

# My Victory Weight Control Plan

**CONTROL CRAVINGS. BOOST BURN.\***



## Positioning Statement

Are you tired of investing time and money in one weight loss plan after another, only to discover that they don't really work for you? Get ready to learn how to effectively manage your weight with a revolutionary weight management plan—My Victory Weight Control Plan from Pharmanex. This unique weight management program takes the guesswork out of weight loss and empowers you with information that puts you in control. It enables you to create and manage the deficit between calories in (consumed) and calories out (burned) for greater weight management success.

Control calories in with My Victory AC Complex and AC Shake. When the supplement and shake are used together they deliver powerful craving control for your very own weight loss success.\* Pharmanex provides the TrueDose Guarantee\*\*—with My Victory you get 100 percent of a clinically effective dose.

**\*\* TrueDose Guarantee.** My Victory products are supported by the TrueDose Guarantee, which means active ingredients at active levels. When My Victory AC Complex and AC Shake are used together they provide 100 percent of the clinically effective doses of garcinia, gymnema, and forskohlii extracts.

Track calories out with the help of the GoWear™<sup>†</sup> Fit Armband. A personal calorie management device, the armband measures the amount of calories you burn throughout the day and provides daily feedback for personal accountability. The My Victory Weight Control Plan celebrates the daily victories associated with weight loss. With daily feedback you can celebrate today's efforts or course correct for a victory tomorrow. Small victories lead to big victories, lifestyle change, and a lifetime of success. What will your victory be?

## Concept

Experts agree that weight loss is a simple equation—burn more calories (calories out) than you consume (calories in) and you will lose weight: calories burned > calories consumed = weight loss. Unfortunately, this is not easy to do. So many consumers turn to structured diet programs, pharmaceuticals, and dietary supplements to help with their weight loss efforts, only to find they still have cravings and feelings of hunger. Of the millions of people trying diet products and programs every year, some find success in the short-term but quickly gain back the weight. When individuals are unsuccessful in these programs, they often blame themselves for lack of motivation, which can lead to a sense of failure, a loss of control, and weight gain.

In reality, many traditional weight loss programs fail because they lack a simple, yet motivating way for a person to control both sides of the caloric equation. Most programs and pills focus only on calories in and lack an easy way to measure calories out. Since they don't address both sides of the weight loss equation, they rarely modify long-term behavior.

In addition to the My Victory products, an online support community is waiting to share stories and support to help increase your success as together you travel on the weight loss journey. We also have an easy to follow weight control eating plan to help change and improve your eating habits. This unique weight control plan helps you overcome many of the pitfalls of traditional diet programs by providing the information you need to make everyday choices about what to eat or how much to exercise. In fact, in a recent study with the My Victory Weight Control Plan, 93 percent of study participants said this program was more effective for them than other commercial programs they've tried in the past, while 94 percent said the program changed their lives and they will continue with the diet and lifestyle changes they made during the study.<sup>1</sup>

<sup>†</sup>GoWear™ is a trademark of BodyMedia, Inc. All rights reserved.

\*This statement has not been evaluated by Health Canada. This product is not intended to diagnose, treat, cure, or prevent any disease.

# My Victory Weight Control Plan

## Primary Benefits

**Control cravings.** Curb your cravings with My Victory AC Complex and AC Shake, which feature a proprietary appetite control blend to protect against hunger in three ways: suppressing appetite, balancing blood sugar, and promoting satiety or the sense of feeling full. Active ingredients are included in both the complex and shake to provide help in controlling cravings throughout the day. Plus, a simple 3-2-1 eating plan, featuring three snacks, two AC Shakes, and one sensible meal, also helps control cravings and promote satiety.\*

**Boost burn.** Wouldn't it be great to know when there is a deficit or surplus between your calories in and calories out? With the GoWear Fit Armband and your daily input to the My Victory website, you can see results of your weight loss efforts by knowing calories burned anytime during the day. In addition to appetite control, AC Complex and AC Shake also help burn calories by boosting metabolism, helping maintain healthy lean muscle mass, and aiding energy levels. And you choose the level of support you want with an online community, one-on-one counseling, and monthly conference calls.

## What Makes This Program Unique?

My Victory is a program with a difference that can be demonstrated when you visibly see the calories you consume and the calories you burn each day. Calories consumed are controlled with the proprietary My Victory AC Complex and AC Shake.\* Calories burned are tracked with the GoWear<sup>®</sup> Fit Armband, which is available by means of a strategic partnership between BodyMedia and Pharmanex—a company with a proven track record of developing products and technologies with the highest quality, safety, and efficacy.

## Who Should Use This Plan?

Any adult who wants to achieve or maintain a more healthy weight.

## Did You Know?

- North Americans know they need to reduce calories in their diets, but aren't sure how to do it. In a survey conducted by the International Food Information Council, 60 percent of people surveyed reported they try to lose weight by making an effort "to reduce the number of calories" they consume. However, only 11 percent are successful in their efforts.
- Obesity increases the risk for health conditions like hypertension, dyslipidemia, type II diabetes, coronary heart disease, stroke, gallbladder disease, osteoarthritis, sleep apnea, respiratory problems, and some cancers (like endometrial, breast, and colon).
- Within Canada, the number of overweight and obese people has more than doubled between 1985 and 1998.

- Globally, the World Health Organization estimates the overweight population is 1.6 billion and that 400 million adults (age 15 and older) are obese.

## Frequently Asked Questions

### *How do I follow the My Victory Weight Control Plan?*

Control your calories in by following the 3-2-1 eating plan, which includes using My Victory AC Complex and AC Shake. Control your calories out by wearing the GoWear Fit Armband and monitoring your daily calorie balance on the My Victory website. Self-correct as needed to stay on track and reach your weight loss goals. For maintenance, continue to control calories in with one AC Shake daily and track calories out by wearing your GoWear Fit Armband.

### *How much weight will I lose on this plan?*

This depends on your individual weight loss goals, your commitment to following the plan, and your personal motivation. We provide you with simple tools to put you in control. In a recent study, participants in the My Victory Weight Control Plan lost an average of 22 pounds over a period of 12 weeks with two participants losing more than 50 pounds!

### *Are there any complementary products that work with this plan?*

LifePak<sup>®</sup> products, DuoLean<sup>®</sup>, Xoi Bar<sup>™</sup>, and G3 are all complementary products which can be used with My Victory products.

### *Is this plan safe?*

Yes. The ingredients comprising My Victory AC Complex and AC Shakes have been shown to be safe in studies. No serious side effects or safety concerns have been found when the products have been used as directed.

## Studies

1. The Lose2Win (L2W) open label study included 40 male and female participants who tried the program for 12 weeks. Participants were Nu Skin Enterprises' employees and Distributors. The Lose2Win open label study and contest was conducted from April 2007 to July 2007 in Provo, Utah.

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