



## **YOUR LAST DIET**

### ***THE KNOWLEDGE TO KEEP THOSE POUNDS OFF FOREVER!***

*Ever heard of a diet that not only promotes fat loss but at the same time enhances muscle tone? While some high protein diets, often high in saturated fats, can tax the liver and the kidneys, the Ideal Protein Weight Loss Method provides just the right amount of the highest quality protein needed to protect and improve muscle mass and vital organs.*

The Ideal Protein Weight Loss Method is a medically designed protocol that results in fat loss while sparing muscle mass. The protocol was developed in France over 20 years ago by Dr. Tran Tien Chanh, MD PhD, who focused his career and research on nutrition with a particular emphasis on the treatment of obesity and obesity related issues.

The Ideal Protein Weight Loss Method is a 4-phase protocol which helps stabilize the pancreas and blood sugar levels while burning fat and maintaining muscle and other lean tissue. This protocol is also an excellent support for cellulite reduction and has been used in well over one thousand Medi-spas and aesthetical clinics in North America over the last eight years with great success.

Our FDA approved labeled products are only available through trained and certified Health Professionals. Each Ideal Protein establishment has one or more experts to guide the dieter through the program. This valuable process serves to educate and encourage the dieters with a consistent method that is scientifically proven and deemed by most as easy to execute and maintain.

### **Obesity in Today's Society**

The Center for Disease Control and Prevention labels obesity as public enemy number one. Obesity is a serious health issue that affects nearly 30% of the population in North America. Obese individuals have a higher-than-normal rate of hypertension, type II diabetes, cardiovascular diseases, gallbladder diseases, osteoarthritis, strokes, respiratory diseases and even some types of cancers. Government studies predict that one in three people born today will develop diabetes in their lifetime. According to the US Surgeon General, the number of overweight children has doubled and the number of overweight adolescents has tripled since 1980 in the USA.

We are one of the richest countries in the world with the largest obesity rate per capita and some of the largest healthcare costs per person. How did we get here? Increased consumption of more energy-dense, nutrient-poor foods with high levels of sugar and saturated fats, combined with reduced physical activity and stress, all have contributed to where we are today, a state that the World Health Organization has no qualms labeling as an "obesity epidemic."

## **Syndrome X**

The Ideal Protein Weight Loss Method targets the issues surrounding Syndrome X, also called the "metabolic syndrome." To qualify as part of this epidemic that is steamrolling North America, adults or children need only suffer from 2 of the 4 components of the metabolic syndrome:

- 1) Obesity
- 2) Blood sugar issues (Diabetes)
- 3) Cholesterol problems
- 4) High blood pressure

## **What is the Source of Most Weight Issues?**

According to Dr. Tran, "The cause of most weight issues in a modern society is insulin dysfunction. A diet grossly disproportionate in its share of saturated fats and sugars, such as in breads, cereals, muffins, cakes, pastries, pasta, pizza, rice, corn - very much like the North American diet - causes the pancreas to produce an overabundance of insulin, which stays in the system and puts the blood sugar level in a negative balance."

An overproduction of insulin also leads to hypoglycemia or low glycemia, which in turn induces constant sugar cravings and weight gain. Insulin's primary function is to regulate blood sugar levels **however it is also the hormone that facilitates the transport of fat (triglycerides) into the fat cells. Even worse, it "locks" the fat in the fat cell, preventing it to be used as a source of energy. Now, because the blood sugar has dropped (and we can't access the fat as a fuel source) it creates "sugar cravings" and the vicious cycle begins again. In other words, an over abundance of insulin causes weight gain.**

The Ideal Protein protocol will transform the body's ability to digest sugars properly by regulating insulin levels. How? By giving the pancreas a well-deserved break and by cutting out simple and complex carbs until the weight loss goal is achieved.

## **Principles Behind the Protocol:**

**Learn to live off of the body's own fat reserves.** The body employs energy from three reserves: glycogen (carbohydrate), protein and fats. First from its simple and complex carbohydrate reserves and when depleted, turns simultaneously to its protein and fat reserves for energy. A person not in need of weight loss typically has approximately 1-2% of their body's reserves from carbs, approximately 19% from their muscle mass and 79% of their body reserves from fat.

**Simple and complex carbohydrates can prevent weight loss.** The body stores approximately three days worth of carbohydrates. Because of this, the Ideal Protein Weight loss Method has a beginning and an end. Until 100% of the weight loss goal is achieved, **we restrict sugars** (simple and complex). Why? Because, as long as sugar is being consumed, the body is not burning fat. It's as simple as that. Remember, the first source of energy is derived from glycogen (carbohydrate) reserves. The main principle is to deplete the glycogen (carbohydrate) reserves completely in order to compel the body to turn to its fat reserve to burn calories.

How do we get the body to burn its fat reserves and not its muscle mass reserves, if both are depleted simultaneously? First, by providing the body with foods that have a high protein value, complete with 8 essential amino acids, 97% absorbable, which make them biologically-complete proteins.

Second, by supplementing with nutrient-rich supplements such as Natura Multi-Vita, Natura Calcium & Magnesium and Natura Potassium, key ingredient in muscle building and electrolytes to replace those normally found in foods restricted on the Ideal Protein protocol.

A dieter will feel energized, look vibrant and feel strong. It is no wonder. Given the opportunity for the body's natural ability to heal itself and showcase its innate and ingenious powers, such as in the way during the protocol the body will return the favor with unparalleled force, radiance and beauty.

### **The Ideal Protein Food Selections**

The centerpiece of our protocol is our gourmet protein based foods which the dieter will consume during the weight loss phases of the program.

These are high biological value proteins and employ five different proteins: whey isolates, soy isolates, whole milk protein, albumin, and hydrolyzed collagen. This gives the client many options and is designed so people with sensitivities to dairy, soy or vegetarians may participate in the program. They are delicious, practical, satisfying and are available in an array of textures and flavors. The assortment includes foods that are crunchy, chewy, hearty, smooth, sweet, spicy and salty. They can be served hot, warm, cold or even frozen

The client will use these products to build complete meals, adding vegetables and salads. Each sealed envelope ensures full potency and contains up to 20 grams of protein with very little to no fat or sugar. These are easy to prepare and can be incorporated into a busy lifestyle very nicely.

### **What to Expect**

**On average, women lose weight at the rate of 3 to 4 pounds per week, and men lose 4 to 7 pounds per week.**

Based on over 20 years of experience and 5 million people in Europe & North America, the Ideal Weight Loss Method enables the following:

- Quick weight loss without sacrificing muscle mass
- An understanding of how food affects and is utilized by the body, including what causes fat storage
- Utilization of fat for energy usually by day 4 — fat (including cellulite) that sequesters chemical toxins
- Improved energy and appetite control, reduced cravings — usually on day 4 or 5
- Improved blood sugar and cholesterol levels, reduced blood pressure