



NUTRIWAY® POSITRIM™ PROTEIN BARS

NUTRIWAY® Positrim Protein Bars

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 daily intake is essential.



KEY PRODUCT MESSAGE

CONVENIENT SNACK FOR BUSY BODIES ON THE GO

FEATURES AND BENEFITS

- 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 g of high quality protein with all nine essential amino acids, from a NON-GMO source
- Only 4g of carbohydrates
- 200mg calcium per bar and an average of 200 mg of potassium
- Less than 0.6g trans fatty acid
- Only 1.5 g of saturated fat
- No hydrolysed gelatine
- No artificial additives, flavours or preservatives
- **Especially suitable for those who want high quality ingredients**
- No added sugar or yeast
- Low Glycaemic Index (GI)

POTENTIAL CONSUMERS

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 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

DOSAGE

Use as required.

90 day 100% Satisfaction Guarantee

Visit www.amway.com.au or www.amway.co.nz



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INGREDIENTS

TYPICAL AMINO ACID PROFILE FOR NUTRIWAY® POSITRIM® PROTEIN BARS

Amino Acid	mg Protein Bar per 60 g serving	mg Protein Bar per 100 g
Alanine	1.250	2,080
Arginine	1.000	1,680
Aspartic Acid	2.560	4,270
Cystine	420	700
Glutamic Acid	3.880	6,470
Glycine	690	1,150
Histidine	480	790
Isoleucine	1.170	1,950
Leucine	2.460	4,110
Lysine	1.910	3,190
Methionine	420	710
Phenylalanine	870	1,460
Proline	1.150	1,910
Serine	1.130	1,880
Threonine	1.120	1,870
Tryptophan	360	600
Tirosine	760	1,270
Valine	1.200	2,000

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

- 9x60g bars in a box



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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

POSITRIM® Protein Bars contain only 4grams of carbohydrate. Glycerin and maltitol are not considered to be carbohydrates and have minimal effect on blood sugar.

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 gelatine as the source of Protein?

A. Gelatin or hydrolysed gelatine 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 some competitor's protein bars. The NUTRIWAY® POSITRIM® Protein Bars use a natural protein source to deliver the complete range of the nine amino acids rather than delivering them artificially.

The essential amino acid Tryptophan which is deficient in hydrolysed gelatine contained in some other protein bars, aids in weight control by helping to reduce 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 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.



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UP SELLING

NUTRIWAY DOUBLE X®

NUTRIWAY DOUBLE X is our premium plant-based vitamin/mineral/phytonutrient product. DOUBLE X offers an exceptional nutritional foundation for people who understand the many benefits provided by vitamins, minerals, and plant concentrates (phytonutrients). With a broad base of essential nutrients, DOUBLE X helps fill in the nutrient gaps that exist in most people's diets.

NUTRIWAY Omega 3 Complex

NUTRIWAY® Omega 3 Complex is a balanced formula of Omega 3s from ocean fish to support your memory, learning, concentration, and heart health. Omega 3 fatty acids are not manufactured in the body and must be supplied via the diet. NUTRIWAY Omega 3 Complex helps to maintain normal cholesterol thus helping to maintain a healthy heart in healthy individuals. It may also help to temporarily relieve the pain of arthritis.

NUTRIWAY Concentrated Fruits & Vegetables

NUTRIWAY Concentrated Fruits & Vegetables is a phytonutrient formula that captures crucial phytonutrients from natural fruits, vegetables, and plants—enough to equal the amount of phytonutrients found in 10+ servings—in just 2 easy-to-swallow tablets. This natural source of nutrients helps bridge the “phytonutrient gap” in our diet.

Always read the label. Use only as directed. If symptoms persist see your healthcare professional.



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