

# MLM Company Profile: Cambridge Diet USA



\*\*\*\* Trademark of Cambridge Diet USA

## Cambridge Diet USA

Copyright Jeffrey Babener [www.mlmllegal.com](http://www.mlmllegal.com)

---

### Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmllegal.com](http://www.mlmllegal.com). Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.\*

---

### Founding Story

Cambridge Diet USA formulated in 1970, when Alan Howard, Ph.D. and a team of research nutritionists and medical doctors at Cambridge University in England, wanted to tackle the problem of obesity. Dr. Howard had an idea that it would be possible to find the exact combination of nutritional building blocks that were needed by the body to develop a formula which supplied all of these nutrients in a minimal number of calories.

[www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com)

After a decade of research, the team developed a meal replacement that supplied all the known nutrients the body needed in a low-calorie formula.

Dr. Dennis Jones (a nutritionist and specialist in food chemistry) joined the team in 1973. He converted the research concept into a commercially viable formulation. He designed and implemented a development plan including formal clinical studies to full drug-testing standards. His goal was to turn Dr. Howard's original breakthrough ([www.mlmllegal.com](http://www.mlmllegal.com)) research into an actual product that would be accessible to the public and not just remain in medical research.

The concentrated product is patented worldwide. The commercial rights to the formula were acquired by Cambridge Plan International in the United States. The formula was improved for palatability in 1979 and has become the Cambridge Diet.

The Food For Life System was the second breakthrough that occurred during the 1980's and was created under the direction of Robert O. Nesheim, Ph.D., one of the most widely respected authorities in the field of nutrition.

### **Impact on the Industry**

NA

### **Discussion of Products**

The Cambridge Diet USA includes the following features, benefits, flavors, and packaging:

#### Features

- *A low 110 calories per serving*
- *33% of the USRDA for vitamins and minerals per serving*
- *33% of the required trace([www.mlmlegal.com](http://www.mlmlegal.com)) elements and electrolytes per serving*
- *10 to 11 grams of high quality protein per serving*
- *Carbohydrate to protein ratio of approximately ¼ to 1, approximately 15 grams of carbohydrate which is primarily derived from fructose which is superior to sucrose derived carbohydrate*
- *Only one gram of fat per serving*
- *Mixes easily in a blender with water, or diet soft drinks and flavorings for variety*

#### Benefits

- *When used as the sole source of nutrition, can result in very rapid weight loss with complete safety. Average weight loss is 5 to 7 pounds per week.*
- *When combined with controlled portions of conventional food, can result in weight loss of three to five pounds per week.*
- *An ideal meal replacement and nutritional supplement.*
- *Convenient and easy to prepare, it is an ideal instant breakfast food, meal-on-the-go or between meal snack.*
- *Used three times per day as a nutritional supplement, the formula provides an ideal nutritional insurance policy.*

#### Flavors

- *French Vanilla*

- *Super Strawberry*
- *Dutch Chocolate*
- *Rich Vanilla Shake (a thicker, low lactose formula)*
- *Orange Delight*
- *Banana Cream*

Cambridge also offers program information to help customers decide what products would work best for them.

[www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com)

### **Discussion of Opportunity**

Distributors can begin with the company by filling out a distributor agreement and paying a small fee.

Cambridge Diet USA offers its distributors the following benefits:

- *No Experience Required*
- *Part-time or Full-time Hours*
- *Be Your Own Boss – You Make All the Decisions*
- *Retail Business or Build an Organization, or Both!*
- *No Inventory Required*
- *Internet Business Opportunity*
- *Company will Ship Direct to your Customers*
- *Qualify for Override Bonuses*

In order to be successful, distributors are required to accomplish the following:

1. *Actively work at building your personal business as well as the Cambridge business in its entirety.*
2. *Have a strong knowledge about the Cambridge product line and a willingness to invest the time and energy with teaching people about Cambridge.*
3. *Be willing to coach / counsel customers throughout their diet – from start to finish.*

Distributors are also required to sell product at retail prices. For more information, one must contact the company.

### **Discussion of Distributor Base and Sales Volume in U.S.**

NA

Company Website: <http://www.cambridgedietusa.com/>

*\*At **MLMLegal.Com** the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at [www.mlmllegal.com](http://www.mlmllegal.com), including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

*Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.*

[www.mlmllegal.com](http://www.mlmllegal.com)