

THE MONAVIE RVLUTION

YOUR COMPLETE WEIGHT MANAGEMENT PLAN

DISCOVER HOW THE RVLUTION CAN HELP YOU
SUCCEED RIGHT HERE, RIGHT NOW!



Written by Mark MacDonald, RVL spokesperson and author of the NY Times best seller, *Body Confidence*

WANT TO LOSE WEIGHT, BURN FAT, BUILD LEAN MUSCLE, BOOST YOUR METABOLISM, AND INCREASE YOUR ENERGY? WANT TO FUEL YOUR WORKOUTS AND LOOK AND FEEL YOUR BEST WITHOUT RESTRICTION? THE ANSWER IS SIMPLE: STABILIZE YOUR BLOOD SUGAR WITH THE RVL WEIGHT MANAGEMENT SYSTEM AND THE RIGHT FOOD, AND ACHIEVE YOUR GOALS.

First, it's important to understand the role of blood sugar in your body. Glucose (or sugar) in your bloodstream is responsible for fueling your nervous system and creates the bulk of your body's energy source: ATP—the same energy required for every movement you make.

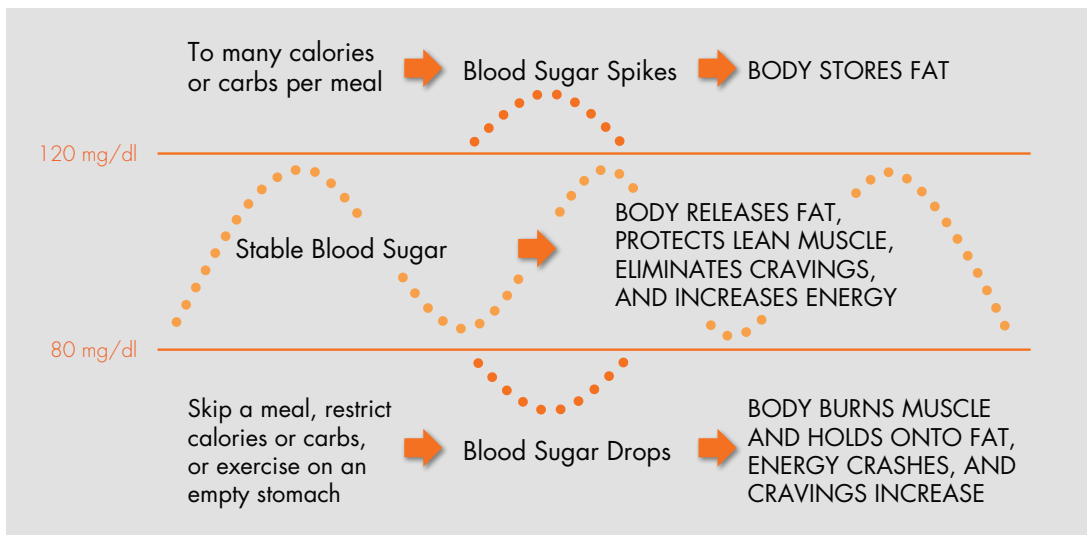
By stabilizing blood sugar levels with RVL products and the right food, you create balance (homeostasis) within your body. Your body then releases what it doesn't need, like stored body fat, toxins, and excess sodium, while protecting your lean muscle mass and igniting your metabolism.

Here's how it works: whenever you overeat or indulge in a carbohydrate-heavy meal, your blood sugar spikes (above 120 mg/dl) and your body stores fat.

Just the opposite happens when you skip a meal, eliminating the carbohydrates and calories your body needs to thrive, or work out on an empty stomach. Blood sugar levels drop too low (below 80 mg/dl) and your body is forced to burn lean muscle mass for fuel in place of body fat. This loss of lean muscle slows your metabolism, making it nearly impossible to reach your goals.

The fact is that, though many people eat "healthily," they fail to eat "correctly," inadvertently causing spikes and crashes in their blood sugar levels all day long!

Stabilizing your blood sugar (keeping levels between 80 and 120 mg/dl throughout the day) will naturally help you look and feel your best. You'll optimize your workouts by giving your body the fuel it needs. You'll burn body fat, protect and increase lean muscle mass, eliminate sugar (carbohydrate) cravings, boost your energy, and continually break through stubborn plateaus.

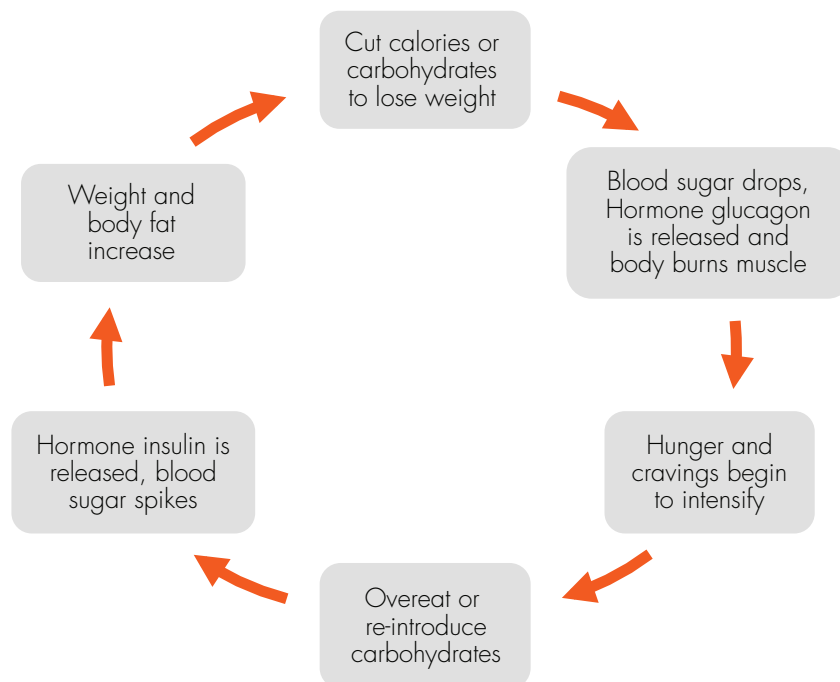


BLOOD SUGAR STABILIZATION VS. CALORIE & CARBOHYDRATE RESTRICTION

Restriction always fails. While restricting calories (calories in vs. calories out) or carbohydrates will initially cause weight loss, both methods will unfortunately lead to an immovable and impenetrable plateau once your body reaches its set point (the weight your body wants to weigh and where it gets stuck).

Even worse, calorie or carbohydrate restriction causes low blood sugar, leading to low energy levels, cravings, and, most importantly, a loss of lean muscle mass. Because fat is primarily burned within muscle, and muscle increases the rate at which your body burns calories, losing muscle slows your metabolism.

Inevitably, once you re-introduce the calories and carbohydrates you restricted (you can't starve forever!), you regain the weight plus extra body fat due to the loss of lean muscle mass and a slower metabolism. This makes it even more challenging to lose weight the next time around and leads to the yo-yo syndrome (weight loss followed by weight gain). Creating a calorie or carbohydrate deficit trains your metabolism to slow down, not speed up!



THE SOLUTION IS BLOOD SUGAR STABILIZATION.

Stabilizing your blood sugar creates internal balance and has the opposite effect on your body. When your blood sugar is stable, you will continually release stored body fat (each pound of stored fat has approximately 3,500 calories—that's a lot of fuel!), which is then burned up primarily within your muscle tissue during exercise and daily activity. Stable blood sugar also creates an anabolic environment (a positive growth state) to optimize cell reproduction, energy, focus, sleep and stress management.

In conjunction with exercise, stable blood sugar also helps build lean muscle mass. Male or female, muscle is your friend! In fact, one pound of lean muscle mass is three times smaller than one pound of body fat. If your goal is to be lean and toned, the key is burning body fat while protecting and increasing lean muscle mass. In short, stabilizing your blood sugar will help you to achieve your goals permanently!

THE THREE FACTORS THAT STABILIZE YOUR BLOOD SUGAR:

1. Meal Intervals. Your body is a "refuel as it goes" machine and needs to be fed consistently! Eat within one hour of waking and before exercise to kick start your metabolism and then every three to four hours throughout the day until bedtime. Your last meal should fall within one hour of going to bed to help prepare your body for fasting.

Frequent meals keep blood sugar levels steady and help to prevent you from overeating and spiking your blood sugar or skipping a meal and causing blood sugar to drop too low.

2. Nutrient Ratios. Each meal should have a balance of complete protein (either from animal or soy sources) with a small amount of healthy fat and a small amount of carbohydrates to keep blood sugar levels stable. It is critical to get the correct nutrients (protein, carbohydrates, and fat) in every meal.
3. Meal Size. Your body can only process a certain amount of food at once and eating smaller meals every few hours will keep blood sugar levels steady. Each meal should be roughly the same size (same amount of calories).

Consider the eating habits of an infant. An infant feeds every 3 to 4 hours, never over- or underfeeding. Babies eat when they feel hungry, and stop when satisfied. Babies are also fed on breast milk or formula, which are both a balance of protein, fat, and carbohydrates. From your first breath, this model is how your body is meant to be fed—it's the feeding rhythm your body needs to stabilize its blood sugar and optimally function on all levels. Yet, if this is the way the body is meant to be fed, why do we ever stop eating in that fashion? Stress, society, life, and lack of education become roadblocks that shift our focus away from eating correctly. The solution to these challenges is simple: get back to feeding your body the way it was always meant to be fed. The RVLution program will teach you exactly how to do this.

When Blood Sugar Is Stable



1) Fat Is Released into the Bloodstream 2) Muscle Absorbs Fat 3) Fat Is Burned as Energy

FAT FACT:

Every Pound of Fat Stores 3500 Calories

MUSCLE FACT:

Fat Is Primarily Burned in Muscle
More Muscle = Faster Metabolism

RVL IS THE KEY IN STABILIZING YOUR BLOOD SUGAR

We all live busy lives and time is our greatest commodity. Through all my years in coaching clients, the biggest challenges my clients experienced were eating five to six times a day and using a meal replacement shake or bar that tasted good, was nutrient dense, and was satisfying. With RVL, those challenges are a thing of the past! RVL products are quick and efficient meal options during the most difficult times to eat throughout the day—breakfast, mid-morning, mid-afternoon, and late night snack.

Stabilizing your blood sugar has never been easier than with the RVL products. In addition, the RVL line is, calorie for calorie, the most nutrient-dense meal replacement system on the market. Plus, it tastes great and will satisfy you until your next meal.

Remember, every balanced meal you eat will stabilize your blood sugar, boosting your metabolism and causing your body to burn body fat, fuel your lean muscle, and increase your energy levels. This is how you will take your body to the next level and achieve true body confidence—looking and feeling your very best.

THE 3 PHASES OF YOUR HEALTH JOURNEY

We all know life is a journey and, as I shared in section 1, the true reason diets fail is because they give you the wrong directions on that journey. It's time to get the right directions.

When you stabilize your blood sugar and optimize your exercise, you can take your body anywhere and achieve any health goal. With the right tools, your health success is limitless. I believe in pacing people and showing them each phase of their journey. Some of you may already be in the second phase or possibly the third phase of your journey. Wherever you are right now, the RVLution program will unlock your body's full potential.

Here are your three phases to the RVLution:

Phase 1: Weight Loss. If your goal is to lose weight and body fat, Phase 1 will turn your body into a fat-burning machine! During this phase you will create your health foundation. There are two main parts to your health foundation:

- 1- Knowing your “Why.” What is your reason and purpose for wanting to achieve body confidence? This is your driving motivation for achieving your health goals.
- 2- Developing your Body Confidence Plan. This is your game plan for achieving body confidence and reaching all of your health goals. Your Body Confidence Plan is designed to create a balanced internal environment in your body. It’s a plan that will evolve with you and provide the necessary guidance and structure to keep you in tune with your body. Your plan focuses on balancing the six components that primarily determine your body’s overall health—Sleep, Nutrition, Exercise, Supplements, Water, and Stress. Each component has a direct effect on how your body functions. Correctly implementing each component of your plan will be the determining factor in permanently reprogramming your metabolism and achieving your goals. In addition, a plan like this is like a blueprint for a house or a business—something you can always use as a reference point. It’s also a point to return to and adjust if something needs to change.

Phase 2: Break Through. This is a place dieting can never take you. You will plateau—plateauing is how your body protects itself. The key is knowing what to do to burst through that plateau. Phase 2 is all about optimizing each component of your Body Confidence Plan, so every plateau becomes a thing of the past.

Phase 3: Lifestyle—Forever succeeding with your health is accomplished by permanently infusing your program into your world. Phase 3 will lead you through the process of truly living the program and including your family and friends.

JOIN THE RVLUTION

Now, it’s time to take action and join the RVLution! The MonaVie RVLution is a 90-day, complete weight management plan that will provide you with the education and inspiration to take control of your health and achieve true body confidence—looking and feeling your very best. The next 90 days will be the beginning of your next health chapter. During your journey, I invite you to focus on three things:

1. **Show up**—Woody Allen says it best: “80 percent of success is showing up.” Showing up gets you—and keeps you—in the game.
2. **Reach for greatness**—We struggle as a society with our health because we have set the bar so low. Set the bar high and choose to be your best.
3. **Become an expert on your body**—The RVLution program provides you with the tools to understand your body and take your health to the next level. This knowledge empowers you to take your body to a place it’s never been before—the next level!

READY, SET, GO! THE RVLUTION BEGINS NOW!