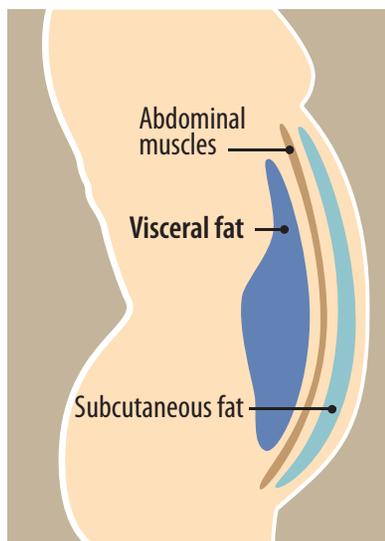


The Shrink Team cracks DOWN on Visceral Fat

Giving you the tools to combat the unseen enemy of weight loss



Visceral fat collects below the abdominal muscles. It is invisible to the naked eye, and yet most risk factors associated with being overweight are linked directly to visceral fat levels.

Visceral Fat and How to Fight It

One reason the Shrink Team uses the Magic Scale is that it measures your level of visceral fat. If your reading is 9 or below, you have a normal visceral fat level. High is anywhere from 10 to 14. If your reading is 15 or above, you have a very high level of visceral fat. Now the question is, what is visceral fat? More importantly, what can you do about it?

What is Visceral Fat?

The type of fat we usually think of when we hear the word is subcutaneous fat. In other words, fat stored just under the skin. Subcutaneous fat rests on top of the muscle layer. It's the soft, jiggly fat you can see and touch.

By contrast, visceral fat collects underneath the muscle layer around the internal organs. Doctors also refer to this as abdominal or central fat, because it tends to accumulate centrally. Many of the health risks associated with being overweight—for example, diabetes and heart disease—are specifically linked to the level of visceral fat.

How to Reduce Visceral Fat

The formula for weight loss is simple: burn more calories than you consume. If you adjust your diet so that you're using more calories than you're eating,

you will lose weight. Unfortunately, dieting alone is not the most effective way to decrease visceral fat. That's why Shrink Team emphasizes a four-part strategy:

1. *Appetizer Diet.* Use meal replacement shakes and cookies to help reduce your calorie intake while feeling full and satisfied.
2. *Exercise.* Adopt a sensible exercise regimen to burn additional calories.
3. *Eating schedule.* Eat during the day, when you're active, not at night when the body will only store calories.
4. *Supplementation.* Take Omega 3, C-Lipids, and Vitamarin to assist weight loss, and Limu Plus and VitaOne® for overall health and stress reduction (since there is a link between stress hormone cortisol and fat storage).



How Vitamark Products Support Shrink Team Weight Loss

This pack includes a complete Shrink Team diet support regimen. Each of the products is carefully selected for optimal results!

Appetizer Diet Shakes & Cookies: Whey Protein and Weight Loss

Appetizer Diet shakes and cookies are more than meal replacements. They deliver important whey protein. Protein is the most filling macronutrient, and studies suggest that whey protein actually decreases your appetite better than other forms of protein. Since the hardest part of eating less is wanting more, the value of Appetizer Diet shakes and cookies cannot be overestimated. In addition, whey protein helps the body burn fat and build lean muscle.

Omega 3: Fat Burning Power

TAKE 1 SOFT-GEL IN THE MORNING & EVENING
Diets rich in Omega-3, a polyunsaturated fat found mainly in cold-water fish, are well known for reducing heart disease and cholesterol. This is why the Mediterranean-style diet, with its emphasis on fish and olive oil, is considered so healthy. Omega-3 plays a vital role in the Shrink Team weight loss regi-



Appetizer Diet Shakes and Cookies give you delicious options for satisfying meal replacements.

men by increasing the metabolic rate, which helps the body burn fat faster.

Limu Plus: Cutting Stress-Storage of Fat

DRINK 1 OUNCE DAILY

Vitamark's Limu Plus is a liquid dietary supplement rich in fucoidan and advanced adaptogens. Marvelous for overall health, Limu Plus is also critical to the Shrink Team lifestyle for its stress-fighting properties. Cortisol is a stress-produced hormone that promotes fat storage—particularly the build-up of visceral fat. By fighting cortisol, the ingredients in Limu Plus help you win the battle against abdominal fat.

C - Lipids: Metabolism Boost

TAKE 2 WITH YOUR MORNING & EVENING MEALS

The ingredients in C-Lipids help increase metabolism and burn fat.

Vitamarin: Liver Support for Optimum Weight Loss

TAKE 1 MID-MORNING & EVENING BETWEEN MEALS

Cleans the liver to make it work more efficiently. An overworked liver can cause weight gain. Zeroes in on flabby areas of the body and breaks down the fat cell, keeping the size of fat cells in check. Also helps satisfy the appetite.

VitaOne®: Total Body Support

TAKE 1 PACKET DAILY

To complete your regimen, VitaOne® is a one-a-day supplement pack that maximizes green food nutrition, provides optimum protection against environmental pollutants and stress factors, and facilitates breakdown of carbohydrates, fats, proteins, milk products, sugars and fibers. It also supports circulation, liver function, digestion, and immune system.

THESE PRODUCTS ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

Shrink Team *Challenge*

You've weighed in.

**NOW
WHAT?**



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