



The ViSalus Nutra-Cookie™ is more than your ordinary protein snack, it is packed with nutrition to help your body support a healthy immune system, a healthy digestive system, a healthy heart, while fueling your body with energizing protein, fiber & other nutrients to keep you feeling full. Ideal for anyone who wants a healthy snack on the go or a boost of energy for the day ahead! Our Nutra-Cookie™ can also be a nutritious and delicious mini meal the whole family can enjoy.

Great as a Snack: Eat one Nutra-Cookie™ for a delicious protein snack with fiber to help keep you from feeling hungry between meals. It's the perfect on the go snack!

Meal Replacement: Eat two Nutra-Cookies™ in place of a meal or have one Nutra-Cookie™ with a delicious Vi-Shape® Nutritional Shake mixed with water. For added weight management support add Vi-Slim® to help boost your metabolism and Vi-Trim® to help you control hunger.

What Makes It Different?

Our cookie has 9 grams of a proprietary Tri-Sorb™ protein system designed to curb your appetite and control your hunger. A patent pending blend of proteins and branch chain amino acids are helpful for immune support and muscle health; and to support the di-sulfide bridge for cellular protein absorption.

What's in the ViSalus Nutra-Cookie™?

- 9 grams of our proprietary Tri-Sorb™ protein system
- 2.2 Servings of Fruit and Vegetable Antioxidants
- 5 grams of Fiber with Feeling of Fullness Benefits
- Prebiotics & Fiber for Digestive Health
- Non-GMO Soy (cultivated without biotechnology), specially processed to remove isoflavones



Who can eat the cookie?

The Whole Family: Great for fighting those pre-dinner cravings.

Kids: They may think its a yummy treat, yet it is healthy and sustaining.

Sports Enthusiasts: Provides pre-workout fuel, nutrients and protein to sustain your energy levels and post-workout and can speed up recovery time.

Dieters: Sustain your appetite with a full serving of fiber.

Health Conscious: Those who want a healthy snack without wasting calories eating empty foods.

NUTRITION FACTS

Oatmeal Raisin Nutra-Cookie™ Serving Size: 1 Cookie

Ingredient	Amount	% Daily Value
Calories	150	
Calories from Fat	40	
Total Fat	4.5 g	7%
Saturated Fat	0.5 g	3%
Trans Fat	0 g	0%
Cholesterol	0 mg	0%
Sodium	120 mg	5%
Total Carbohydrate	20 g	7%
Dietary Fiber	5 g	20%
Sugars	12 g	
Protein	9 g	
Vitamin A 0%		Vitamin C 4%
Calcium 45%		Iron 8%

*Percent Daily Values are based on a 2,000 calorie diet.

Ingredients: Oats, Raisins, Invert Sugar*, Brown Sugar, Canola Oil, Whey Protein Concentrate, Soy Protein Concentrate, Enriched Inulin, Whey Crisp, Whole Wheat Flour, Calcium Carbonate, Arabinogalactan, Resistant Maltodextrin, Cinnamon, Potato Extract, Maltodextrin, Vitaberry (Grape Powder, Grape Seed Extract, Wild Blueberry Powder, Wild Blueberry Extract, Raspberry Powder, Raspberry Extract, Cranberry Powder, Prune Powder, Tart Cherry Powder, Wild Bilberry Powder, Wild Bilberry Extract, Strawberry Powder, Silica Dioxide), Vitaveggie (Broccoli Powder, Broccoli Sprout Concentrate, Tomato Powder, Carrot Powder, Spinach Powder, Kale Powder, Brussel Sprout Powder, Onion Extract, Corn Starch, Lecithin), Salt And Sodium Bicarbonate.

Contains: Soy, Milk, And Wheat (Gluten).

Allergen Warning: Manufactured On Equipment That Processes Products Containing Milk, Egg, Soy, Wheat, Tree Nuts, Peanuts And Peanut Flavor.

* Simple mixture of sugar and water.

Chocolate Chip Nutra-Cookie™ Serving Size: 1 Cookie

Ingredient	Amount	% Daily Value
Calories	150	
Calories from Fat	50	
Total Fat	6 g	9%
Saturated Fat	1.5 g	6%
Trans Fat	0 g	0%
Cholesterol	5 mg	2%
Sodium	120 mg	5%
Total Carbohydrate	19 g	6%
Dietary Fiber	5 g	19%
Sugars	11 g	
Protein	9 g	
Vitamin A 0%		Vitamin C 0%
Calcium 45%		Iron 8%

*Percent Daily Values are based on a 2,000 calorie diet.

Ingredients: Invert Sugar*, Oats, Chocolate Chips (Sugar, Chocolate Liquor, Cocoa Butter, Vanilla, Soy Lecithin), Brown Sugar, Soy Protein Concentrate, Whey Protein Concentrate, Canola Oil, Enriched Inulin, Whey Crisp, Date Paste, Calcium Carbonate, Arabinogalactan, Whole Wheat Flour, Resistant Maltodextrin, Potato Extract, Maltodextrin, Vitaberry (Grape Powder, Grape Seed Extract, Wild Blueberry Powder, Wild Blueberry Extract, Raspberry Powder, Raspberry Extract, Cranberry Powder, Prune Powder, Tart Cherry Powder, Wild Bilberry Powder, Wild Bilberry Extract, Strawberry Powder, Silica Dioxide), Vitaveggie (Broccoli Powder, Broccoli Sprout Concentrate, Tomato Powder, Carrot Powder, Spinach Powder, Kale Powder, Brussel Sprout Powder, Onion Extract, Corn Starch, Lecithin), Salt, Sodium Bicarbonate And Natural Flavor.

Contains: Soy, Milk, And Wheat (Gluten).

Allergen Warning: Manufactured On Equipment That Processes Products Containing Milk, Egg, Soy, Wheat, Tree Nuts, Peanuts And Peanut Flavor.

* Simple mixture of sugar and water.

ViSalus Nutra-Cookie™ Competitor Comparison

	MLM Brands				Retail Brands				
	ViSalus Nutra-Cookie™	Herbalife Protein Bar Deluxe	Melaleuca Performance	Amway Sport Cookie	Slim Fast Cookie Bar Choc Chip	Clif Bar Oatmeal Walnut	Powerbar Performance	Full Bar Cocoa Chip	Hollywood Cookie Diet
Vegetable & Fruit Antioxidants	YES	NO	NO	NO	NO	NO	NO	NO	NO
Pre-biotic	YES	NO	NO	NO	NO	NO	NO	NO	NO
Immune Support Ingredients	YES	NO	NO	NO	NO	NO	NO	NO	NO
Fullness support ingredients	YES	NO	NO	YES	NO	NO	NO	NO	NO
Full Serving Fiber	YES	NO	NO	YES	NO	NO	NO	NO	NO
Protein	9 g Tri-Sorb™ Blend	10 g	4 g	6 g	2 g	10 g	8 g	5 g	5 g
Carbs	19	15	20	24	19	43	45	31	24
Calories	150	140	150	160	120	120	230	170	150

ViSalus Nutra-Cookie™ Nutrient and Calorie Comparison



See how the ViSalus Nutra-Cookie™ stacks up against the nutrition found in everyday foods.

1 ViSalus Nutra-Cookie™		\$2.42	150
Equivalent nutrients for 1 ViSalus Nutra-Cookie™ as found in everyday foods			
Nutra-Cookie™ Nutrients	Food Equivalents	Food Retail Price	Food Calories
Antioxidants	1/3 cup Blueberries	\$1.49	39
	1/3 cup Brussel Sprouts	\$1.16	30
	1/2 cup Red Grapes	\$1.24	68
Immune Support	1 pound Shiitake Mushrooms	\$15.06	113
	1/8 cup Wheat Flour	\$0.15	96
Fiber and Prebiotics	8 Prunes	\$1.75	160
Protein	3 Egg Whites	\$0.55	51
Calcium	1 1/2 cup Milk	\$0.30	140
Total		\$21.70	697

ViSalus 'Shake-n-Baked' Meal Comparison

Summary:
 ViSalus meals are higher in fiber and calcium, and lower fat, carbohydrates, sugar, fat, sodium, and price than many popular lunches. Plus, we have added enzymes, amino acids, antioxidants and other nutrients to support a healthy lifestyle.

	Vi-Shape® Shake Mix in 10 oz. Nonfat Milk	Vi-Shape® Shake in water plus 1 Baked Nutra-Cookie™	2 Baked Nutra-Cookies
Protein	23 g	21 g	18 g
Fiber	1 serv.	2 serv.	2 serv.
Calcium (equal to 1 cup milk)	2 c	2.5 c	5 c
Carbohydrates	22 g	26 g	38 g
Sugar	15 g	11 g	22 g
Fat	2 g	7 g	12 g
Sodium	235 mg	195 mg	240 mg
Calories	200	240	300
Price	\$1.87	\$3.90	\$4.84



COMPARE TO

	Lean Cuisine Baked Chicken & Vegetables	Subway 6" Oven Roasted Chicken Sandwich, Sun Chips, Diet Coke	McDonalds Grilled Chicken Sandwich, Medium Fries, Diet Coke
Protein	20 g	25 g	36 g
Fiber	1/2 serv.	1 1/3 serv.	1 1/3 serv.
Calcium (equal to 1 cup milk)	1/32 c	1/50 c	1/32 c
Carbohydrates	29 g	67 g	99 g
Sugar	5 g	9 g	11 g
Fat	5 g	10.5 g	11 g
Sodium	640 mg	885 mg	1,475 mg (61% daily allowance)
Calories	240	460	800
Price	\$5.99 (netgrocer.com)	\$6.70	\$6.38

ViSalus Nutra-Cookie™ Snack Comparison

	ViSalus Nutra-Cookie™	Chocolate Chip Cookie (large)	Medium Apple	Sun Chips (1 oz)
Calories	150	280	95	140
Protein	9 g	4 g	.05 g	2 g
Fat	6 g	12 g	0.1 g	6 g
Carbohydrates	19 g	40 g	25.1 g	20 g
Sodium	120 mg	220 mg	2 mg	160 mg
Fiber	5 g	1 g	4.4 g	2 g
Antioxidants	Yes	No	Some	No
Immune Support	Yes	No	No	No
Prebiotic	Yes	No	No	No
Calcium (equal to 1 cup milk)	1½ c	None	½ c	None

ViSalus Nutra-Cookie™ FAQ

1. What is the ViSalus Nutra-Cookie™?

The ViSalus Nutra-Cookie™ is a guilt-free 'mini-meal'(snack) that can be used to curb hunger, and fuel your body with protein, antioxidants, fiber, pre-biotics, and more! The rich and chewy cookie is packed with 9 grams of protein, a full serving of 5 grams of fiber, yet tastes like a home-baked treat! It is available in two delicious flavors of Oatmeal Raisin, and Chocolate Chip.

2. What are the benefits of Nutra-Cookie™?

- » Portable, convenient and portion-controlled snack
- » All Natural, with a great taste the whole family can enjoy.
- » Ideal part of a healthy weight management plan.
- » One cookie is a great hunger busting snack to be used between meals.
- » Two cookies, or a shake (in water) and a cookie are great meal alternatives for those days where you don't have time to stop.
- » Supports a healthy digestive and immune system with prebiotic, antioxidants, and fiber, supports a healthy metabolism with power packed protein, healthy antioxidants from fruits and vegetables.
- » Nutrition energy for busy lifestyles, with healthy antioxidant protection from harmful free radicals generated by exercise.
- » Provides low fat protein
- » Helps promote & maintain lean muscle mass
- » Helps support healthy energy levels while cutting calories
- » Provides fiber benefits for health protection
- » Supports healthy metabolism

3. Why were the cookies developed?

The ViSalus Nutra-Cookie™ was designed to be a healthy between meal snack for those on either our Body by Vi™ Weight Loss Challenge, or for those who simply want a healthier snack to help curb hunger. Eating healthy snacks between meals can help support healthy metabolism, and curb hunger so you can stick to your weight management program and lose weight. The cookies are also great alternatives to higher sugar, lower quality snacks that many adults and children eat today.

4. Are the cookies kosher?

Yes, the cookies are certified OU-D kosher.

5. Can the cookies be used by pregnant, lactating, or nursing mothers?

Yes, the cookies may be consumed by pregnant women or nursing mothers.

6. Can children use the cookies?

Yes children can eat the cookies.

ViSalus Nutra-Cookie™ FAQ

7. How do I use the cookies? What is the serving size?

One cookie is 9 grams of protein, a serving of fiber, a serving of fruit & vegetable antioxidants. Each cookie is 150 calories.

- a. **Snack:** One cookie is a great, on the go snack! Eat between meals to help you feel full and satisfied.
- b. **Meal:** Eat two cookies in place of a meal, or have one cookie with a delicious Vi-Shape® Nutritional Shake mixed with water. By doing this you are getting between 18-20 grams of protein.

8. What is Tri-Sorb™ Protein?

Tri-Sorb is our unique blend of proteins, designed to be absorbed into the body to fuel your day. Our blend includes non-GMO soy protein (not genetically modified or bio-engineered). The soy was specially processed to remove the isoflavones, to alleviate concerns about impacting estrogen levels. We use soy because it is a complete protein, and is heart healthy too. We also use a combination of whey proteins. These proteins help you feel full, and help your body maintain healthy blood sugar levels.

9. What is the price? How does this compare to other products on the market?

There simply is no other product like the ViSalus Nutra-Cookie™, so it is hard to compare it!

Our cookie is priced at \$34.00 per box of 14 cookies, or \$2.42 per cookie. When you purchase 4 boxes for \$125.00 (as part of DS qualification) the price is now \$2.23 per cookie. The 'average' snack cookie is about \$1.79, but does not have the antioxidant, pre-biotic and fiber, or the same type or quality and amount of protein. Many cookies on the market are also higher sugar, higher carbohydrate. So when comparing the nutrition, ours simply can't be beat!

10. What's the best place to store the cookies?

To ensure the best quality, store unopened packages in a cool, dry location. As with any cookie, heat, humidity, exposure to air, and leaving the cookie package open can affect its quality. Our cookies last up to one-year in unopened packets.

11. Who should use this product?

Anyone interested in losing or maintaining their weight, and those who want a good alternative to sugary snacks or high carbohydrate/low nutrition foods.

12. How many can I have per day?

If you are on the Body by Vi™ Challenge, or trying to lose weight, then having 1-2 per day between meals is the recommended amount. If you are already at your ideal weight, or just want great nutrition, then you can have more but just need to keep in mind how many calories you are eating per day in order not to gain weight.

13. What are the cookie flavors?

Nutra-Cookies™ are available in two of the most popular flavors: Oatmeal & Raisin and Chocolate chip.