

# MOMENTUM

by Medifast

## Metabolism Boosters

LAUNCH DATE: January 2008



**\$16.95**

## MEDIFAST MEALS

Offered in 3 Flavors:

Banana Crème Shake  
Cappuccino  
Chai Latte

Each box contains 7 Meals

## MEDIFAST FLAVOR INFUSERS

**\$16.95**

Offered in 3 Flavors:

Green Tea Lemon  
Strawberry Lemonade  
Mixed Berry

Each box contains 21 Flavor Infusers



## The Facts:

- ◆ Contains 100 mg of calorie burning Caffeine
- ◆ Contains 90 mg of Epigallocatechin gallate (EGCG), a potent antioxidant found in Green Tea
- ◆ Enhances fat burning by boosting metabolism and decreasing appetite
- ◆ Specially designed to help break through a weight loss plateau and assist with weight maintenance

## How does it work?

Each **Momentum by Medifast** product contains **100 mg of Caffeine** and **90 mg of EGCG**. The combination of Caffeine and EGCG found in three (3) **Momentum** products has been **clinically shown** to have the maximum effect on inducing **thermogenesis**. Think of thermogenesis as the metabolism “turning up the heat” to burn extra calories.

## Clinically Proven

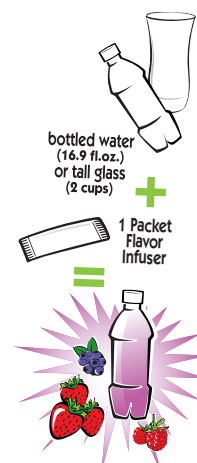
A clinical study found that:

- ◆ For 2 hours after consuming a **Momentum** product, energy expenditure was increased 24%.
- ◆ Study participants burned an extra 60–100 calories per day (on average) after consuming three (3) **Momentum** products.

## Flavor Infuser Preparation

*It's Simple. . .*

Each individually packaged Flavor Infuser should be mixed with 16 oz of water for the optimal taste experience. If your clients prefer a more intense flavor, they can add a Flavor Infuser to 8 oz of water instead. Encourage your clients to add Flavor Infusers to their Medifast Programs. Three (3) servings will flavor about 48 oz of water each day!



## Please note to customers:

**Momentum** is not a replacement for exercise and is not just a weight loss product. The increase in calories burned by consuming three (3) **Momentum** products is equivalent to:

- ◆ Gardening for 15 minutes
- ◆ Running  $\frac{3}{4}$  mile in 10 minutes
- ◆ Walking 3.5 mph for 15 minutes

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## Recommendations

### Weight Loss Phase

**Momentum** is a great tool for clients still in the Weight Loss phase. During this phase:

- ◆ **Momentum** can help the client over a weight loss plateau.
- ◆ **Momentum** can keep the client motivated and on the program longer.

### Weight Maintenance Phase

**Momentum** is ideal for clients in the Transition or Weight Maintenance phase. During these phases:

- ◆ Client has a higher calorie intake and may be less sensitive to caffeine.
- ◆ Caffeine is no longer restricted to three (3) servings, so clients can consume three (3) **Momentum** products plus additional caffeinated beverages.
- ◆ **Momentum** provides a boost to metabolism, which can promote successful long-term weight maintenance.

### Recommended Usage

Up to three (3) **Momentum** products may be used daily.

- ◆ Any three (3) Meals daily as part of the Maintenance Phase, 5 & 1 Plan or specialized plans (Diabetes, Seniors, etc.); OR
- ◆ Any three (3) Flavor Infusers with daily water intake; OR
- ◆ Mix and Match (2 *Momentum Meals* and 1 *Flavor Infuser* or 1 *Momentum Meal* and 2 *Flavor Infusers*) for a total of three (3) **Momentum** products daily.

Encourage your clients to incorporate these great-tasting, calorie burning products into their healthy lifestyles.

**Disclaimer:** 100 mg of caffeine is equivalent to 1 cup of coffee. Consult with your physician before using this product. (This product may not be appropriate if you are sensitive to caffeine, advised by your doctor to limit caffeine, under the age of 18 or pregnant or nursing.) Recommended usage: Up to three (3) Momentum products daily (any combination of Meals and/or Flavor Infusers.) Consuming more than three (3) Momentum products daily will not have an additional effect on metabolism.

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