

ANTHONY ROBBINS  
INNER BALANCE™



DIETARY SUPPLEMENT

# Daily Essentials Pack



revitalize your  
body's vibrancy  
and achieve  
peak efficiency  
for everyday health

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## **Anthony Robbins World Authority on Peak Performance**

Having directly impacted the lives of more than 50 million people from 100 nations with his work in the fields of leadership psychology and peak performance, Anthony Robbins is the one who gets the call from the superstar athlete when

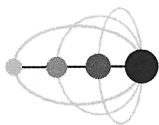
the game is on the line—fierce competitors like André Agassi, Serena Williams, Greg Norman, Wayne Gretzky and marathon runner Stu Mittleman, who set a world record by running 1,000 miles in 11 days. Robbins has spent the last three decades mastering the principles of vibrant health by studying a diverse cross-section of experts.

Robbins' creed of improving the quality of life for people around the world is reflected in many of his subsidiary companies, including Twinlab Corporation, the highest-rated nutraceutical company, and Rebus Publishing, a 25-year-old consumer health and science publisher that has built an outstanding reputation for expertise in the areas of health, fitness and nutrition.

A past chairman of the National Science Foundation (NSF), Robbins currently serves as Vice Chairman of Health, Education and Science for the United Nations Research Center for the International Council for Caring Communities (ICCC) NGO.

## **Stacey J. Bell, D.Sc.** **Former Harvard Nutritionist**

Nutrition science expert and national authority on diet, Dr. Stacey J. Bell is a former Harvard Medical School faculty member and nutrition doctor who has authored more than 100 published articles that have raised the standard for the field of diet and nutrition.



***IdeaSphere inc.™***  
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Idea Sphere Inc. is a provider of high-quality, ready-for-sale natural and organic vitamins, nutrients and other earth-friendly products for its own brands—Twinlab, Metabolife, Nature's Herbs and Alvita Teas—and others, including the Anthony Robbins Companies, Dr. Weil, Life Fitness and Spring Valley. In producing over 200 nutritional products—including tablets, capsules, powdered drink mixes, nutritional snacks and bars—Idea Sphere provides end-to-end product formulation, manufacturing, logistics, warehousing and fulfillment services.

## Congratulations!

By purchasing the **Inner Balance Daily Essentials Pack**, you've committed yourself to proactively take care of your health, and you've taken an important step toward greater overall balance and well-being. In choosing **Inner Balance**, you've made a positive decision to employ a line of health products that combines groundbreaking science and Anthony Robbins' proven life strategies to promote exceptional health, not just on a physical level but on psychological levels as well.

Anthony Robbins has spent the last three decades studying the principles of vibrant health, vital life and physical mastery, and he has applied them to his own life with extraordinary results. What he has discovered in his own pursuit of fulfillment is that health is not merely the absence of disease but a metabolic state in which the mind and body are functioning at peak efficiency.

By creating the base of extraordinary vitality and energy where your body is performing at maximum capacity, you also create the necessary base for achievement and fulfillment in other areas of your life—your relationships, your career, your finances and your spirituality. A strong, vital body enables you to fully embrace and enjoy whatever it is in your life that you are most passionate about.

You can certainly achieve results by using the **Inner Balance** products alone, but if you combine them with an understanding and implementation of the principles of health, nutrition and energy, you will create a lifestyle that is enjoyable and that gives you the health, energy and vitality you desire and deserve.

## GIVE YOUR BODY WHAT IT NEEDS

**Inner Balance** is specially formulated by Anthony Robbins and former Harvard nutritionist Dr. Stacey J. Bell to give your body what it truly needs:

- **Balance at the cellular level** is created by ensuring that each product delivers the proper dosage required for its intended benefits. Regardless of how good an ingredient may be, providing too much or too little can disrupt the balance and render the product ineffective.
- **Quick absorption** ensures that the active compounds in the product begin working as soon as they enter the body.
- **Fresh and natural ingredients** from pure food sources help you achieve naturally the exceptional health you deserve. Unlike other products that use artificial or low-quality ingredients, **Inner Balance** products are made from the highest-quality ingredients found in nature, and they are completely free of artificial colors and flavors. In fact, most **Inner Balance** products contain no dairy, yeast, hormone, peanut or gluten.

## The Importance of Nutritional Supplements

Each and every cell in your body is on the lookout for the appropriate nutrients, vitamins, thoughts, feelings and emotions it needs in order to keep you healthy and in homeostasis. If your goal is weight loss and physical fitness, supplementation is especially important because you want to make sure you are receiving adequate nutrition while you reduce caloric intake and increase physical activity.

In today's world, most doctors, nutrition experts and even medical journals agree that, even with the most valiant and committed efforts, it is almost impossible to eat a balanced, healthful diet that contains all of the vitamins, minerals and nutrients our bodies need. In fact, an article in the *Journal of the American Medical Association (JAMA)* recently stated: "Recent evidence has shown that suboptimal levels of vitamins, even well above those causing deficiency syndromes, are associated with increased risk of chronic diseases including cardiovascular disease, cancer and osteoporosis."

In a clinical commentary, *JAMA* notes that "a large proportion of the general population has less-than-optimal intakes of a number of vitamins, exposing them to increased disease risk. In addition...it appears prudent for all adults to take vitamin supplements."

## There are many factors that contribute to our bodies' nutritional deficiencies:

- **Lack of fresh, live foods that meet our bodies' nutritional needs** is the result of modern farming techniques that include the use of chemical fertilizers, pesticides and growth hormones that affect the quality of our food supply.
- **Internal toxicity** results from the increasing exposure of our water, air and soil to toxic chemicals and pollution.
- **An accumulation of poor food choices over time** also results in nutritional deficiencies. High consumption of synthetically produced foods, artificial ingredients and other chemical additives prevents most of us from getting the essential nutrients in our daily diets.

The **Daily Essentials Pack** is designed to provide vital nourishment to reinvigorate your body and your life. Included in this pack are the following:

- Daily Essentials Multi-Vitamin
- Master Oils
- Probiotics
- Vegetable Harvest
- Citrus Harvest
- BONUS: Pure Energy Greens with MSM Sample



# 7 Keys to Optimum Health

- 1** Reduce the acidity in your blood.
- 2** Hydrate your body.
- 3** Get enough sleep.
- 4** Reduce your stress level.
- 5** Get a physical exam from a physician each year.
- 6** Minimize risky behavior.
- 7** Eliminate or drastically reduce the poison of addictions.

Use these tips in conjunction with the products in the **Daily Essentials Pack** to give your body what it is craving.

## **1 REDUCE THE ACIDITY IN YOUR BLOOD.**

Over the past thousand years, people began eating too few base-producing foods and too many acid-producing foods. As a result, our blood has gradually become slightly more acidic (Cordain L., Am J Clin Nutr 2005; 81:341-354). This slight acidity, although not life-threatening, has been implicated in a host of chronic conditions of aging including osteoporosis, age-related muscle wasting, kidney stones, hypertension, exercise-induced asthma and kidney insufficiency.

If you eat fewer than about nine servings of fruits and vegetables a day, you are likely to have slightly acidic blood and are probably lacking the essential nutrients your body needs. It is nearly impossible to consistently consume this many fruits and vegetables. Taking **Citrus Harvest** and **Vegetable Harvest** each day will give your body these essential nutrients and neutralize acid in the blood.

To correct this acid/base imbalance, you should include plenty of fruits and vegetables in your diet and take **Pure Energy Greens with MSM** daily. At the same time, reduce your intake of protein from beef, chicken, fish, dairy products and foods that have cereal grains in them.

## 2 HYDRATE YOUR BODY.

Water is an essential and major component of all living matter. It is the largest single component of the body: Your brain is 76% water, your lungs are 90% water and your blood is 84% water. Critical processes such as digestion, circulation, and excretion cannot occur without it. As a major component of blood, it carries nutrients to all vital parts of the body, plays a crucial role in maintaining body temperature and serves as building material for growth and muscle repair.

Simply through the activities of daily living, you lose an average of a little over two quarts per day. Generally, you replace this through the fluids and foods you consume. But exercise, sweating, excess elimination, temperature or altitude can significantly increase the amount of fluid required and, if not accounted for, can lead to dehydration. Even mild dehydration can have adverse effects on your health, including headache, fatigue and impaired judgment.

Aim to drink half your body weight in ounces each day. For example, if you weigh 150 pounds, you should be drinking 75 ounces of water a day. This is a little over two quarts. Drink water throughout the day to maintain hydration; always arm yourself with water and **Pure Energy Greens with MSM**, which will help you stay hydrated and alkalized at the same time. Don't drink all of your water at once, however; too much water can lead to overhydration, which is just as harmful as dehydration.

## **3 GET ENOUGH SLEEP.**

Besides giving your body a chance to repair cell damage that occurred during the day, sleep affords your body a relaxation period for your mind called REM (rapid eye movement) sleep. Individuals who don't undergo sufficient REM sleep are more tired during the day and feel less refreshed when they wake up.

If you are getting less than an average of 7-8 hours per night of sleep, your body isn't getting enough time to restore itself. Make an effort to get at least seven hours of sleep each night.

## **4 REDUCE YOUR STRESS LEVEL.**

Stress is a normal part of life. In fact, our bodies have become accustomed to being attacked by stresses on a daily basis. Today's stresses are mostly chronic in that we fret about them for a long time, and they never seem to fully manifest themselves or fully disappear.

**When the going gets tough, try one of these stress busters:**

- Meditate
- Go for a long walk
- Exercise
- Take a nap
- Talk to a friend

## 5

### **GET A PHYSICAL EXAM FROM A PHYSICIAN EACH YEAR.**

Your body is the base of your soul, and it deserves regular attention by a trained health care professional. The purpose of a physical exam is to check the areas that have the highest probability of becoming damaged. Usually the damage hasn't gone so far as to inflict illness; however, most diseases start off slowly and don't manifest themselves until decades later. It is always better to know sooner rather than later about any health problems. A yearly physical exam can help you take charge of your health to change your future.

## 6

### **MINIMIZE RISKY BEHAVIOR.**

Some things in life you just can't control. The following, however, are some things associated with illness or early death that are totally in your control:

- Wear a seat belt, and make sure that everyone in the car wears one also.
- Maintain smoke alarms in your home.
- Quit smoking.
- If you drink, do so in moderation.
- Avoid driving if you've had a drink.

## 7



### ELIMINATE OR DRASTICALLY REDUCE THE POISON OF ADDICTIONS.




Some things that we ingest are highly addictive. Everyone has a different tolerance in terms of how addicted they'll become after eating or drinking addictive things. Over time, you'll get to know your body and figure out what you simply have to avoid because it is so highly addictive to you. Here are some highly addictive things to which you can just say "no":

- Caffeine
- Nicotine
- Alcohol
- Whites: flour, sugar, rice
- Drugs not prescribed by your physician
- Cue foods (Certain foods cause a person to lose self-control. For some, it's a piece of meat; for others, it's any salty snack, and for many it's ice cream. If you have a cue food, avoid eating it.)

## THE INNER BALANCE DAILY ESSENTIALS PRODUCTS

Vitamin "supplements" are called just that because they are meant to augment a healthy, nutrient-rich diet—not replace it. You should view **Daily Essentials** as an addition to your diet—an insurance plan of sorts—instead of a substitute.

<b>TIME OF DAY/MEAL</b>	<b>PRODUCT USE (Supplements should not replace any meals.)</b>
<b>Breakfast or morning</b>	 <p>Daily Essentials Multi-Vitamin</p> <p>Probiotics</p>
<b>Mid-morning snack</b>	 <p>Pure Energy Greens with MSM* plus 12-16 oz. water</p>
<b>Lunch or mid-day</b>	

TIME OF DAY/MEAL	PRODUCT USE (Supplements should not replace any meals.)
Mid-afternoon snack	 <p>Pure Energy Greens with MSM* plus 12-16 oz. water</p>
Dinner or evening	 <p>Daily Essentials Multi-Vitamin    Master Oils    Citrus Harvest    Vegetable Harvest</p>
Evening snack	 <p>Pure Energy Greens with MSM* plus 12-16 oz. water</p>

\*Pure Energy Greens with MSM is not included in the Daily Essentials Pack but is recommended. Take up to three times daily.



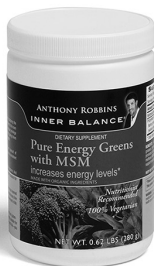
## Pure Energy Greens with MSM

**Pure Energy Greens with MSM** is not part of the **Daily Essentials Pack**, but it is strongly recommended that you use it.

**Pure Energy Greens with MSM** is a blend of fresh and alkaline-forming dense green vegetables and natural fibers that increase energy levels and provide essential nutrients to help return the blood and tissues to a healthy pH balance. Each serving should be consumed in 12-16 ounces of water or another healthy beverage to prevent dehydration, which may be mistaken for hunger.

**To Use:** As a dietary supplement, take one teaspoon (2g) in 16 oz. water 3 times daily.

- Increases energy levels
- Provides hydration
- Provides alkalinity to increase blood pH



## Daily Essentials Multi-Vitamin

There are over a hundred trillion cells in your body working together, to do everything from getting you out of bed in the morning to fighting off cancer and other diseases. The functionality of every one of these cells is determined by your daily nutrition.

Given the frenetic pace of society today, it's likely that you won't eat properly every day and that the stress of day-to-day life will significantly increase your need for additional nutrients.

The **Daily Essentials Multi-Vitamin** makes it easy to ensure that you are receiving the right amount of vitamins and minerals in your diet each day.

### Each daily dose:

- Supplies essential nutrients to support life
- Contains at least 100% of the needed amount of most vitamins and minerals for adults



## Citrus Harvest and Vegetable Harvest

We all know that fruits and vegetables are essential for our body's proper functioning. What is less well known, however, is the importance of something called "biological diversity"—the consumption of a wide variety of fruits and vegetables.

**Citrus Harvest** and **Vegetable Harvest** were designed specifically to provide biodiversity that is so uncommon in most diets today.

Fruits and vegetables supply not only essential antioxidants and other compounds to support the immune system and heart health, but they also contribute to bone health throughout life (Prynne CJ., Am J Clin Nutr 2006; 83:1420-1428).

### **Citrus Harvest and Vegetable Harvest:**

- Support a healthy immune system
- Support cardiovascular health
- Supply essential nutrients often missing from the diet
- Supply biologically diverse nutrients
- Provide a concentrated form of fruits and vegetables

Both products provide a two-stage delivery system that ensures maximum absorption and utilization. The tablets,



which contain key nutrients, are specially coated to provide protection from harmful gastric acids in the stomach. The nutrients are only released when they reach the small intestine, where they are absorbed. The tablets are 100% vegetarian, with no artificial colors, flavorings or preservatives. They are also free of allergy-producing substances such as corn, yeast, gluten, dairy, and eggs.

One tablet of **Citrus Harvest** contains the nutritional equivalent of more than 10 pounds of fresh citrus fruit. The fruit concentrates included are lemons, limes, tangerines, grapefruit and oranges. The bioactive compounds of these fruits are carefully extracted to provide a potent blend of limonoids, flavonoids, carotenoids and other essential compounds called phytonutrients. In addition, **Citrus Harvest** is a rich source of antioxidants, from grape seed extract.

One tablet of **Vegetable Harvest** contains the nutrient equivalent of more than 10 pounds of fresh vegetables. These vegetables include those from the cabbage family (broccoli, brussel sprouts, kale, cauliflower and cabbage), as well as celery, carrots, yams and green onions. These vegetables supply carotenoids, flavonoids, indoles, glucosinolates and sulforaphanes. These nutrients ensure that the cells divide at the right rate by supporting the enzymes that control cell division, as cells that divide too rapidly can become cancerous.

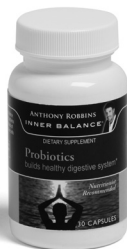


## Probiotics

**Probiotics** restores digestive balance and regulates bowel function by eliminating harmful bacteria in the large intestine and replacing it with one strain of healthy, immune-building bacteria; 2.1 billion live cells are delivered with each capsule, guaranteed. An ample supply of healthy bacteria helps support immune function while maintaining normal blood cholesterol levels and minimizing instances of digestive discomfort.

**To use:** Take one capsule daily with a meal.

- Replenishes the colon with healthy bacteria and reduces unhealthy bacteria
- Improves digestive health
- Boosts digestive function



## Master Oils

**Master Oils** a unique blend of fats in phospholipid form which are more effectively used by the body. The superior ingredient in Master Oils is 100% krill oil, sustainably harvested from pristine Antarctic waters. Krill oil contains natural antioxidants, which help prevent oxidation and maintain the quality of the oil. Master Oils help provide nutritional support for the heart, brain and immune system.

### Health benefits of essential fatty acids include:

- Reduced blood pressure
- Lower risk of heart disease
- Improved mood and feelings of well-being
- Reduced symptoms in rheumatoid arthritis patients
- Reduced frequency of migraine headaches
- Improved vision (especially night vision)
- Possible prevention of breast, colon, prostate and pancreatic cancers
- Lower risk of autoimmune diseases like multiple sclerosis and rheumatoid arthritis



## CONTINUE YOUR MOMENTUM

If you want to continue experiencing the positive long-term effects of natural weight loss...



Incorporate other **Anthony Robbins Inner Balance™** products into your health regimen. Whatever your immediate goal—weight loss, better daily nutritional health, a cleanse, or exercise enhancement—Inner Balance products will help you take your overall health and energy to the next level.

### Call for Special Discounts on Pure Energy Greens with MSM

A specially formulated blend of organic green vegetables and natural fibers that help return the blood and tissues to a healthy pH balance.



To learn about the entire line of Inner Balance products, visit [AnthonyRobbins.com/InnerBalance](http://AnthonyRobbins.com/InnerBalance) today or call 877.464.4733 | +001.858.535.6290



Enlist the support of an **Anthony Robbins Coach**. Designed to help you tackle your health and fitness goals, the Anthony Robbins Coaching program will help you determine where you are in terms of weight, body fat and cholesterol so you can create an action plan to achieve lasting results. **For more information about the Anthony Robbins Coaching program, call 888.834.9096 or visit [AnthonyRobbins.com/Coaching](http://AnthonyRobbins.com/Coaching) today.**

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—Alex Clark, Business Owner and Property Entrepreneur, Cheltenham, England



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