

Ideal Protein: Your Last Diet



THE KNOWLEDGE TO KEEP THOSE POUNDS OFF FOREVER!

Ever heard of a diet that promotes fat loss while simultaneously enhancing muscle tone? Many protein-based diets are also high in saturated fats, which is taxing on the liver and the kidneys, whereas 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, 4-phase protocol that helps stabilize the pancreas and blood sugar levels, burning fat and maintaining muscle mass in the process. It 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 protocol is also an excellent treatment for cellulite reduction, and has been used successfully in thousands of North American clinics and medi-spas over the last eight years.

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

Obesity in Today's Society

The Centers for Disease Control and Prevention labels obesity as public enemy number one. Obesity is a serious health issue that affects over 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 Surgeon General, the number of overweight children has doubled and the number of overweight adolescents has tripled in the US since 1980.

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 prevention of and solutions for "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

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What is the Source of Most Weight Issues?

According to Dr. Tran Tien, “The cause of most weight issues in 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 leads to hypoglycemia or low glycemia, which in turn induces constant sugar cravings. 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 from being 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 more sugar cravings, and the vicious cycle begins again. In other words, an overabundance of insulin causes weight gain.

The protocol transforms 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:

The body learns to live off its 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 those are depleted, it 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% 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 carbohydrates). 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 reserves 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, and are 97% absorbable, making them biologically-complete proteins. Second, by augmenting with nutrient-rich supplements such as Natura Multi-Vita, Natura Calcium & Magnesium and Natura Potassium Calcium, key ingredients in muscle building and electrolytes, to replace those normally found in foods restricted on the Ideal Protein protocol. Given the body’s natural ability to heal itself and showcase its innate and ingenious powers, a dieter on the protocol will feel energized, look vibrant, and feel strong.

The Ideal Protein Food Selections

The centerpiece of our protocol is our gourmet, protein-based foods, which the dieter consumes during the weight loss phases of the program. The high biological value proteins that come from five different sources: whey isolates, soy isolates, whole milk protein, albumin, and hydrolyzed collagen, give dieters many options, and is designed so that people with sensitivities to dairy or soy and vegetarians may participate in the program. The foods are delicious, practical, satisfying, and available in a wide array of textures and flavors that include crunchy, chewy, hearty, smooth, sweet, spicy, and salty foods. They can be served hot, warm, cold, or even frozen.

Dieters 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, if any, fat or sugar. They are simple to prepare and can easily be incorporated into a busy lifestyle.

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What to Expect

On average, women lose 3 to 4 lbs per week, and men lose 4 to 7 lbs per week. Based on over 20 years of experience and the successful results of 5 million people in Europe, Canada, and now a large group of people in the United States, the program enables the following:

- Quick weight loss without sacrificing muscle mass
- Gaining 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, appetite control, and reduced cravings — usually by day 4 or 5
- Improved blood sugar and cholesterol levels, and reduced blood pressure