



tlS SHAPE™ UP



Tackling
Childhood Obesity

Ages 10-17

tlc SHAPE UP™

The Childhood Obesity Epidemic

The statistics are daunting. Over the past three decades, the number of overweight children in America has skyrocketed. Today, approximately nine million children over 6 years of age are considered extremely overweight and 54 percent of American children say they are concerned about their weight.

For years, Market America's [Transitions Lifestyle System®](#) has helped adults with weight management. However, with childhood obesity becoming a growing threat, Market America decided to take a closer look at addressing the issue.

What developed was, quite possibly, the company's most important venture to date. Those involved in developing the program didn't realize that it would also become one of the most emotional, most profound experiences of their lives.

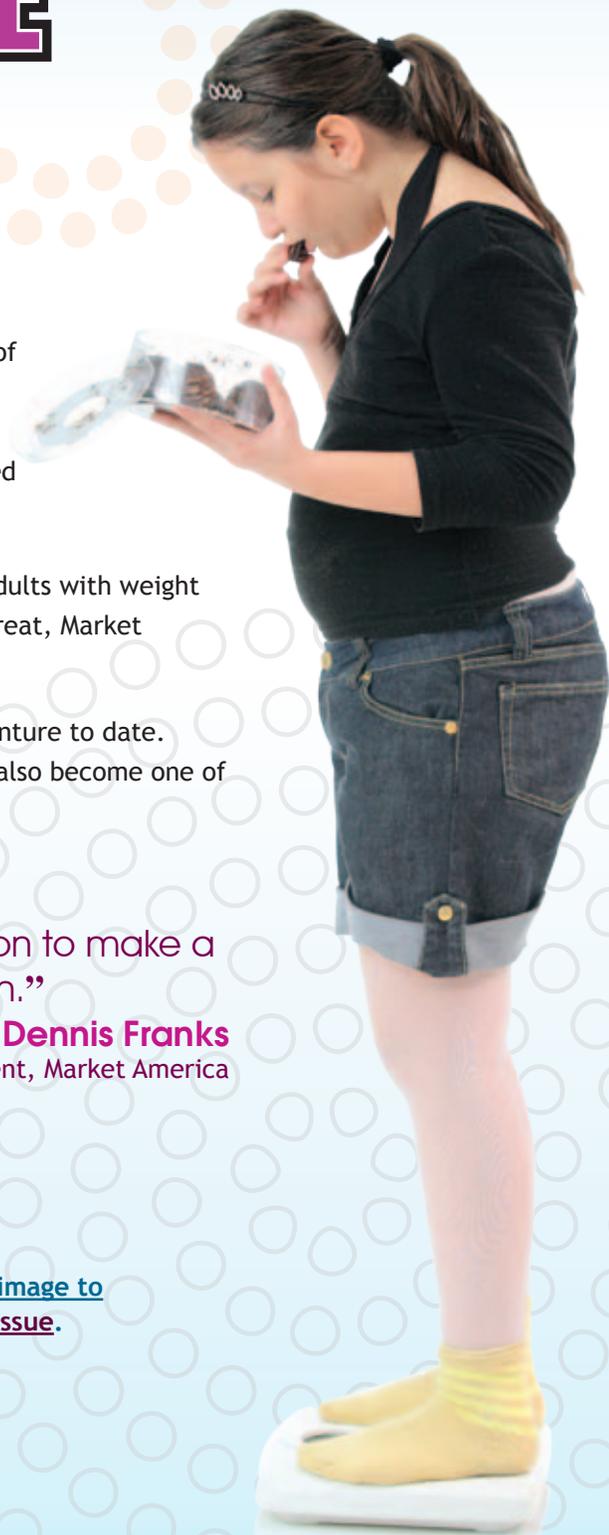
“You have to be able to put yourself in a position to make a difference. This is really the beginning of the solution.”

— **Dennis Franks**

Executive Vice President, Market America



[Click here or on the image to view video: The Big Issue.](#)



What Is the TLS Shape Up™ Program?

TLS Shape Up is designed with kids, for kids. There are no gimmicks, just proven results. It teaches goal-setting and planning skills while instructing kids about the fundamentals of good nutrition and exercise. It helps kids and their families understand that their decisions today will affect them tomorrow.

TLS Shape Up is not a one-time fix for a weight problem; it is a solution to a healthier life. TLS Shape Up is based upon the principles of the Glycemic Index – the very principles that have made the TLS program for adults so successful. But this program isn't simply a scaled-down version of the Transitions Lifestyle System®.

It is designed to address the specific needs and concerns of the 10-17 age range, teaching these children how to take charge of their lives and bodies. It teaches goal setting and planning skills while educating kids and their families about the fundamentals of good nutrition and exercise.



TLS Shape Up™ Starter Kit A Includes:

- TLS Shape Up Journal A (Weeks 1-6)
- TLS Shape Up Parents and Coaches Guide
 - TLS Shape Up DVD Series
 - TLS Shape Up Audio CD
 - TLS Shape Up Parents DVD
- Might-A-Mins® Spectrum Isotonix® Multivitamin
- Might-A-Mins® Spectrum Isotonix® Digestive Enzymes

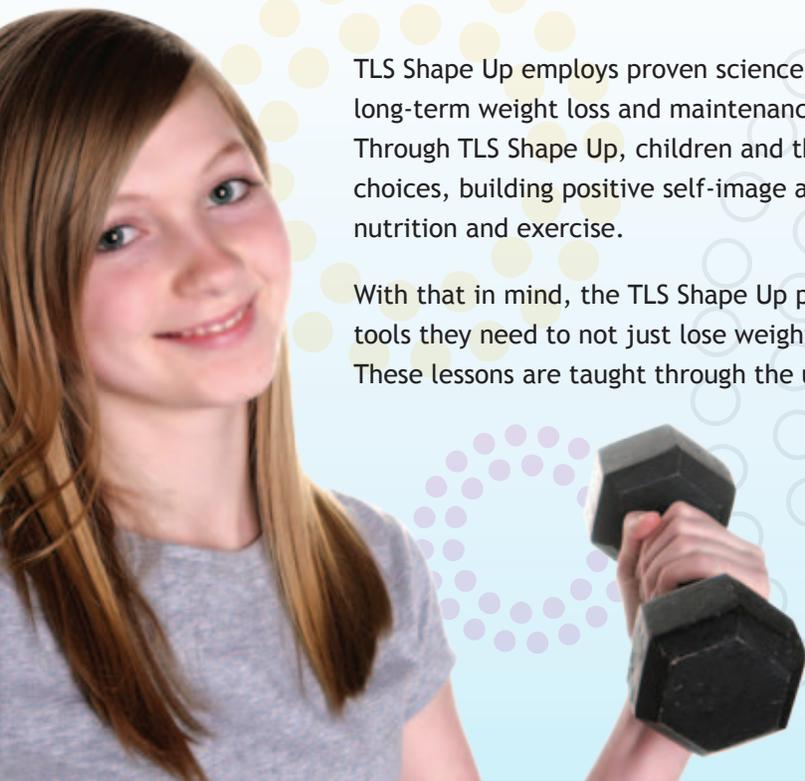
“This program is not just about weight loss. It's about grooming the next generation. It's about grooming the family. We're teaching so much more than weight loss with this.”

— Lydia Martinez

Director of Transitions™ Field Development, Market America

TLS Shape Up employs proven science to help children create lifelong habits that support long-term weight loss and maintenance. But the program is about much more than weight loss. Through TLS Shape Up, children and their families can learn more about making healthy lifestyle choices, building positive self-image and understanding how our bodies respond and react to nutrition and exercise.

With that in mind, the TLS Shape Up program has been designed to provide children with the tools they need to not just lose weight, but make conscious decisions regarding overall health. These lessons are taught through the unique TLS Shape Up program, which includes personalized coaching, DVD lessons, nutritional supplementation, and the exclusive TLS Shape Up Weekly Journal. This tool takes children through the program, providing education, motivation and personal expression. This journal can help your child boost their success in the program by monitoring behavior, marking trends and learning teaching accountability.



From Pilot to Program: Validating the Method

The TLS Shape Up™ program launched in 2009 with a select group of children who took part in a pilot program. At the end of this 12-week pilot, the results were staggering. In all, the 18 participants lost a combined 183 pounds and 29.5 percent body fat over the course of the program.

Eight of these participants made their way to Market America's 2010 World Conference in Miami, where they were greeted with standing ovations and immediate support from more than 20,000 attendees. Validation came that day not only for those eight youths who worked hard to get to that point, but for a program intended to change lives.



[Click here or on the image to view video: TLS Shape Up: 2010 World Conference.](#)

Don't Become a Statistic

What are the end results of the TLS Shape Up program? Long-lasting change, personal achievement, and a healthier, more positive attitude toward self-image, body image and the future.

Don't just take our word for it – witness the stories of children who have experienced firsthand the personal validation that TLS Shape Up has provided them. See the difference TLS Shape Up has made not only in their physical appearance, but in their confidence and self-esteem.

As we said before, the statistics are daunting. We know it's difficult. Today's youth face more pressures and influences than ever before. Those burdens carry tremendous weight – both emotional and physical. Don't let those stresses weigh your children down. Don't let them become a statistic.

To find out more about [TLS Shape Up](#) and how it can change your child's life, contact your Customer Manager or visit us online at [marketamerica.com](#) and search "TLS Shape Up."



[Click here or on the image to view video: Webisode 1: Find Out Why Market America Took on the Challenge of Childhood Obesity.](#)



[Click here or on the image to view video: Webisode 2: See the Amazing Stories of the Teens Who Have Changed Their Lives with TLS Shape Up.](#)