The Right Approach: Lose Weight, Lose Fat, Go Double!

Dr Joseph Chang, Ph.D.
Chief Scientific Officer and Executive Vice President,
Product Development
Nu Skin Enterprises
"WE TRIED HUNTING AND WE TRIED GATHERING, BUT NOW WE USUALLY EAT OUT."
Losing weight requires a mindset change

- Wear clean underwear
- No more night supper
- Stop eating durians
- Resolve to wear a Speedo at the beach
- Stop mistress (wife) nagging
- Stop celebrating Malaysia festivals
- Don’t eat while playing mahjong
- Go on a guilt trip

Lose weight
In the 1950s, women kept fit on a diet of hard work. CELIA HALL compares the eating and movement habits of women today and those of the past.

**Faster and fatter**

The labour-saving lifestyle of modern women is making them sedentary and overweight, according to research. They burn up about half as many calories a day as their mothers and grandmothers.

Fifty years ago, the average woman spent longer doing the housework, walked to the shops and cooked for her family from scratch every day. A contemporary woman may spend time in the gym, an option that barely existed in the 1950s, but labour-saving devices, the car, take-away food and supermarkets mean that most of her life is far less energetic.

Even where mid-20th century households had consumer luxuries such as fridges – which meant fewer visits to the shops or easily washing machines, other devices such as vacuum cleaners were cumbersome and heavy.

**He's not fat!**

Many more S'poreans are obese

Experts recommend more walking and less eating for the modern woman.

Some exercise into their daily lives.

Dr Toni Steer, a nutritionist at the Medical Research Council’s human nutrition research unit in Cambridge, said it was very difficult to persuade people to change their habits.

"Women in the 1950s were consuming fewer calories. We have seen the consumption of soft drinks rise in adults, for example," she said.

"Dietary habits are deeply embedded and have been established over many, many years. "Apart from a few extreme cases of people with really bad diets, you would not seek to make big changes." The unit advocates making small permanent changes, such as walking or cycling to and from work, increasing fruit and vegetable consumption and reducing intake of fatty foods.

**Shape up!**

A quick study suggests that one in five of the population is overweight or obese.

Experts say the study underscores the disconnect between public awareness of childhood obesity as a public health problem and the ability to recognize it in one's children.

In recent years some predictions have called for doctors to take a more direct approach with parents in addressing the issue, which some pharmacists have avoided mentioning because they feared offending families.
Health risks associated with obesity

- Cancer
- Hypertension
- Stroke
- Diabetes
- Heart diseases
Americans are fatter than Malaysians

Overweight Trend

≥ 25 BMI (Current Verses Projected)

United States

Malaysia


But Malaysians are getting fatter faster* (*women)


Obesity in Asia

- Asians accumulate **intra-abdominal fat** without developing generalized obesity (WHO report)

<table>
<thead>
<tr>
<th>Country</th>
<th>Percent of Asians with Diabetes (Age 20-79)</th>
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</thead>
<tbody>
<tr>
<td>China</td>
<td>2.7</td>
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<tr>
<td>Philippines</td>
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<tr>
<td>Thailand</td>
<td>3.7</td>
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<tr>
<td>Singapore</td>
<td>11.3</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>12.1</td>
</tr>
</tbody>
</table>

Source: Diabetic Atlas 2000
Unbalanced Approaches = Fad Diets

- High-protein Diet
- No-carbohydrate Diet
- Ephedra/stimulant Diet
- Sugar Buster’s Diet
- Blood Type Diet
- Grapefruit Diet
- Cabbage Soup Diet
- Beverly Hills Diet
- Body Type Diet
- Scarsdale Diet
- Chinese diet teas
How many supplements?
Why these approaches fail

- Not clinically proven
- Incorrect doses
- Water loss, not actual fat loss
- Not realistic expectations
- No education on portion control
- Unhealthy
The only approach is a balanced approach

One prong attack wins the battle but not the war
Principles of Weight Management

Caloric Balance Equation

\[ C = \text{Calories consumed} \]
\[ E = \text{Calories expended} \]
Lose 5 kg in 30 days in 3 easy steps

**Step 1**
Fire Up Your Chemistry
- Suppress your appetite
- Inhibit fat formation
- Preserve lean body mass

**Step 2**
Conquer Your Calories
- Take TrimShake as a replacement
- Scan your self
- Boosts energy

**Step 3**
Motivate yourself
- Track your calorie intake & burn rate
- Reduce your stress
- Track your weight change
The most effective, healthful weight loss solution:

- CHEMISTRY
- CALORIES
- COMMUNITY
TRA Complex

• Combination revolutionary ingredients to create a multi-faceted approach to weight management.
• Control Carbohydrate Cravings
• Control Stress
• Control Fats Storage
• Increase Metabolism
DuoLean®

- Increases dietary fat excretion by 28%
- Decreases the absorption of triglycerides
- Contributes three grams of insoluble fiber to your diet
- Provides clinically-proven fat binding benefits
- Delayed digestion of carbohydrates
- Prolongs state of satiety
- Delays urge to consume more food
- Reduces post meal blood glucose peaks
Diene-o-leen

- Scientific studies showing body fat loss in mice, rats, and chickens
- Active ingredients inhibit key enzymes and processes involved in fat mobilization and storage
TRA TrimShake

- Nutritionally balanced
- Low-fat, high-protein
- Soluble fiber slows digestion of carbohydrates
- Reduces in-between cravings
- Vanilla and Chocolate
TRA: Pressing the balloon

- Curb Carbohydrate cravings
- Increase sugar metabolism
- Increase Fat Metabolism
- Inhibit Fat Storage
- Boost Thermogenesis
- Control stress
Clinical study conducted by Dr. James M. Rippe, M.D.

- Cardiologist, Harvard graduate
- Health and fitness expert, over 200 publications and 25 books
- Director of the Center for Clinical and Lifestyle Research Institute
- Associate Professor of Medicine (Cardiology) at Tufts University School of Medicine
Nu Skin Awarded Patent for TRA Weight Loss System

United States Patent

Inventor: Carsten Smidt, Provo, UT (US)
Assignee: NSE Products, Inc., Provo, UT (US)

Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 325 days.

Appl. No.: 11/131,909
Filed: May 17, 2005

Patent No.: US 7,476,406 B1
Date of Patent: Jan. 13, 2009

MULTIFACETED WEIGHT CONTROL SYSTEM

Liu F et al. Journal of Nutrition (Sep. 2001); 131(9): 2242-2247. An extract of Lagerstomia speciosa L. has insulin-glucose uptake stimulatory and adipocyte differentiation activities in 3T3-L1 cells.*
• Multifaceted weight control system

• FIELD OF THE INVENTION
  – Weight control compositions systems, and methods involving the areas of botany, nutritional and health sciences, chemistry and medicine.

• 20 claims in the patents
  – Proprietary blend
  – Thermogenic properties
  – Optimal doses to regulate stress, to curb carbohydrates, and to increase fat metabolism
Safety of TRA

• Your safety is our Priority!
• Pharmanex Assures you with 6S Quality Assurance
Products containing Ma Huang/Ephedra are harmful to the body!

含有麻黄素的产品会危害身体！
Weight-loss methods

Cover Story

Slimming centres

Some centres use different methods including diet, herbal products, lipolysis, cosmetics and light therapy. Some centres use methods that are unproven and dangerous. The effectiveness of these methods is not regulated by any government body.

Fat burners

These products are often advertised as a quick fix to weight loss. However, they may cause side effects such as stomach pain, diarrhea, and increased heart rate.

Fat blockers

These products work by blocking the absorption of fat. They may cause side effects such as constipation, diarrhea, and increased heart rate.

Appetite suppressants

These products work by suppressing the appetite. They may cause side effects such as dry mouth, constipation, and increased heart rate.

High-protein, low-carb diet

This diet is often recommended for weight loss. It may cause side effects such as constipation, diarrhea, and increased heart rate.

Diuretics & laxatives

These products work by increasing the amount of water and waste excreted by the body. They may cause side effects such as constipation, diarrhea, and increased heart rate.

Surgery for vertical gastric banding, gastric bypass

Surgery is a last resort for weight loss. It may cause side effects such as constipation, diarrhea, and increased heart rate.

Danger in slimming tea

Doc: Acid in it blamed for kidney failure

By SYLVIA LEE

SPICES used in slimming tea may contain toxins such as sodium nitrite, which can damage the kidneys.

The tea can cause nausea and vomiting, and in severe cases, kidney failure.

To determine whether you are suffering from kidney failure, you just need to take the dip stick test to determine the presence of protein in your urine.

NATION THE STAR, SATURDAY 3 MARCH 2007
HSA slimming agent test report

REPORT
(This report is not to be used for advertising purposes.)

On Capsules

1 sample received from Na Skin Enterprises Singapore Pte Ltd, brought by Ms Debbie Wang on 13th February 2008, unmarked and labeled "PHARMANEX TRA COMPLEX BATCH NO: CS27571".

On analysis, the following result was obtained:

The following Common Poisons were screened and not detected:

CNS STIMULANTS & ANORECTICS
Amphetamine Clobenorex
Dihydropropion Ephedrine
Mazindol Methylamphetamime
Noradrenalin Phentermine
Pseudoephedrine Sibutramine

DIURETICS
Acetazolamide Bumetanide
Chlorthalidone Cyclopenthiazide
Hydrochlorothiazide Indapamide
Triamterene

LAXATIVES & PURGATIVES
Bisacodyl Phenolphthalein

LIPID ABSORPTION INHIBITORS
Olistat

THYROID EXTRACT
Thyroid extract

TRA complex
REPORT
(This report is not to be used for advertising purposes.)

On Capsules:

1 sample received from Nu Skin Enterprises Singapore Pte Ltd, brought by Ms Debbie Wang on 13th February 2008, unmarked and labeled "PHARMANEX TRA DUOLEAN CS 28972".

On analysis, the following result was obtained:

The following Common Poisons were screened and not detected:

| CNS STIMULANTS & ANORECTICS | | | |
|----------------------------|----------------------------|----------------------------|
| Amphetamine                | Clobenzorex                 | Cocaine                    |
| Diethylpropion             | Ephedrine                   | Fenfluramine                |
| Mazindol                   | Methylamphetamine          | Methylphenidate             |
| Norephedrine               | Phenetermine                 | Pheny/propionolamine        |
| Pseudoephedrine            | Sibutramine                 |                             |

| DIURETICS | | | |
|-----------|----------------------------|----------------------------|
| Acetazolamide | Bumetanide                | Chlorothiazide              |
| Clobenzorex | Cyclopenthiazide           | Frusemide                   |
| Hydrochlorothiazide | Indapamide       | Spironolactone              |
| Triamterene               |                             |                             |

| LAXATIVES & PURGATIVES | | | |
|------------------------|----------------------------|----------------------------|
| Bisacodyl               | Phenolphthalein            |                             |

| LIPID ABSORPTION INHIBITORS | | | |
|----------------------------|----------------------------|----------------------------|
| Orlistat                   |                             |                             |

| THYROID EXTRACT | | | |
|----------------|----------------------------|----------------------------|
| Thyroid extract |                             |                             |

duolean
REPORT
(This report is not to be used for advertising purposes.)

On Capsules

1 sample received from Nu Skin Enterprises Singapore Pte Ltd, brought by Ms Debbie Wang on 13th February 2008, unmarked and labeled "PHARMANEX TRA DIENE-O-LEAN SN26975".

On analysis, the following result was obtained:

The following Common Poisons were screened and not detected:

**CNS STIMULANTS & ANORECTICS**
- Amphetamine
- Diethylpropion
- Mazindol
- Norephedrine
- Pseudoephedrine

**DIURETICS**
- Acetazolamide
- Clobenzorex
- Hydrochlorothiazide
- Triamterene

**LAXATIVES & PURGATIVES**
- Bisacodyl
- Phenolphthalein

**LIPID ABSORPTION INHIBITORS**
- Orlistat

**THYROID EXTRACT**
- Thyroid extract

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diene-o-lean
# Free from Harmful Ingredients

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<tr>
<th>Product</th>
<th>TRA</th>
<th>extrim</th>
<th>TrxSlxx</th>
<th>Xando</th>
<th>Herbalife</th>
<th>Nature's</th>
<th>Sun-Rype</th>
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<td>No (contains yerba mate)</td>
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</table>
TRA outshines other Weight Mgt Programs

**TRA Key Product Concept**

- Reduce Body Fats
- Build Muscles

- Increase metabolism
- Tone and shape

**Sustainable and long term**

**Will not create additional oxidative stress**

**Competitors**

- Reduce Weight
- Lose Water
- Lose Bone Mass
- Lose Muscles

**Yo Yo Syndrome**

**Weight rebound more**
Pharmanex® 6S® Process

1. Select best possible natural products to be studied 精选最好的天然产品来研究

2. Source the most effective raw materials 来源于最有效的原材料

3. Know the chemical structure of all ingredients 知道所有成分的化学结构

4. Standardize to active markers for consistent efficacy and quality 标准化活性成分以达到一致的有效性和品质标准

5. Extensive safety studies, contaminant analysis 广泛的安全性研究, 污染分析

6. Substantiate efficacy with clinical studies 实证有效性于临床试验
Thousands of success stories and testimonials!
Why is weight management important?

**Appearance!**

**Confidence!**

**Health!**
Don’t wait

It’s time to lose some!
Rest & Casino Salah el-Din

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<th>Item</th>
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<td>Escalope Corden Blue</td>
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<th>L</th>
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<td>L3</td>
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<tr>
<td>L4</td>
<td>Sizzling Lamp Chops</td>
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Dieting Creates Oxidative Stress

Rippe Lifestyle Institute

LifePak Off-sets Oxidative Stress During Dieting

LifePak + TRA

Baseline  | 6 Weeks  | 12 Weeks
--- | --- | ---
29,000 | 30,000 | 36,000

SCS Increased 24%
LifePak and MarineOmega are ESSENTIAL for Weight Management!
3S: 扫描、营养补充品、纤体
Scan, Supplement, and Shape: Pharmanex 3S

利用生物光子扫描仪测量身体状况
Scan for anti-oxidant health

摄取如沛及g3
提升身体健康
Supplement with LifePak/G3 to restore health

进行TRA 计划塑造健美体态
Shape Body with TRA
Two Product Stories. One NSE Opportunity

Nutritional Foundation

Weight Management

Lose weight

Anti-aging

Skin so fair

TRA

LifePak g3

Key Products for Primary Needs

Energy, stamina:
- CordyMax, OverDrive

Stress free
- Cortitrol

Cell protection:
- Marine Omega
- Tegreen

Firming:
- TFE, TFE Ultra, TFLC

Companion Products

Brightening
- TPW

Tools

SCANNER

PRODERM

Positioning

The Difference. Demonstrated
NSE supports the 3 pillars of your business

Recruitment

Innovative Products & Technology

FSP Packages & Business Kits

Retention

Product Efficacy

Testimonials & Trainings

Volume

Broad Product offerings

ARO program & Promotions

Galvanic Spa, TFEU, TRA & LifePak
Your Rock Solid Business Partner

- 25 successful years
- Operations in 48 countries
- $709 million in assets
- $114 million in cash
- NYSE Company (NUS)
- Dun and Bradstreet 5A1
- $1.25 Billion 2008 revenue
- $530 million in 2008 Commissions
- Over $6.0 billion in commissions paid to our partners
- Over 600 Millionaires we created
ageLOC: An update

Time will never tell.

• Become the world’s leading anti-aging company by addressing the sources of aging, not just the signs and symptoms
ageLOC: Overarching Strategy

Two Brands – One Anti-aging Story

ageLOC (sources of aging)

ageLOC-based Products
Calorie restriction has been shown to extend the maximum life span of almost every species on which it has been tested.

In rodents, a 50% maximum lifespan extension is seen with a roughly 50% restriction of calorie from what would be consumed by freely-feeding animals.
Impact of Caloric Restriction on Aging

Both animals were 28 years old
The Big Idea

Access to The Big Idea

Making sense of The Big Idea

Product of The Big Idea

Internet (world wide web)

Web Browser (Explorer)

Search Engine (Google)

Communication

Cure for aging (ageLOC: Ultimate Sources of aging)

Age Browser

Age Search Engine

Antiaging products
ageLOC: A “Game Over” Opportunity

• Not one source but final sources of aging
• One of the most powerful sponsoring story
  • Bigger “reason to believe”
• Only scientifically proven approach to longevity
• Enforces the power of both NS and PX brands