

# PROTEIN™ FOR Fat Loss

It's **THE WHEY**  
to Burn Fat &  
Lose Weight!

The Perfect  
Fat Burning  
Companion for all  
the Popular  
Weight Loss  
Plans.

# Congratulations on your purchase of Protein for Fat Loss™ from Provida Labs!

What better way to burn fat and lose weight than with a delicious shake, snack or meal replacement made from this amazingly delicious, instant-mixing protein powder.

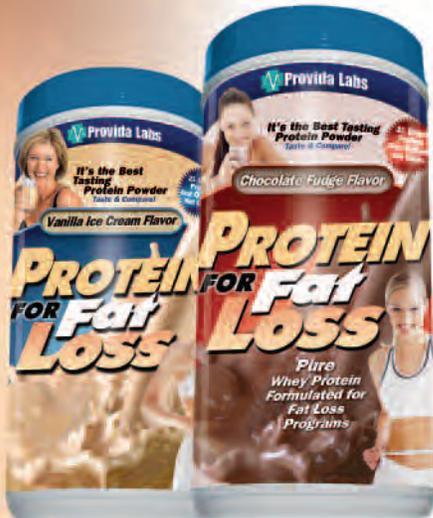
**The Perfect  
Fat Burning  
Companion for all  
the Popular  
Weight Loss  
Plans.**

But Protein for Fat Loss™ is far more than a deliciously satisfying addition to your weight loss plan. It's a potent whey protein formula, specially created to optimize fat loss.

While whey protein has long been considered the "Gold Standard" for people wanting to tone and firm their bodies because it helps build and maintain lean muscle, studies continue to discover the extraordinary fat-burning and weight loss benefits of the individual components of this versatile protein.

## Protein and Weight Loss

Protein is essential for the proper functioning of our bodies. It helps build and repair cells and body tissue. It is especially important when undergoing any weight loss or exercise program because it helps the body maintain and build lean muscle tissue, which helps you burn more calories and fat.



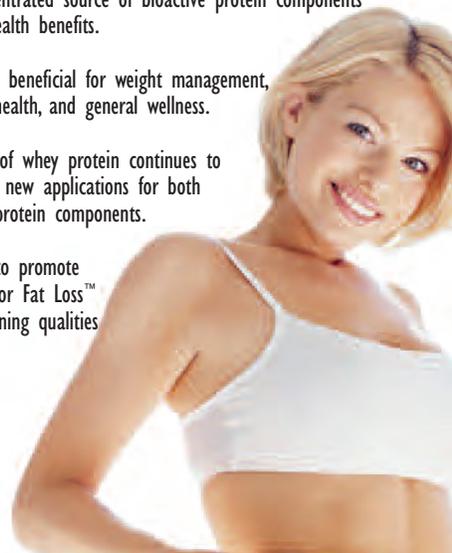
## About Whey

Whey protein is a nutrient rich protein source that is separated from milk during the process of making cheese. It is a concentrated source of bioactive protein components that are shown to have a number of health benefits.

Studies have shown that whey protein is beneficial for weight management, sports nutrition, immune support, bone health, and general wellness.

New information on the health benefits of whey protein continues to become available as researchers discover new applications for both whey protein and its unique individual protein components.

Many of these components are proving to promote weight loss. And Provida Labs Protein for Fat Loss™ provides you with all the special fat-burning qualities of this incredible protein source!



## Whey – The Most Effective Form of Protein

Biological Value (BV), or "bioavailability", is a measure of how much protein absorbed by the body is retained for use. Egg protein was once thought to have the highest bioavailability of any protein and was given a BV score of 100. Scientists have recently discovered that whey protein has a BV score of 104, making it the most effective form of protein available. For that reason, Provida Labs' Protein for Fat Loss™ contains only 100% whey protein. You'll get the maximum amount of nutrients with the minimum amount of calories.

Protein Source	BV
Whey Protein Concentrate	104
Whole Egg	100
Cow's Milk	91
Beef	80
Casein	77
Soy Protein	61

## **Protein for Fat Loss™ Provides all the Fat-Burning Qualities of Whey**

Provida Labs has created the perfect whey protein formula for fat loss. It's low in calories, carbs and fat, and rich in the powerful bioactive components of whey that can help turn your body into a fat-burning machine!

### **• Virtually No Carbs or Fat!**

Protein for Fat Loss™ is made from pure whey protein with virtually no carbs or fat. It is a perfect complement to any of the popular weight loss plans, including low carb diets.

### **• Low Calorie!** Protein for Fat Loss™ is lower in calories than other whey protein powders.

### **• Curbs Appetite Naturally!** Protein for Fat Loss™ is high in GlycoMacroPeptides (GMPs), which stimulate the release of the hormone CCK, sending signals to your brain telling you "you're full".

### **• Stabilizes Blood Glucose Levels!** Protein for Fat Loss™ uses a non-caloric sweetening system that contains virtually no sugars. It is formulated to help stabilize blood glucose levels by slowing the absorption of glucose into the bloodstream. It also promotes stable insulin levels unlike other formulas that contain sugars that cause levels of insulin, the fat-storing hormone, to spike. This makes it a perfect formula to keep you feeling satisfied without giving you the energy dips and hunger spikes associated with higher carb formulas.

### **• Deliciously Satisfying!** Enjoying what you eat and feeling satisfied is essential to sticking to at any weight loss plan. That's why taste and texture were our top priorities. In comparison after comparison, this whey protein formula proves to be among the best tasting ever. Try it for yourself and see!

## **Study Supports Whey For Losing Fat and Gaining Lean Muscle Mass**

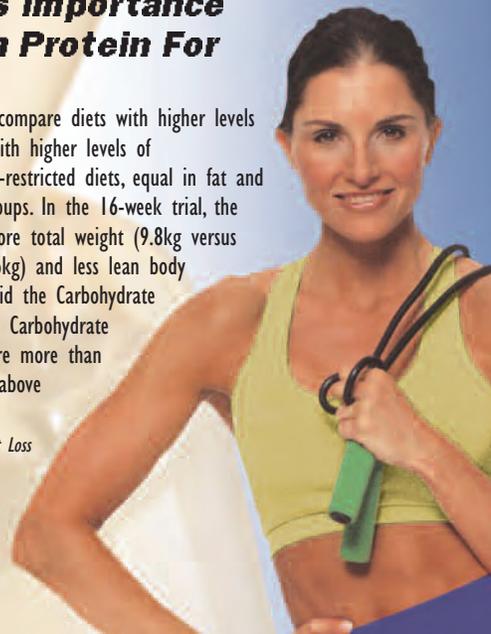
A recent study was conducted to analyze the effects of a low-calorie, high-protein diet (using protein supplements) and resistance training (lifting weights), versus a low-calorie diet alone on body composition changes in overweight police officers. The study found that subjects consuming higher levels of protein (from whey or casein) while engaging in a weight-training program lost significantly more body fat and greatly increased strength compared with subjects eating a low-calorie diet alone.<sup>1</sup>

*1. Demling, R.H., DeSanti, L., "Effect of a Hypocaloric Diet, Increased Protein Intake and Resistance Training on Lean Mass Gains and Fat Mass Loss in Overweight Police Officers." Annals of Nutrition & Metabolism, 44(1), 2000, pages 21-29.*

## **Study Supports Importance of Leucine-Rich Protein For Weight Loss**

A clinical trial was conducted to compare diets with higher levels of leucine rich protein, to diets with higher levels of carbohydrates. In this trial, calorie-restricted diets, equal in fat and fiber content, were fed to two groups. In the 16-week trial, the Protein Group lost significantly more total weight (9.8kg versus 6.7kg), body fat (8.8kg versus 5.6kg) and less lean body mass (0.4kg versus 1.1kg) than did the Carbohydrate Group. In addition, subjects in the Carbohydrate Group had insulin values that were more than double fasting levels and >40% above those of the Protein Group.

*D. Layman, "The Role of Leucine in Weight Loss Diets and Glucose Homeostasis." J. Nutr., 133:261S-267S, 2003.*



## **Protein for Fat Loss™ is THE WHEY to build lean muscle so you'll burn fat even faster!**

In addition to all the whey protein benefits directly associated with helping you lose weight, Protein for Fat Loss™ is packed with bioactive components necessary for building and maintaining lean muscle tissue -- which burns calories and fat, even at rest!

- **Rich in Leucine to Boost Metabolism, So You'll Burn Calories All Day Long!**

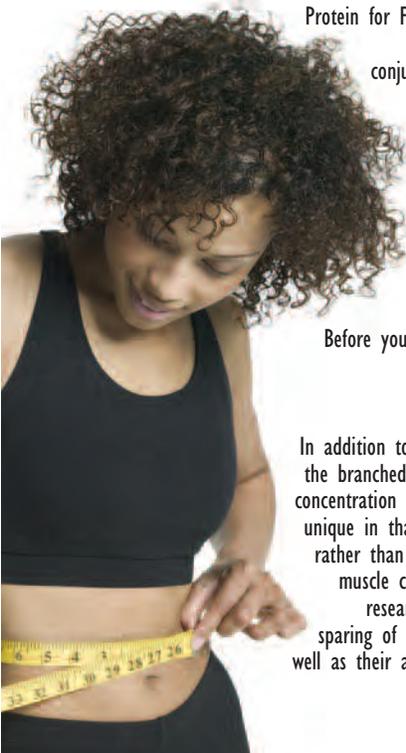
Protein for Fat Loss™ is packed with Leucine (a branched chain amino acid), which when consumed in conjunction with weight bearing exercise, will help boost your metabolism (so you'll burn more calories and fat) by stimulating lean muscle growth. That's because lean muscle burns calories just to exist, unlike fat tissue, which requires no energy to sustain. So the more lean muscle tissue you have, the more calories and fat you'll burn. Protein for Fat Loss™ can help you replace lazy fat tissue with vital calorie-burning lean muscle tissue. Before you know it, you'll be burning fat automatically!

- **Packed with BCAAs to Build Lean Muscle**

In addition to Leucine, Protein for Fat Loss™ is rich in all the branched chain amino acids (BCAAs), offering a higher concentration than other dietary protein sources. BCAAs are unique in that they are metabolized for energy by muscle rather than by the liver. Because of this, they counteract muscle catabolism (breakdown) during exercise. Recent research also reveals a potential role for BCAAs in sparing of lean muscle mass in weight loss programs, as well as their ability to regulate glucose levels in the blood.

## **Why Increasing Lean Muscle Mass Is Essential To Weight Loss**

If you've ever started a diet and then hit a plateau, it's probably because in addition to losing fat, you lost vital muscle tissue. This slows down your metabolism and can even stop weight loss altogether. Protein for Fat Loss™, when used along with weight bearing exercise, helps you retain and increase your lean muscle mass, to keep your metabolism running on high, so you'll burn fat day in and day out!



## Protein for Fat Loss™ & Weight Watchers®

Protein for Fat Loss™ provides a deliciously “low-point” snack or meal that will leave you feeling satisfied for hours. This special formula provides you with an excellent source of protein, without all the additional calories and sugars of other formulas. That means you'll get a great source of protein and all the amazing fat burning benefits of this revolutionary fat-burning formula while consuming only 2-3 pts.

And if you're on the Core Plan, Protein for Fat Loss™ barely makes a dent in your 35 weekly flex points.

Protein for Fat Loss™  
1 Scoop = 2 Points  
2 Scoops = 3 Points

### Directions For Weight Watchers®:

Just mix with water and ice as directed for a quick low point snack or meal, or for a little extra variety, try one of these low point shakes, or create one of your own with any low point ingredients. Remember to add the points of additional ingredients as you include them.

### Points® Friendly Recipes

#### Berry Blast

*For a protein-powered breakfast!*

##### Ingredients:

- 1-2 Scoops Vanilla Ice Cream Flavor Protein for Fat Loss™
- 8 oz of cranberry juice
- 1/2 cup frozen strawberries
- 1 frozen banana
- ice

##### Directions:

Blend juice and ice in your blender. When ice is nearly crushed, add the remaining ingredients. Enjoy!

##### Points Per Serving -

With 1 Scoop: 4    With 2 Scoops: 5

##### Directions:

In a medium-sized mixing bowl, blend together the protein powder and pudding mix. Add milk. Pour into desert cups, garnish with banana slices and fat free whipped cream if desired. Serves 4.

Points Per Serving: 2    With Garnish: 3

\*Protein for Fat Loss™ is not a product of and does not represent an expressed or implied endorsement by Weight Watchers®.

## Protein for Fat Loss™ & The Zone®

Consistent insulin control is the key to the Zone® Diet, and Protein for Fat Loss™ is The Why to help you regulate insulin so you'll burn fat, and lose weight quickly and easily.

Every Zone® meal or snack starts with an adequate serving of low-fat protein, and Protein for Fat Loss™ provides the perfect high-quality, low fat protein base to create a deliciously balanced snack or meal. Just add a piece of fruit or healthy carbohydrate and you have a fat-burning snack or meal in no time. Plus, you get all the additional fat-burning qualities of this revolutionary whey protein formula! You get the added bonus of appetite control and the rich supply of bioactive components to help you increase lean muscle, so you'll burn fat faster.

### Directions for Zone® Dieters:

Start with a serving of Protein for Fat Loss™ and add your favorite fruit to create a delicious smoothie, or add it to a carbohydrate like oatmeal to create a balanced, fat-burning meal! To get started, try one of these delicious Zone® friendly recipes.

### Zone® Friendly Recipes

#### Quick Complete Oatmeal Breakfast Directions:

##### Ingredients:

- 1-1/3 cup cooked oatmeal (the slow cooking kind)
- 2 Tbs Vanilla Ice Cream Flavor Protein for Fat Loss™
- 1 heaping tsp slivered almonds
- Cinnamon to taste

Cook the oatmeal thoroughly, then turn off heat and stir in the Protein for Fat Loss™. Sprinkle with almonds and cinnamon to taste. Enjoy!

Protein Blocks: 4    Carb Blocks: 4  
Fat Blocks: 4

### Berry Delicious Smoothie

*A great meal replacement!*

##### Ingredients:

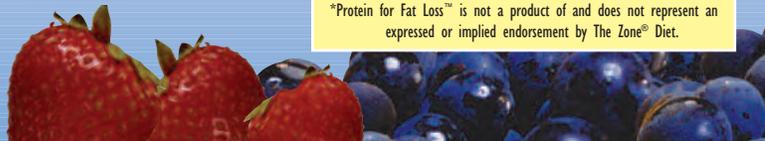
- 1 scoop Vanilla Ice Cream Flavor Protein for Fat Loss™
- 1 cup strawberries
- 1/2 cup blueberries
- 3 oz. apple juice
- ice
- 3 macadamia nuts

##### Directions:

Add ice, nuts and berries in blender and blend until ice is crushed and texture is smooth. Add water if needed. Then add Protein for Fat Loss™ and continue blending until the powder is thoroughly mixed in. Serve!

Protein Blocks: 3    Carb Blocks: 3  
Fat Blocks: 3

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## ***Protein for Fat Loss™ Helps Turn Your Body Into A Fat-Burning Machine!***

- ***Virtually No Carbs or Fat***

Protein for Fat Loss™ is made from pure whey protein without the added sugars of other whey formulas.

- ***Zero Calorie Advanced Sweetening System***

Protein for Fat Loss™ uses a non-caloric sweetening system that promotes more stable blood sugar and insulin levels, which is key to losing weight and keeping it off.

- ***Most Effective Form of Protein***

Whey protein is the form of protein most efficiently absorbed and utilized by the body.

- ***Curbs Appetite Naturally***

Rich in GlycoMacroPeptides (GMPs), which help you feel full longer.

- ***Helps Increase Calorie Burning All Day Long***

Rich in leucine, whey protein consumed along with weight bearing exercise is shown to help increase lean muscle, which burns calories day in and day out -- unlike body fat, which just lies there. You'll start burning fat automatically!

- ***Deliciously Satisfying***

Instantly creates a delicious snack or meal.

- ***Ideal For All Fat-Burning Weight Loss Plans!***

Protein for Fat Loss™ was formulated to help you succeed on any of the popular weight loss plans, including The Food Lovers Fat Loss System™, The 6 Week Body Makeover®, Atkins®, The South Beach Diet®, Weight Watchers®, The Zone Diet® and others. Look inside for details and recipes for your specific plan.

**Provida Labs' Protein for Fat Loss™** is the ideal protein formula for optimizing your body's ability to burn fat. This potent fat-burning formula contains the highest quality whey protein, packed with appetite curbing GlycoMacroPeptides (GMPs) and other bioactive components that support weight loss -- without the carbohydrates and calories in many other whey protein formulas. Protein for Fat Loss™ helps fuel weight loss in more ways than most other protein sources. See for yourself!

• **Virtually No Carbs or Fat!** Protein for Fat Loss™ is made from pure whey protein, which contains virtually no carbs or fat. It's free of the extra sugars found in many other whey protein formulas.

• **Zero Calorie Advanced Sweetening System!** Protein for Fat Loss™ uses a non-caloric sweetening system that in addition to keeping the calorie content down, promotes more stable blood sugar and insulin levels, which is key to successful weight loss.

• **Helps Increase Calorie Burning All Day Long!** Protein for Fat Loss™ is rich in branched chain amino acids (BCAAs), including leucine. Studies have found that people who eat leucine rich protein foods (like whey protein) in combination with weight bearing exercise, have more lean muscle tissue, which burns more calories -- even at rest! As you replace fat with healthy lean muscle tissue, you'll start burning fat day in and day out.

• **Curbs Appetite Naturally!** Protein for Fat Loss™ is rich in GlycoMacroPeptides (GMPs), which stimulate the release of the hormone CCK, sending signals to your brain telling you "You're full".

• **Most Effective Form of Protein!** Biological Value (BV), or "bioavailability", is a measure of how much protein absorbed by the body is retained for use. Egg protein was once thought to have the highest bioavailability of any protein and was given a BV score of 100. Scientists have recently discovered that whey protein has a BV score of 104, making it the most effective form of protein available. For that reason, Provida Labs' Protein for Fat Loss™ contains only 100% whey protein.

• **Deliciously Satisfying!** Enjoying what you eat and feeling satisfied is essential to sticking to any weight loss plan. That's why taste and texture were our top priorities. In comparison after comparison, this whey protein formula proves to be among the best tasting ever.

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- The Ideal Protein for Fat Loss**
- Virtually No Carbs or Fat
  - Zero Calorie Advanced Sweetening System
  - Helps Increase Calorie Burning All Day Long
  - Curbs Appetite Naturally
  - Most Effective Form of Protein
  - Deliciously Satisfying
  - Works with all Metabolic Eating Plans:  
*The Food Lovers Fat Loss System™, 6 Week Body Makeover®, Atkins®, South Beach Diet®, Weight Watchers®, The Zone Diet®*

Protein Source	BV
Whey Protein Isolate	104
Whole Egg	100
Cow's Milk	91
Beef	80
Casein	77
Soy Protein	61

**It's the Best Tasting Protein Powder Taste & Compare!**

**21 Grams Protein And Less Than 1 Gram Net Carbs**

**Chocolate Fudge Flavor**

# PROTEIN FOR FAT LOSS™

**Pure Whey Protein Formulated for Fat Loss Programs**

**Nutritional Drink Mix  
Net Wt. 1.813 lbs.  
(29 oz.)  
30 Servings**

**Ideal For Use With Any Fat-Burning Weight Loss Plan**

Successful weight loss plans like The Food Lovers Fat Loss System™, 6 Week Body Makeover®, Atkins®, The South Beach Diet®, Weight Watchers®, The Zone Diet®, and others stress the importance of protein and for good reason. Protein is essential during weight loss because it helps your body maintain and build lean muscle tissue, which causes you to burn more calories and fat -- even at rest. Protein for Fat Loss™ not only provides you with a high-quality protein source that supports lean muscle tissue, but it also contains virtually no carbs or fat, which makes it the perfect meal or snack on all of the popular metabolic weight loss plans.

**Nutrition Facts**

Serving Size: (29g) 1 Level Scoop  
Servings Per Container: 30

Amount Per Serving		% Daily Value*	
<b>Calories 100</b>	<b>Calories from Fat 10</b>		
Total Fat 1g			1%
Saturated Fat 0g			0%
Cholesterol 0mg			0%
Sodium 40mg			5%
Total Carbohydrate 2g			0%
Dietary Fiber 2g			5%
Sugars 0g			0%
<b>Protein 21g</b>			
Vitamin A 0%	Vitamin C 0%		
Calcium 0%	Iron 0%		

Ingredients: Whey Protein Isolate, Dutch Cocoa, Vegetable Gum Blend (Guar, Xanthan, Alginate), Natural and Artificial Flavors, Lecithin, Salt, Natural Cocoa Extract, Artificial Sweeteners (Sucralose and Acesulfame potassium).

**Directions for use:** Mix one level scoop with 8 ounces of water for a creamy, delicious extremely low-carb shake. Or, for a complete meal replacement, mix one level scoop with water, ice and the fruit of your choice. *One scoop of Protein for Fat Loss™ is roughly equivalent to 2 oz. of cooked, lean chicken breast.*

**Fat Loss Never Tasted So Good!**

For each recipe, add all ingredients into a blender. Mix until smooth.

**Ultimate Low Carb Shake**

- 1/2 cup – frozen raspberries or other berry
- 1 cup water
- 1 scoop – Chocolate Fudge Flavor  
Total Carb = 9.5g
- Protein = 21.5g Total Fat = 1g

**Mocha Cappuccino Protein Frappe**

- 2 oz. of strong black coffee (or a double shot of espresso)
- 1 scoop – Chocolate Fudge Flavor
- 2 packets of sugar substitute
- 1 Tablespoon of sugar-free coconut-flavored syrup (if desired)
- 1 cup of ice  
Total Carb = 2g Protein = 21g  
Total Fat = 1g

**Chocolate & Banana Bonanza Smoothie**

- Meal Replacement
- 1 small banana
- 1 scoop – Chocolate Fudge Flavor
- 1-2 packets of sugar substitute, sweeten to taste
- 1 oz. sugar-free chocolate-flavored syrup (if desired)
- 2/3 cup cold water
- 1/2 cup ice  
Total Carb = 27.5g Protein = 23g  
Total Fat = 1g

**Provida Labs' Protein for Fat Loss™** is the ideal protein formula for optimizing your body's ability to burn fat. This potent fat-burning formula contains the highest quality whey protein, packed with appetite curbing GlycoMacroPeptides (GMPs) and other bioactive components that support weight loss -- without the carbohydrates and calories in many other whey protein formulas. Protein for Fat Loss™ helps fuel weight loss in more ways than most other protein sources. See for yourself!

• **Virtually No Carbs or Fat!** Protein for Fat Loss™ is made from pure whey protein, which contains virtually no carbs or fat. It's free of the extra sugars found in many other whey protein formulas.

• **Zero Calorie Advanced Sweetening System!** Protein for Fat Loss™ uses a non-caloric sweetening system that in addition to keeping the calorie content down, promotes more stable blood sugar and insulin levels, which is key to successful weight loss.

• **Helps Increase Calorie Burning All Day Long!** Protein for Fat Loss™ is rich in branched chain amino acids (BCAAs), including leucine. Studies have found that people who eat leucine rich protein foods (like whey protein) in combination with weight bearing exercise, have more lean muscle tissue, which burns more calories -- even at rest! As you replace fat with healthy lean muscle tissue, you'll start burning fat day in and day out.

• **Curbs Appetite Naturally!** Protein for Fat Loss™ is rich in GlycoMacroPeptides (GMPs), which stimulate the release of the hormone CCK, sending signals to your brain telling you "You're full".

• **Most Effective Form of Protein!** Biological Value (BV), or "bioavailability", is a measure of how much protein absorbed by the body is retained for use. Egg protein was once thought to have the highest bioavailability of any protein and was given a BV score of 100. Scientists have recently discovered that whey protein has a BV score of 104, making it the most effective form of protein available. For that reason, Provida Labs' Protein for Fat Loss™ contains only 100% whey protein.

• **Deliciously Satisfying!** Enjoying what you eat and feeling satisfied is essential to sticking to any weight loss plan. That's why taste and texture were our top priorities. In comparison after comparison, this whey protein formula proves to be among the best tasting ever.

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### The Ideal Protein for Fat Loss

- Virtually No Carbs or Fat
- Zero Calorie Advanced Sweetening System
- Helps Increase Calorie Burning All Day Long
- Curbs Appetite Naturally
- Most Effective Form of Protein
- Deliciously Satisfying
- Works with all Metabolic Eating Plans:  
*The Food Lovers Fat Loss System™, 6 Week Body Makeover®, Atkins®, South Beach Diet®, Weight Watchers®, The Zone Diet®*

Protein Source	BV
Whey Protein Isolate	104
Whole Egg	100
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Casein	77
Soy Protein	61

**It's the Best Tasting Protein Powder Taste & Compare!**

**Vanilla Ice Cream Flavor**

**21 Grams Protein And Less Than 1 Gram Net Carbs**

# PROTEIN FOR FAT LOSS™

### Ideal For Use With Any Fat-Burning Weight Loss Plan

Successful weight loss plans like The Food Lovers Fat Loss System™, 6 Week Body Makeover®, Atkins®, The South Beach Diet®, Weight Watchers®, The Zone Diet®, and others stress the importance of protein and for good reason. Protein is essential during weight loss because it helps your body maintain and build lean muscle tissue, which causes you to burn more calories and fat -- even at rest. Protein for Fat Loss™ not only provides you with a high-quality protein source that supports lean muscle tissue, but it also contains virtually no carbs or fat, which makes it the perfect meal or snack on all of the popular metabolic weight loss plans.

### Nutrition Facts

Serving Size: (24g) 1 Level Scoop	
Servings Per Container: 30	
Amount Per Serving	
<b>Calories 90</b>	<b>Calories from Fat 5</b>
% Daily Value*	
Total Fat 0.5g	1%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 110mg	5%
Total Carbohydrate 0g	0%
Dietary Fiber 1g	5%
Sugars 0g	0%
<b>Protein 21g</b>	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%

Ingredients: Whey Protein Isolate, Vegetable Gum Blend (Guar Gum, Xanthan Gum, Sodium Alginate), Lecithin, Natural and Artificial Flavors, Salt, Artificial Sweeteners (Acesulfame potassium, Sucralose).

**Directions for use:** Mix one level scoop with 8 ounces of water for a creamy, delicious extremely low-carb shake. Or, for a complete meal replacement, mix one level scoop with water, ice and the fruit of your choice. One scoop of Protein for Fat Loss™ is roughly equivalent to two ounces of cooked, lean chicken breast.

### Fat Loss Never Tasted So Good!

For each recipe, add all ingredients into a blender. Mix until smooth.

#### Ultimate Low Carb Shake

1/2 cup – frozen strawberries  
1 cup water  
1 scoop – Vanilla Ice Cream Flavor  
Total Carb = 6g Protein = 21g  
Total Fat = 1g

#### Banana & Coconut Cream Smoothie

1 small banana  
1 scoop Vanilla Ice Cream Flavor  
1-2 packets of sugar substitute, sweeten to taste  
2/3 cups cold water  
1/2 cup ice  
1 oz. sugar free coconut flavored syrup  
Total Carb = 25.5g Protein = 22g  
Total Fat = 1.5g

#### Vanilla Cappuccino Protein Frappe

2 oz. of strong black coffee (or a double shot of espresso)  
1 scoop Vanilla Ice Cream Flavor  
2 packets of sugar substitute  
1 Tablespoon of sugar free coconut flavored syrup (if desired)  
1 cup of ice  
Total Carb = 0g Protein = 20g  
Total Fat = .5g

**Nutritional Drink Mix**  
**Net Wt. 1.625 lbs.**  
**(26 oz.)**  
**30 Servings**