FIXX can be an important part of any healthy weight loss program. When we start on a program of caloric restrictions, the calories we do consume become ever more important. The extra control over hunger provided by taking the product FORM can give you greater power in making smart choices about what you decide to eat. Whether you are trying to eat 5 or 6 smaller meals per day, you want a satisfying healthy snack, or you choose FIXX as a meal replacement, FIXX is an excellent choice. The following are points of importance on many of the main ingredients in FIXX.

24 KARAT CHOCOLATE (UNPROCESSED COCOA)

Many nutritional experts now consider unprocessed or undutched cocoa to be one of the top 10 super foods in the world because of the following:

ANTIOXIDANT POWER: Cocoa exhibits one of the highest antioxidant capacities.1 Scientists believe antioxidants to be effective in helping prevent cancer, heart disease and stroke. Cocoa flavanols have been shown to protect LDL cholesterol from oxidation.2 One study actually showed that cocoa not only suppressed the oxidation of LDL cholesterol, but also suppressed the development of atherosclerotic lesions in rabbits. The antioxidant effects are also important in preventing free radical damage to the brain preserving memory and preventing the behavioral and cognitive decline seen with aging.3

IMPROVE BLOOD FLOW: Epidemiological and medical anthropological investigations suggest that flavanol-rich foods exert cardiovascular health benefits. Endothelial dysfunction, a prognostically relevant key event in atherosclerosis, is characterized by a decreased bioactivity of nitric oxide (NO) and impaired flow-mediated vasodilation (FMD)…..Ingestion of flavanol-rich cocoa is associated with acute elevations in levels of circulation NO species, an enhanced FMD response of conduit arteries, and an augmented microcirculation.4 Cocoa also helps improve circulation by improving platelet function by reducing platelet aggregation.5 Reducing platelet aggregation may help in preventing cardiovascular diseases, including heart attack, stroke and peripheral vascular disease. Improved blood flow to the heart and brain, which is especially important for individuals with vascular impairment associated with elderly people, including dementia and strokes. Improved peripheral circulation, which is especially important for individuals suffering with complications associated with diabetes. The effectiveness is compounded when considering the improved insulin sensitivity.
(See high blood pressure below)

HIGH BLOOD PRESSURE: Cocoa ingestion is associated with a significant increase in insulin sensitivity and decreased blood pressure.6

IMPROVED NITRIC OXIDE ACTIVITY: Constituents in Cocoa reduce the release of Nitric Oxide by macrophages7 while at the same time increasing plasma Nitric Oxide activity.

IMPROVED LIBIDO: Both the increased Nitric Oxide and improved blood flow result in improved libido. Increasing Nitric Oxide is one of the ways prescription medications act to treat erectile dysfunction.

ANTI-INFLAMMATORY ACTIVITY AND PAIN RELIEF: The wide spectrum of Cocoa flavonoids (catechin, epicatechin, isoquercitrin & luteolin and polymeric procyanidins) down-regulate the synthesis of inflammatorymediators.8 This makes the supplement a valuable addition to the diets of individuals with inflammatory and autoimmune diseases. The increase of plasma NO also has anti-inflammatory effects.9

RENAL HEALTH: By keeping blood pressure low and improving endothelial health, cocoa helps maintain healthy kidneys. A recent study evaluated Angiotensin converting enzyme (ACE), it was found that ACE was inhibited by consuming a flavanol rich diet (including high flavanol cocoa).10

IMPROVED IMMUNE HEALTH: cocoa procyanidins may influence immune function indirectly through their ability to act as antioxidants, thereby inhibiting reactive oxygen species, and directly by affecting the secretion of immune reaction mediators, cytokines.11

WEIGHT MANAGEMENT: Unprocessed cocoa contains ingredients that satisfy cravings, promote feelings of happiness and also help properly regulate the metabolism and storage of fat, and improve insulin function.

ORGANIC WHEY PROTEIN

Whey protein is a complete protein containing all of the essential amino acids. Most human performance experts agree that whey protein has the ideal combination of aminoacids to support weight management and improve sports activity performance. Wheyprotein contains a high number of branched chain amino acids, which are used more rapidly in repairing and building muscle. One of the amino acids Leucine helps in muscleprotein synthesis. Whey protein has twice as much Leucine as soy protein. The bestmeasure of the quality of proteins is its Biological Value (BV). BV measures the amountof protein retained in the human body per gram of protein absorbed. The BV for Wheyvaries between 104 and 159 BV. Other proteins measure as follows. Casein (the otherprotein in milk has a BV of 77, Chicken 79, Soy 74, Beef 80 and Fish 83.12 Whey protein is ideal for weight management because it is soluble and easy to

digest.Requires more calories to digest than carbohydrates, slows the absorption sugars intothe bloodstream, this lowers insulin spikes and helps to control hunger.
Whey protein helps stimulate the release of two appetite suppressing hormones
cholecystokinin (CCK) and glucagons-like peptide-1 (GLP-1).

INULIN

Inulin is a specific type of dietary fiber that is naturally found in hundreds of common foods such as leeks, artichokes, asparagus, onions, garlic, bananas, wheat, rye, and…chicory root. Do you eat chicory root? Before you answer no, you may want to take a closer look at some of your food labels. Although this hearty root is not usually eaten in its natural form, chicory root is the source used for the inulin added to processed foods.
Inulin has excellent nutritional and functional characteristics and can be used to replace fat, flour, and sugar. Want to know if your favorite packaged foods contain inulin? Read the ingredients list and look for the word 'chicory root' or 'inulin.' This fiber is popping up in everything from cereals and granola bars to yogurt and cookies.

Health benefits of inulin

When food manufacturers choose a fiber to add to foods, they have many types to choose from. Some examples of fiber include oat bran, cellulose, and wheat bran. All of these fibers are indigestible by the body and can help slow digestion, making you feel full longer. Inulin may offer more health benefits than other fibers. Here's a list of some of its benefits:

1. **Inulin promotes healthy gut bacteria**

Pre- and pro-biotics are 'good' bacteria that help maintain gut health. Inulin is a probiotic. Foods like yogurt contain probiotics. Prebiotics serve as food for probiotics. In this way, inulin is part of a chain of bacteria that keeps your gut healthy and alleviates digestive problems.

2. **Improve your digestive functions with inulin**

Like other fibers, inulin helps digestion, prevents constipation, and keeps you regular. A large reason for this is because of its probiotic properties.

3. **Inulin can help manage diabetes**

Because inulin is not digested, it does not affect glucose levels. This makes it an appropriate food for diabetics. It is not counted as carbohydrate intake.

4. **Improved bone health with inulin**

Preliminary studies suggest that adding inulin to calcium-rich foods like yogurt may boost calcium absorption. This is good news for your bones! 18

HIGH OLEIC SUNFLOWER OIL

This oil is high in oleic (monounsaturated) acid. Use of this oil has been shown to
favorably alter LDL cholesterol, triglycerides, and factor VII coagulant activity.15

GUAR GUM

Guar gum is a water soluble fiber extracted from the guar bean. It is claimed to be helpfulin promoting regular bowel movements, relieve constipation and help with chronicbowel dysfunction problems. It provides fiber and thickening. It also has some thermogenic properties.16

GUARANA

From a weight loss standpoint, it reduces appetite, speeds up fat burning – especially when combined with exercise, Stimulates brown adipocyte proliferation while inhibiting the development of white adipocytes, and inhibits glucose transport into fat cells.

PROPRIETARY PROBIOTIC BLEND

Probiotics are live microorganisms that live in the human intestinal tract. They are often referred to as the healthy or friendly bacteria. Bacteria start to form in the intestinal tract with the addition of mother's milk and the balance between friendly bacteria and unhealthy bacteria has a significant impact on health. Using a blend of probiotics helps to maintain a healthy balance between the good bacteria in the intestinal tract and bad bacteria. The good bacteria produce enzymes that promote mineral absorption,carbohydrate digestion and the breakdown of toxins. They support the production of B vitamins, help control cholesterol and blood pressure and help moderate inflammation.There are multiple studies that now show the value of regular use of probiotics. In one study Probiotics caused a decrease in serum CRP levels and a reduction in bacteria induced production of proinflammatory cytokines.17

Nutrition Facts

Serving Size: 1 Pouch (32 g)
Servings Per Box: 12

Amount Per Serving:		%Daily Value*
Calories	100	
Calories from Fat	15	
Total Fat	2 g	2%
Saturated Fat	0.3 g	3%
Cholesterol	0 mg	0%
Sodium	190 mg	8%
Potassium	800 mg	22%
Total Carbohydrates	7 g	3%
Dietary Fiber	5 g	20%
Soluble Fiber	3 g	*
Insoluble Fiber	2 g	*
Sugars	Less than 1 g	*
Other Carbohydrates	2 g	*
Protein	10 g	20%

Vitamin C	50%	•	Vitamin A	60%
Iron	50%	•	Calcium	20%
Vitamin E	50%	•	Vitamin D	50%
Thiamin	50%	•	Niacin	50%
Riboflavin	50%	•	Folate	50%
Vitamin B6	50%	•	Biotin	60%
Vitamin B12	50%	•	Phosphorus	50%
Pantothenic Acid	55%	•	Magnesium	50%
Iodine	50%	•	Selenium	50%
Zinc	50%	•	Manganese	50%
Copper	20%	•	Molybdenum	50%
Chromium	50%			

Since 80% of your immune system is located in the digestive system, regular consumption of probiotics can help prevent or shorten illness. A recent study published in the British Journal of Sports Medicine showed that regular use of probiotics reduced the number and length of infections in long distance runners. Because long distance runners and really all serious athletes place such tremendous stress on their bodies, they experience a much higher rate of bacterial and viral infections than the general population. This makes the results of this study even more impressive than had it been performed on a regular population group.Researchers in Argentina showed that probiotics reduced the amount of cancer-causing substances in the intestine. In November of 2005, The National Center for Complementary and Alternative Medicine and the American Society for Microbiology issued a special conference report on probiotics saying that probiotic formulations are useful to:
Treat diarrhea. Prevent and treat infections of the female genital and urinary tract.
Reduce the recurrence of bladder cancer. Shorten the length of intestinal infections.
Prevent and manage atopic dermatitis (eczema) in children.

ORGANIC VEGETABLE AND FRUIT BLENDS

The fruit and vegetable blends were added to bring balance to a product that will often be used as a meal replacement.

VITAMINS, MINERALS AND TRACE MINERALS

Complements of vitamins, minerals and trace minerals have been added to make this one of the healthiest protein meal replacement drinks available.

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