

## **Shakeology: Clinical Study**

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### **Is Shakeology clinically proven?**

Yes, Shakeology is now clinically proven to yield statistically significant reductions in weight, cholesterol, and HbA1c (index for average blood sugar) among participants.

### **What were the results of the study?**

Clinically meaningful differences occurred for weight loss, cholesterol and HbA1c (average blood sugar) reduction.

- **Weight Loss:** 9.3 lbs average weight loss from baseline (nearly 5% loss in body weight)
- **Cholesterol:** average 7% reduction from baseline
- **HbA1c** (index for average blood sugar): average 5% reduction from baseline

### **What is HbA1c?**

Glycated hemoglobin (or HbA1c) is widely used in clinical practice as the gold standard glycemic control indicator. There is a direct relationship between HbA1c and average blood sugar levels. Because HbA1c reflects the average blood glucose concentration over the previous few months - it is currently the most widely used index of average glycemia for the routine monitoring and prevention of long-term complications of obesity and diabetes.

### **How was the study conducted?**

Research was conducted by Medicus Research, led by Medical Director and CEO, Dr. Jay Udani, MD. A Total of 50 subjects were instructed to consume Shakeology as their breakfast and lunch each day for 12 weeks. No other restrictions were placed on diet or exercise so the participants were able to maintain their lifestyle over the 12-week period. Researchers conducted extensive before and after medical testing at baseline, 4, 8 and 12 week intervals, along with detailed patient interviews, which validated the comprehensive health improvements experienced by the participants in 12 weeks.

### **Why were participants instructed to drink 2 shakes a day?**

In an effort to isolate the efficacy of Shakeology and compare like for like with the majority of clinical studies seeking to test the effects of meal replacement shakes, the Shakeology clinical study followed the protocol employed by most others, which is the replacement of 2 meals a day.