

DAY 18

Hi All,

A common question I get is about the protein snacks and snacking in general:

"One of the most quoted facts with weight loss is you simply need to burn more energy than you consume. True, but too simple."

I am assuming I am talking for you when I say that you do not want to lose weight **and** lose health at the same time. Healthpointe is about gaining health and we have so many examples of this that it is almost boring. The long term results that we have are attributed to many factors

- Lifestyle change (eating, snacking and exercise)
- Supplementation
- Understanding the importance of proper nutrition
- Setting an example for others

The most successful long term Healthpointe participants have done all these, but I want to centre in on one today and that is the importance of proper nutrition.

Our bodies are amazing and can deal with daily deficiencies and fluctuations. (eg a drinking binge, a number of fatty meals, 2 weeks without adequate Omega 3) Though over time our body needs to change things if it hasn't got the proper ingredients. Slight and gradual changes will often go unnoticed. Feeling tired in the morning is **not** normal and having the afternoon sleeps is also an unnecessary side effect of poor eating.

Let's talk about the Positrim Protein Bars - they are unique in the marketplace.

- Very high quality blend of soy and whey proteins meaning it is all utilisable
- Very low carbohydrates and sugars meaning they are great for weight loss programs
- Good Levels of Glycerine (which can be made into glucose in the body) This helps keep the body in fat burning mode and spare body protein.
- Ultimately they help all individuals maintain their muscle mass while losing weight and hence maintain their basal metabolic rate and even increase it.
- They have a perfect ratio of protein, carbohydrates and fats.
- WE get to save/make the money instead of some large retailer.

And let's not forget the last one. Occasionally I have some all knowing individual tell me that the only reason we promote the protein bars is we make money out of them. That is naive! Our business is about keeping long term relationships and that requires a quality product that gets results. To quote a famous individual Rich DeVos "You only have to explain price once but you will always have to apologise for poor quality".

The other comment I get is that all protein bars are the same so buy the cheapest. Again naive!! Positrim are the only protein bars, that I have seen, that have the combination of a very high quality protein blend, are very tasty, edible and have muscle sparing levels of glycerine. When your body uses its own fat as an energy source, it makes some glucose from the breakdown of triglycerides (ie fat) but can end up breaking down muscle to provide glucose. The added glycerine helps prevent the muscles being used. Sparing muscle tissue keeps your basal metabolic rate as high as possible. When you consider that your BMR is responsible for 80% of your energy utilisation in a day (exercise only 15%) then it is important to look after your BMR. Positrim have a market leading advantage!!

We have the proof with the long term users of the bars (greater than 12 years) and the supplements (greater than 50 years) that your health will be positively influenced.

The positrim bars are a perfect snack for any weight loss enthusiast, with one added benefit - ***if*** you get results and ***if*** your results influence others to get results, then you have contributed a major benefit to their health and future wellbeing.

Jamie