

### Frequently Asked Questions

**Q.** Where does the protein in the POSITRIM® Protein Bars come from?

**A.** The protein in the POSITRIM® Protein Bars is derived from a unique combination of whey protein concentrate and isolate and soy protein isolate. The protein is provided from about two thirds whey concentrate to one third soy.

**Q.** Where does the soy protein come from?

**A.** The soy isolate is sourced from identity preserved soy beans. That is, from crops of soy beans that have not been genetically modified.

**Q.** Do POSITRIM® Protein Bars meet low-carbohydrate consumer needs?

**A.** Yes, when compared to a number of protein bars the POSITRIM® Protein Bars have lower carbohydrates than other bars in the marketplace – and are still absolutely delicious.

#### A note about the Carbohydrates

Only four of the total carbohydrate grams in the POSITRIM® Protein Bars convert easily to glucose – and these are the kinds of carbs that most people “count” on low carb diets. Glycerin and maltitol have minimal effect on blood sugar, and the fibre is not digested at all.

**Q.** Is there any added sugar in the POSITRIM® Protein Bars?

**A.** There is no added sugar in the bars. A level of <0.5 g of sugars refers to small trace amounts of naturally occurring sugars.

These may include a small amount of soft residual lactose attached to the whey protein and a small amount of naturally occurring sugars in the rice and peanuts.

**Q.** Why don't POSITRIM® Protein Bars contain gelatin as the source of Protein?

**A.** Gelatin or hydrolysed gelatin is a good source of protein and is generally derived from beef. However, it is not a complete protein providing the nine essential amino acids as the amino acid Tryptophan is not present and has to be added in artificially.

Gelatin is also a much cheaper source of protein and is therefore used in competitor protein bars. The NUTRIWAY® POSITRIM® Protein Bars use a natural protein source to deliver the complete range of the nine essential amino acids rather than delivering them artificially.

The essential amino acid Tryptophan which is deficient in hydrolysed gelatin contained in other protein bars, aids in weight control by reducing appetite, and is also a necessary neurotransmitter that transfers nerve impulses between cells.

**Q.** Why is it important to eat a complete protein that contains all the nine essential amino acids?

**A.** Within the body protein is made up of 20 different amino acids, each with a different function. The body can manufacture all of these amino acids, except the nine essential amino acids. However, it is essential that adequate amounts of protein containing each of these nine indispensable amino acids are included in the diet. Even if the diet is deficient in just one of these essential amino acids, the body will not function optimally.

ORANGE CRÈME VS / Q0 6106  
 FUDGY BROWNIE VS / Q0 6100  
 ROASTED PEANUT VS / Q0 6145  
 CHOCOLATE MINT VS / Q0 6146

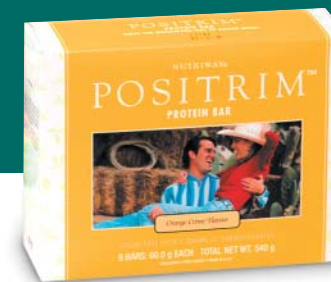
\* Flavours are correct at time of print

**90 Day Satisfaction Guarantee**

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## Sports nutrition

*Protein is essential for the body to function optimally. It provides the energy and the basic building blocks needed for growth and maintenance. It is also needed for the manufacture of hormones, antibodies, enzymes and tissues. Optimal Dietary Proteins are required to “fuel” muscle growth. However the body cannot store protein, and so a daily intake is essential.*



### Why Protein Bars?

Protein Bars are ideal for sports people needing additional nutrients or people leading a busy active lifestyle who want to manage their weight by using Protein Bars as a healthy snack or as an occasional meal replacement, taken in conjunction with water and fruit.

### Who can benefit from eating Protein Bars?

**Anyone who:**

- Is an athlete or body builder interested in improving performance and building muscle
- Is trying to control their weight, by reducing carbohydrate levels
- Wants a nutritious supplementary meal or snack with minimal preparation time
- Is on a weight loss program
- Is wanting to achieve weight management
- May not consume adequate amounts of fish, milk, meat, cheese or other high protein foods
- Needs additional protein – including children, adolescents, athletes, the elderly and pregnant or nursing women
- Wants a convenient alternative to other sources of protein, with a balanced blend of the nine essential amino acids

### The NUTRIWAY Advantage

Nutrilite, the manufacturer of NUTRIWAY supplements, is the global leader in vitamins, minerals and dietary supplements<sup>1</sup>, producing high-quality products using plant concentrates for the past 70 years. We are the only vitamin and mineral brand to grow, harvest and process plants on our own certified organic farms. We control the entire process from seed to supplement, to bring you the best of nature, and the best of science.



1. Based on sales in 2002. In tablet and capsule form. Euromonitor International.

### Why NUTRIWAY® POSITRIM® Protein Bars?

NUTRIWAY® POSITRIM® Protein Bars are unique. Each bar is formulated with a scientific balance of all the right nutrients to deliver ready-to-go energy, and to take the guess-work out of eating right! They not only taste delicious, they are low in carbohydrates, fat, contain no added sugar, and provide a complete protein with the nine essential amino acids. Available in four delicious flavours Orange Crème, Fudgy Brownie, Roasted Peanut and Chocolate Mint.

NUTRIWAY® POSITRIM® Protein Bars are a source of high quality natural protein, derived from a unique combination of soy protein isolate and whey protein.

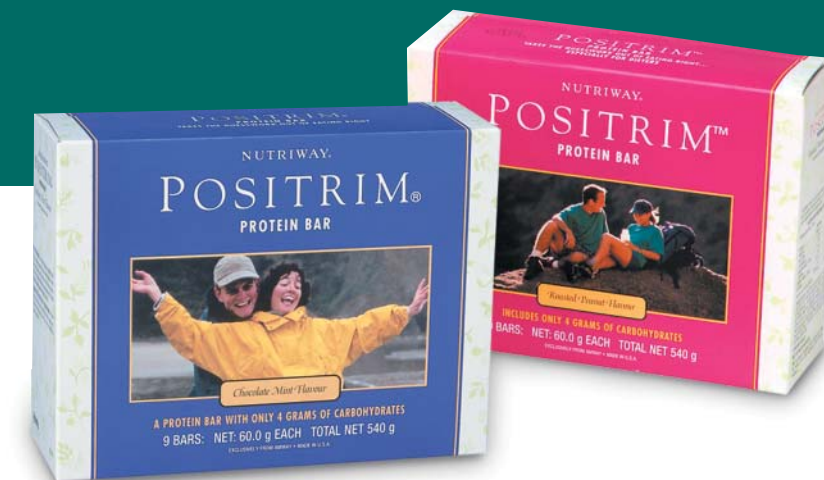
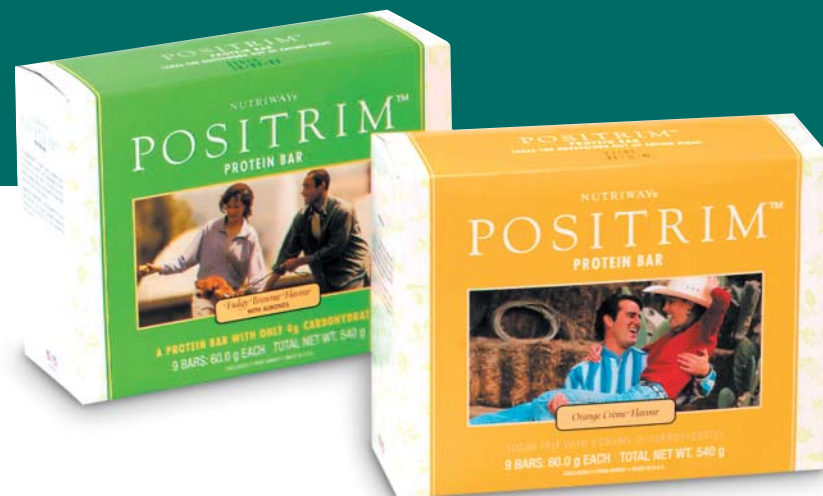
- We only use identity preserved (i.e. NOT genetically modified) soy beans
- Formula contains soy isolate, containing naturally occurring soy isoflavones

#### Each bar contains:

- 22 grams of high quality protein with all nine essential amino acids, from a NON-GMO source
- 200 mg of calcium per bar and an average of 200 mg of potassium
- Less than 0.6 g trans fatty acid
- Only 1.5 g of saturated fat
- NO hydrolysed gelatin
- NO artificial additives, flavours or preservatives  
 Especially suitable for those who want high quality ingredients
- NO added sugar or yeast
- Low Glycaemic Index (GI)



NUTRIWAY® POSITRIM® PROTEIN BARS



There are a number of unique features to differentiate NUTRIWAY® POSITRIM® Protein Bars - 22 grams of high quality protein with the complete nine essential amino acids sourced from a NON-GMO source, no hydrolysed gelatin, no added sugar and free from artificial additives, colourings and preservatives.

While there are other protein bars in the marketplace, these bars don't always use a complete protein that provides all nine essential amino acids.

A number of competitor protein bars contain hydrolysed gelatin. Typically derived from beef, hydrolysed gelatin softens the overall bar texture and is a much cheaper source of protein but low in the essential amino acid Tryptophan, and without an optimum amino acid protein profile.

Other bars may not have addressed overall protein quality by providing balanced protein ingredients. They may also contain very high levels of fat, carbohydrate and sugar, plus artificial flavours, colours, preservatives and still do not taste as delicious as the NUTRIWAY® POSITRIM® Protein Bars.

**Advisory:** NUTRIWAY® POSITRIM® Protein Bars can be used as an occasional meal replacement, however, it is important to drink plenty of water and eat a piece of fresh fruit as well. Contains: Dairy, Lactose.

- 9 x 60 g bars in a box

**Complementary supplements:**

- NUTRIWAY DOUBLE X® multivitamin/multimineral/phytonutrient supplement
- NUTRIWAY® Omega-3 Complex provides the essential Omega-3 fatty acids
- POSITRIM® Drink Mix (as part of a weight loss program)

**High Protein / Low Carbohydrate Bar Comparison (<9 g Carbohydrate per Bar)**

	NO Hydrolysed Gelatin	Soy from NON GMO**	No Artificial Flavours	Low Sugars	Less than 1.5 g of Saturated Fat
NUTRIWAY POSITRIM® Protein Bar	✓	✓	✓	✓	✓
Leading Brand A	✗	?	✓	✗	✗
Leading Brand B	✗	?	✗	✓	✓
Leading Brand C	✓	No Soy	✗	✗	✗

\*\* Identity preserved

**TYPICAL AMINO ACID PROFILE FOR NUTRIWAY® POSITRIM® PROTEIN BARS**

Amino Acid	mg Protein Bar per 60 g serving	mg Protein Bar per 100 g	Amino Acid	mg Protein Bar per 60 g serving	mg Protein Bar per 100 g
Alanine	1,250	2,080	Lysine	1,910	3,190
Arginine	1,000	1,680	Methionine	420	710
Aspartic Acid	2,560	4,270	Phenylalanine	870	1,460
Cystine	420	700	Proline	1,150	1,910
Glutamic Acid	3,880	6,470	Serine	1,130	1,880
Glycine	690	1,150	Threonine	1,120	1,870
Histidine	480	790	Tryptophan	360	600
Isoleucine	1,170	1,950	Tyrosine	760	1,270
Leucine	2,460	4,110	Valine	1,200	2,000

Based on the analysis by Genesis Nutritional Database.

**Nutrition Information**

Orange Crème Flavour			Roasted Peanut Flavour		
Serving Size: 60 g, 1 Bar	Per Serving	Per 100 grams	Serving Size: 60 g, 1 Bar	Per Serving	Per 100 grams
Energy	1045 kJ	1750 kJ	Energy	1045 kJ	1750 kJ
Protein	22 g	37 g	Protein	22 g	37 g
Fat - Total	8 g	15 g	Fat - Total	9 g	15 g
- Trans Fatty Acid	0.6 g	1 g	- Trans Fatty Acid	0.6 g	1 g
- Saturated	1.5 g	3 g	- Saturated	1.5 g	3 g
Carbohydrates - Total	4 g	7 g	Carbohydrates - Total	4 g	7 g
- Sugars	0.5 g	0.8 g	- Sugars	0.5 g	0.8 g
Dietary Fibre - Total	1 g	2 g	Dietary Fibre - Total	1 g	2 g
Calcium	200 mg	333 mg	Sodium	300 mg	500 mg
Potassium	220 mg	366 mg			
Sodium	190 mg	316 mg			
Fudgy Brownie Flavour			Chocolate Mint Flavour		
Serving Size: 60 g, 1 Bar	Per Serving	Per 100 grams	Serving Size: 60 g, 1 Bar	Per Serving	Per 100 grams
Energy	1045 kJ	1750 kJ	Energy	1045 kJ	1750 kJ
Protein	22 g	37 g	Protein	22 g	37 g
Fat - Total	9 g	15 g	Fat - Total	9 g	15 g
- Trans Fatty Acid	0.6 g	1 g	- Trans Fatty Acid	0.6 g	1 g
- Saturated	1.5 g	3 g	- Saturated	1.5 g	3 g
Carbohydrates - Total	4 g	7 g	Carbohydrates - Total	4 g	7 g
- Sugars	0.5 g	0.8 g	- Sugars	0.5 g	0.8 g
Dietary Fibre - Total	1 g	2 g	Dietary Fibre - Total	1 g	2 g
Calcium	200 mg	333 mg	Sodium	260 mg	433 mg
Potassium	220 mg	366 mg			
Sodium	240 mg	400 mg			