



GLOBAL WELLNESS
SUMMIT 2017



Understanding the Positive Implications of the Placebo Effect

Alia Crum, PhD, Assistant Professor of Psychology,
Stanford University, U.S.

KEEP REFRIGERATED

SHAKE WELL BEFORE DRINKING

Product of U.S.A.

Nutrition Facts	
Serving Size 1 bottle (12 oz)	
Servings Per Container 1	
Amount Per Serving	
Calories 140	Calories from Fat 0
<small>% Daily Value*</small>	
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 200mg	8%
Total Carbohydrate 20g	7%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 12g	
Vitamin A 0%	Vitamin C 4%
Calcium 50%	Iron 2%

*Percent Daily Values are based on a diet of 2,000 calories. Your daily values may be higher or lower depending on your calorie needs.

Percent Daily Values are based on:	Amount	% Daily Value
Total Fat	Less than 1/2g	0%
Saturated Fat	Less than 1/2g	0%
Cholesterol	Less than 1/2g	0%
Sodium	Less than 200mg	80%
Total Carbohydrate	20g	40%
Dietary Fiber	0g	0%
Sugars	0g	0%

Labels are optional. *Percent Daily Values are based on a diet of 2,000 calories. Your daily values may be higher or lower depending on your calorie needs.

Ingredients: nonfat yogurt (cultured grade A nonfat milk, modified corn starch, carboxymethylcellulose, water, vanilla powder, guar gum, potassium sorbate, malic acid, sodium citrate)

Sensi-Shake
Guilt Free Satisfaction

0% fat
0 added sugar
140 calories!



French Vanilla

12 FL OZ (355 mL)

Get sensible with the new light healthy Sensi-Shake. It has all the taste, without the guilt - no fat, no added sugar and only 140 calories! Sensi-Shake is light and tasty enough to enjoy every day.



KEEP REFRIGERATED
SHAKE WELL BEFORE DRINKING

Product of U.S.A.

Nutrition Facts	
Serving Size 1 bottle (12 oz)	
Servings Per Container 1	
Amount Per Serving	
Calories 620	Calories from Fat 270
<small>% Daily Value*</small>	
Total Fat 30g	48%
Saturated Fat 18g	34%
Cholesterol 110mg	38%
Sodium 400mg	19%
Total Carbohydrate 10g	21%
Dietary Fiber 0g	0%
Sugars 9g	
Protein 31g	
Vitamin A 0%	Vitamin C 4%
Calcium 50%	Iron 2%

*Percent Daily Values are based on a diet of 2,000 calories. Your daily values may be higher or lower depending on your calorie needs.

Percent Daily Values are based on:	Amount	% Daily Value
Total Fat	Less than 1/2g	0%
Saturated Fat	Less than 1/2g	0%
Cholesterol	Less than 1/2g	0%
Sodium	Less than 200mg	80%
Total Carbohydrate	20g	40%
Dietary Fiber	0g	0%
Sugars	0g	0%

Ingredients: Vanilla ice cream (cream, sugar, corn syrup, vanilla extract, mono and diglycerides, food-grade gum, guar gum, annatto color), liquid pasteurized eggs, whole milk, simple syrup (sugar, water, citric acid, potassium)

INDULGENCE.
Decadence you Deserve



French Vanilla

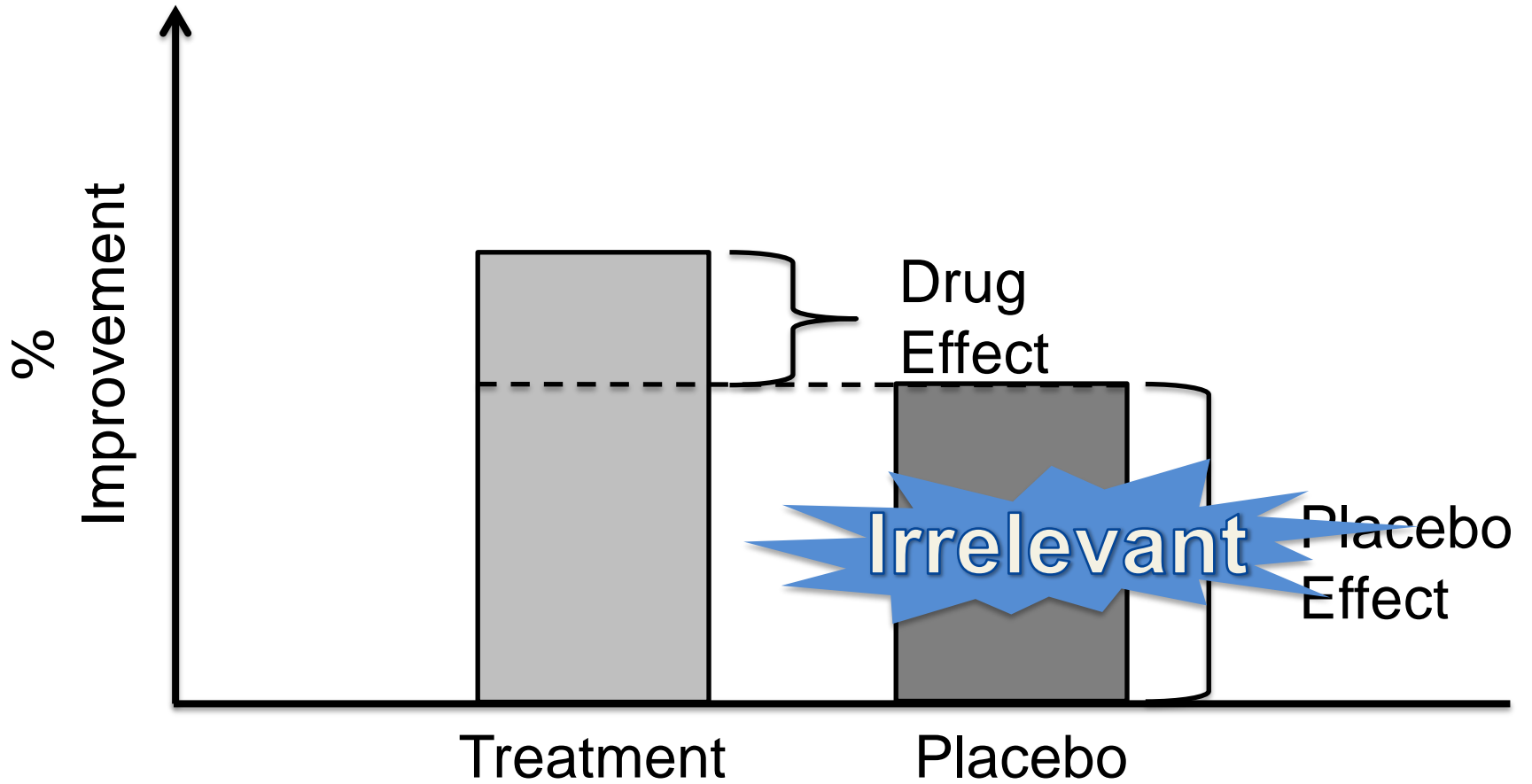
12 FL OZ (355 mL)

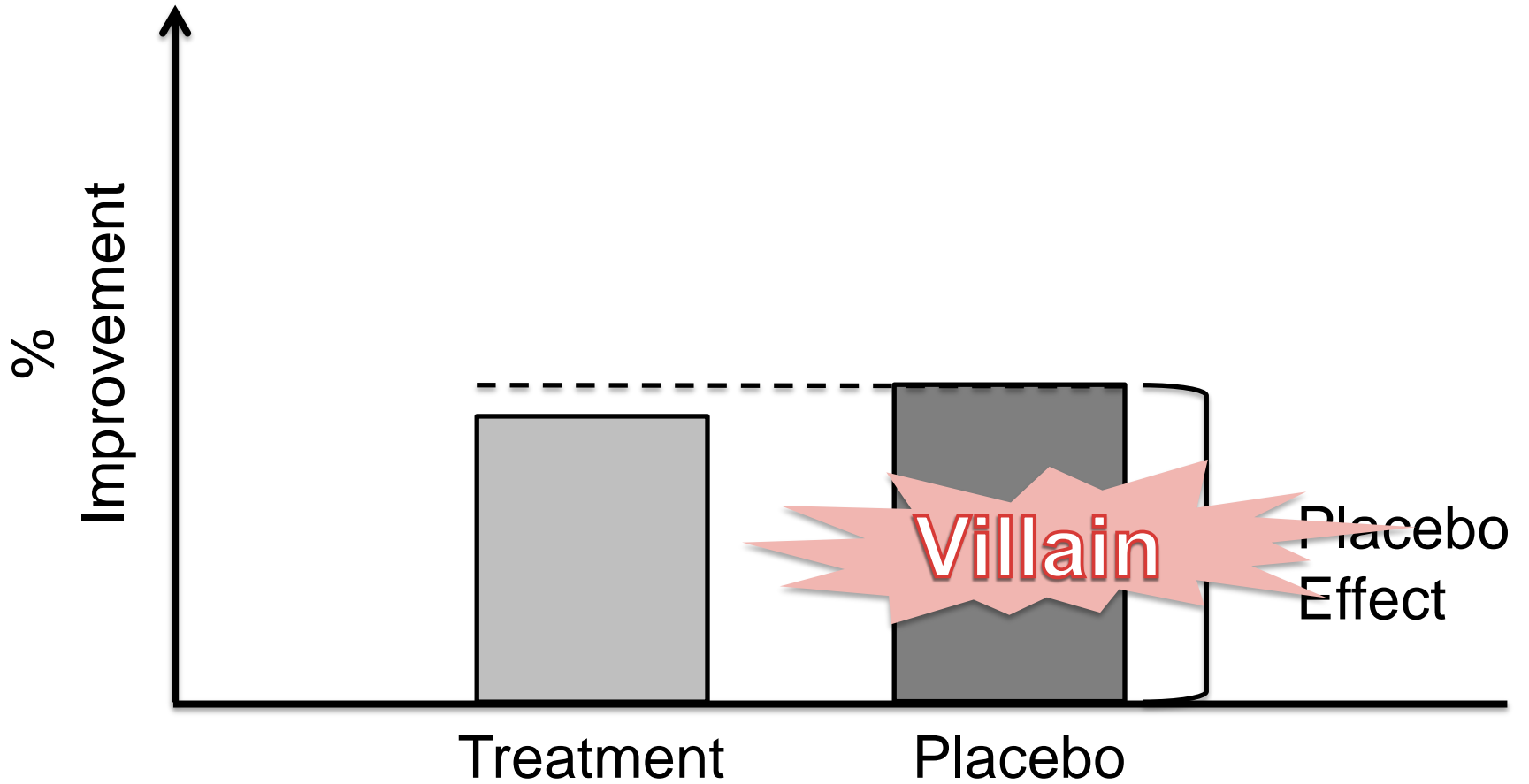
Indulge yourself with this rich and creamy blend of all of our premium ingredients - sumptuously smooth ice cream, satin whole milk, and sweet vanilla. It is heaven in a bottle and irresistibly gratifying.

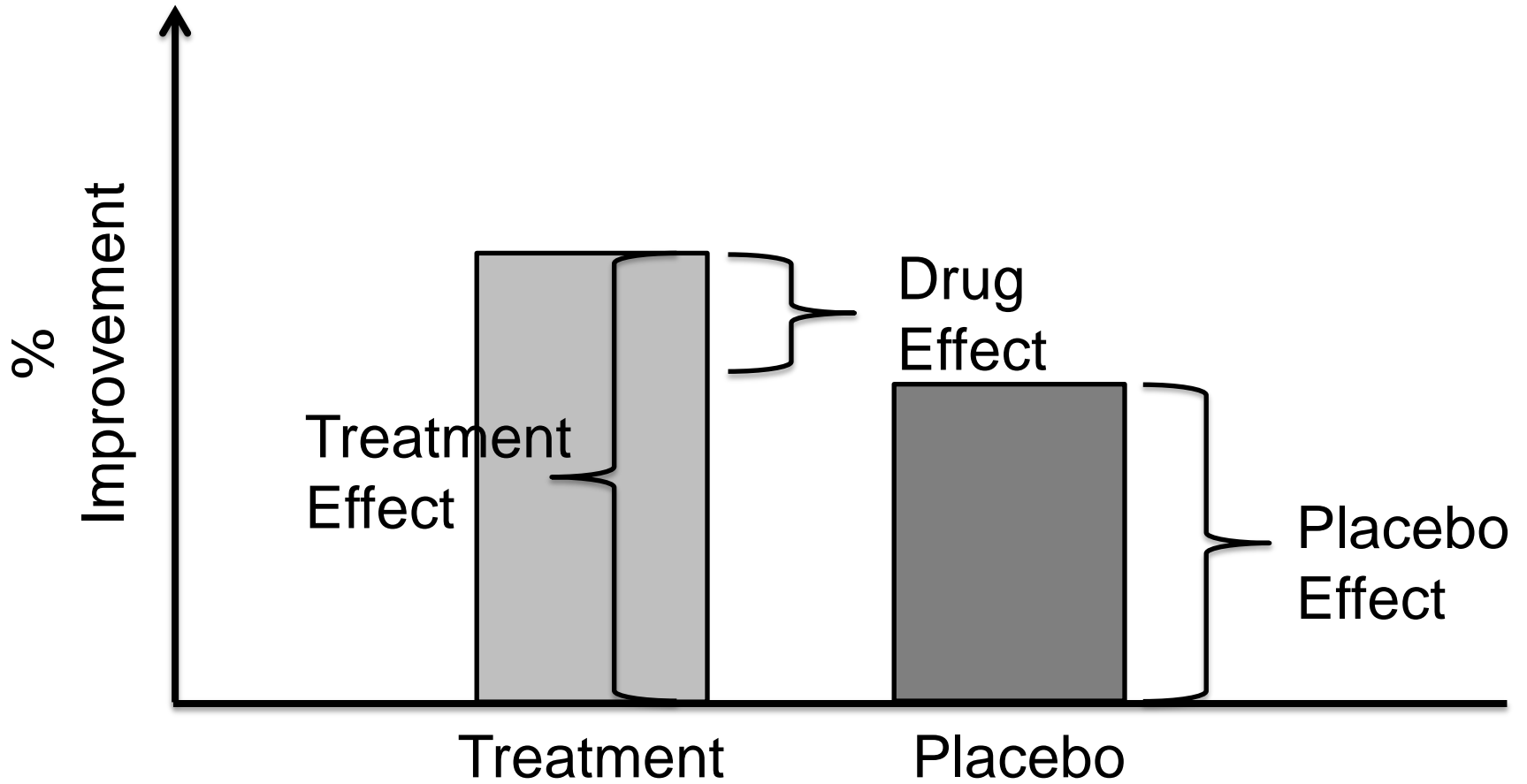
Smooth, Rich, and Delicious!



Greater mitigating effect on ghrelin (hunger inducing and metabolic regulating hormone)













Wheal



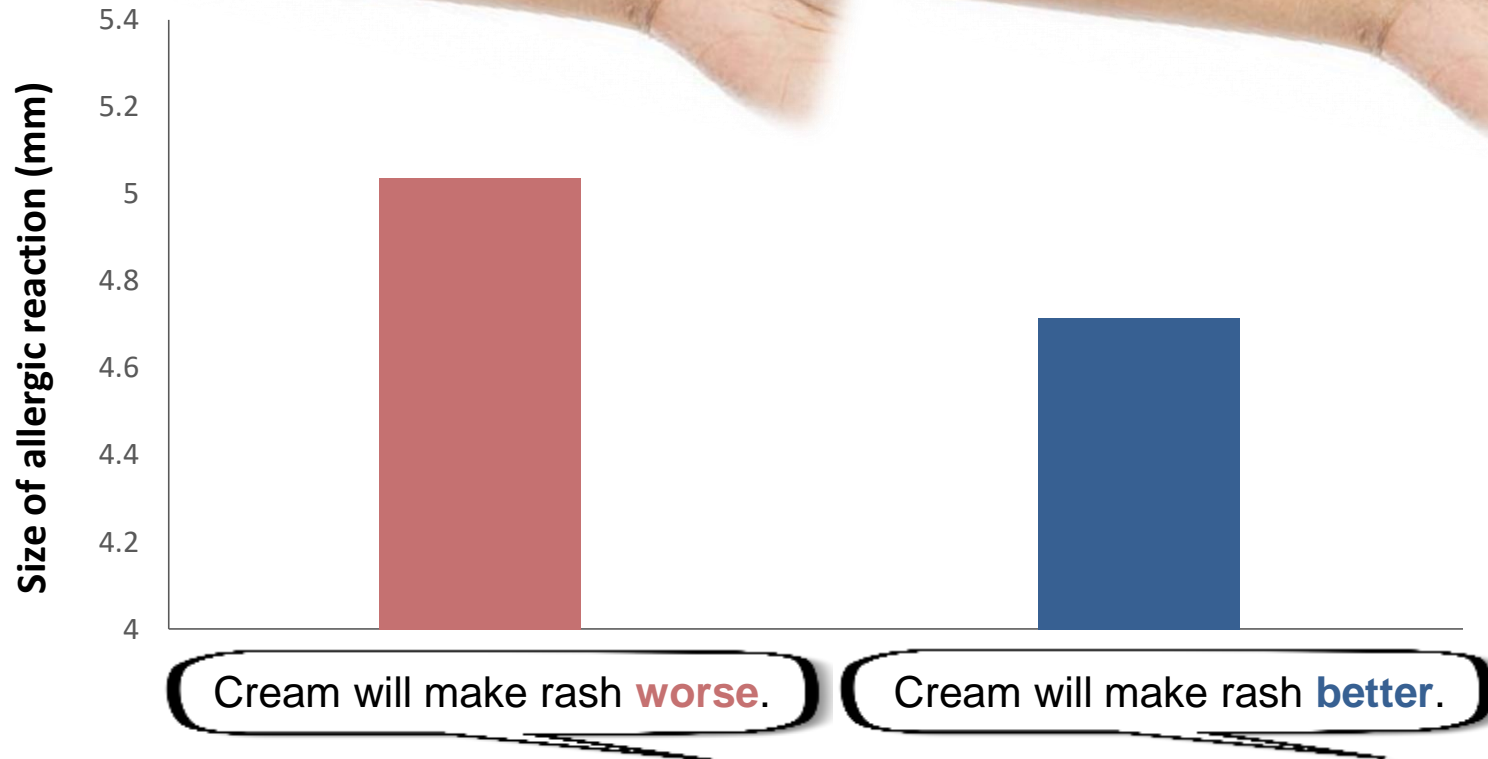
This is an **antihistamine cream**.
It will make your rash and irritation
better.

Placebo cream



This is a **histamine agonist**.
It will make your rash and irritation
worse.

Placebo cream



High Warmth



High Competence



Low Warmth



Low Competence



High Warmth



High Competence



Cream

ke rash **better.**

Low Warmth



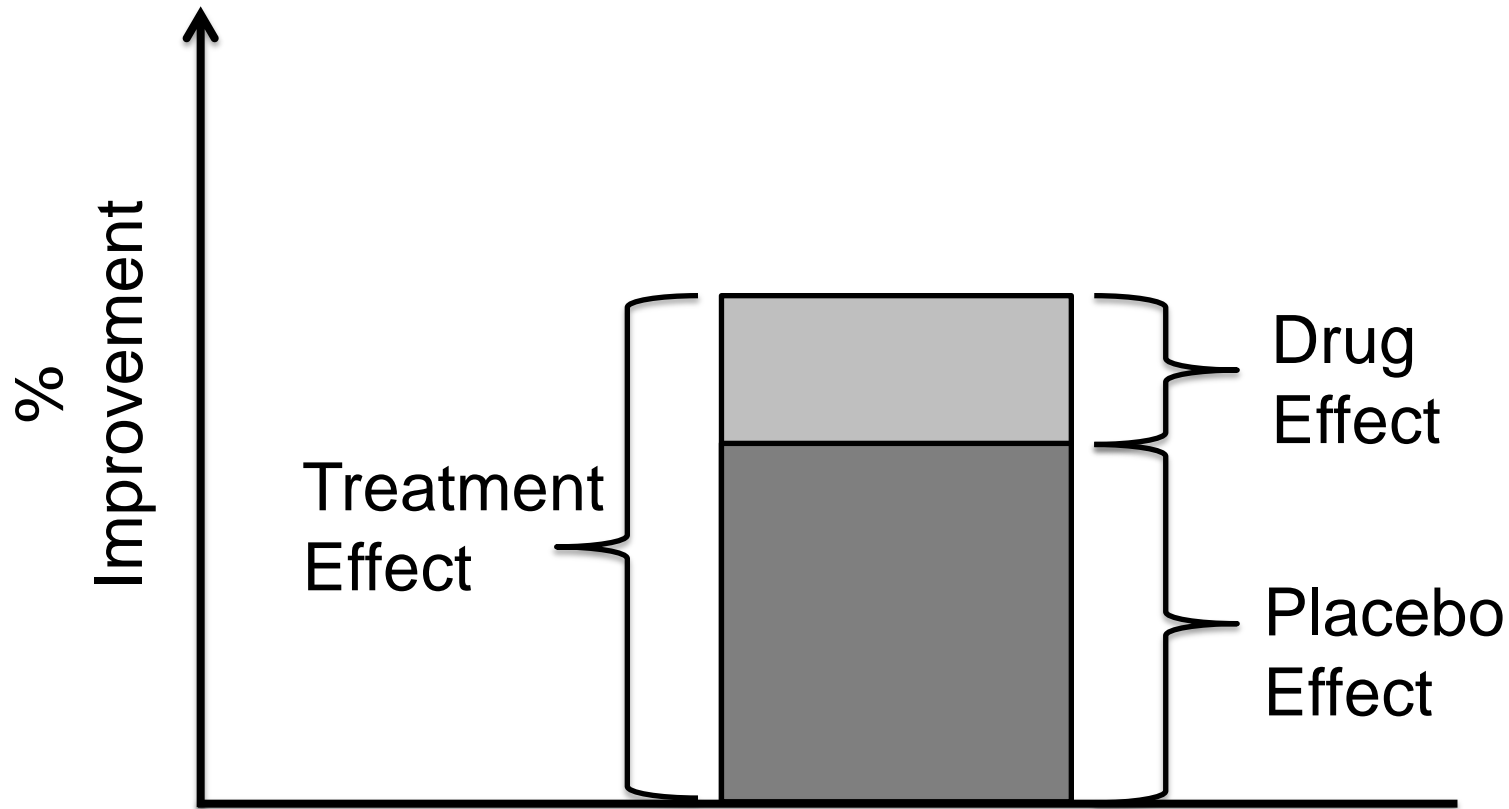
Low Competence

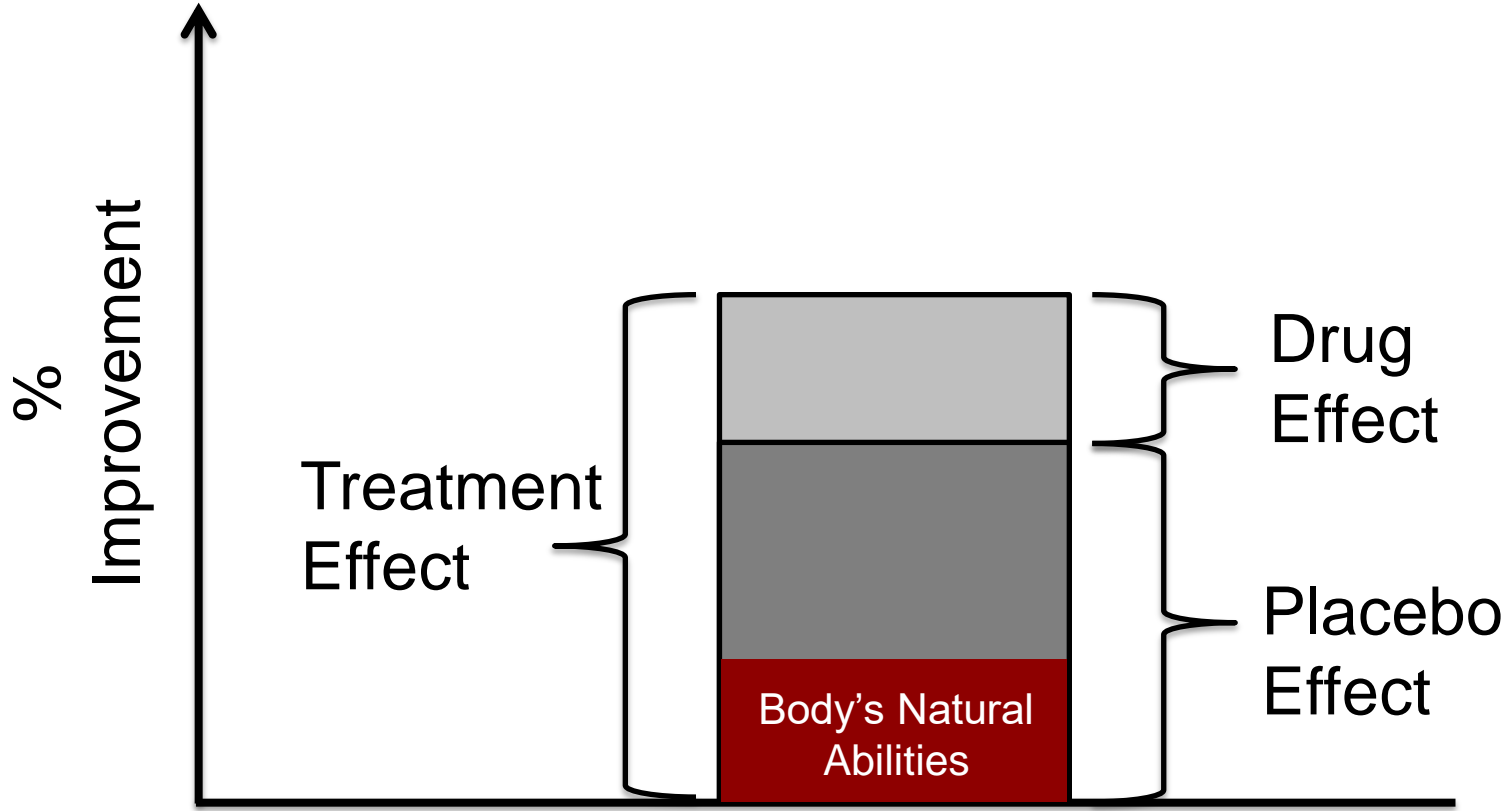


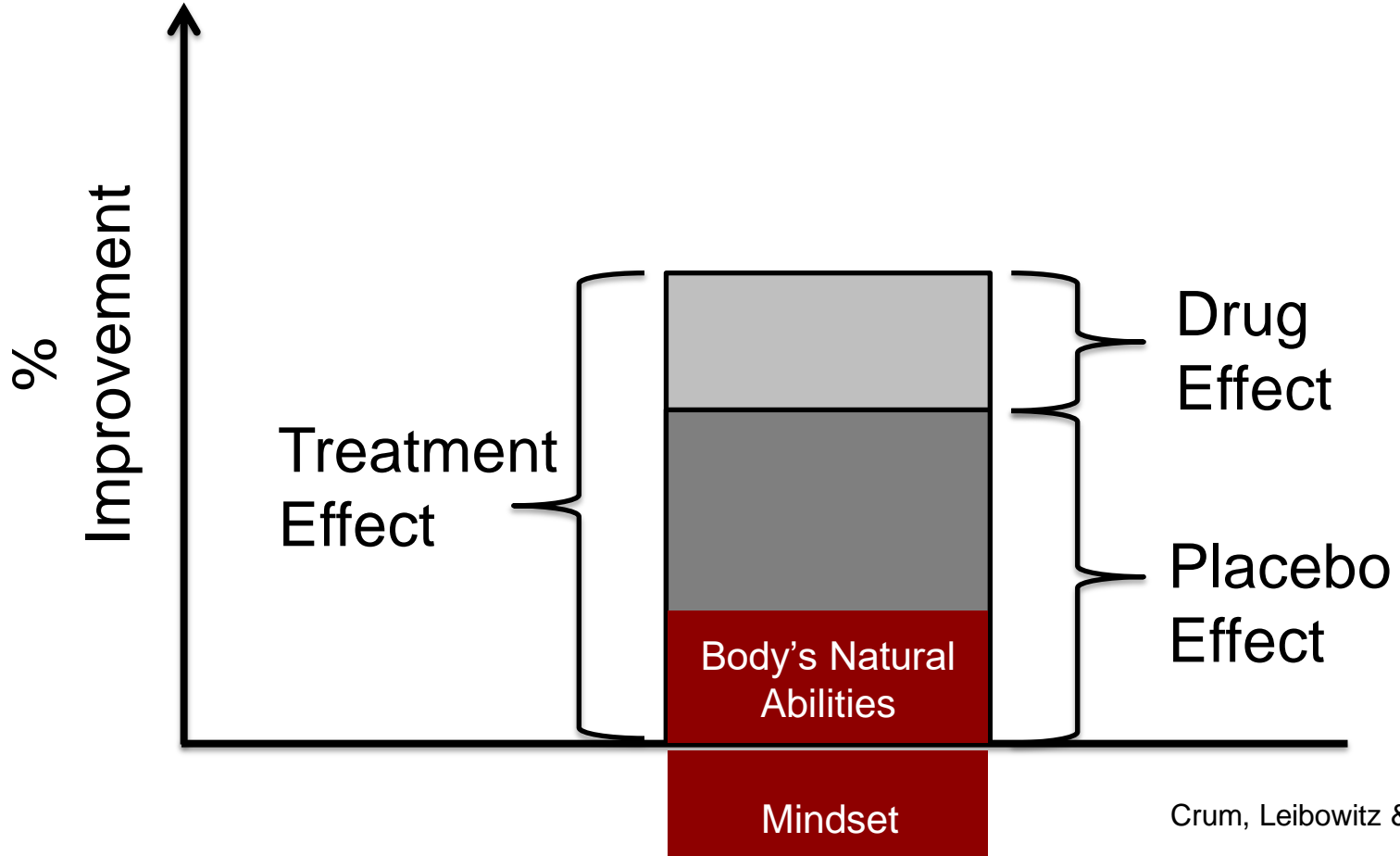
Crean

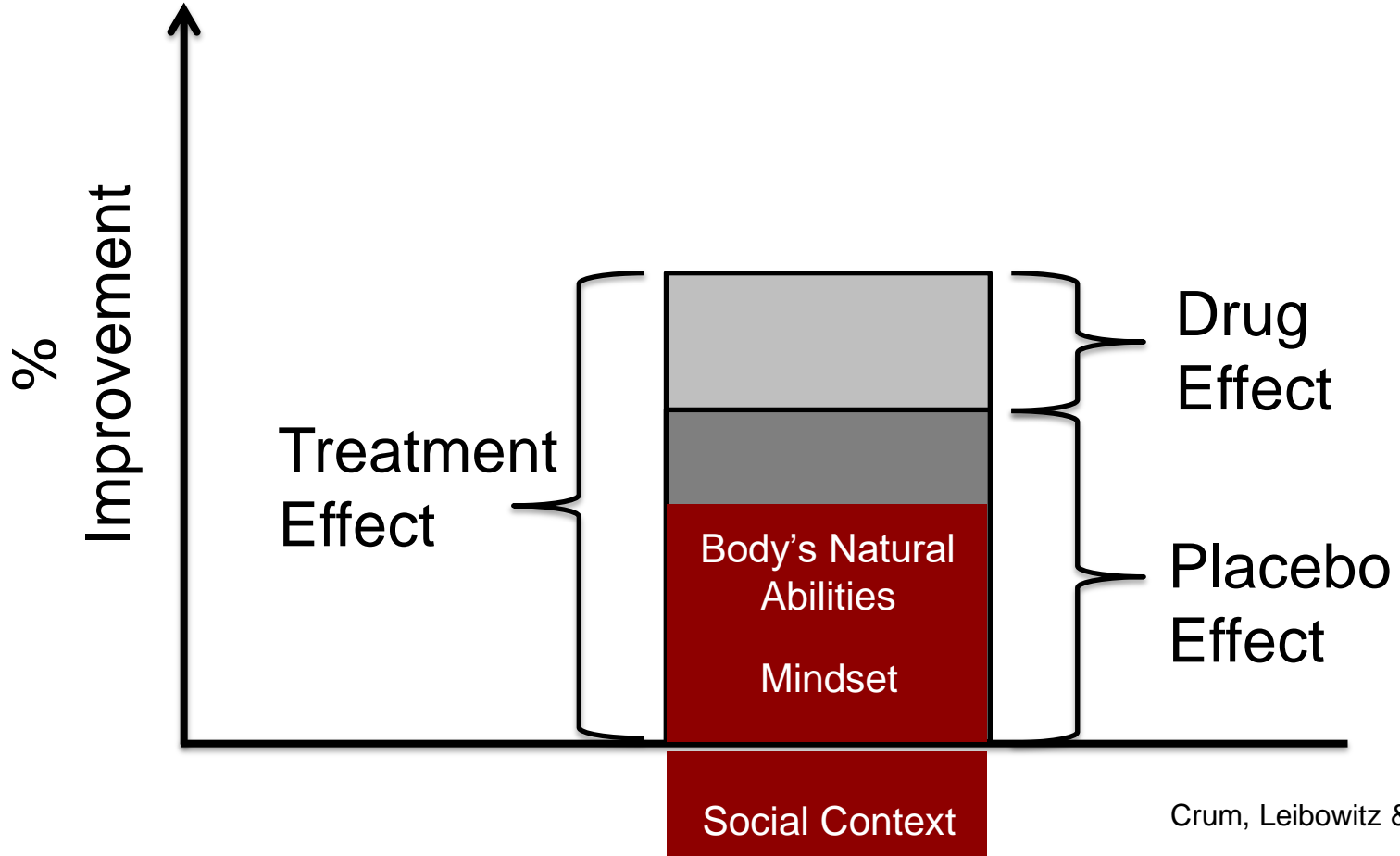


ke rash **better.**





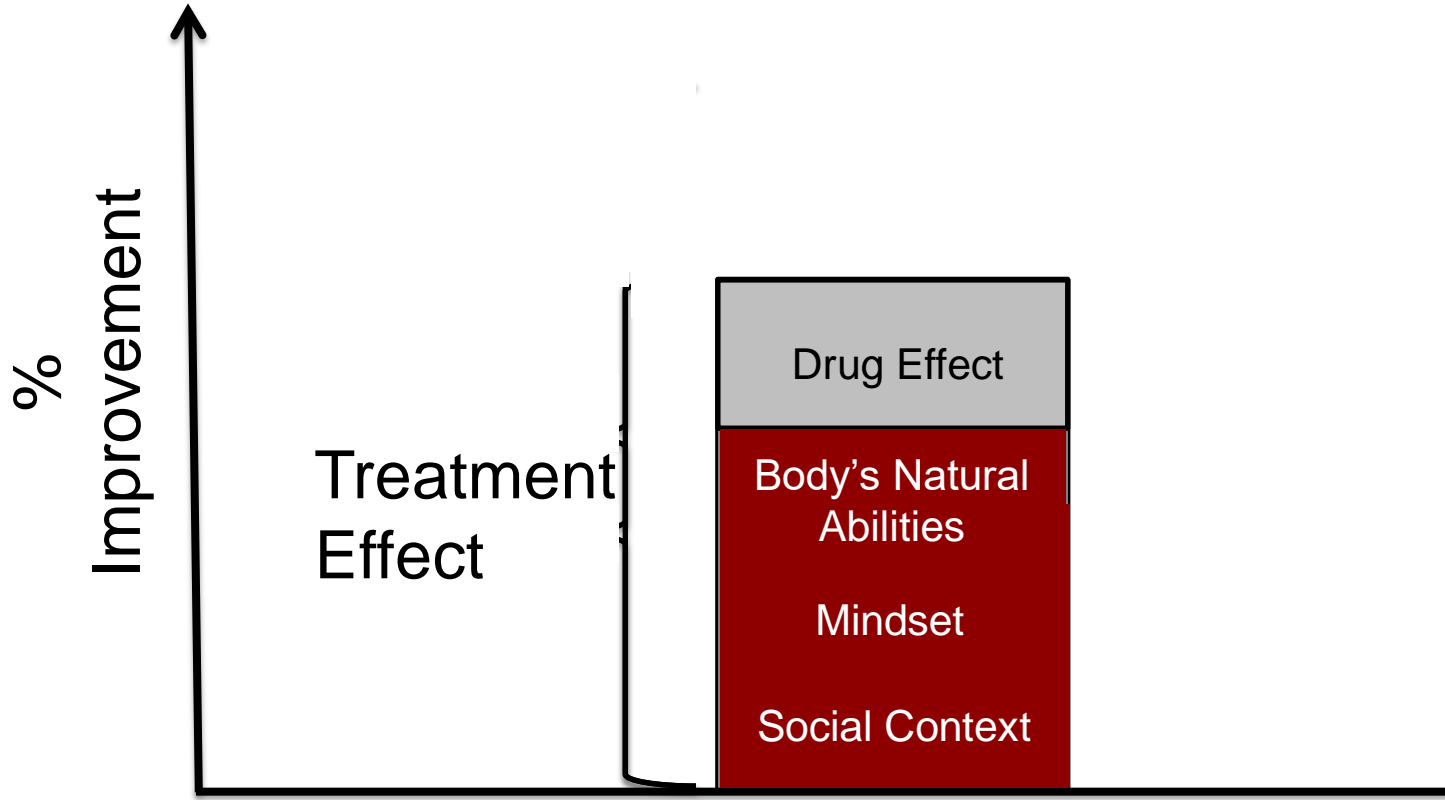














GLOBAL WELLNESS
SUMMIT 2017

globalwellnesssummit.com

