



## Do You Know Why Ideal Protein is Unique?

- The Ideal Protein weight loss method treats weight issues at its source. By the time patients reach their weight loss goal, they will have transformed their body's ability to metabolize sugar by reeducating their pancreas to produce only the right amount of insulin needed.
- The Ideal Protein weight loss method aims at reducing carbohydrates and fats, not protein. In doing so, it preserves muscle tissue and protects vital organs to secure their proper function. In other words, dieters will lose fat, not muscle.
- The Ideal Protein weight loss method features up to 20 grams of protein per portion, twice as much as most of the competition.
- The Ideal Protein weight loss method features a high biological protein, complete with eight (8) essential amino acids, that recreates 100% of the biological value of a complete protein for maximum assimilation and absorption.
- The Ideal Protein weight loss method reduces toxicity more than other protein diets because it features less saturated fats, no trans fats, and no aspartame.

The vast majority of programs offer a 'balanced diet' (i.e., creating meals that follow the USDA's food plate model with respect to percentages of carbohydrates, protein and fat) that is hypo-caloric. In other words, the dieter is given fewer calories than he/she will 'burn' per day, typically 1,200-1,500 Kcal/day. It is very logical (so it seems) that if one eats less calories than one uses per day, weight loss most certainly will occur. If the dieter begins to exercise, this should increase the rate of weight loss. Again very logical; less calories in, more calories expended should result in great success with respect to weight loss. For decades this has been the norm: ***eat less, eat better*** (have the majority of your calories coming from "good carbs" and cut out the fat) and exercise.

Despite these logical guidelines, the incidence of obesity (globally) has exploded over the past decades. Moreover, the majority of those who do achieve a good weight loss on a standard hypo-caloric diet will usually regain the lost weight within a year or so. Clearly we are missing something.



*Ideal Protein ranked the*  
**MOST POPULAR  
DIET OF 2015**  
by [dietsinreview.com](http://dietsinreview.com)

The Ideal Protein Weight Loss Method takes a different approach. Yes, caloric intake is part of the protocol, and dieters will consume 850-1,300 Kcal/day during the weight loss phases of the diet (depending on their food choices and body composition). It is a common physiological fact that the body burns calories (or fuel) in a very precise manner. To meet its energy demands the body will ALWAYS use glucose as the first source of energy. This is the easiest source to obtain and requires less energy (as opposed to protein or fat) to metabolize. As blood glucose is consumed, glycogen (or stored glucose) is released from the skeletal muscles and the liver in order to maintain proper glucose homeostasis. If we replenish this supply by consuming carbohydrates as the major part of our diet, we will have a very hard time accessing our fat stores, even though we are consuming fewer calories than we use. Weight loss will be a rather slow process. Hunger is usually present throughout these diets making them rather challenging and uncomfortable.

When carbohydrates are consumed in quantities (even healthy carbs such as fruit and whole grains), blood sugar rises and insulin will be secreted to lower the blood glucose. In persons that tend to be hypoglycemic, the insulin response is exaggerated and blood glucose drops below or near the lower end of normal glycemia.

For over 20 years, this has been seen all too often, particularly with women. Many of these ladies are on a vigorous aerobic exercise routine (spinning classes, running, cycling or swimming) and they are VERY committed to their program. Yet when they finish their daily exercise, they more than likely eat a lot of carbohydrates and even may be told by a trainer to eat a lot of “good carbs” to keep their glycogen charged

which will ensure a great workout. To continue to do this and expect to have great weight loss success is folly as we are just replenishing the glycogen that we burnt during exercise. Fat will ONLY be used as an energy source when there is very little or no glycogen!

**Bottom line: exercise by itself, without taking physiological dietetics into account, is a very inefficient way to lose weight.**



**IDEAL PROTEIN**

*You deserve it!*

- Effective weight loss
- Medically developed
- Delicious foods
- Individual coaching

Rated One of **Year's Top Diets** by  
*Diets in Review* and *Shape Magazine*

Ideal Protein believes that a balanced diet is ESSENTIAL, but only in maintenance. The very word 'balance' means stable (you are **not gaining** and **not losing** weight). To lose fat most efficiently Ideal Protein believes an "unbalanced approach" is the ONLY logical alternative.

Therefore:

- 1) This protocol looks at the nutritional guidelines and keeps the amount of protein the same. (This diet is by no means a high-protein diet.) The protocol follows standard guidelines which recommend 0.8 g of protein per kilogram of body weight.
- 2) The protocol restricts carbohydrates to about 40 grams or a little less. The majority of the carbohydrates will consist of fibrous vegetables, mostly to provide bulk and prevent constipation.
- 3) And the protocol restricts fat, particularly saturated fat and certain no trans fats. However, it ensures clients receive an adequate amount of essential fatty acids. By using Ideal Protein isolates, it can give the adequate amounts of protein with little or no fat and thus packs the most protein with the least amount of calories. The dieter will follow this protocol until the weight loss goal is achieved and then will be transitioned

to a “balanced diet,” again in accordance to the national guidelines. Fat will be targeted and muscle loss will be minimal.

*Lifestyle Change Program*  
Lose 1-3 pounds per week!



Finally, Ideal Protein believes education is crucial for success in maintenance. Throughout the weight loss journey, the dieters will see a “coach” for about 15 minutes each week. This is to ensure adherence to the program, resolve any issues or difficulties that may be incurred, as well as referring them to their physician(s) should any change in a dose of medication might be indicated as they lose weight.

In summary, Ideal Protein believes a ‘temporary unbalanced approach’ is the **ONLY** way to lose fat in the most efficient manner. And as they say: ***“It just makes sense!”***

**FREE**  
**Consultation**

***Give us a call today to make an appointment for  
your Last Diet ever!***

***770-461-8781***