

ZINZINO



HEALTH CHALLENGE | EU

OUR **FOUR STEPS**

1 GET IN **BALANCE**

2 BOOST YOUR **IMMUNE SYSTEM**

3 LOSE **WEIGHT**

4 BUILD **MUSCLES**

The Zinzino Health Challenge is a unique concept that will guide you to a healthier lifestyle. We have the methods and the products to help you reach your personal goals.

WHY CHANGE MY DIET AND LOSE WEIGHT?

Changing deeply rooted habits can be a challenge. Here's why you should make the effort!

Our promotion of changing habits and losing weight has nothing to do with trends or aesthetics. It has to do with the results from countless studies and government recommendations. These studies prove the benefits of avoiding obesity and the importance of exercise.

OBESITY

Obesity has become a major threat to health on a global scale. It was once considered a problem for developed countries. Today overweight and obesity is dramatically on the rise in developed countries as well.

EXERCISE

Everyone knows the importance of moderate exercise on a daily basis. Even though we have the knowledge and understanding, something else is in the way of creating a healthier lifestyle.

MALNUTRITION

When a person's diet does not contain the right amount of nutrients, malnutrition may occur. In the western diet food supply is generally not a problem, but excessive fast food consumption, meaning foods that are high in sugar, sodium and saturated fats, may contribute to nutritional deficiencies over time. Hence, a balanced diet with the right type of proteins, dietary fibers, vitamins, minerals and other nutrients is important. LeanShake gives you a complete meal with the necessary daily nutrients.

HABITS

Being aware of the habits that cause obesity and an unhealthy lifestyle is crucial. Having the motivation and tools to create beneficial habits can be life changing. By following our plan we are certain that we can assist you with motivational tools and the knowledge you need to achieve your goals and a long term healthy lifestyle.

WHO

The World Health Organization (WHO) is a specialized agency of the United Nations (UN) that deals with international public health. WHO emphasises the risk of lifestyle diseases linked to overweight and obesity.

Read more about obesity and other lifestyle related risks factors at:
www.who.int

CHOOSE YOUR CHALLENGE

Focus on a weight loss or fitness goal, and take the chance to win fantastic prizes on top of better health!

3 KG CHALLENGE

LOSE 3 KG & COMPETE FOR
Mediterranean Cruise Gift Card - 3000€

5 KG CHALLENGE

LOSE 5 KG & COMPETE FOR
Mediterranean Cruise Gift Card - 3000€

10 KG CHALLENGE

LOSE 10 KG & COMPETE FOR
Mediterranean Cruise Gift Card - 3000€

FITNESS CHALLENGE

GAIN MUSCLE, SHAPE YOUR BODY & COMPETE FOR
Mediterranean Cruise Gift Card - 3000€

GET STARTED

- ✓ **CHOOSE YOUR CHALLENGE**
3 kg, 5 kg, 10 kg or Fitness Challenge and sign up for a LeanShake Subscription Kit or a LeanShake on your Z4F Auto order.
- ✓ **TAKE A "BEFORE" PICTURE**
and state your current weight and waist measurement send it to healthchallenge@zinzino.com²
- ✓ **FOLLOW OUR ADVICE**
in this Health Challenge Booklet
- ✓ **REACH YOUR HEALTH GOAL**
3 kg, 5 kg, 10 kg or Fitness Challenge goal
- ✓ **TAKE A "AFTER" PICTURE**
state your current weight, waist measurement and share your 3 tips on getting healthy and send to healthchallenge@zinzino.com¹

The challenge runs from January 1st until June 15th 2018. The winners will be selected by a jury. Two partners or customers, from each challenge (3 kg, 5 kg & 10 kg & Fitness Challenge) will be announced as winners June 30th 2018 at Leader School in Oslo.²

TO BE ABLE TO JOIN

CUSTOMERS: One order of our a LeanShake Kit subscription 3, 5 or 10 kg for the Health Challenge is required. Talk to your reseller to learn more.

PARTNERS: One LeanShake Customer Subscription OR one LeanShake on your Z4F Auto order for the Health Challenge is required.

1. By sending in your before and after pictures, participants give Zinzino the right to use these pictures in marketing the Health Challenge.
2. Both Zinzino partners and customers can participate in the challenge. It is not mandatory to attend Leader School in Oslo 30th of July to be able to win. The winners will be contacted by Zinzino.

PERSONAL INFORMATION

Name: _____

Age: _____

I began the challenge:

Date: _____

Starting weight: _____ kg

Starting waist: _____ cm

MY GOAL

Describe what you aim to achieve with this challenge. This goal is an important part of the challenge and will be a focus throughout the following weeks.

My goal is: _____

MY WEIGHT-LOSS GOAL IS:

3 kg 5 kg 10 kg



WHO WOULD YOU LIKE TO CHALLENGE?

Challenging yourself is the most important thing. Challenging friends might give you that extra boost to reach your goal.

FRIEND 1

I challenge (friend's name): _____

E-mail: _____

Phone: _____


FRIEND 2


I challenge (friend's name): _____


E-mail: _____


Phone: _____

Changing your habits means everything in your effort to become healthy. Follow our simple steps below.


- 

EAT BREAKFAST
Starting your day with breakfast will increase your metabolism during the entire day.
- 

EXERCISE - 30 MINUTES/DAY
Exercising is a crucial part of a healthy lifestyle as well as of reaching your goal. 10,000 steps a day is a good start.
- 

WEIGH YOURSELF DAILY
This is a simple way of getting in control of food intake.
- 

2 LEANSHAKE A DAY
2 LeanShake a day for losing weight.
1 LeanShake a day for staying in control.
- 

TAKE BALANCEOIL DAILY
Getting in Balance is an important part of improving your over-all health.
- 

EAT HEALTHY
Controlling your overall food intake will have massive effect on your chances of reaching your goal.
- 

SCORE YOURSELF
Studies have shown that scoring and reviewing one's effort enhances motivation.

GRADE YOUR EFFORTS

1 = I did **nothing** to reach my goal

6 = I did **everything** to reach my goal

WEEK 1	DAY						
I DID MY BEST TO:	1	2	3	4	5	6	7
Eat breakfast							
Exercise 30 minutes							
Weigh myself							
Have 2 LeanShakes							
Take my BalanceOil							
Eat healthy; fruits & vegetables							
SUMMARIZED SCORE							

After 1st week: Weight ___ kg Waist measure ___ cm

WEEK 2	DAY						
I DID MY BEST TO:	1	2	3	4	5	6	7
Eat breakfast							
Exercise 30 minutes							
Weigh myself							
Have 2 LeanShakes							
Take my BalanceOil							
Eat healthy; fruits & vegetables							
SUMMARIZED SCORE							

After 2nd week: Weight ___ kg Waist measure ___ cm

GRADE YOUR EFFORTS

1 = I did **nothing** to reach my goal

6 = I did **everything** to reach my goal

WEEK 3	DAY						
I DID MY BEST TO:	1	2	3	4	5	6	7
Eat breakfast							
Exercise 30 minutes							
Weigh myself							
Have 2 LeanShakes							
Take my BalanceOil							
Eat healthy; fruits & vegetables							
SUMMARIZED SCORE							

After 3rd week: Weight ___ kg Waist measure ___ cm

WEEK 4	DAY						
I DID MY BEST TO:	1	2	3	4	5	6	7
Eat breakfast							
Exercise 30 minutes							
Weigh myself							
Have 2 LeanShakes							
Take my BalanceOil							
Eat healthy; fruits & vegetables							
SUMMARIZED SCORE							

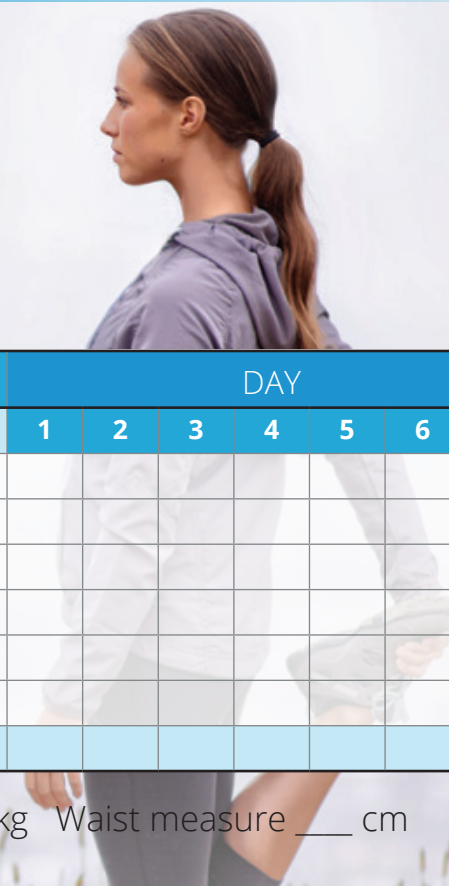
After 4th week: Weight ___ kg Waist measure ___ cm

WEEK 5	DAY						
I DID MY BEST TO:	1	2	3	4	5	6	7
Eat breakfast							
Exercise 30 minutes							
Weigh myself							
Have 2 LeanShakes							
Take my BalanceOil							
Eat healthy; fruits & vegetables							
SUMMARIZED SCORE							

After 5th week: Weight ___ kg Waist measure ___ cm

WEEK 6	DAY						
I DID MY BEST TO:	1	2	3	4	5	6	7
Eat breakfast							
Exercise 30 minutes							
Weigh myself							
Have 2 LeanShakes							
Take my BalanceOil							
Eat healthy; fruits & vegetables							
SUMMARIZED SCORE							

After 6th week: Weight ___ kg Waist measure ___ cm



GRADE YOUR EFFORTS

1 = I did **nothing** to reach my goal

6 = I did **everything** to reach my goal

WEEK 7	DAY						
I DID MY BEST TO:	1	2	3	4	5	6	7
Eat breakfast							
Exercise 30 minutes							
Weigh myself							
Have 2 LeanShakes							
Take my BalanceOil							
Eat healthy; fruits & vegetables							
SUMMARIZED SCORE							

After 7th week: Weight ___ kg Waist measure ___ cm

WEEK 8	DAY						
I DID MY BEST TO:	1	2	3	4	5	6	7
Eat breakfast							
Exercise 30 minutes							
Weigh myself							
Have 2 LeanShakes							
Take my BalanceOil							
Eat healthy; fruits & vegetables							
SUMMARIZED SCORE							

After 8th week: Weight ___ kg Waist measure ___ cm

WEEK 9	DAY						
I DID MY BEST TO:	1	2	3	4	5	6	7
Eat breakfast							
Exercise 30 minutes							
Weigh myself							
Have 2 LeanShakes							
Take my BalanceOil							
Eat healthy; fruits & vegetables							
SUMMARIZED SCORE							

After 9th week: Weight ___ kg Waist measure ___ cm

WEEK 10	DAY						
I DID MY BEST TO:	1	2	3	4	5	6	7
Eat breakfast							
Exercise 30 minutes							
Weigh myself							
Have 2 LeanShakes							
Take my BalanceOil							
Eat healthy; fruits & vegetables							
SUMMARIZED SCORE							

After 10th week: Weight ___ kg Waist measure ___ cm

PERSONAL INFORMATION

Starting weight: _____ kg Starting waist: _____ cm

Ending weight: _____ kg Ending waist: _____ cm

YOUR RESULT

Did you reach your goal during these 10 weeks?

YES! *Almost...* *No.*

YES!

Well done! We knew you could do it! We now recommend that you replace one meal a day with LeanShake to stay in control of your new weight.



Almost...

Good! You're on the right path. Don't give up! Go back to weekly score and see what you could improve.

No.

Sorry to hear that. We are convinced that you are still able to reach your goal. Go back to your weekly summary and correct what went wrong. Never give up!



PROTEINS

How proteins play an important part in losing weight.

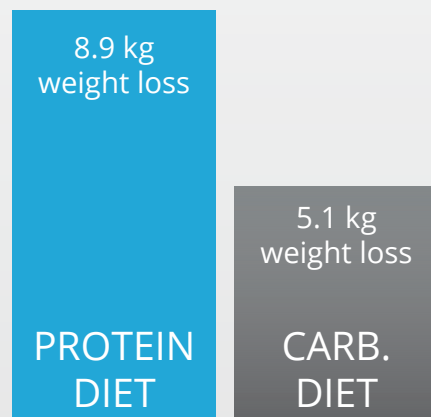
The word protein comes from the Greek word "Protos" and means the most important or the first, and it is actually (together with fat) the most important of the three energy giving nutrients; proteins, carbohydrates, and fats.

Protein is made up of long molecules that are mainly built from chains of amino acids. 9 amino acids out of 20, the body cannot create itself (phenylalanine, valine, threonine, tryptophan, methionine, leucine, isoleucine, lysine, and histidine). They are called essential amino acids and need to be added through our diet. With two LeanShakes a day (60 gr/day) you will cover the daily recommendation of the 9 essential amino acids.

THE OFFICIAL RECOMMENDATIONS

The EFSA claims tell us that protein contributes to: a growth in muscle mass, a maintenance of muscle mass and the maintenance of normal bones. Because of the structure of the protein it also makes you feel full without raising blood sugar. A study of 65 overweight or obese

participants assigned different diets resulted in a 40 (8,9 kg) percent higher weight loss in the high protein group than in the high carbohydrate diet group (5,1kg). The high protein group also lost more fat than the other group.¹



In another trial, 46 overweight or obese women followed similar-calorie high-protein or normal-protein diets. During 12 weeks all participants lost body fat and weight, but the high-protein dieters lost less muscle, and they felt full longer despite being on reduced calorie diets.²

With two LeanShakes a day (60 gram) you will cover the daily recommendation of the 9 essential amino acids.

HOW PROTEIN AIDS IN SATIETY AND WEIGHT LOSS

Researchers have found that certain by-products of protein digestion called peptides send signals to the brain that results in the curbing of appetite.³ In 2011 a study of obese men demonstrated that increasing protein to 25 percent of overall calories reduced the desire for late-night snacking by 50 percent and reduced obsessive thoughts about food by 60 percent.⁴

LEANSHAKE

LeanShake Chocolate and Strawberry include three protein sources (both whey, casein and collagen peptides from cattle). LeanShake Berry and Vanilla contains two protein sources (pea protein isolate and oat protein). These contribute to muscle gain and muscle maintenance.



1. Skov AR, et al. Int J Obes Relat Metab Disord. 1999 May;23(5):528-36.
 2. Leidy HJ, et al. Obesity (Silver Spring). 2007 Feb;15(2):421-9.
 3. Duraffourd C, et al. Cell. 2012 Jul 20;150(2):377-88.
 4. Leidy HJ, et al. Obesity (Silver Spring). 2011 Apr;19(4):818-24

FIBERS

Less hunger and more energy with LeanShake!

In the time of hunter-gatherers the intake of fibers were up to 135 grams per day. Today and according to Nordic Nutrition Recommendations, the daily intake of fiber should be 25-35 gram per day, but many have an intake as low as 15 gram per day.

Our LeanShake is unique since it contains high amounts of five different dietary fibers such as resistant starch, beta glucan from oat, inulin, fructooligosaccharides and psyllium husk. LeanShake will help you increase your daily fiber intake.

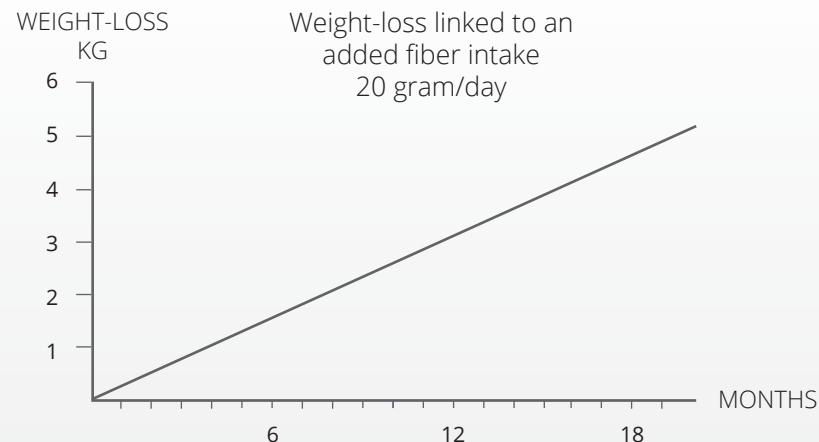
THE OFFICIAL RECOMMENDATIONS

The EFSA claims tell us that fiber can increase fecal bulk, help digestion, increase satiety and be a support in weight management. Fibers from oats including beta glucans can even attribute to the maintenance of normal blood cholesterol. Fibers from oat and resistant starch contributes to the reduction of the blood glucose rise after meals.

There are over 100 trillion bacteria in the human colon and while some are good for our health, others are less desirable. The dietary fibers stimulate the growth of good bacteria throughout the colon, enabling them to outgrow and displace the less wanted bacteria.

The dietary fibers contribute to a feeling of fullness in the stomach, which help with appetite control. The dietary fibers also decrease the rate of glucose absorption in the small intestine. When this happens the glucose is released slowly, and the insulin response may also be slowed down.

Slow, steady glucose and insulin responses after eating are sometimes correlated with satiety and satiety. This is because various satiety-related hormones (i.e., ghrelin, polypeptide YY, glucagon-like peptide) are released and signals are sent to the brain to regulate satiety, food intake and overall energy balance.



INCREASED LONG TERM SATIETY

In a 3 week and a 9 week clinical study (randomized, double-blind, placebo-controlled) 100 overweight but healthy Chinese adults were investigated. The different dosages (8, 14, 18, 24 g/day) of dietary supplementation with a dietary fiber, were used to compare satiety over time. Compared to placebo, the hunger feelings decreased significantly from day 5 for the group 24 gram, and from day 7 for the groups 14 and 18 grams.

A significant decrease in caloric intake was seen from week 2 to the end of week 9 for the group 14, 18, and 24 grams.¹ This tells us that in a diet program it is helpful to add a minimum of 14 gram of dietary fiber per day (to 60 gram LeanShake), but also that there is added benefits of dietary fiber up to 24 grams per day.

YES, YOU CAN LOSE WEIGHT!

The results of more than 50 interventions Studies - that had assessed relationships among energy intake, body weight, and fiber intake - estimated that increasing fiber intake by 14 gram per day was associated with a 10% decrease in energy intake and a 2 kg weight loss over a 4-month period. The observed changes in energy intake and body weight occurred without regard to the fibers' source, being either a naturally high-fiber food or a functional fiber supplement.²

One study reported that in a 20-month period, every 1 gram increase in total fiber consumed per day, decreased body weight by 0.25 kg. If you add 20 grams of fiber per day you can reduce up to 5 kilos in 20 months without actively going on a diet because the increased fecal bulk and the increase in satiety can help you regulate your calorie intake to lose weight.³



1. Guerin-Deremaux, L;Pochat,M,Reifer,C; Wils,D.; Cho,S Miller, L.E: The soluble fiber Nutriose induces a dose dependent beneficial impact on satiety over time in humans, Nutr. Res. 2011, 31, 665-672.

2. Howarth N.C; Saltzman, E.;Roberts, S.B. Dietary fiber and weight regulation. Nutr. Rev. 2001, 59, 129-139

3. Tucker, L.A, K.S. Increasing total fiber intake reduces risk of weight and fat gains in women. J. Nutr 2009, 139, 576-581

YES-FOOD

Making healthy food-choices can be extremely beneficial in terms of reducing risk of long term health complications. Here are a few examples!

CHOOSE A VARIETY OF FOOD

Eating a varied diet helps you to get all the vitamins and minerals you need. Add a variation of vegetables, fruits, berries, whole grain cereals to your diet.

WATER WHEN THIRSTY

Simple. If you are thirsty, drink water.

OLIVE OIL

Choose cold-pressed extra virgin olive oil for cooking, as it is tasty and contain natural antioxidants.

FATTY FISH PRODUCTS

Choose fatty fish that contains higher amounts of Omega-3. Salmon, herring, tuna and mackerel are a few examples of fish with high amounts of healthy fats.



SUPER VEGETABLES

BROCCOLI

Broccoli is rich in vitamin A, C, K, E and folic acid. In addition, it is a good source of the minerals iron, calcium and potassium, and contains many antioxidants (carotenoids, flavonoids, chlorophyll and glucosinolates).

SPINACH

Spinach is a good source of folate, vitamin K and vitamin A in the form of carotenoids. It is also a source of riboflavin, vitamin C, calcium, iron and a variety of antioxidants and phytochemicals.

TOMATO

Tomato is low-calorie, and is rich in vitamin A and C vitamin and minerals. Tomatoes also contain high amounts of lycopene, which is a powerful antioxidant.

AVOCADOS

Avocados have a benefit in terms of fat content and is rich in protein and contains E-, B- and C- vitamins.



NO-FOOD

Fast, highly processed food with low nutrition value is all around us. Here's a few tips on what to avoid!

FAST FOOD

Avoid refined and processed food. This type of junk food most often contains starch, salt, sugar and is low in nutrients.

SODA

A single can of soda contains the equivalent of 10 teaspoons of sugar. This amount of sugar, especially in liquid form, skyrockets the blood sugar and causes an insulin reaction in the body. There is absolutely no nutritional value in soda and it has no benefits that could outweigh any of the harmful effects.

ALCOHOL

There are endless studies that show the negative aspects of alcohol. A modest intake or none at all is recommended.

DAILY INTAKE OF RED MEAT

Eating a lot of red and processed meat has shown an increase of health related problems.



1. HOW TO EAT

FOR EFFECTIVE WEIGHT LOSS



BREAKFAST

Start your day with LeanShake. It will give you a well needed kick-start.



LUNCH

LeanShake for lunch is perfect. Quick and easy. It's not only nutritious, it also saves time.



DINNER

Enjoy a nice dinner. Vary the protein source; fish, meat or poultry together with a fresh salad.



SNACK

Add a snack in between your meals when it fits your schedule. Enjoy fruits and vegetables with some cottage cheese on a piece of crisp bread.



Avoid hunger. Add fruits, vegetables or a LeanShake if needed.

2. HOW TO EAT

FOR EFFECTIVE WEIGHT LOSS



BREAKFAST

Start your day with LeanShake. It will give you a well needed kick-start.



LUNCH

Enjoy a nice lunch. Vary the protein source; fish, meat or poultry together with a fresh sallad.



DINNER

Have a nutritious LeanShake for dinner.



SNACK

Add a snack in between your meals when it fits your schedule. Enjoy fruits and vegetables with some cottage cheese on a piece of crisp bread.



Avoid hunger. Add fruits, vegetables or a LeanShake if needed.

LIFESTYLE & HABITS

GOOD HABITS ARE THE WHEEL OF CHANGE

There is no harder task for an adult than changing their own behaviour. We are geniuses at coming up with reasons to avoid change. We make excuses. We rationalize. We harbor beliefs that trigger denial and resistance. As a result, we continually fail at becoming the person we want to be. "Marshall Goldsmith" PhD, Executive Coach and bestselling author.

HOW DO I CHANGE?

Being motivated is very important. Try to visualize reaching your goal. Picture yourself reaching your milestones along the way. Involve positive people around you. Let them know about your goals. Sometimes people around you can help you to stay on the right path. See the benefits of living a healthy lifestyle and how it could affect your life.



BEHAVIOURS FOR WEIGHT LOSS

The National Weight Control Registry in America has identified three vital behaviours for weight loss, using a method that compared the best to the rest. This institution tracks people that have lost at least 14 kilos and kept it off for a minimum of 6 years. Their data reveal three things.

SUCCESSFUL PEOPLE:

- ✓ Eat breakfast everyday
- ✓ Exercise away from home
- ✓ Exercise at home
- ✓ Weigh themselves daily

TRUTH 1

Meaningful behavioural change is very hard to do. It is hard to initiate behavioral change, even harder to stay the course, the hardest of all is to make the change stick. Adult behavioral change might be most difficult thing for sentient human beings to accomplish.

TRUTH 2

No one can make us change unless we truly want to change. This is self-evident. Change has to come from within. It can't be dictated, demanded, or otherwise forced upon people. A man or woman who does not wholeheartedly commit to change will never change.



WATER VS MILK

The choice between mixing the LeanShake with water or milk or milk replacement will affect how long the boxes in the 3, 5 and 10 kg LeanShake kit will last in the first 60 days period until the next delivery.

3 KG KIT

- I WANT TO MIX THE LEANSHAKE WITH MILK ✓
 - Ok, then the number of boxes in the LeanShake kit will be enough.

- I PREFER TO MIX MY LEANSHAKE WITH WATER
 - All right. Then add three boxes to the LeanShake kit. +



5 KG KIT

- I WANT TO MIX THE LEANSHAKE WITH MILK ✓
 - Ok, then the number of boxes in the LeanShake kit will be enough.

- I PREFER TO MIX MY LEANSHAKE WITH WATER
 - All right. Then add one box to the LeanShake kit. +



10 KG KIT

- I WANT TO MIX THE LEANSHAKE WITH MILK ✓
 - Ok, then the number of boxes in the LeanShake kit will be enough.

- I PREFER TO MIX MY LEANSHAKE WITH WATER ✓
 - Ok, Then the number of boxes in the LeanShake kit will be enough.



LEANSHAKE CHALLENGE

A normal person could lose 1kg per week by reducing the average calorie intake by 1000 calories per day. If you are following the LeanShake Challenge, by reducing your daily intake of 1000 calories per day you would lose 1 kg per week.





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