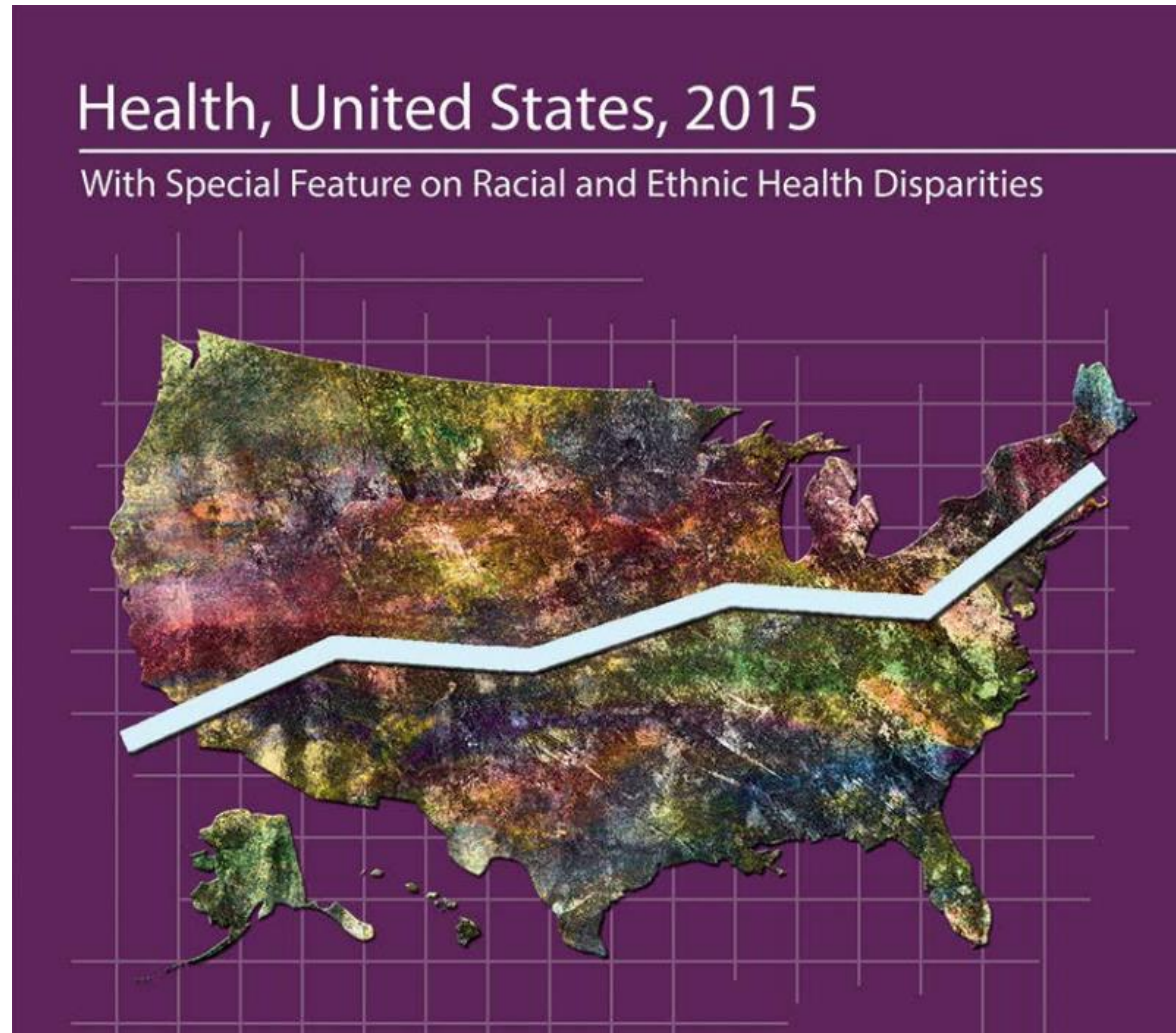


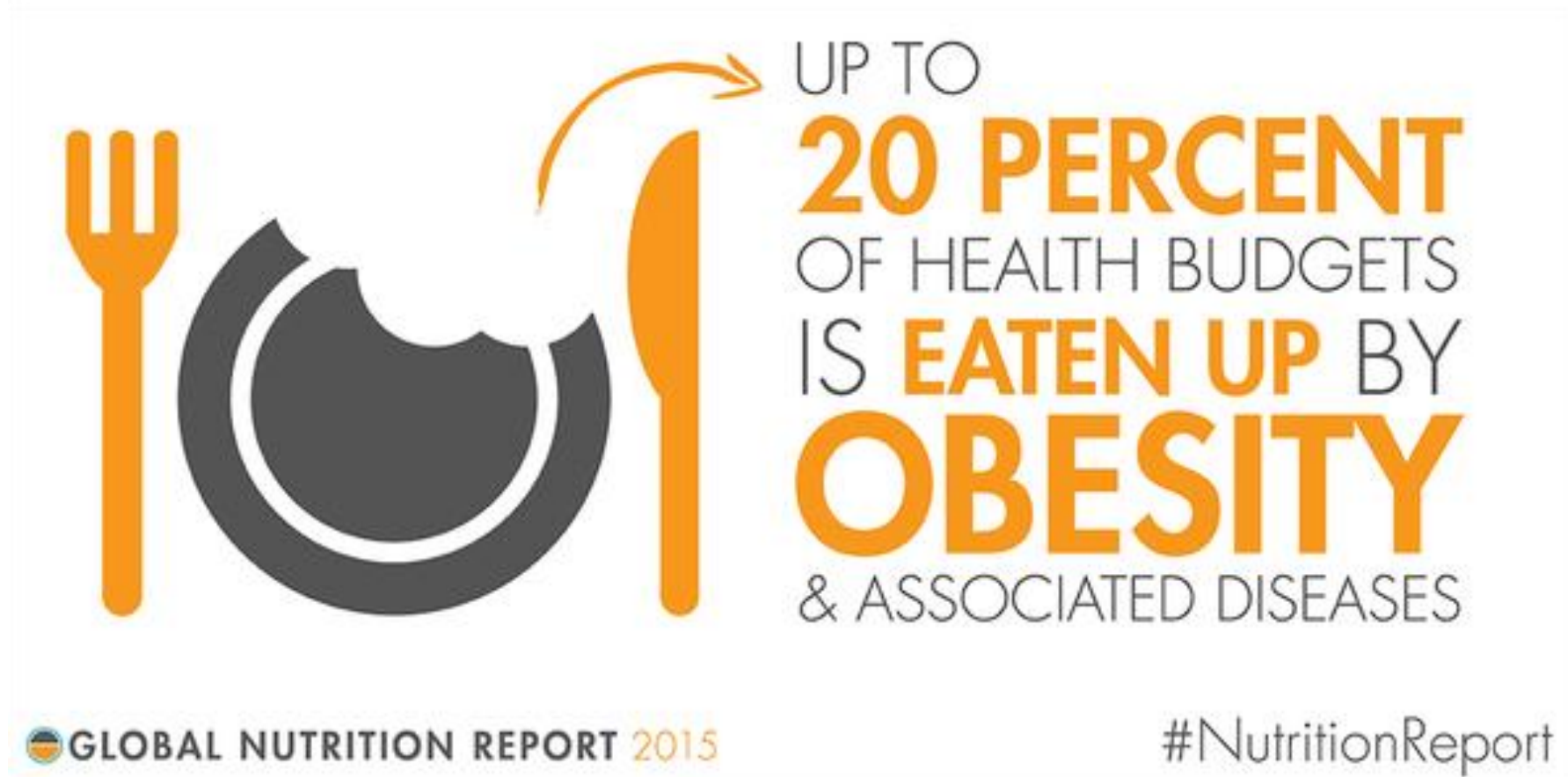


Helping The World Live Healthier

US and Global Obesity is Growing.



Obesity costs money and can
Result in Poor Health.



Obesity – 1 in 3 People

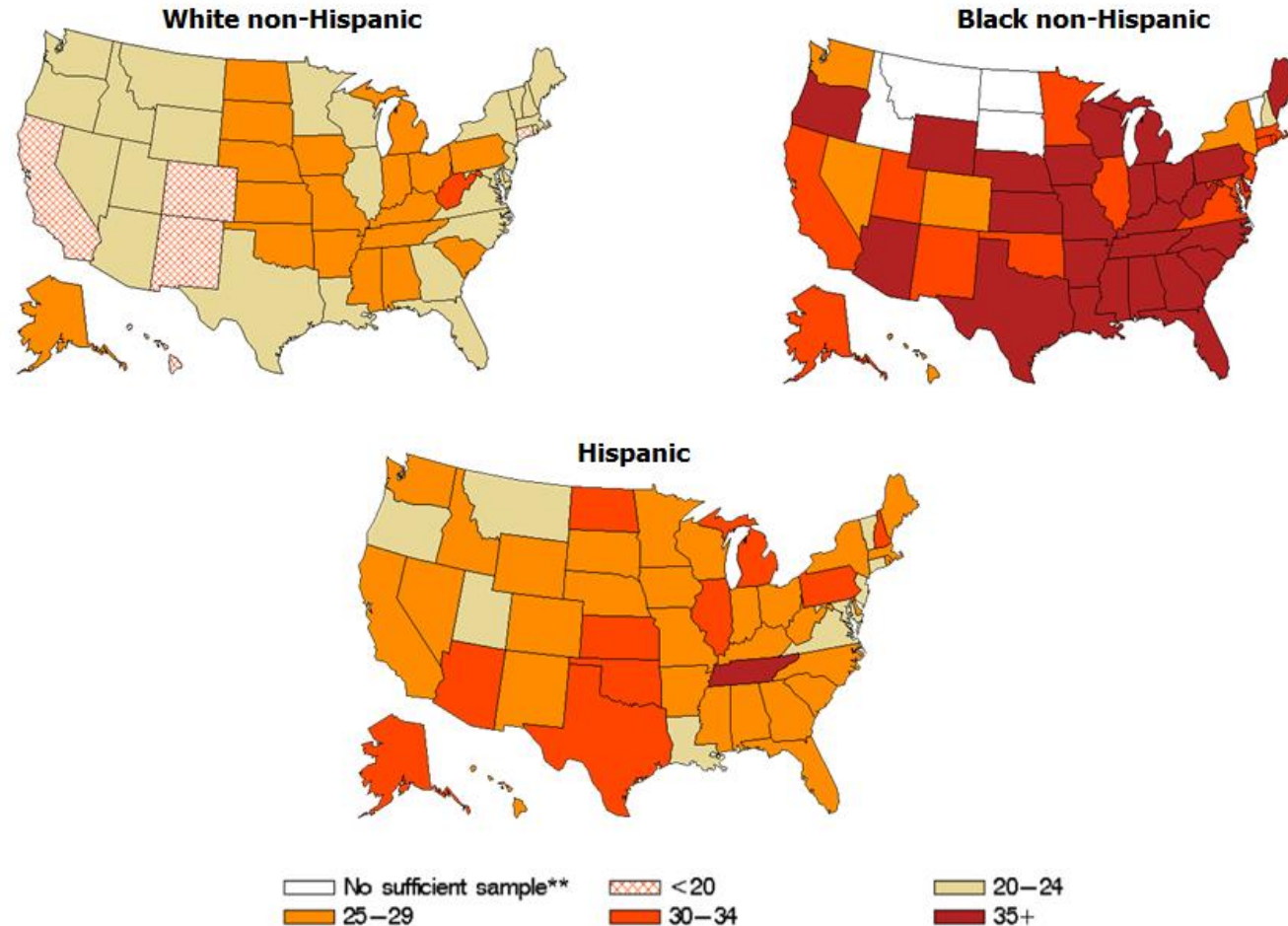
Need to Lose Weight:



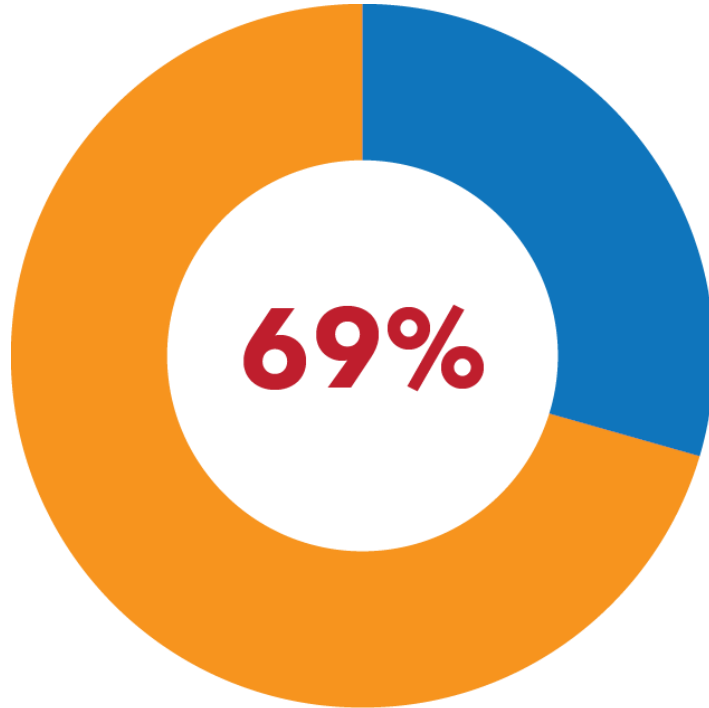
40% of the World Population is **Overweight**



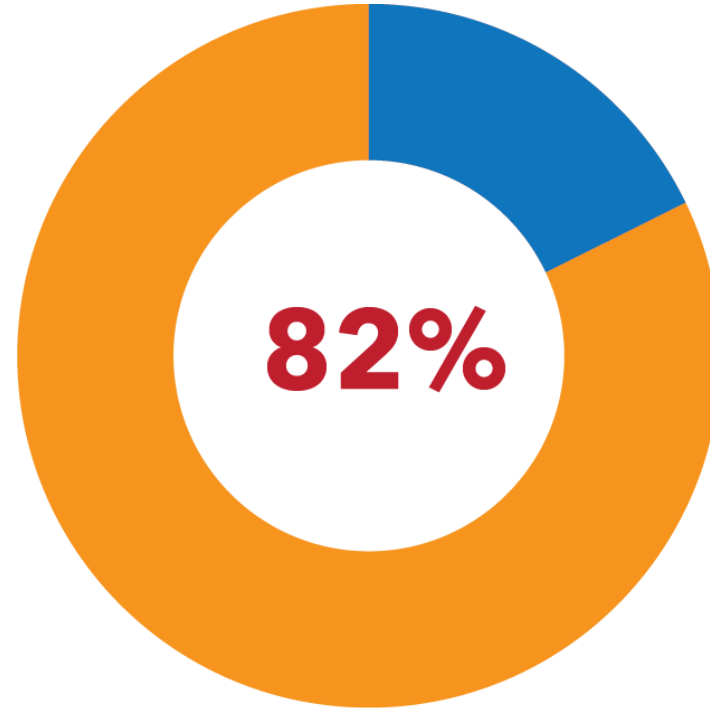
All Ethnicities Suffer – but Minorities Suffer More Overweight/Obesity:



African American Obesity or Overweight



Men



Women

Why is Obesity Growing?

We eat more sugar, salt and fat than ever before!

The average person eats 8oz.
Or 237ml of sugar a day.
That's **48 teaspoons** a day!

(In 1900 it was about 4 pounds,
in 1970's about 26 pounds.
Today it's about 150 pounds a
year per person!)



<http://www.cdc.gov/nchs/fastats/diet.htm>

<http://www.fitness.gov/resource-center/facts-and-statistics/>

<http://healthyeating.sfgate.com/fda-recommended-sodium-intake-1873.html>

<http://www.cbsnews.com/news/cdc-80-percent-of-american-adults-dont-get-recommended-exercise/>

Why is Obesity Growing?

The average person gets **40% more** sodium than they should per day - 3400 mg per day.

The average person eats 5oz./161 gr of fat per day, up from 140 gr in 1990. That's 32 teaspoons a day!



<http://www.fitness.gov/resource-center/facts-and-statistics/>

<http://www.cdc.gov/nchs/fastats/diet.htm>

<http://healthyeating.sfgate.com/fda-recommended-sodium-intake-1873.html>

<http://www.cbsnews.com/news/cdc-80-percent-of-american-adults-dont-get-recommended-exercise/>

We Eat A lot of **Beige Food**



How
ORGANO™
Can Help

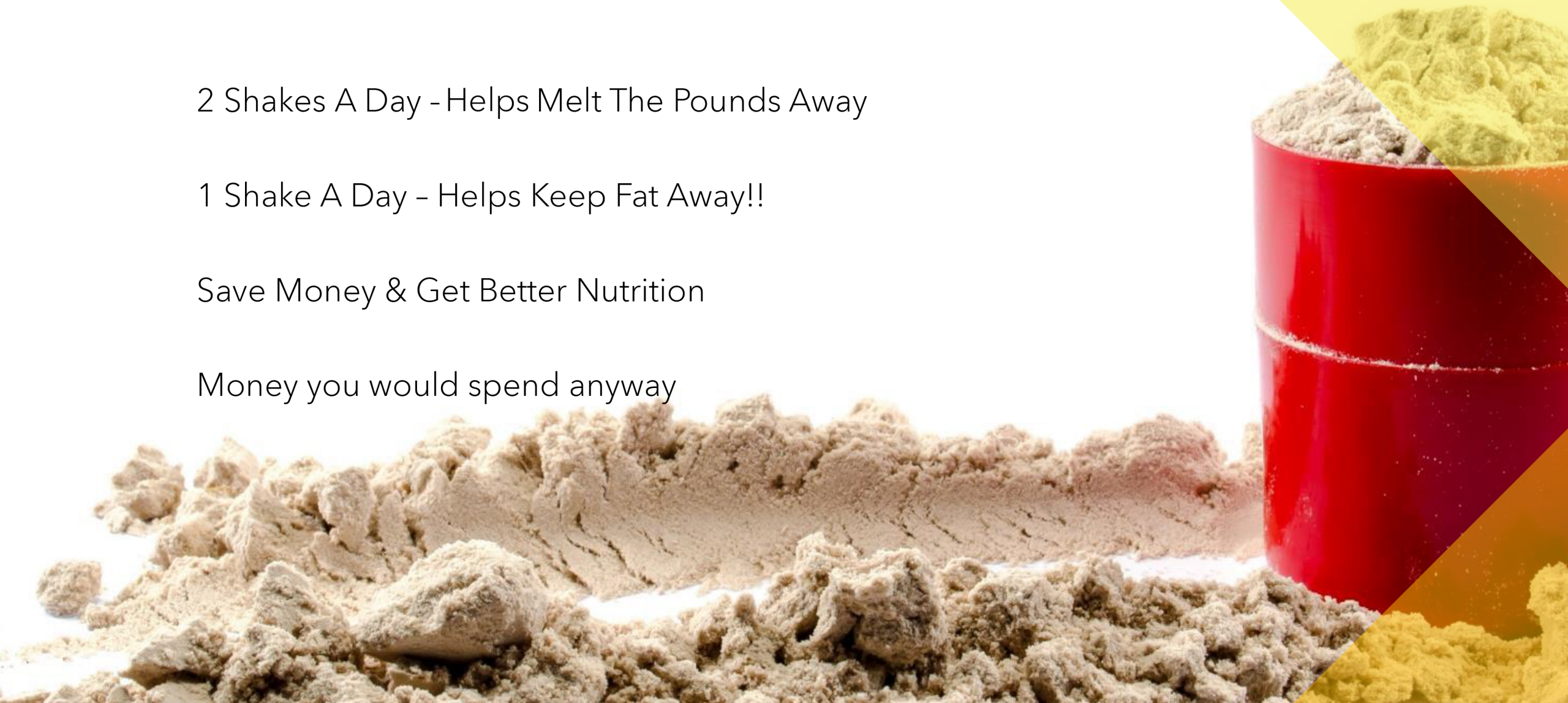
How Do I Use? **It's SIMPLE**

2 Shakes A Day - Helps Melt The Pounds Away

1 Shake A Day - Helps Keep Fat Away!!

Save Money & Get Better Nutrition

Money you would spend anyway



Why OGX?

Lower carbs, Natural sugar, Lower Sodium, rBGH Free, and TASTES Amazing!

Vanilla Shakes								
		USA	USA	USA	USA	USA	USA	USA
Autoship Pricing	OGX™ Fenix	ViSalus™	Herbalife™	Shaklee®	BeachBody®	Amway™	Isagenix®	Jenuesse™
Shake Comparison	<u>Vanilla</u>	<u>Vi-Shape</u>	<u>Formula 1</u>	<u>180 Whey</u>	<u>Shakeology</u>	<u>Body key</u>	<u>Isalean</u>	<u>Zen Bodi</u>
Retail Price	\$2.27	\$2.60	\$1.63	\$3.84	\$4.33	\$2.81	\$3.71	\$5.00
Wholesale Price	\$1.60	\$2.70	\$1.09	\$3.26	\$4.33	\$1.97*	\$3.57	\$3.57
Calories	110	90	90	180	130	110	240	140
Protein (gr)	13 gr	12 gr	9 gr	16 gr	16 gr	16 gr	24 gr	21 gr
- labeled rBGH Free	YES	NO	N/A	NO	NO	NO	YES	NO
Fat (gr)	1.5 gr	1 gr	1 gr	2.5 gr	2 gr	3 gr	5 gf	4 gr
- Sugar	7 gr	0 gr	9 gr	16 gr	7 gr	<1 gr	11 gr	1 gr
- Prebiotic fiber	YES	YES	YES	NO	YES	YES	NO	YES
Sodium	115 mg	75 mg	95 mg	200 mg	200 mg	220 mg	240 mg	95 mg
Non GMO	YES	NO	NO	NO	NO	NO	NO	NO
Ganoderma	YES	NO	NO	NO	YES	NO	NO	NO

http://www.vi.com/products/vi-shape-nutritional-shake-mix					
http://catalog.herbalife.com/Catalog/en-US/Weight-Management/Formula-1/Formula-1-Healthy-Meal-Nutritional-Shake-Mix					
https://www.shaklee.com/us/en/shop/healthyweight/shaklee180meals/product-_p_shaklee-180-whey-smootheep					
http://images.beachbody.com/tbb/store/shakeology/pdf/shakeology_vanilla_supp_facts.pdf					
http://www.amway.com/Shop/Product/Product.aspx/BodyKey-French-Vanilla-Meal-Replacement-Sh					
http://www.isagenix.com/en-US/products/categories/individual-items/isalean-shake					
http://www.jeunesse.solutions/zen-pro					
*Amway Body key is \$78.75 USA retail. est. 25% off for Autoship					

Features & Benefits

Each OGX Fenix™ Shake provides:

Whey Protein Concentrate – **Certified rBGH FREE**

Prebiotic Fiber for digestive health, immune support

Only 7 grams of sugar, and stevia. Creamy flavor, not too sweet.

Customizable. Mix in milk for a meal, add to coffee for extra protein.

Make your own custom smoothie.

Contains Ganoderma

Available at launch in Chocolate and Vanilla Flavors.



Features & Benefits

Key Ingredients

1. **Protein – 13 Gr of Whey Protein Concentrate** – a superior biological protein that can help support lean muscle, help you fight hunger, and deliver great tasting nutrition, fast. Certified to come from cows that are not injected with artificial growth hormones, so it is rBGH free.
2. **Prebiotic Fiber – 3 gr Fibersol® -2** - for a healthy “gut feeling”. This clinically studied prebiotic fiber supports the growth of healthy gut bacteria called ‘probiotics’, which support digestive health, immune system, and more.
3. **Natural sugar- only 7 grams of sugar** from evaporated cane juice, this is a combination of glucose (for energy) and fructose (lower GI sweetness).



Features & Benefits

Key Ingredients

1. **Electrolytes** – Sodium, Potassium– contains Sea salt, and is lower sodium than other brands, these are important for the cells in the body to function and allow the body to work. Electrolytes are critical in allowing cells to generate energy, maintain the stability of their walls, and to function in general. They generate electricity, contract muscles, move water and fluids within the body, and participate in myriad other activities.
2. **Ganoderma** – adds a little flavor, texture, and is one of our signature ingredients.



Build A Better Breakfast

Better Nutrition, Less Money

	OGX™ Fenix	McDonald's ®	Starbucks ®	Jamba Juice ®
	Shake & 8 oz Non Fat Milk	Egg McMuffin	Morning Bun	Protein Berry Smoothie
Cost	\$2.52	\$2.79	\$3.45	\$5.49
Calories	193	310	350	290
Sugar	19 gr (includes milk)	2 gr	19 gr	48 gr
Sodium	218 mg (includes milk)	730 mg	330 mg	170 mg
Carbohydrates	23 gr (11 from shake mix)	29 gr	45 gr	56 gr
Fat	1.5 gr	30.5 gr	16 gr	1 gr
saturated fat	1 gr	16 gr	9 gr	0
Fiber	3 gr	1 gr	2 gr	3 gr
Protein	21 gr	21 gr	6 gr	16 gr
Ganoderma	YES	NO	NO	NO
Prebiotics	YES	NO	NO	NO

http://www.mcdonalds.com/us/en/food/product_nutrition.breakfast.46.egg-mcmuffin.html
<http://www.starbucks.com/menu/food/bakery/morning-bun>
<http://www.jambajuice.com/menu-and-nutrition/menu/smoothies/functional-smoothies/protein-berry-workout>

Save money

More protein

Less sugar

Better nutrition

Fewer Calories

Healthy Never Tasted So Good!

Recipes: So many ways to enjoy a delicious shake!



Iced Coffee

1 scoop (1 serving) OGX Fenix™ Nutritional Shake Mix
8-10 oz. (300 ml) of non-fat or partially skimmed milk
1 packet OG Black Coffee or 1 packet King of Coffee
3-5 ice cubes

Blend and enjoy

Healthy Never
Tasted So Good!



Healthy Chocolate Milkshake

1 scoop (1 serving) OGX Fenix™ Nutritional Shake Mix

8-10 oz. (300 ml) of non-fat or partially skimmed milk

1 tbsp. raw cacao

½ tsp. vanilla extract

3-5 ice cubes

Blend and enjoy

Healthy Never Tasted So Good!



Cinnamon Bliss

1 scoop (1 serving) OGX Fenix™ Nutritional Shake Mix

8-10 oz. (300 ml) of non-fat or partially skimmed milk

2 tbsp. cinnamon

1/2 tsp. vanilla extract

3-5 ice cubes

Blend and enjoy

Healthy Never
Tasted So Good!



Very Berry

1 scoop (1 serving) OGX Fenix™ Nutritional Shake Mix

8-10 oz. (300 ml) of non-fat or partially skimmed milk

½ cup frozen mixed berries (or any type of berry)

3-5 ice cubes

Blend and enjoy

The background features a series of diagonal stripes in various shades of yellow and a solid black triangular shape on the right side.

Does it Work?

"My journey so far has been amazing. The shake has made my life much easier since I don't have to spend any time thinking about what to eat."

- Nikki Ideta

"It is so convenient to use the shake as a meal replacement. It's the perfect combination of satisfying and delicious."

- Kohl Martin

"Taking the shake has made me feel great. I'm lighter, full of energy, and I feel like my body is in great condition."

- Domingo Herrera

"I take the shake every morning and at night. It's a product that keeps me satisfied because it's light, gives me no anxiety, and curbs my hunger."

- Jacob Camacho

"I feel light, fulfilled, and boosted with energy taking my OG Shake twice a day. From this point on, I can't see myself without it."

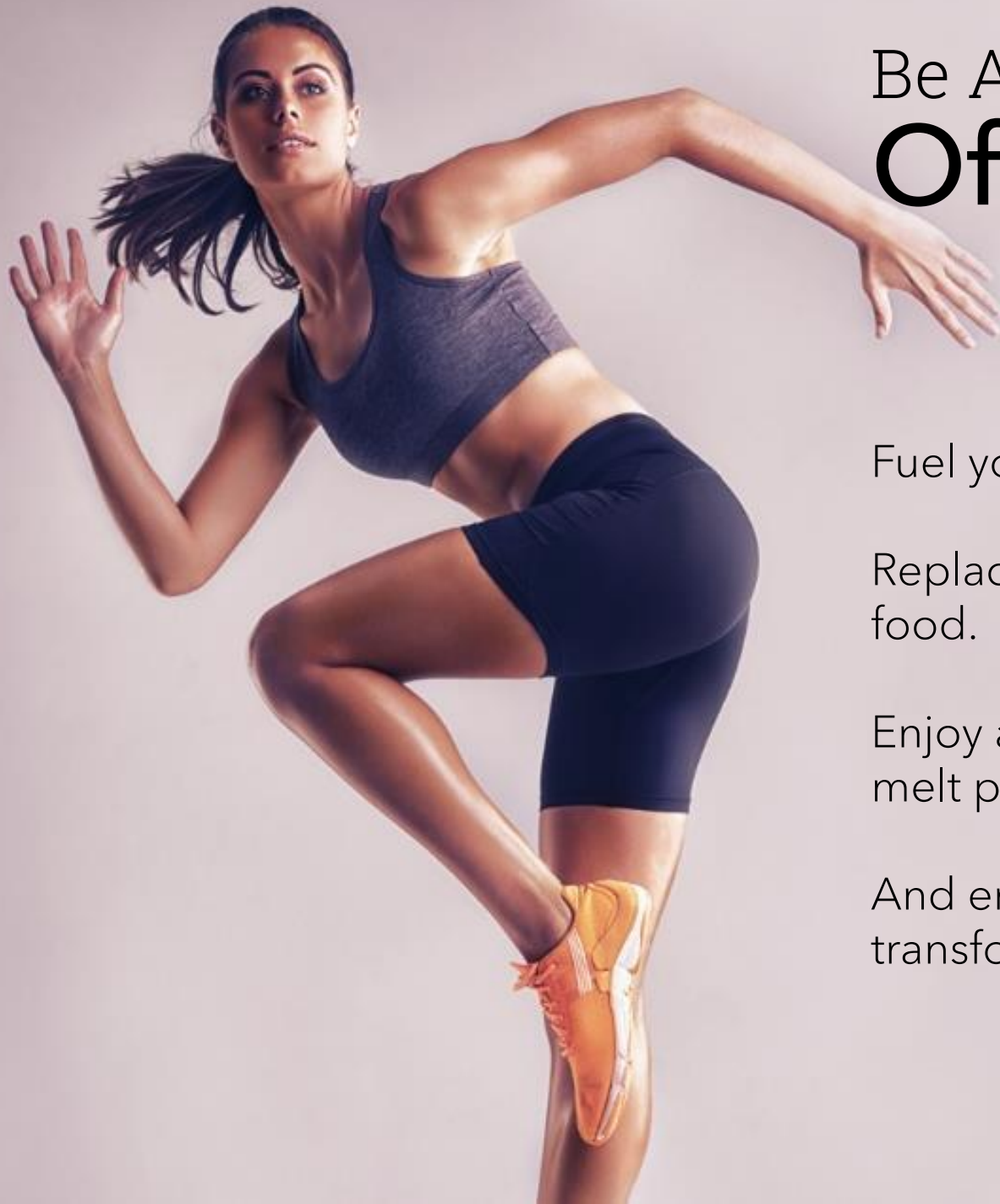
- Talitta Camero

"The shake is simple to prepare, offers a balanced and nutritional meal, and has an amazing taste. It's the perfect meal!"

- Juli Garrido

The background is composed of several overlapping geometric shapes. A large, bright yellow triangle occupies the left and bottom-left portions. A darker yellow triangle is in the top-right. A black triangle is in the bottom-right. The text is centered in the white space between the yellow triangles.

How to Sell?



Be A Product Of The Product

Fuel your Body With Good Nutrition – And SAVE \$.

Replacing money spent on unhealthy foods, with healthy food.

Enjoy a Shake – 1x a day to keep the fat away, 2x a day to melt pounds away.

And enjoy coffee, tea between shakes to help boost your transformation.

Ask 4 Questions

1. Do you or anyone you know worry about their weight?
2. Do you or anyone you know worry about getting good nutrition and enough each meal?
3. Do you want to save money on your grocery bills?
4. Would you like a way to make meals, fast, that are good for you?

Over 2/3 of adults are overweight or obese. 40% of the world population is overweight or obese.

Being overweight puts you at risk for 53 health issues.

Respond With

When they say yes – you say:

1. Great. Can I invite you to an OG Mixer to try not only the OGX Fenix™ Shake, but other healthy products?
2. Can I make you a smoothie to take to work?
3. Do you like chocolate? Or Vanilla?

Also ask:

1. Do you drink coffee or tea?
2. **When they say yes** – great. We have an amazing coffee, green tea, and red tea – and studies show these can help you when you are trying to manage your weight. Can I give you a sample of this, and get your feedback on how you like the taste, and how it makes you feel?

Key Points To Communicate

1. It's simple to use, simple to make.
2. It Saves \$.
3. It Tastes Great.
4. Lose or Maintain Weight. 2 x a day, or 1 x a day. You have to eat, and you may as well eat healthy for less money.
5. Better Nutrition – You will look and feel better.



