quinoa is recognized as a superfood due to its remarkable nutritional qualities that include high protein content, great amino acid balance, and vitamin E content.⁶

Chia is recognized as a modern day superfood and is one of the richest plant sources of omega-3 fatty acids.⁷ These essential fatty acids help maintain normal blood cholesterol levels that are already within a normal range and are also good for your brain.

Flaxseed is not only “an excellent source of two fatty acids that are essential for human health—linoleic acid and alpha-linolenic acid, but also an excellent source of fiber and good source of minerals and vitamins,” according to a leading dietary health organization that highlighted the importance of this “neglected food”.⁸

7. Are plant proteins healthier than soy or whey proteins?

Not necessarily, but some people prefer plant sources to animal sources. Studies say and consumers are recognizing that multiple protein sources are often better than a single source. Factors to consider when looking for a good source of protein are: its digestibility, how well or poorly it is used by the body, the amino acid profile, the presence or absence of other nutrients, and its effects on appetite.⁹ Plant-based proteins are gaining in popularity and appealing to a wide variety of consumers—from athletes to families on the go. As consumers are looking for vegetarian sources of protein free of major allergens, dairy and gluten, Vi-Shape Superfood Shake can be beneficial to any daily routine, even if only to complement intake of other protein sources.

8. What does CFU mean and why is it important that there are 1 billion CFUs per serving in the Vi-Shape Superfood Shake?

CFU stands for “colony forming unit” and is a measurement of the good bacteria and yeasts in a probiotic. A colony forming unit is a bacteria or yeast that is capable of living and reproducing to form a group of the same bacteria or yeasts. More research is needed before recommended levels are established, but some research suggests 1 billion CFUs as a daily minimum for good health.¹⁰

9. What is the difference between a probiotic and a prebiotic?

While they sound very similar and are often confused, they are not the same. However, they both help to enhance the growth of healthy bacteria in the body and aid healthy digestion. Probiotics are types of living friendly bacteria similar to those that inhabit our digestive tract. Probiotics help to maintain healthy levels of good bacteria in the intestines. They support our immune system, and help keep the digestive system running smoothly. Prebiotics are non-living food ingredients that reach the large intestine unaffected by digestion and feed the good bacteria in our gut, helping them to grow and flourish.

10. What are the essential amino acids and why are they important?

Amino acids are important because they are the building blocks of protein and muscle tissue. The nine essential amino acids are: histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan and valine. Essential amino acids cannot be made by the body. As a result, they must come from food.

11. What is the difference between the Vi-Shape Nutritional Shake and the Vi-Shape Superfood Shake?

Before touching on what’s different, you should know that both meal replacement shakes share great qualities. Both are great sources of nutrition with muscle-supporting protein, high quality fiber, digestive enzymes, vitamins and minerals. The key differences between the two shakes are the types of **protein**: whey and soy proteins in the **Nutritional Shake**, versus plant proteins in the **Superfood Shake**. There are premium extras in the Superfood shake for those who want it all—total body nutrition, quality ingredients, absence of major allergens, and an abundance of protein.

Our Vi-Shape **Nutritional Shake** provides 12g of Tri-Sorb™ protein, which is a proprietary blend of two types of whey and soy. It comes in a sweet cream flavor, often described as “*the shake mix that tastes like a cake mix*”. The Tri-Sorb protein blend combines fast and medium release proteins, so it’s especially great for getting nutrients to your body quickly. After over half a billion shakes served and over 3 million successful health transformations, the

results speak for themselves.

Our **Superfood Shake** provides 17g of Super 6 protein, which is a premium proprietary blend of plant-based proteins, and comes in a great-tasting vanilla flavor. This is a **vegan formula**. So when it comes to taste, let’s just say that we believe we’ve found the secret to creating a tasty vegan shake! The Super 6 protein blend combines medium and slow release proteins, so it’s especially great for providing a steady supply of nutrients to your body over a longer period of time. The **Superfood Shake** also provides prebiotics, probiotics (1 billion CFUs), and a heart-smart omega 3 & 6 blend. With no major allergens, it’s an excellent premium option for those with restrictive diet preferences, or someone who only accepts the ultimate in total body nutrition.

12. Can Vi-Shape Superfood Shake be used with other meal replacement products?

Yes. A varied diet, including multiple protein sources, is often better than a repetitive food sourced diet.¹¹ For example, you could enjoy a Vi-Shape Superfood Shake in the morning, since the medium and slow releasing proteins make it ideal to support you through the day, and a Vi-Shape Nutritional Shake in the afternoon or evening after a workout or to support your weight-loss goals.

13. What should I blend in with Vi-Shape Superfood Shake powder?

If consuming as a meal replacement, please follow the directions on the packaging. If consuming as a vegan shake, mix it with 8 ounces of water or your non-dairy beverage of choice. You can also create your own recipes by adding fruit, coffee, almond butter, veggies, or anything healthy to your preference.

14. Why does the Vi-Shape Superfood Shake get thicker 15 minutes or so after mixing it with a liquid?

The primary cause is the fiber in the product. All soluble fiber, as well as proteins, bind free water. Therefore, it is best to consume your Vi-Shape Superfood Shake within twenty minutes after preparation because the fibers will begin to absorb the liquid as it sets.

15. Is Vi-Shape Superfood Shake artificially sweetened?

No. Our Superfood Shake is naturally sweetened!

16. Will Vi-Shape Superfood Shake help me achieve my Challenge goals?

Yes. You can use Vi-Shape Superfood Shake as part of a balanced diet and healthy lifestyle to help achieve your unique Challenge goal.

17. Why does the Vi-Shape Superfood Shake come in pouch with just 24 servings?

As part of the Challenge lifestyle, a varied and balanced diet is recommended. One pouch of the Vi-Shape Superfood Shake provides six meal replacement shakes per week, thus you can even take a day off once in a while!

18. Can I enjoy Vi-Shape Superfood Shake if I am pregnant or nursing?

Vi recommends that any woman who is pregnant or breastfeeding speak with her healthcare practitioner prior to using any ViSalus product.

19. Where should Vi-Shape Superfood Shake be stored?

Make sure the pouch is resealed when not in use and stored in a cool, dry place.

20. Is the Vi-Shape Superfood Shake gluten-free?

Yes, it is free of gluten.

21. Is Vi-Shape Superfood Shake dairy-free?

Yes, the Vi-Shape Superfood Shake mix is dairy-free. However, to consume it in a dairy-free manner you would need to mix it with water or your non-dairy beverage of choice—such as coconut, rice, almond or cashew milk.

¹Centers for Disease Control and Prevention.

²Journal of Sports Science and Medicine (2004) 3, 118-130 <http://www.jssm.org>

³<http://livewell.jillianmichaels.com/pea-protein-5427.html>

⁴<http://www.naturalfoodbenefits.com/display.asp?CAT=2&ID=86>

⁵<http://www.whfoods.com/genpage.php?tname=foodspice&dbid=89>

⁶Advances in Food and Nutrition Research, October 2009;58:1

⁷<http://www.medicalnewstoday.com/articles/291334.php>

⁸<http://www.medicalnewstoday.com/articles/263405.php?page=2>

⁹<http://www.bodyrecomposition.com/nutrition/what-are-good-sources-of-protein-digestibility.html>

¹⁰<http://www.consumerreports.org/cro/magazine-archive/2011/july/food/yogurt/overview/index.htm>

¹¹<http://niemagazine.com/meal-replacement-needs/>; <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC455161/>