

FEMALE NUTRITION WITH ATTITUDE

WHAT IS BALANCE PHYSIQUE™ ABOUT?

- Take a leaf from the world's great sports gear brands add that to our Balance expertise in Nutrition and we've got Strong, fit & aspirational feminine branding, with attitude!
- Active women are often intimidated by the sports nutrition category and want a clear brand for them that's entry level, an easy choice and for smart toning
- As you'd expect from the Balance team, we've rolled up our sleeves and got stuck in! The women at Balance have been instrumental - with experience in a huge number of activities (from Body Sculpting to Lightweight Rowing to Group Fitness Instructing).
- Balance has an enviable bank of knowledge and real insight into what women will demand from this system
- And add in the scientific expertise that you're used to from Balance to get products for the Ultimate in Body Performance

THE POWDERS

- ✓ **EFFECTIVE, WELL POSITIONED FORMULATION FOR THE TARGET IN THREE GREAT FLAVOURS: Chocolate Fix, Vanilla Chill & Latte Kick**
- ✓ **HIGH PROTEIN, LOW CARB, LOW FAT**
- ✓ **CONTAINS 100% WHEY PROTEIN**
 - PHYSIQUE™ Protein Powder Blend WPC/WPI
 - Utilising 100% Instantised NZ Fonterra Whey
 - Bioavailable protein
 - Tastes better, mixes better
- ✓ **COMPREHENSIVE VITAMIN & MINERAL MIX (22 in total)**
 - folic acid (over 100% RDI for 2 serves)
 - calcium (100% RDI for 2 serves)
 - iron (100% RDI for 2 serves)
 - Vitamin B spectrum
 - antioxidant vitamins & minerals
- ✓ **A SOURCE OF DIETARY FIBRE**
 - Fructooligosaccharide (FOS), a natural pre-biotic fibre
 - Manage satiety and appetite
- ✓ **SPECIAL WEIGHT MANAGEMENT INGREDIENTS**
 - L-Carnitine, the cellular shuttle that transports fat to where it is burned for energy
 - HydroxyCitric Acid (HCA), a natural plant extract to help manage appetite
 - Green tea extract, for natural thermogenesis

Are high protein diets or low fat- high fibre diets better?

A recent study by the Department of Human Nutrition University of Otago, found that a high protein, weight reducing diet was associated with several more favourable outcomes when compared with a high carb, high fibre diet in overweight & obese women. Women on both diets both lost body weight & reduced body fat but those who were on the high protein diet lost more body weight & total body fat.

The chart below shows the average changes between the two types of diet.



*Study conducted by Lisa Te Morenga, PhD student. Results of this study were presented at the NZSSD 2009 conference. "High Protein Diets – Better Than Conventional Low Fat, High Fibre Diets?" n=80

For more information please visit www.balancephysique.com
Always read the label and use only as directed.

Who is PHYSIQUE? THE HEALTHY EXERCISER:

Active weight maintenance



- ✓ She will be looking for reassurance she won't bulk up



- ✓ Nutrition for active women for shaping the smart way – believes in eating well – NOT dieting



- ✓ High propensity for purchase shown in research*



NUTRITION



VANILLA FLAVOUR

NUTRITION INFORMATION: Servings per container: 16 | Serving size: 30g

Average Qty	per Serve	per Serve with 280mL Trim Milk	per 100g
Energy	496kJ (118Cal)	805kJ (192Cal)	1650kJ (395Cal)
Protein	21.6g	29.0g	72.1g
Fat, total	2.0g	2.2g	6.5g
- saturated	1.4g	1.6g	4.6g
Carbohydrate	2.6g	12.9g	8.6g
- sugars	1.7g	12.0g	5.7g
Dietary Fibre	1.0g	1.0g	3.3g
Sodium	51mg	141mg	169mg
Potassium	417mg	545mg	724mg
SPECIAL INGREDIENTS			
Fructooligosaccharides	750mg	750mg	2500mg
L-carnitine	87.5mg	87.5mg	292mg
HydroxyCitric acid (from G. cambogia)	250mg	250mg	833mg
Green tea extract equivalent to dry leaf	375mg	375mg	1250mg
VITAMINS & MINERALS			
Calcium	160mg	413mg (51% RDI*)	533mg
Magnesium	100mg	125mg (39% RDI)	335mg
Phosphorus	102mg	314mg (31% RDI)	340mg
Iron	6.1mg	6.3mg (53% RDI)	20mg
Zinc	2.5mg	3.3mg (27% RDI)	8.4mg
Chromium	50mcg	50mcg (25% ESAD01**)	166mcg
Iodine	23mcg	23mcg (15% RDI)	77mcg
Manganese	505mcg	505mcg (10% ESAD00)	1680mcg
Molybdenum	25mcg	25mcg (10% ESAD00)	83mcg
Thiamine (B1)	0.4mg	0.5mg (47% RDI)	1.5mg
Riboflavin (B2)	0.7mg	1.1mg (64% RDI)	2.3mg
Niacin	4.0mg	4.2mg (42% RDI)	13.3mg
Pantoic acid (B6)	0.6mg	0.7mg (40% RDI)	2.1mg
Folic acid	150mcg	150mcg (75% RDI)	500mcg
Biotin	10mcg	15mcg (50% RDI)	33mcg
Cyanocobalamin (B12)	0.8mcg	0.8mcg (40% RDI)	2.7mcg
Panthenic Acid (B5)	0.6mg	1.1mg (23% RDI)	2.1mg
Vitamin A	86mcg	86mcg (11% RDI)	267mcg
Vitamin C	12mg	12mg (30% RDI)	40mg
Vitamin E	4.0mg	4.0mg (40% RDI)	13.3mg
AMINO ACID PROFILE (POWDER)			
The 8 essential Amino Acids: 45.2g per 100g protein			