



## It Just Makes Sense!

### The Knowledge to Help You Keep Those Pounds Off!

The Ideal Protein Weight Loss Protocol is medically designed to promote weight loss while sparing muscle mass. Dr. Tran Tien Chanh, MD PhD, developed the weight loss protocol in France over 20 years ago. Dr. Tran 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 Protocol is a 4-Phase protocol that encourages pancreas and blood sugar levels stabilization while burning fat and maintaining muscle and other lean tissue.

Our products are only available through trained and certified health professionals. Each Ideal Protein establishment has one or more experts to guide the patient or client through the program. This valuable process serves to educate and encourage the patients or clients with a consistent protocol that is scientifically proven and deemed by most as easy to execute and maintain.

### Obesity in Today's Society

The Centers for Disease Control and Prevention (CDC) labels obesity as public enemy number one. According to their research, "in 2009-2010, more than one-third of U.S. adults (35.7%) were obese<sup>1</sup>." Their studies also demonstrate that obese individuals have a higher risk for the following conditions:

- Cancers (endometrial, breast and colon)
- Coronary heart disease
- Dyslipidemia
- Gynecological problems (abnormal menses, infertility)
- Hypertension
- Liver and gallbladder problems
- Osteoarthritis
- Type II diabetes

Obese individuals also have a higher-than-normal rate of respiratory diseases. The CDC studies predict that one in three people born today will develop diabetes in their lifetime. In 2012, their research also reveals that "obesity now affects 17% of all children and adolescents in the United States – triple the rate from just one generation ago."

According to the Organisation for Economic Co-operation and Development (OECD), Canada's prevalence of obesity is over 25%, ranking them as the fourth country worldwide most affected by obesity<sup>2</sup>.

The United States is 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. The good news, obesity is preventable.

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<sup>1</sup> Centers for Disease Control and Prevention. [www.cdc.gov](http://www.cdc.gov)

<sup>2</sup> Organisation for Economic Co-operation and Development (OECD), 2009.



## Metabolic Syndrome

The Ideal Protein Weight Loss Protocol's goal is to help address the issues surrounding the metabolic syndrome. To qualify as part of this epidemic that is steamrolling North America, adults or children need only suffer from two of the four 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 may also lead 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.

## 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 it's 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 carbohydrates, 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. Until 100% of the weight loss goal is achieved, we restrict carbohydrates (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 encourage the body to burn its fat reserves and encourage its muscle mass maintenance, 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 and Magnesium, Omega-3 Plus and Potassium, key ingredients in muscle building and electrolytes to replace those normally found in foods while restricted on the Ideal Protein Weight Loss Protocol.



## The Ideal Protein Food Selection

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

These are high biological value proteins and employ six different proteins, varying from products to products: whey isolates, soy isolates, whole milk protein, pea 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 freshness, and contains up to 20 grams (0.7 oz.) 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

Based on over 20 years of helping others achieve their weight loss goals, the Ideal Protein Weight Loss Protocol enables the following:

An understanding of:

- The impact food has on the body.
- How to identify the food combinations that may promote fat storage.
- The mechanism that we need to trigger in order to lose fat.