

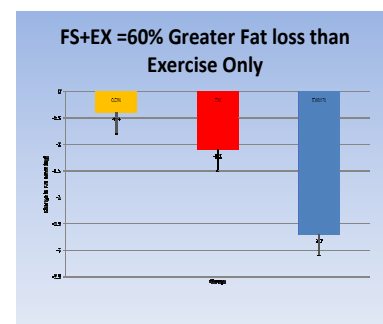
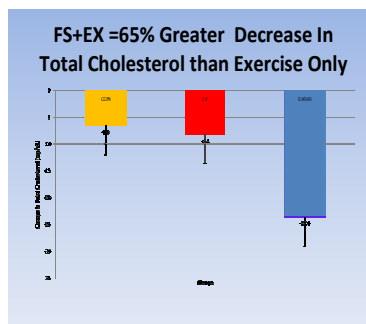
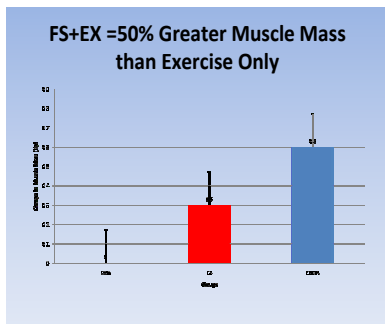
Breakthrough Clinical Study Shows **Full Strength**[®] Premium Nutrition Shake Simultaneously Builds Muscle, Reduces Body Fat, and Lowers Cholesterol

University of Oklahoma Study Shows *Full Strength* Daily, **Without Any Dietary Restrictions** to be Superior to Exercise Alone

In a clinical study conducted at the University of Oklahoma, subjects (adult men and women) followed a basic exercise program for 10 weeks. The participants were placed in two groups: exercise-only or exercise plus one or two *Full Strength*[®] premium nutrition shakes each day. **No other dietary restrictions** were placed on either group.

After just ten weeks the exercise group who consumed the *Full Strength premium nutrition shakes* daily had experienced significant improvements over the *exercise only* group, including:

- **83% greater weight loss**
- **60% greater reduction in total body fat**
- **65% greater drop in total cholesterol**
- **50% greater increase in lean muscle tissue**
- **44% greater increase in endurance performance (increased energy)**



(blue = Full Strength Group, red = exercise only, yellow = control group)

Most remarkably the *Full Strength* group was able to simultaneously lose body fat and gain lean muscle without *any dietary restrictions* or caloric deprivation.

This study, concluded in **December, 2007**, is unlike any other nutrition shake study ever conducted, as this was the first study to provide a nutrition shake to overweight and borderline obese adults in which there was no typical diet intervention. According to director, Jeffrey R. Stout, PhD at the Department of Health and Exercise Science at the University of Oklahoma:

“In addition to training, providing nutrient dense *Full Strength Nutrition Shakes* with an *ad libitum* diet, was significantly better than exercise alone for improving muscle endurance, lowering total cholesterol, and decreasing fat percentage and fat mass while increasing muscle mass.”

“Based on nutritional analysis, I believe the significantly better results were due to *Full Strength* improving the participants overall diet. Therefore, consuming a *Full Strength* daily appears to be an effective minimal nutrition intervention to improve diet and the benefits of exercise for adult men and women.”

Full Strength features a precision release formula which delivers 40 grams of high quality proteins, 25 grams of sustained-energy complex carbohydrates, 5 grams of essential fats for peak performance, along with a fully integrated blend of micronutrients including antioxidants, probiotics, vitamins, minerals and essential dietary fiber.

According to **Shawn Phillips**, founder of Phillips Performance Nutrition, and creator of *Full Strength*:

“With half the calories from premium proteins that help build strength and the other half from carbohydrates and essential fats providing the fuel for strength, *Full Strength's* proprietary *Performance Balance Technology* unlocks the full potential of the nutrition shake—for a nearly perfect food.”