

The Trim Slim Shape™ Program Test Market Results

LIFE. HEALTH. PROSPERITY.



The state of American Health
(why we launched the TSS™ Program)



U.S. – Leading in Health Spending, but not leading in health?

• America is ranked 37th in world health.

Over 2/3 are overweight, and 1/3 are obese

- **Heart disease (#1), Cancer (#2) and Diabetes (#6) are also leading causes of mortality in the U.S., and are related to diet**
- **Only 3% of Americans are eating a healthy & balanced diet (USDA survey of 21,500 Americans). None got their RDA.**
- **49% of food dollars is spent on fast foods**

The world is getting heavier and unhealthier:

- **Globally 1.6 BN people are overweight; 400MM are obese.**
- **By 2015 it will double – to almost ½ the Global Population!**
 - **2.3 BN adults will be overweight**
 - **700 MM will be obese**
- **In the U.S. today, 2/3 are overweight; 90 Million are obese**



Health Risks of being overweight include:

- Stroke
- Heart Disease; High Blood Pressure, High Cholesterol
- Type 2 Diabetes (***a weight gain of 11-18 lbs. doubles the risk***)
- Cancers (endometrial, colon, gall bladder, prostate, kidney, post-menopausal breast cancer)
- Fatty Liver disease
- Chronic Venous Insufficiency (hampers leg muscle mobility)
- Gallbladder disease
- Breathing problems
- Deep Vein Thrombosis
- Arthritis (***every 2 lb. increase in weight increases risk 9-13%***)
- Sleep Apnea
- Gout
- Psychological & Social effects

Most people lose muscle when they diet:

Typical diet: 20 lbs. weight loss = 8 lbs. muscle loss

This permanently 'slows' your metabolism unless you rebuild muscle.

If we gain the weight back, and then diet again, we can lose even more muscle.

The ViSalus Trim Slim Shape™ Program targets the 3 key issues of losing weight:

- 1. Eating proper nutrition while cutting calories & *KEEPING MUSCLE***
- 2. Boosting a tired or sluggish *METABOLISM & ENERGY***
- 3. Controlling *HUNGER* and the *STRESS* of dieting**



Simple to use for Weight Loss Maintenance

1. Use all 3 products *twice* per day with a sensible meal to lose weight

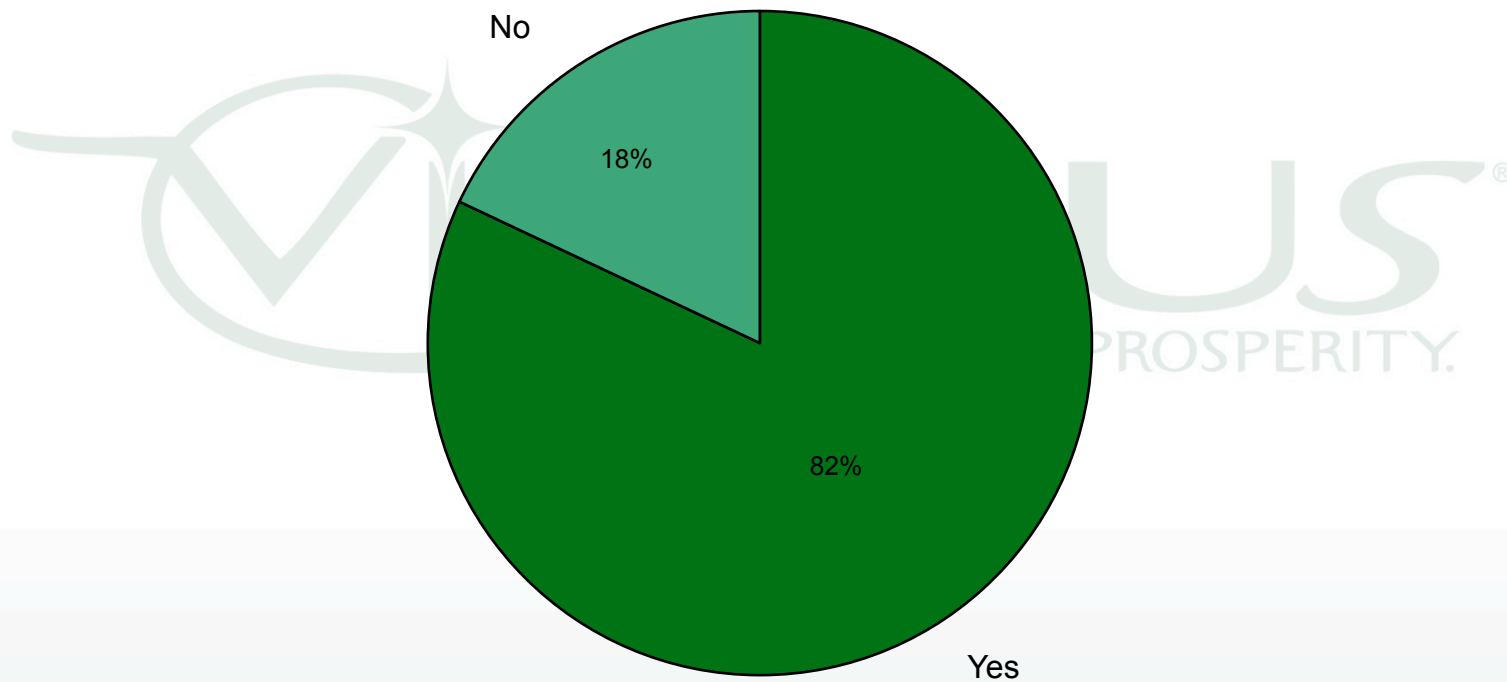
2. To keep weight from coming back, keep your Trim Slim Shape™ by using the products *once* per day



Program Results

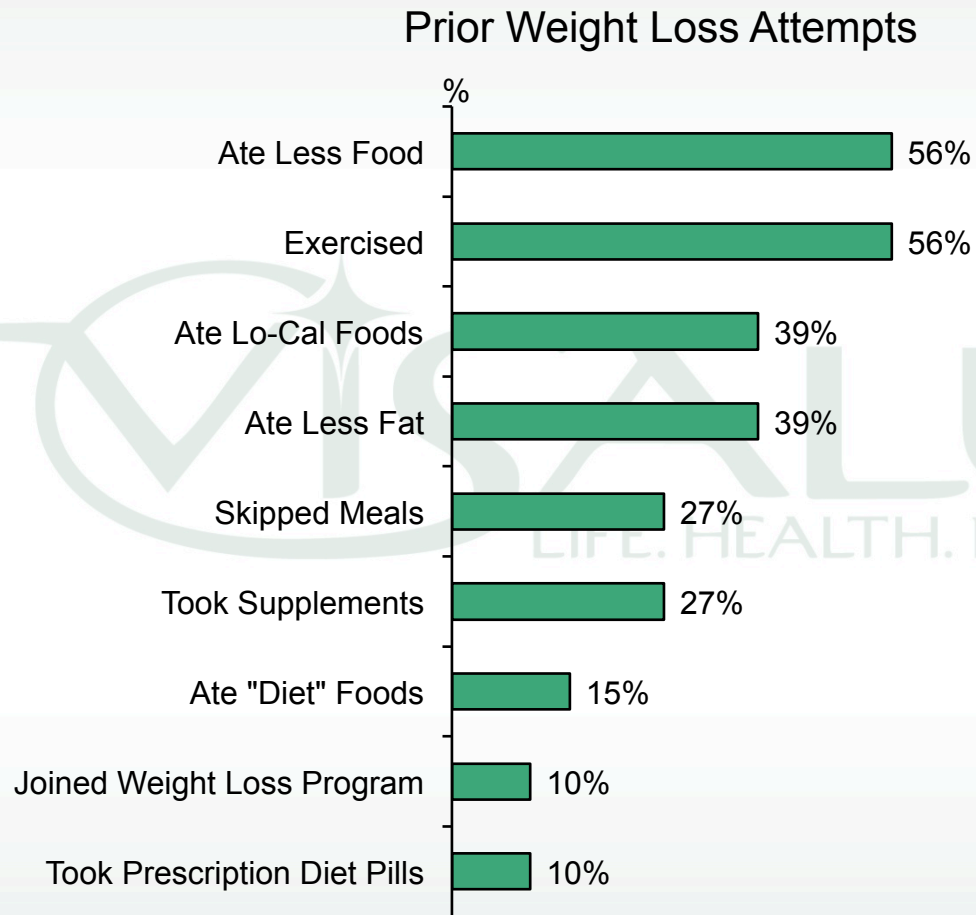
The majority of participants had tried to lose weight in the past.

Tried to Lose Weight in Past Year



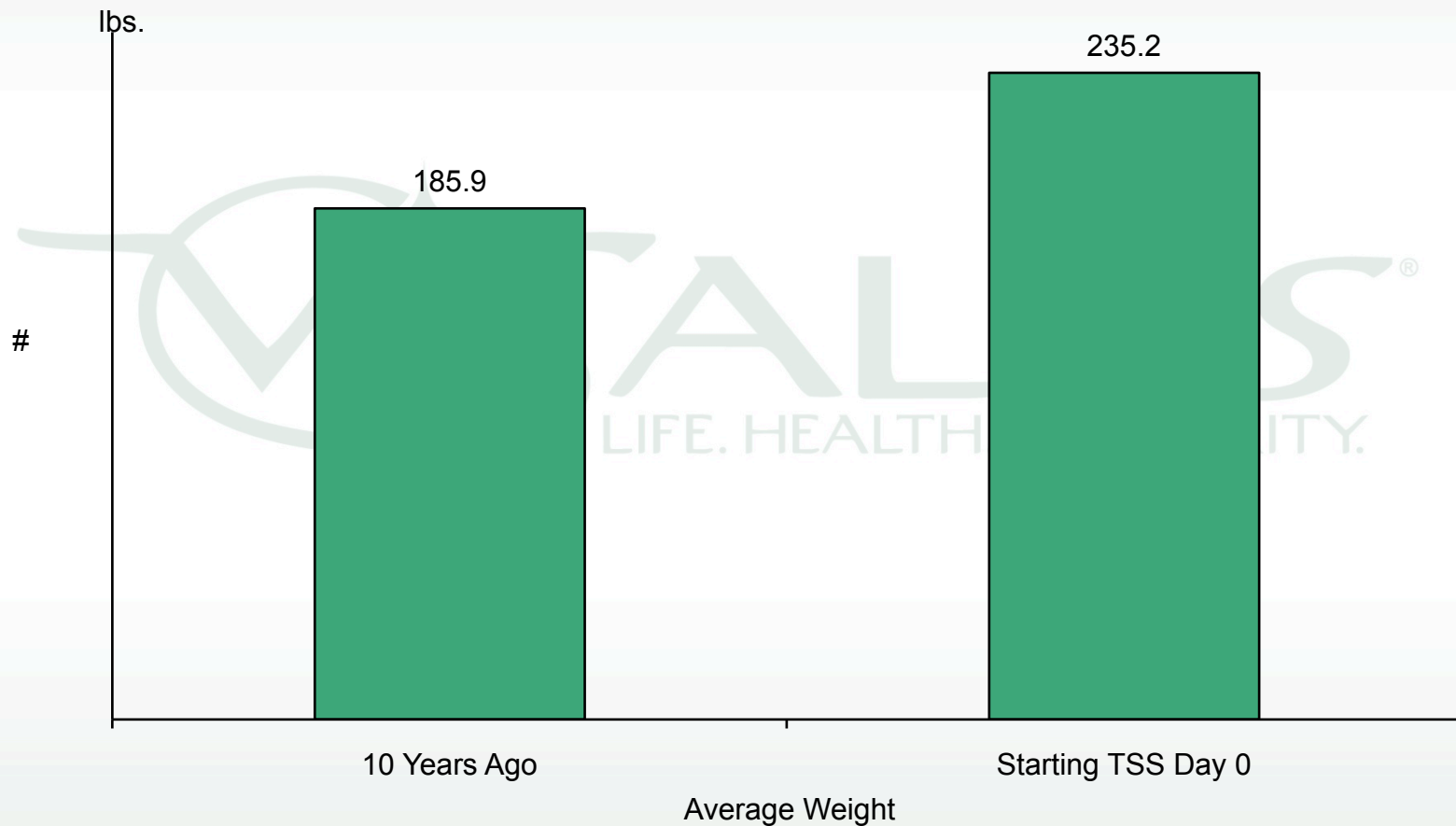
Base: 39 Participants.

Eating less and exercise were primary weight loss attempts.



Base: 39 Participants.

Participants claim to have gained almost 50 pounds on average over the past 10 years.



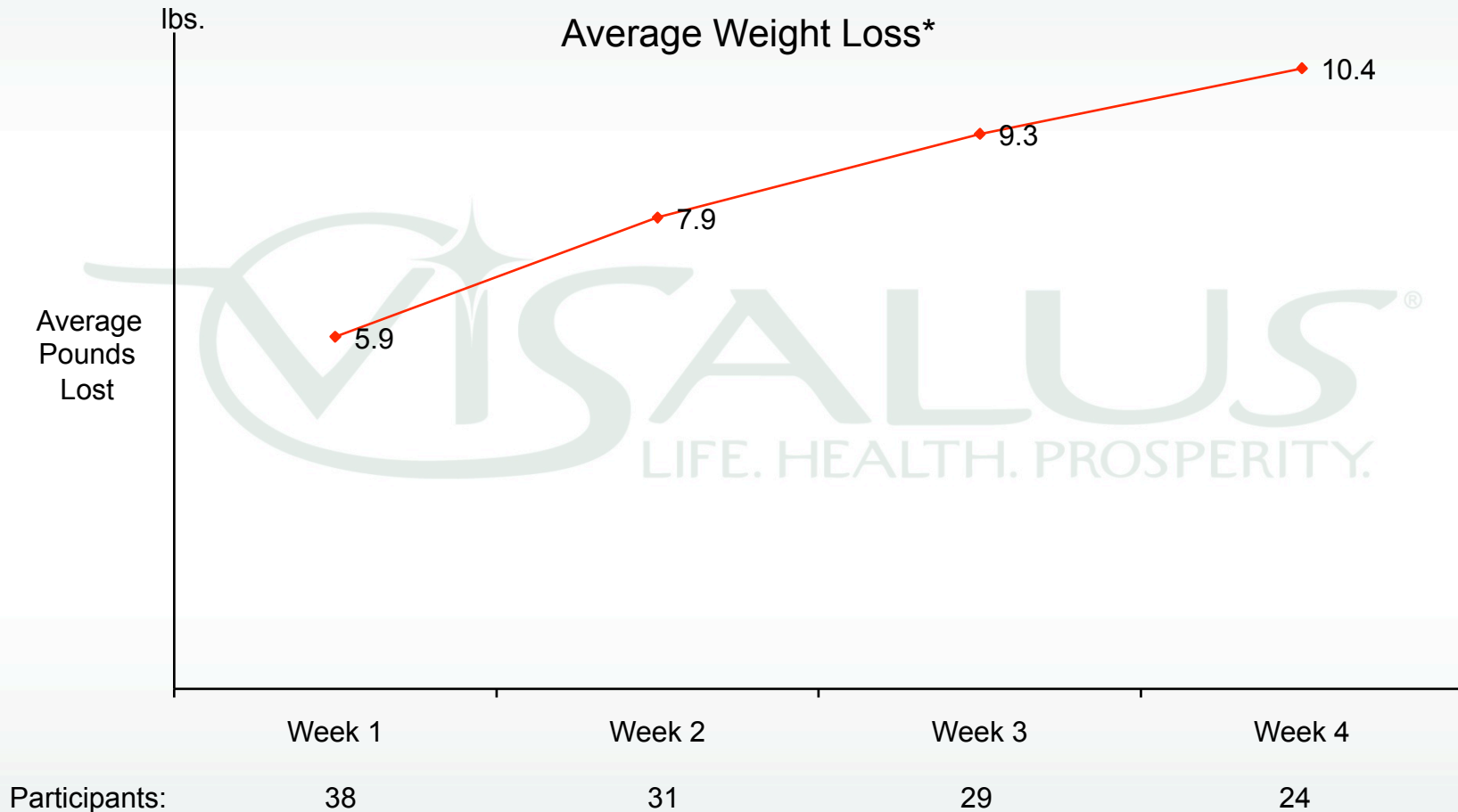
Base: 39 Participants.

Weight Loss Summary



TSS jumpstarts weight loss!

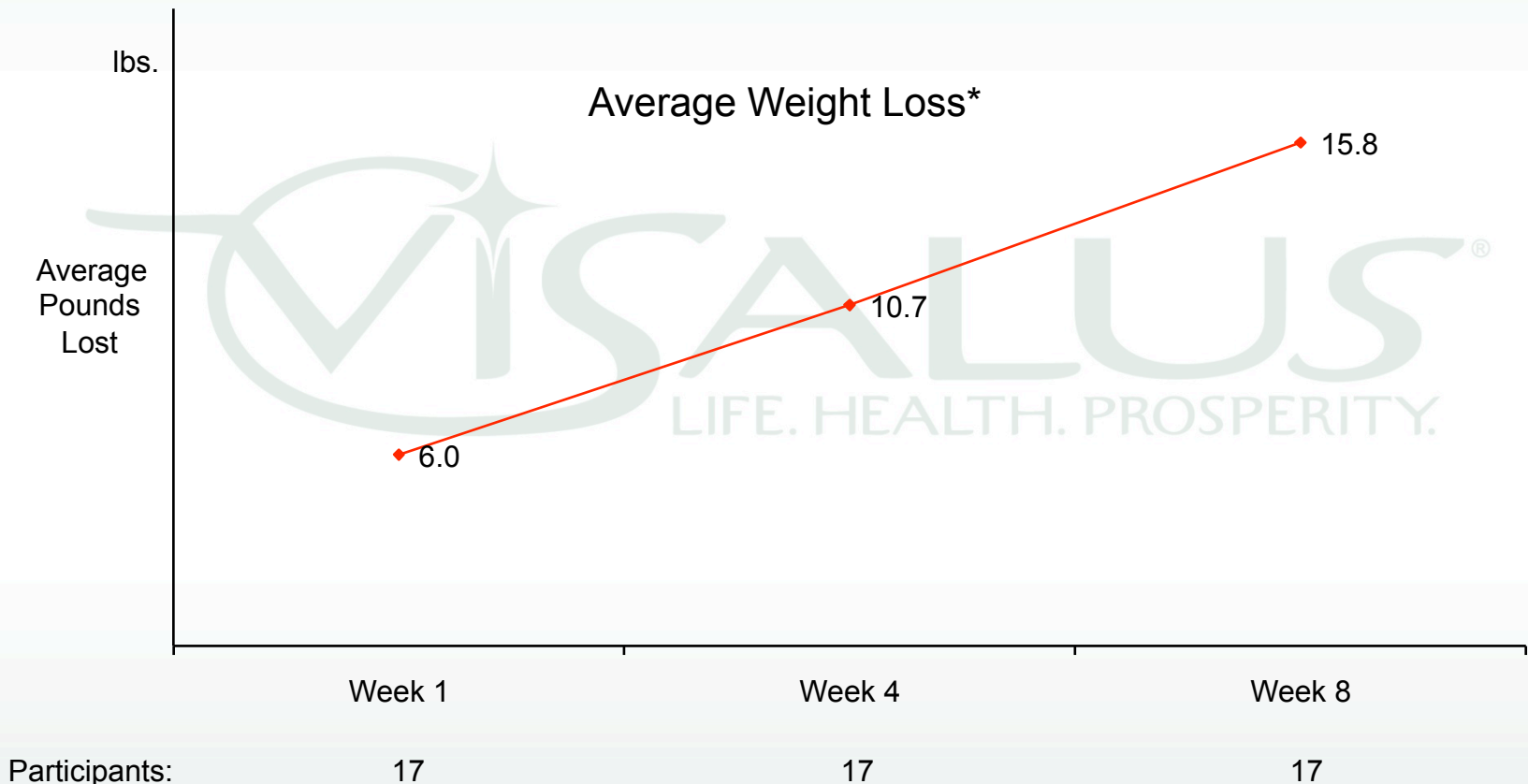
- Participants lost about 6 pounds in their first week.



*Note: Comparison made between Participant weekly weight to their baseline weight.

TSS provides a steady weight loss!

- Participants lost about 6 pounds in their first week and continued to lose 2 pounds per week for the 8 week trial. One person stayed on, losing 103lbs. in 10 months, without a plateau!



*Note: Comparison made between Participant weekly weight to their baseline weight.

Of the Participants who stayed with the program the full 12 weeks, average weight loss was over 23 pounds

- One participant lost 59 pounds over the 12 weeks timeframe.



*Note: Comparison made between same Participant weekly weight to their baseline weight.

By 12 weeks, Participants lost 12 inches off their chest/ waist/hips.



*Note: Comparison made between same Participant weekly chest/waist/hip measurements to their baseline.

**1 lb. of fat is about the size of a large grapefruit,
so participants see dramatic results!**

Program designed to burn fat, retain muscle
(participant lost 20 lbs. and many inches)



January 9, 2008



February 14, 2008



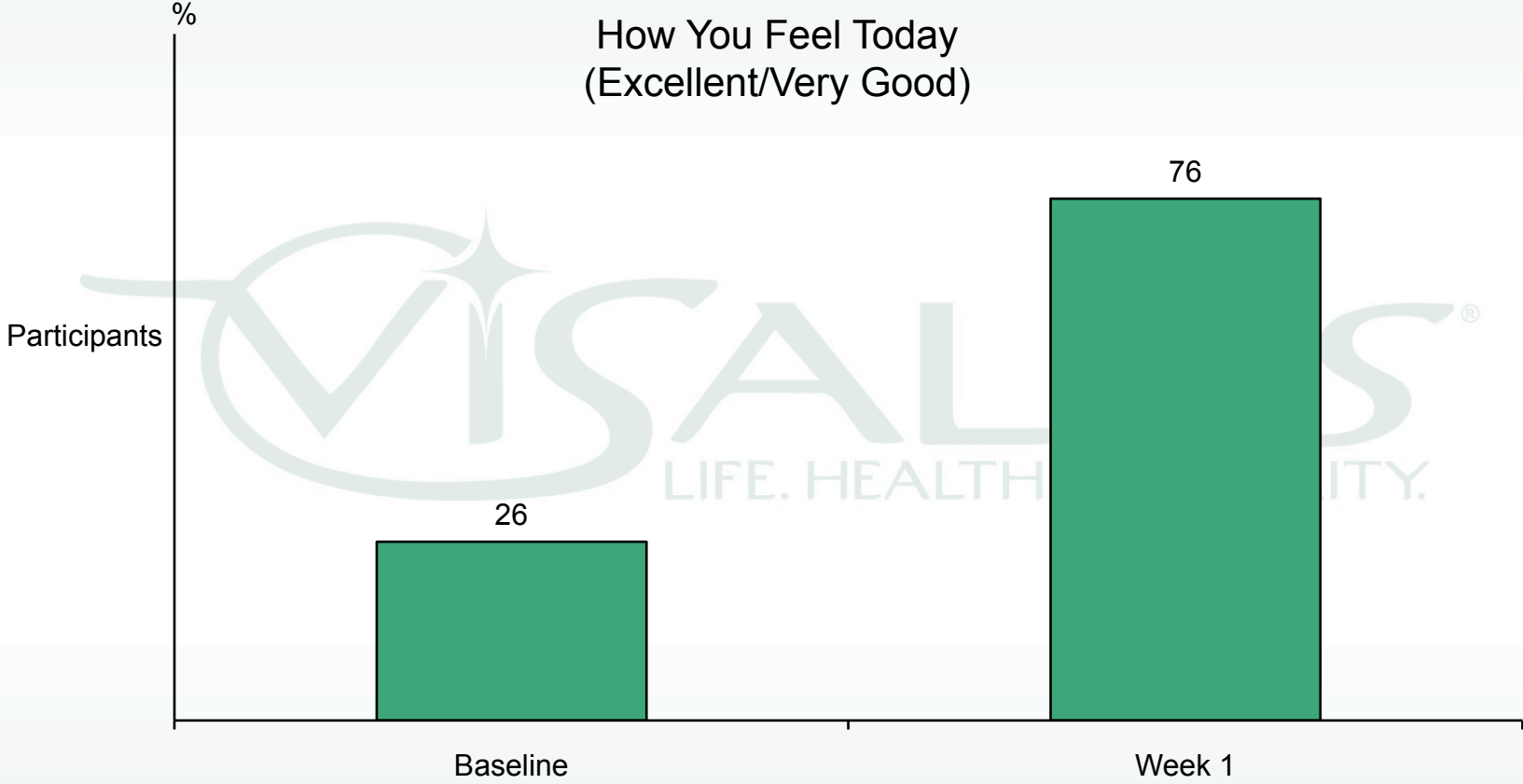
April 25, 2008



September 17, 2008

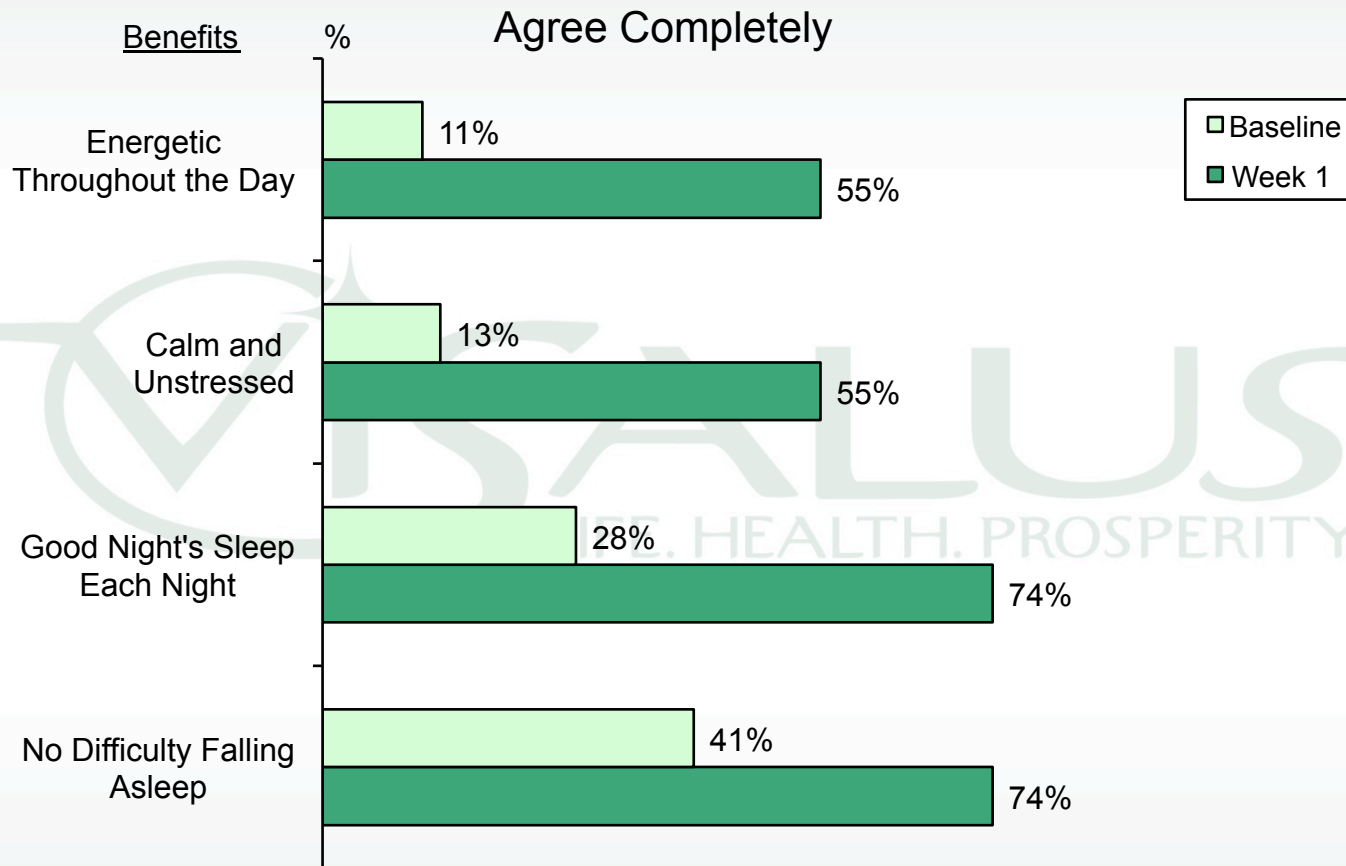
Weight loss of 21 lbs., shows a dramatic change
in inches and body composition

TSS helps overall well being in addition to weight loss!



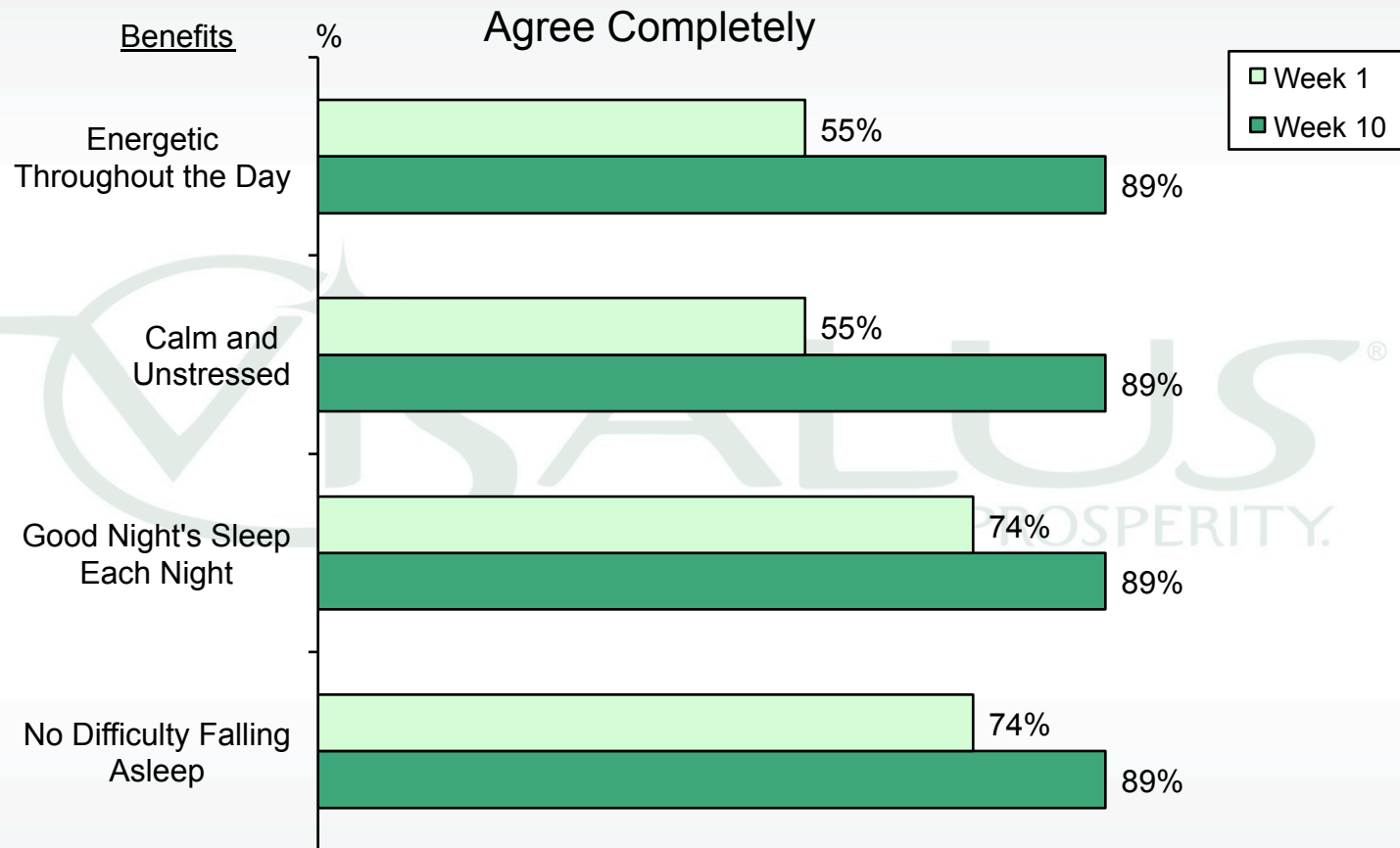
Base: 39 Participants.

TSS also helps energy levels and improving sleep patterns after 1 week use.



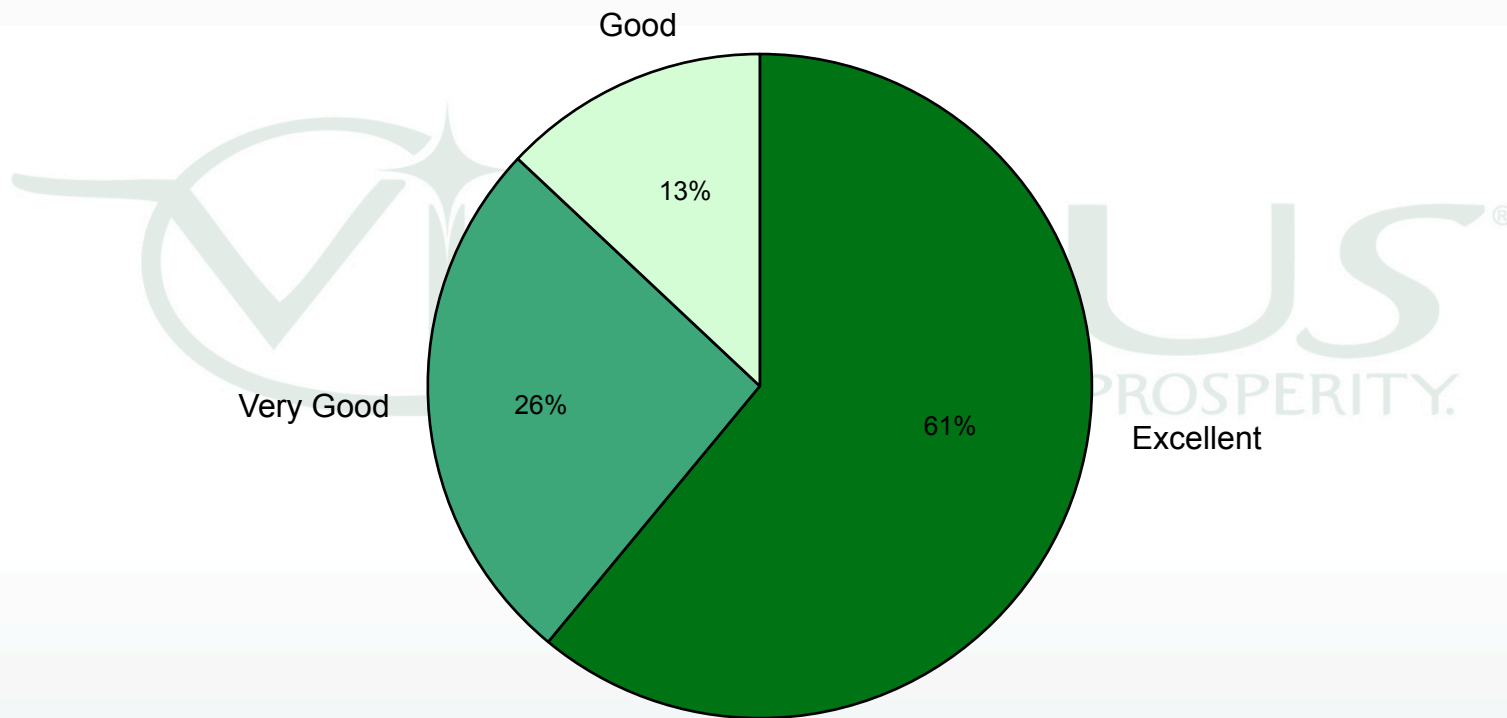
Base: 39 Participants.

Almost all Participants experience additional benefits of TSS after 10 weeks.



All Participants have positive ratings for the TSS Products!

Overall TSS Product Rating



Base: 39 Participants Week 1.