



Body by ViTM
C H A L L E N G E
PROGRAM GUIDE

Get Started at
mystory.bodybyvi.com



"I was overweight. I was tired. I look back now at how different it was and not in a good way at all. The difference that Body by Vi made in my life and the improvements in so many aspects is just so amazing!"

*– Susan Taggart
Body by Vi™ Champion
Dropped 4 dress sizes
on the Transformation Kit*

Welcome to the ViSalus Sciences® Body by Vi™ 90-Day Challenge!

You have taken an important step towards healthier living. This program is geared to help you reach your goals, no matter what they are. From simply losing a few pounds, to getting fit and toned, we have the tools, the products, and the community of supportive people to celebrate your success. The Body by Vi™ Challenge is easy, fun, and guarantees results.

The Body by Vi™ Challenge is not another fad diet. The program is based on nutrition that helps you burn fat, keep lean muscle, boost your metabolism, and control hunger. The patented ingredients and formulas help you achieve your goals, are easy to use, and taste amazing. No other program offers so much, and so affordably. Also included in our program are nutrition guides, fitness tips and plans, and downloadable tracking tools. These are just a few of the many resources available online at www.BodyByVi.com

Every 90 days, set a new "Challenge Goal". For example, want to continue to lose weight? Record your goal. If you've reached your ideal weight, then maybe your next goal is to maintain it, or get fit and active.

We wish you the greatest luck and success as you embark on your challenge. We look forward to seeing your results!

Starting the Body by Vi™ Challenge is easy

Each of the Body by Vi™ Challenge kits contains the "shake mix that tastes like a cake mix". Vi-Shape® is the perfect way to start your day because it fuels the body with high quality nutrients helping keep blood sugars in a healthy range, providing protein to help keep you feeling full, and supporting a healthy heart, digestive system, and more. A Vi-Shape shake blended with non-fat milk, fruit, and health flavor gives you powerful Tri-Sorb™ protein, a full serving of fiber, calcium, 23 Vitamins and minerals. Plus it has prebiotics that help support your body's natural 'detox' process and digestive enzymes to help you absorb more nutrition into your body! Compared to other shakes, Vi-Shape is lower sodium, lower fat, lower sugar, higher fiber, and superior nutrition. Other shakes can be gritty or leave a bitter after taste, Vi-Shape is smooth, creamy, and sweet. Get started creating your own 'custom' shakes. In this guide are some ideas to get you started.

Eat a healthy third meal and supplement your day with snacks like our Nutra-Cookie™. No plan is easier to follow! Our Body by Vi™ Meal Plan gives you an idea of what a week of eating will look like, and provides guidelines for snacks and meals.

Drinking plenty of water to keep hydrated is crucial as you embark on helping your body feel and live healthier. Add NEURO™ for healthy energy.

Adding exercise to the Challenge can enhance your results. Whether you want to ease into the exercise or seriously work out to build muscle, we have the plan for you. Our easy-to-follow 30-day planners make scheduling workouts and walking a breeze with online videos to help customize your own plan.

Choose from 4 Convenient Kits

The Body by Vi™ Challenge comes in four convenient kits with a program to help transform your life.



Balance Kit Save \$28

\$49
Auto-Ship Price

Balance Your Nutrition

30 Vi-Shape® Meal Replacements
5 Shape-Up™ Health Flavor Mix-Ins



Shape Kit Save \$45

\$99
Auto-Ship Price

Shape Your Body

60 Vi-Shape® Meal Replacements
10 Shape-Up™ Health Flavor Mix-Ins



Core Kit Save \$88

\$199
Auto-Ship Price

Ultimate Nutrition

30 Vi-Shape® Meal Replacements
5 Shape-Up™ Health Flavor Mix-Ins
Vi-pak® 30-day supply
2 boxes NEURO™ Smart Energy Drink Mix



Transformation Kit **\$249** Save \$100 Auto-Ship Price

Transform Your Body Faster

60 Vi-Shape® Meal Replacements
10 Shape-Up™ Health Flavor Mix-Ins
2 boxes NEURO™
1 bottle each Vi-Slim® & Omega Vitals
1 box Vi-Trim®

For even more health benefits add the complete Vi-pak® Advanced Anti-Aging and Energy System to your Challenge Kit.



Vi-pak® is an advanced health system designed to give your body the nutrients that are often hard to get from our diets alone. Vi-pak® combines a chelated Multi Mineral and Vitamin Formula, a Supercharged 26 Antioxidant blend, a **patented Anti-Aging and Energy Complex,*** and double-distilled Omega Vitals oils. Each box contains 30 AM and 30 PM packets of complete health support.

Upgrade your Challenge Kit today for only \$99.

(Save \$26 off regular wholesale price!)

To order go online or call 877-VISALUS.

*U.S. Patent # 5,977,162

To start your program:

A: Take a "Before" picture

You will want to compare it (and share it) when you reach your goals.



B: Take your measurements

Begin your transformation by recording your information in a notebook or the handy progress tracker included in your Challenge Kit. You will see how quickly you can transform your body!



C: Go online to register and be eligible for Great Prizes!

Go to login.bodybyvi.com and enter the user name and password you selected when you purchased your kit. Set your goal and Start Your Challenge. By registering, you will be eligible to win valuable prizes just for completing the Challenge.

Plus, check out the recipes, meal plans, calorie counters, fitness tips and online community.



D: Earn free product!

Want to get your next month's kit for free? Host a Body by Vi Challenge Party, and invite at least 3 friends to join the challenge with you! Talk to your ViSalus Independent Distributor to learn more.





The Transformation Kit

#1 Kit Preferred by Body by Vi™ Champions

When you use the products in this comprehensive program together, you give your body what it needs to lose weight and keep it off.

Vi-Shape® Nutritional Shake Mix

Vi-Shape® Nutritional Shake Mix is a fusion of 23 vitamins and minerals that your body needs for good health. It includes the perfect blend of high quality proteins, digestive enzymes and fiber. Its Sweet Cream flavor easily mixes with non-fat milk, soy milk, or even water. No other shake tastes as great or offers as much flexibility.

Shape-Up™ Health Flavor Mix-Ins

Our patent-pending Health Flavors allow you to have an affordable abundance of flavors with health benefits. Simply add one or more to your Vi-Shape® Nutritional Shake Mix for delicious, nutritious flavors on the go!

Vi-Slim® Metabolism Boosting Tablets

Awaken your metabolism and help your body burn fat, naturally! Clinical studies have shown that the ingredients in this formula help support fat burning, and may help you lose an extra 10 to 15 pounds per year. *

Vi-Trim® Clear Control Drink Mix

Get “clear control” of your hunger with this powerful, patent-pending drink mix. It mixes clear and is virtually flavorless and odorless. Mix into your shake, or favorite cold beverage between meals. Helps relieve stress of dieting, and provides a calming feeling, while curbing hunger.

Omega Vitals Essential Oils Nutritional Supplement

The ViSalus Omega Vitals are a robust blend of double distilled fish oils from deep sea fish, along with Evening Primrose oil, flaxseed oil, and pumpkin seed oil for the highest quality, robust blend of omegas. These oils support heart health, joint health, skin health, brain function, and every cell in your body. Since the average diet is lacking these important oils, we've included them in the Body By Vi kit..

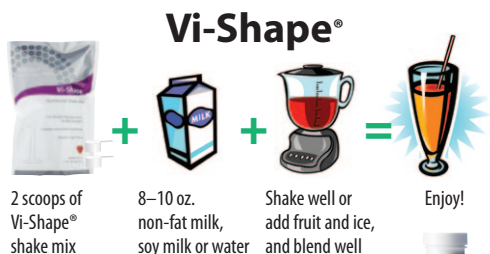
NEURO™ Smart Energy Drink Mix

ViSalus NEURO™ fuels your body with healthy energy. Other drinks use high levels of caffeine that can dehydrate you, and high levels of taurine that can leave you feeling jittery. ViSalus NEURO uses healthy herbs like Rhodiola for stamina and endurance, ingredients to support your brain, and your body. With about ½ cup of coffee worth of caffeine, NEURO will energize and hydrate without the jittery effect.



Body by Vi™ at a Glance

BREAKFAST



2 scoops of
Vi-Shake®
shake mix



8–10 oz.
non-fat milk,
soy milk or water



Shake well or
add fruit and ice,
and blend well



Enjoy!

Omega Vitals

Vi-pak® or Omega Vitals Supplement – 1 Softgel



Vi-Slim®



Metabolism booster
supplement—
1–2 tablets.

Vi-Trim®



Hunger Control drink mix.
Just add to 8–12 oz. of water,
juice, tea, or Vi-Shake® shake.
Use as needed.

SNACK

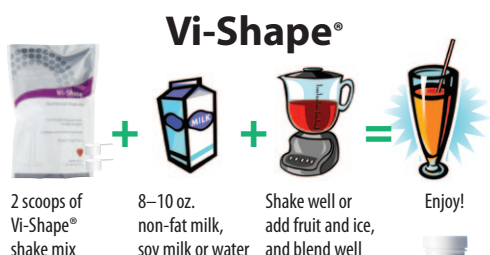


Nutra-Cookie™, fruit, vegetable,
or small salad if needed.

Need an energy boost? Add ViSalus
NEURO™ to your day. You can even
add it to your shake!



LUNCH



2 scoops of
Vi-Shake®
shake mix



8–10 oz.
non-fat milk,
soy milk or water



Shake well or
add fruit and ice,
and blend well



Enjoy!

Omega Vitals

Vi-pak® or Omega Vitals Supplement – 1 Softgel



Vi-Slim®



Metabolism booster
supplement—
1–2 tablets.

Vi-Trim®



Hunger Control drink mix.
Just add to 8–12 oz. of water,
juice, tea, or Vi-Shake® shake.
Use as needed.

SNACK



Nutra-Cookie™, fruit, vegetable,
or small salad if needed.



DINNER

A balanced, sensible meal.
Enjoy!

Start Today!
mystory.bodybyvi.net



*"There are days when I'm just
going, going, going and I've
got to eat something, but I
don't want a candy bar. The
Nutra-Cookie is great because
I can grab one and I'm good
for the next hour or two."*

— James Cordova

Body by Vi Champion

Gained a "6-pack" for the first time!
on the Transformation Kit

Nutra-Cookie™

ViSalus Nutra-Cookie™ can help you maximize your results with a healthy snack the whole family can enjoy! With plenty of protein, fiber, fruit and vegetable nutrients, and immune-supporting properties, the Nutra-Cookie is an essential healthy snack.

Simply have one Nutra-Cookie between meals to keep your body fueled with more protein, fiber and nutrition to help keep your metabolism running, and your hunger at bay. Or two cookies, or a cookie and a Vi-Shake® Shake mixed in water and you have a perfect fast meal for on the go. In two flavors, Chocolate-Chip, and Oatmeal Raisin. Low gluten content, with prebiotic fibers.

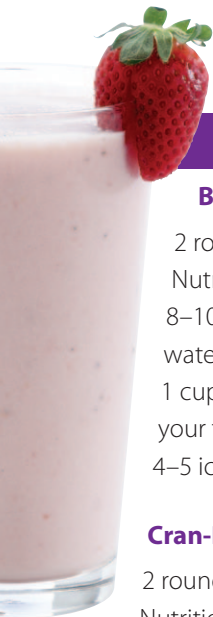
Add it to your program today by logging in to your account and adding to your monthly order.





Recipes

Have fun creating your own flavors and style by adding fruit, yogurt, or juice to your shake mix. Listed below are some ideas to get you started. For each recipe—blend in a blender until creamy. And then enjoy this delicious, nutritious shake. It's so good, you'll think you're cheating!



Fruit Stand

Berry Blast:

- 2 rounded scoops of Vi-Shape® Nutritional Shake Mix
- 8–10 oz. of non-fat milk, soy milk, or water
- 1 cup frozen berries (mixed, or any of your favorites)
- 4–5 ice cubes

Cran-Blueberry:

- 2 rounded scoops of Vi-Shape® Nutritional Shake Mix
- 1/2 cup of non-fat milk, soy milk, or water
- 1/2 cup cranberry juice (low calorie)
- 1 cup frozen blueberries
- 4–6 ice cubes

Orange Dream:

- 2 rounded scoops of Vi-Shape® Nutritional Shake Mix
- 8 oz. of orange juice
- 4–6 ice cubes

Peach Dream:

- 2 rounded scoops of Vi-Shape® Nutritional Shake Mix
- 8–10 oz. of non-fat milk, soy milk, or water
- 1 cup frozen peach slices
- 4–5 ice cubes



Coffee House

Café Mocha:

- 2 rounded scoops of Vi-Shape® Nutritional Shake Mix
- 1/2–1 tsp of instant coffee or 8–10 oz. cold coffee
- 1–2 tbsp cocoa mix/powder
- 8–10 oz. of non-fat milk, soy milk, or water
- 4–6 ice cubes

Chai Latte:

- 2 rounded scoops of Vi-Shape® Nutritional Shake Mix
- 8–10 oz. of non-fat milk, soy milk, or water
- 3 tbsp ice tea mix (powder)
- 1/2–1 banana (optional)
- Cinnamon to taste
- Dash each of ginger, powdered cloves, and ground black pepper
- 4–6 ice cubes

Dessert

Apple Pie:

- 2 rounded scoops of Vi-Shape® Nutritional Shake Mix
- 8–10 oz. of non-fat milk, soy milk, or water
- 1 small apple—seeded, or 1/4 cup applesauce
- 1/2 tsp cinnamon
- 4–6 ice cubes

Banana Cream Pie:

- 2 rounded scoops of Vi-Shape® Nutritional Shake Mix
- 8 oz. water
- 1/2–1 cup yogurt (vanilla, plain, or flavored low fat)
- 1 banana
- 1/4 tsp vanilla extract
- 4–6 ice cubes



Other ways to use the shake mix:

1. Mix into yogurt for an on the go treat.
2. Mix into cottage cheese
3. Mix into oatmeal
4. Mix into sugar-free pudding mix
5. Add to pancake mix

The Body Mass Index

"So what is a healthy weight? The weight tables used today are too one size fits all. Overweight, Healthy Weight, and Obesity can be defined by the Body Mass Index (BMI), calculated as weight in kilograms/height in meters squared. In the United States, the average adult man has a BMI of 26.6 and the average adult woman has a BMI of 26.5. Though BMI ranges are not exact ranges of healthy and unhealthy weight, studies have shown that health risk increases as BMI increases."*

As a population, Americans are slightly taller, and MUCH heavier than 40 years ago. We are about an inch taller than we were in 1960 and almost 25 pounds heavier. The average man is now 5 feet 9 inches tall and weighs 191 pounds (vs. 166.3 pounds in 1960), while the average woman is 5 feet 4 inches tall and weighs 164.3 pounds (vs. 140.2 pounds in 1960). The table below shows what would be a healthy weight for the "average" man and woman today.

Weight	BMI Values	Man 5'9" (Average Height)	Woman 5'4" (Average Height)
Healthy Weight	18.5-24.9	121-163	108-144
Overweight	25.0-29.9	164-195	145-173
Obese	30 and above	196 and above	174 and above

To determine approximately how much you should weigh, see the BMI table below. Set a realistic expectation for yourself, given your age, lifestyle and activity level. Remember that any reduction in weight, no matter how small, has a very positive impact on your health.

If you want to see how to calculate a BMI without using this table:

1. Multiply your weight in pounds x 703.
2. Multiply your height in inches by itself.
3. Divide the first number by the second.

Here are the BMI guidelines:

Under 19 = Underweight

19-25 = Healthy weight

26-30 = Overweight

31-39 = very overweight

40+ = extremely overweight

"I just finished my second shake today. I cannot believe how great it tastes! I made one this morning with bananas and strawberries and this afternoon with orange juice! It is like having dessert twice today!"



$$\text{BMI} = \left\{ \frac{\text{WEIGHT (pounds)}}{\text{HEIGHT (inches)}^2} \right\} \times 703$$

		Weight in Pounds																
		120	130	140	150	160	170	180	190	200	210	220	230	240	250			
Height in Feet and Inches	4'6"	29	31	34	36	39	41	43	46	48	51	53	56	58	60			
	4'8"	27	29	31	34	36	38	40	43	45	47	49	52	54	56			
	4'10"	25	27	29	31	34	36	38	40	42	44	46	48	50	52			
	5'0"	23	25	27	29	31	33	35	37	39	41	43	45	47	49			
	5'2"	22	24	26	27	29	31	33	35	37	38	40	42	44	46			
	5'4"	21	22	24	26	28	29	31	33	34	36	38	40	41	43			
	5'6"	19	21	23	24	26	27	29	31	32	34	36	37	39	40			
	5'8"	18	20	21	23	24	26	27	29	30	32	34	35	37	38			
	5'10"	17	19	20	22	23	24	26	27	29	30	32	33	35	36			
	6'0"	16	18	19	20	22	23	24	26	27	28	30	31	33	34			
	6'2"	15	17	18	19	21	22	23	24	26	27	28	30	31	32			
	6'4"	15	16	17	18	20	21	22	23	24	26	27	28	29	30			
	6'6"	14	15	16	17	19	20	21	22	23	24	25	27	28	29			
	6'8"	13	14	15	17	18	19	20	21	22	23	24	25	26	28			

Healthy Weight
Overweight
Obese



"I lost 33 pounds with the Body by Vi™ Challenge and lost 6 inches from my waist. People asked me how I did it, and I told them about the Challenge. Now I have a successful business growing across the nation!"

– Bryan Bellville

Healthy Eating

If you want to lose weight, you need to make healthy food choices that will keep you full and satisfied without packing on extra pounds. Use the list below as a guideline to help you choose the kinds of foods you should be incorporating into your diet every day. Remember, fruits and vegetables are loaded with vitamins and nutrients, and fill you up without filling you out. A cup of rice or beans can yield 220 to 300 calories or more, while fruits and vegetables are typically only 30 to 85 calories.



Cooked Vegetables and Beans:	Portion	Calories	Fiber
Artichokes	1 large	30-44	4.5
Asparagus	1/2 cup	17	1.7
Beans, baked with pork & molasses	1 cup	200-260	16.0
Beans, kidney or black	1/2 cup	94	9.7
Beans, Pinto	1/2 cup	150	5.8
Beets	1/2 cup	33	2.5
Broccoli	3/4 cup	30	7.0
Cabbage, white or red	2/3 cup	15	3.0
Carrots	1/2 cup	20	3.4
Cauliflower	1 cup	20	2.3
Chickpeas (garbanzos)	1/2 cup	86	6.0
Eggplant	1 cup	30	6.0
Green Beans	1/2 cup	10	2.1
Greens, collard, chard, etc.	1/2 cup	20	4.0
Mushrooms	4 large	45	2.0
Okra	1/2 cup	13	1.6
Onion	1/2 cup	22	1.5
Peas, green	1/2 cup	60	9.1
Spinach	1/2 cup	26	7.0
Raw Vegetables:	Portion	Calories	Fiber
Avocado	1/2 cup	97	1.7
Broccoli (raw)	1/2 cup	20	4.0
Carrots	1/4 cup	10	1.7
Celery	1/4 cup	5	2.0
Cucumber	1/2 cup	12	0.7
Olives, green and black	6	42-96	1.2
Green Bell Pepper	2 tbsp.	4	0.3
Radishes	3	5	0.1
Tomatoes	1 small	22	1.4

*Results not typical.



Fruit:	Portion	Calories	Fiber
Apple	1 medium	70	4.0
Banana	1 medium	96	3.0
Berries	1/2 cup	20-33	1.5-4.6
Cherries	1/2 cup	55	1.0
Grapefruit	1/2 medium	30	0.8
Grapes	20	75	1.0
Melon, honeydew and cantaloupe	1/2 cup	42-76	1.5-2
Orange	1 large	70	2.4
Peach	1 medium	38	2.3
Pear	1 medium	88	4.0
Pineapple	1/2 cup	41	0.8
Plums	2 or 3 small	38-45	2.0
Raisins	1 tbsp.	29	1.0



Grains, Rice, Potatoes, Breads:	Portion	Calories	Fiber
Bread, Wheat	2 slices	120	3.6
Bread, White	2 slices	160	1.9
Lentils, brown	2/3 cup	144	4.4
Macaroni pasta	1 cup	200	5.7
Potato, baked	1 small	120	4.2
Sweet potato, baked	1 small	146	4.0
Rice, white (before cooking)	1/2 cup	79	2.0
Rice, brown (before cooking)	1/2 cup	83	5.5



Protein Sources (cooked):	Portion	Calories	Protein
Chicken or turkey breast	3 oz.	135-140	25.0
Chicken thigh	3.5 oz.	120	10.0
Lean red meat	3 oz.	145-160	25.0
Beef hot dog	1/4 lb.	352	4.0
Ham	2 thin slices	75	22.0
Shrimp, crab, lobster	4 oz.	120-150	22-24
Tuna	1/2 cup	90-120	25.0
Ocean fish	4 oz.	130-170	25-30
Egg whites	7 egg whites	115	25.0
Nonfat cottage cheese	1 cup	140	28.0

"I am really happy with the products, because I know that I'm giving my body what it needs. It isn't just about losing weight, but getting strong and healthy."

*– Tosha Cordova
Body by Vi Champion
Lost 8-inches from her waist
on the Transformation Kit.*





"NEURO™ is awesome brain food. It gives the energy level that you're looking for, there's no down time, and it tastes good too."

*– Domenick Mastrocola
Body by Vi Champion
Lost 40 Pounds
on the Transformation Kit!*

Get Started => mystory.bodybyvi.com

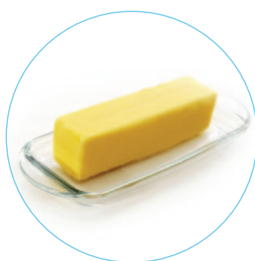
Small Successes & Building Lean Muscle

To improve your health, and burn more calories it is important to build Lean Muscle Mass. Muscle will burn 30 to 50 calories, while fat burns only 5–7 calories. You can build lean muscle mass with your diet, by eating healthy protein, and the right blend of carbs, or by drinking the Vi-Shape™ Nutritional Shake Mix! Exercise is also good at helping build lean muscle mass. In the U.S., 62% of all adults get no physical activity. Simple walking will help you burn fat, build muscle, and feel great.

We recommend that you weigh yourself **only once per week**. Normal fluctuations and changes in your diet may provide mixed messages if you weigh yourself each day.

Don't get discouraged if some weeks you seem to lose less. Think about each ¼ pound lost as a stick of butter! Imagine that coming off your hips or thighs. Do that each week and in 1 month it will be a pound of fat gone!

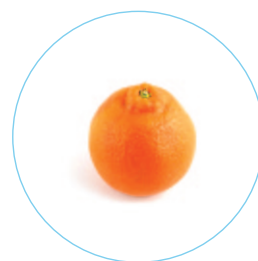
Muscle Mass Is Worth More – Smaller Size, Greater Health



1/4 LB OF FAT



1 LB OF FAT



1 LB OF LEAN MUSCLE

Muscle takes up much less space on your body than does fat. One pound of fat is about the size of a large grapefruit. Yet one pound of muscle is about the size of a small tangerine. Some dieters get discouraged when they don't see the scale going down, but they should not worry! If your dress size is shrinking, and your weight is not shrinking as fast on the scale...good! That means you are building lean muscle, which will help your body function better and help you feel better.

And for more incentive, six pounds of fat lost is like losing a basketball. A little weight loss can make a big difference in how you look and feel. And if you feel younger, you are! Being overweight or obese is like adding 20 years to your life. If you are obese at 40, your body is struggling as if you were much older.

So don't focus just on weight on the scale. Look at how your clothes are fitting. Take a measurement each week of your bust/hips/waist. Track your results and celebrate! You are taking control of your life and of your health. And to boost your weight loss results, and build lean muscle faster, begin an exercise program.

The National Academy of Sciences recommends 30 to 60 minutes of exercise each day. Walking is a great calorie burner. So get moving!

Get Started Today! mystory.bodybyvi.com

Exercise your way to Transformation

Exercise boosts metabolism as well as mood. Jogging in place on a treadmill at the gym is not the only way to achieve results. Many different activities offer calorie burning potential. Check out the following list for some choices that will have you feeling better inside and out.

Exercise	Calories Burned per Hour (varies by body weight)		
	130 lbs	155 lbs	190 lbs
Aerobics	354	422	518
Basketball	354	422	518
Bicycling, moderate effort (12-14 mph)	472	563	690
Cleaning house	207	246	302
Dancing	266	317	388
Gardening	295	352	431
Golf	236	281	345
Hiking	354	422	518
Jogging	413	493	604
Mowing lawn	325	387	474
Playing catch, football or baseball	148	176	216
Pushing or pulling stroller with child	148	176	216
Race walking	384	457	561
Racquetball	413	493	604
Rowing, stationary, moderate effort	502	598	733
Running, 5 mph (12 min mile)	472	563	690
Running, 6 mph (10 min mile)	590	704	863
Running, 7.5mph (8 min mile)	783	880	1078
Soccer	413	493	604
Softball or baseball, fast or slow pitch	295	352	431
Stretching, hatha yoga	236	281	345
Swimming laps, freestyle, moderate effort	472	563	690
Tai chi	236	281	345
Tennis	413	493	604
Walk/run-playing with child(ren)	236	281	345
Walking, 3 mph, mod. pace, walking dog	207	246	302
Walking, 4 mph, very brisk pace	236	281	345
Water aerobics, water calisthenics	236	281	345
Weight lifting, light or moderate effort	177	211	259

"My first 90 day challenge was more rewarding than anything I had ever tried before! I worked hard and stayed consistent. I was rewarded and encouraged by losing 45lbs and 37 inches! I couldn't believe it!"*

*– Theresa Moore
Body by Vi Champion
Continuing to succeed with
the Transformation Kit!*



*Results not typical.

