



*squeezy*  
*dietary*  
*food* **athletic**

LOSE FAT. NOT POWER.

ENGLISH



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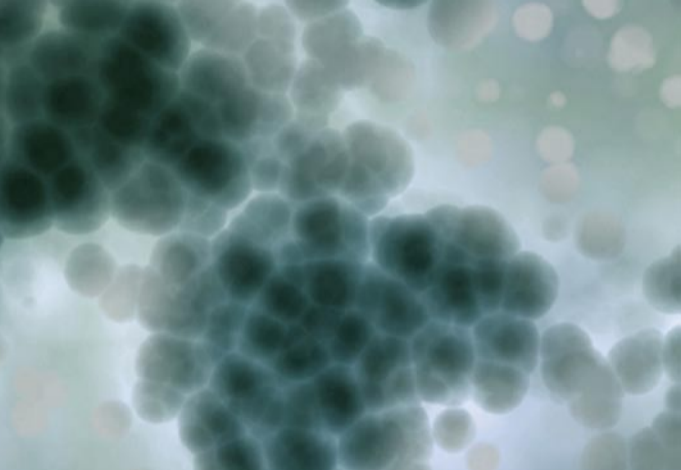
LOSE FAT. NOT POWER.

DEAR CUSTOMER,

Congratulations on your choice of *squeezy athletic*! These guidelines aim to help you achieve the figure and/or physical shape which is best for you and perfectly fits your personal requirements. We'll explain and show you how *squeezy athletic* can help you achieve your goal by optimising your body's natural metabolic processes.

Please read the guidelines carefully, as you'll only see the maximum benefit from your diet if you use the product as intended.



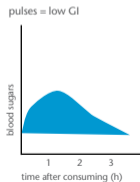
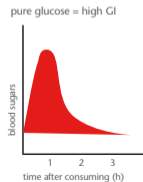


## HOW DOES THE BODY ACCUMULATE FAT?

Food gives us moments of pleasure in our daily lives, keeps us healthy, provides energy and makes us productive. Unfortunately, many of the things which taste good also make us fat. Even trained athletes face a battle to keep off surplus pounds, which can drain energy and induce lethargy.

Carbohydrates – principally starches and sugars – are our number one source of energy. Ideally, we should derive half our energy intake from carbs. Carbohydrates from bread, pasta, rice, potatoes, fruit, vegetables etc help us stay fit, aid concentration and satisfy our hunger.

**However, different carbs have different attributes.** They have varying effects on blood sugar levels, i.e. different foodstuffs have differing Glycaemic Index (GI) values. That's why it's unhelpful simply to eat as much as you can of whatever you like, especially when it comes to foods and beverages which cause a large rise in blood sugar levels very rapidly after consumption.



Example:  
Consuming pure glucose (GI=100) prompts an immediate rise in blood sugar followed by a rapid fall, but pulses (average GI=25) produce negligible rises and falls in blood sugars.

Our metabolism is responsible for lowering blood sugar levels and removing excess sugars (glucose) from the bloodstream. The most important organ is the pancreas, which produces the hormone insulin. This in turn “opens the doors” in our muscles, liver and fat cells, allowing an influx of nutrients, sugars (glucose) and proteins (amino acids), either to be burned off or – less beneficially – to become stored.

A lack of physical activity or an erroneous diet inhibits these processes and insulin levels remain high for long periods at a time, which leads to a build-up of fats in the cells and/or inhibits the burning of stored fat. As a result, the body build up reserves of fat – and we put on weight.



## LOSE FAT. NOT POWER.

Dieting with the sole aim of losing weight rarely works. For many people, so-called crash diets cost vitality and productivity, and in any case the only weight loss is from water and muscle fibre. The proportion of fat in the body can actually increase.

Regardless of whether you wish to shed superfluous fat or simply improve your figure, one fundamental criterion applies: the decisive factor is not your body weight, but rather an optimised physical composition, i.e. the dimensions and condition of the body cell mass (musculature). Scientifically, this is represented by the BCMI (Body Cell Mass Index), which expresses the proportion of the active body cell mass in relation to physical volume in square metres.

A higher BCMI indicates a higher proportional body cell mass in the total organism. The BCMI value for women should be at least 7.6, and for men at least 8.0.

$$\text{BCMI} = \frac{\text{BCM}}{\text{size (m}^2\text{)}}$$

People looking to improve their productivity, figure and physical shape should fundamentally be aiming for an increase in the proportion of the active body cell mass (BCMI).

The BCM is calculated from a BIA measurement, nowadays offered by almost all fitness studios, and some pharmacies.

## A SIMPLIFIED EXAMPLE:

An athlete on a normal diet loses 5.0 kg in weight.

A before-and-after BIA measurement produces the following values:

- active body cell mass -1.9 kg
- Extracellular water -5.6 % / body fluids -2.64 litres
- Fat 0.46 kg

We see that, instead of effectively reducing fats, s/he has actually shed more of the active body cell mass (musculature) and water.

## HOW CAN I IMPROVE MY BCMI?

The range of dietary products on the market is frankly bewildering. It is consistently claimed that increased protein intake is the essential factor in building muscle fibre at the expense of fat.

However, scientists have a clearly defined point of view on this matter: while energy requirements vary from 3,500 to 8,000 kcal according to the type of sport, the recommended intake of proteins is generally only 1 to 2 grams per kg of weight, even for high-performance athletes.

The oft-heard claim that “muscles require protein to promote the burning of fat” therefore does not apply from a physiological-nutritional point of view.

At the forefront of scientific recommendations, we again find carbohydrates with a low Glycaemic Index, which prompt only small rises in blood sugar, and supply active body cells with optimal energy via the natural metabolism. This is the only way to burn off fatty acids released from fat deposits, and results in healthy weight reduction via an increase in the active body cell mass.

With this in mind, the next logical question is what must a dietary product do to improve the metabolic processes in such a way as to promote the burning of fat by the body?



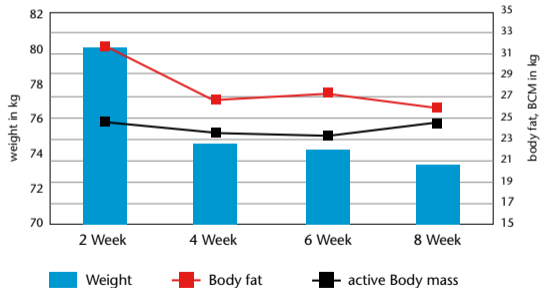
## SQUEEZY ATHLETIC: NATURAL ENERGY, NO STARCH.

Formulated on the basis of the latest nutritional research, *squeezy athletic* is manufactured from wholegrain wheat, transformed by a patented double fermentation process including vitamin yeast and probiotic cultures, during which starches are almost entirely eliminated. The energy-giving carbohydrates and essential proteins are thus broken down from complex into simple form and are available “pre-digested” to the body. *squeezy athletic* also delivers starch-free dietary fibre, polyunsaturated fatty acids and a wide range of essential vitamins and minerals, making the product unique both in terms of form and function.

The key benefits of *squeezy athletic*:

- 1) **Improves the body's metabolic** systems via optimal utilisation of the carbohydrates and amino acids.
- 2) **Optimal fat burning** via an exceptionally low Glycaemic Index of 15.5, restricting blood sugar increases to the minimum. This provides uninterrupted fat burning and eliminates later hunger pangs, even when *squeezy athletic* is taken directly.
- 3) **The comprehensive composition** of this all-natural product provides very easy and rapid digestibility and a constant supply of energy to the body.

DEVELOPMENT OF BODY WEIGHT, ACTIVE BODY MASS (BCM) AND BODY FAT



## THREE-PHASE USAGE PLAN:

To get in shape effectively with *squeezy athletic* and make steady progress towards your ideal weight, follow this three-phase plan.

### PHASE 1 – INITIAL AND POWER PHASE

The first phase is brief but of enormous importance in transforming the metabolic systems. You will swiftly be freed from annoying hunger pangs, while the process of burning off fat begins with visible improvement in problem zones.

In the initial phase, do not eat anything other than *squeezy athletic* for three days. At the smallest sign of hunger, immediately consume *squeezy athletic* – in the course of a full day, consume a total of approx 18-20 spoonfuls (5 servings). Make a “shake” by mixing 3-4 level tablespoons (one serving) with low-fat fruit buttermilk, low-fat whey or yoghurt (or any other sugar-free mixer), or simply combine with water.

Day four is your first free day. Reward yourself and eat what feels good to you. Take a look at the nutritional pyramid and decide which foodstuffs are most suitable.

## PYRAMID OF NUTRITION



Now eat nothing other than *squeezy athletic* for the next three days, then enjoy another free day. You should continue this pattern until you have achieved 50% of your dieting target.

Using *squeezy athletic* more frequently and intensively increases the supply of nutrients to the active body cells, i.e. this increases the rate of fat burning and the number of fatty cells eliminated. This is due to one of *squeezy athletic's* most outstanding attributes: as insulin levels remain fundamentally neutral, fat burning continues uninterrupted when you use the product.

## PHASE 2 – STABILISATION PHASE

In this phase, you continue to reduce the proportion of fat in your body while simultaneously adjusting your dietary plan step-by-step.

In the stabilisation phase, eat one normal, balanced meal every day. However, no longer take free days. Always refer to the nutritional pyramid when deciding what to eat. It is important not to consume carbs in the evening – eat a protein-based meal instead.

Continue taking *squeezy athletic* in the normal way. Move to the final phase once you have achieved a further 20-30% of your dieting target.

## PHASE 3 – FINAL PHASE

The focus now is on nutritional adjustment. You will also achieve your new, desired figure – meaning you've made it to the finish.

During the final phase, eat two normal balanced meals a day. Feel free to combine pasta, potatoes or rice with low-fat fish, chicken or turkey. Stay clear of rich, fatty sauces, go for tomato-based sauces instead. Once again, keep to the nutritional pyramid and prefer proteins to carbs in the evening.

Continue taking *squeezy athletic* in the normal way.

## USEFUL HINTS

It is very important to take at least the minimum recommended daily amount. Consuming too little *squeezy athletic* will lead to an inadequate nutrient supply to the active body cells.

If you undertake strenuous physical activity, thus requiring more energy, we recommend you should eat an additional low-fat, carbohydrate-rich meal.

*Squeezy athletic* can be combined with a variety of mixers. The best results are obtained with water, but you can also use low-fat yoghurt, low-fat quark, whey or buttermilk. Add a little cinnamon or orange essence for even more flavour.

Drink plenty – we recommend 2-3 litres of non-sweetened fluid a day, preferably water or herbal tea. This is very important in supporting the metabolic process.

**Measure successful fat reduction in centimetres, not kilograms:** Don't use your weight as the sole measure of your diet's success. Start by measuring your problem zones with a tape measure (e.g. waist, hips, thighs). Keep track of changes once or twice a week, and you'll see for yourself how *squeezy athletic* successfully helps you burn off fat.

We wish you every success!

# THE SQUEEZY ATHLETIC RANGE



## *squeezy athletic 675g can*

An easy-to-prepare multifunctional complex in a 675g can. Always take at least the minimum daily amount (see recommended amounts). Adjust maximum single servings and total daily amounts to fit individual requirements.

(new)



## *squeezy athletic 450g start-/travelpack*

Using a single-serving sachet (45g), preparing a “shake” is simplicity itself and fits even the busiest schedule – in the office, for example. Ideal when travelling, or as an introduction to *squeezy athletic*.



## *squeezy athletic tabs*

Chewy tablets comprising the same essential ingredients as the multifunctional complex. *squeezy athletic* tabs effectively help ward off sudden hunger pangs, while keeping blood sugar and insulin levels low. Staves off the temptation to eat sweets and snacks.

## SUMMARY

*squeezy athletic* is a reduced-starch wholegrain wheat product manufactured using a patented double fermentation process. Unlike many conventional dietary products, *squeezy athletic* can promote positive changes to an individual's physical composition, specifically the reduction of unwanted fat and an increase in the active body cell mass.

*squeezy athletic* was specially developed and optimised for the metabolism-specific functional mechanisms required for high-performance and leisure sports activity.

The metabolic processes promoted by *squeezy athletic* comprise wholly natural functional mechanisms. *Squeezy athletic* is therefore fully compatible with international anti-doping regulations.

Studies based on BIA measurements confirm *squeezy athletic's* outstanding suitability for high-performance and leisure sports activity.

*squeezy athletic*: for efficient and effective fat reduction, preserving vitality and productivity even when dieting.



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