

# Healthy Breakfast



To be successful with this programme, Healthy Breakfast involves understanding the common consumer pitfalls of breakfast choices, and the negative effects of choosing not to eat breakfast altogether.

**“A healthy breakfast provides the body with key nutrients and energy.”**

This programme is for everyone. It highlights the importance of making the right choices, and how bad choices can really impact on every day and long term nutrition.



# Start your day the healthy way

A healthy breakfast will get your metabolism in gear and help you avoid unhealthy mid-morning snacks.

## The Herbalife Healthy Breakfast

- F1 shake** - packed with all the nutrition your body needs. A tasty F1 shake can be whipped up in a matter of seconds and combines soy protein with plant-based carbohydrates to help you stay fuller for longer.
- Instant Herbal Beverage** - with tea extracts plus natural caffeine powder from tea, which can help you feel more energised and aid your concentration and alertness
- Herbal Aloe Concentrate** - contains 40% Aloe Vera gel derived from the Aloe Vera leaf; to help you stay hydrated throughout the day.

## Breakfast Facts

- A false myth is that most people skip breakfast – this is not true according to research.
- At least 70% of people do have breakfast – but with today's lifestyles, people either delay breakfast to mid-morning or simply opt for poor choices (source: Mintel 2010).
- These choices do not provide the nutrients the body requires in the morning.

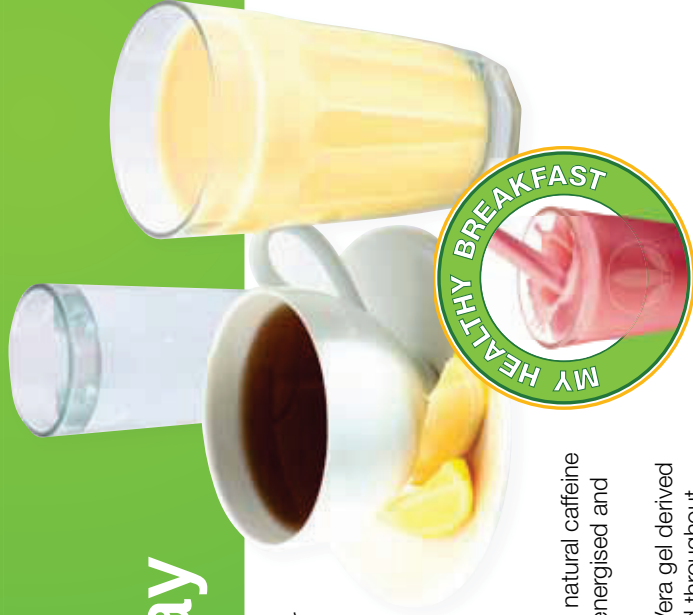
## Importance of a Healthy Breakfast

### Reasons not to skip breakfast

- Breakfast accelerates the body's metabolism.
- Breakfast sets the day's mood and helps to improve concentration.
- Breakfast helps with weight management.
- Breakfast supplies vital nutrients.
- Eating breakfast helps to control your appetite during the day.

### An ideal breakfast

- Supplies all the vital nutrients.
- Provides energy.
- Includes water.



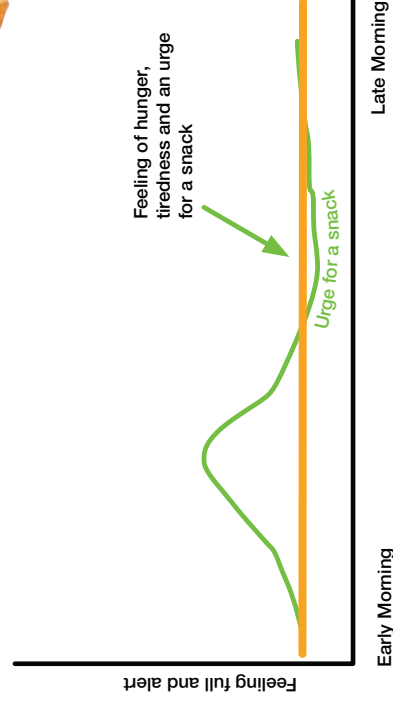
## Problems of modern breakfasts

### Carb-based breakfasts

- Common breakfast choices include coffee with a muffin or toast with jam.
- These choices are full of simple carbohydrates and when digested, immediately turn to sugar. By raising sugar levels you force your body to overcompensate.
- Your body does this by removing extra sugar and turning it into fat. As a result, sugar levels drop and this leaves you feeling hungry and weak as your brain lacks sugar.
- This is why you get mid-morning cravings, and want to eat more carbs. This cycle can repeat itself through the day.

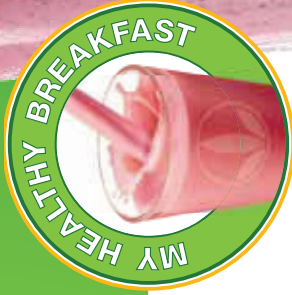


The way a carbohydrate-based breakfast affects your feeling of fullness and alertness



# Healthy Breakfast

**HAVE HAD YOUR HEALTHY BREAKFAST TODAY?**

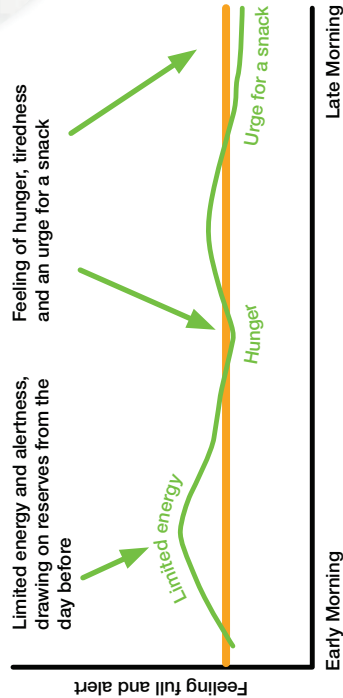


## Skipping breakfast

- Skipping breakfast means your body has to draw on reserves of nutrients and water that will have depleted overnight.
- In this situation you are not giving your body anything; blood sugar levels drop and you begin to feel hungry.
- As a result you look for simple carbohydrates (chocolate, coffee with sugar, cookies etc) for energy and to raise your blood sugar level.
- By not giving your body any nutrients the same cycle repeats throughout the day – opting to reach for simple carbohydrate options.



The way skipping breakfast affects your feeling of fullness and alertness



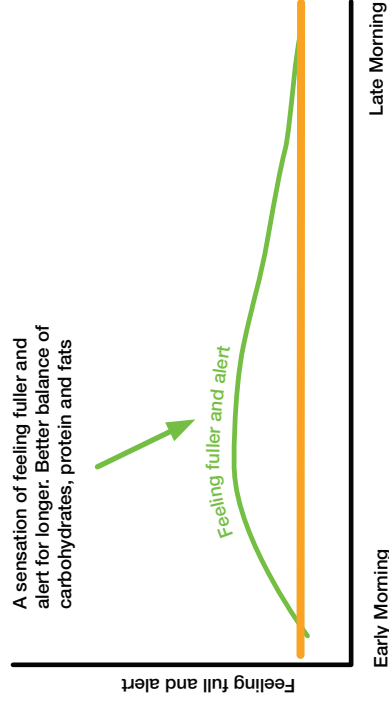
- Consuming excess carbohydrates makes your body work at constant overload. An unhealthy breakfast is therefore a key contributor to a number of health issues and extra weight gain.

## What makes a healthy breakfast?

### A breakfast that is balanced and protein based

- Breakfasts with the right nutritional mix release energy slowly, keep you fuller for longer and help you control your weight by limiting your need for snacks.
- A healthy breakfast provides the body with key nutrients and energy without increasing blood sugar levels.
- It helps to avoid a dependence on simple carbohydrates.
- The result is your appetite stays under control, you don't crave carbohydrates and your body uses its own stored fats for energy.

The way having a balanced breakfast affects your feeling of fullness and alertness



# Healthy Breakfast

See how the Formula 1 shake really compares with other breakfast choices:

### Typical Meal Comparison - Weekday

#### Typical Breakfast

Calories: 572  
Fat: 11.5g

And... very little nutritional value



Low fat muffin and skim latte  
<http://caloriecount.about.com>

#### Formula 1 Strawberry

Lower Calories: 217  
Lower Fat: 1.5g

And...

- more **VITAMIN A** than a mango
- more **VITAMIN C** than a banana
- more **PROTEIN** than a 62g chicken
- more **FIBRE** than 50g broccoli
- more **CALCIUM** than 200g yogurt
- more **IRON** than 115g beans



Based on one serving of Formula 1 Strawberry per 26g portion with 250ml semi-skimmed milk (fruit not included)



### Typical Meal Comparison - Weekday

#### Typical Breakfast

Calories: 779  
Fat: 41.2g

And... very little nutritional value



Information based on a typical serving from a leading high street retailer

#### Formula 1 Strawberry

Lower Calories: 217  
Lower Fat: 1.5g

And...

- more **VITAMIN A** than a mango
- more **VITAMIN C** than a banana
- more **PROTEIN** than a 62g chicken
- more **FIBRE** than 50g broccoli
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Based on one serving of Formula 1 Strawberry per 26g portion with 250ml semi-skimmed milk (fruit not included)



**Breakfast is a meal that you should not skip!**

"As soon as you wake up, your body needs nutrients to kick start the day the right way. It has just spent many hours without anything so you need to hydrate your body and provide it with balanced nutrition. Each morning opt for a good source of carbohydrates and fibre such as wholemeal bread or non-sugary muesli or cereal to help you sustain your energy levels and feel fuller for longer, helping you to avoid a mid-morning snack. Protein can help you feel fuller for longer but I doubt that a glass of milk or yoghurt will do the same. A piece of fruit or a glass of fresh fruit juice would provide you with a good level of vitamins and minerals to get you off to the right start. Tea or coffee add to your fluid intake for hydration, but only in moderation because of their caffeine content."

**Luigi Gratton, M.P.H.**

**Vice President of Nutrition Education, Herbalife**

## How do I get started?

To get started with the Healthy Breakfast programme you need to become familiar with two things:

1. The Formula 1, Instant Herbal Beverage and Herbal Aloe Concentrate products
2. Knowledge of the problems associated with common breakfast choices.

Further information

from: [www.herbalvitality.info](http://www.herbalvitality.info)

# Have You Had Your SHAKE TODAY?



Luigi Gratton, Vice President of Nutrition Education, Herbalife