



It Just Makes Sense!

The Knowledge to Help You Keep Those Pounds Off!

The Ideal Protein Weight Loss Method is a medically designed protocol that promotes weight loss while sparing muscle mass. Dr. Tran Tien Chanh, MD PhD, developed the weight loss method 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 Method is a 4-Phase method 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 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 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 obese¹." 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 obesity².

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.

¹ Centers for Disease Control and Prevention. www.cdc.gov

² Organisation for Economic Co-operation and Development (OECD), 2009.



Metabolic Syndrome

The Ideal Protein Weight Loss Method'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 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 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 Method.



The Ideal Protein Food Selection

The centerpiece of our weight loss method 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 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 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 Method 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.



Phase 1

To be followed until **100%** of your weight loss goal is achieved.

IMPORTANT: Anything that is **not** included on this sheet is not allowed. Serving size **must** be respected with no more/no less than indicated.

View your **mandatory** daily coaching videos at my.idealprotein.com.

BREAKFAST	LUNCH	DINNER	SNACK
1 Ideal Protein Food Optional Coffee/tea with 30 ml (1 oz) of skim milk Sweetener permitted	1 Ideal Protein Food 2 cups of select vegetables and unlimited lettuce 1-2 teaspoons of olive oil or grape seed extract oil Throughout the day, use a minimum of ¼ teaspoon of Ideal Salt with your meals	225 g (8 oz) of fish, seafood, beef, poultry, pork or veal 2 cups of select vegetables and unlimited lettuce 1-2 teaspoons of olive oil or grape seed extract oil Throughout the day, use a minimum of ¼ teaspoon of Ideal Salt with your meals	1 Ideal Protein Food
Vitamins & Supplements			
1 Natura Multi-Vita 1 Natura Potassium Citrate		2 Natura Cal-Mag 1 Natura Multi-Vita 2 Omega-3 Plus	2 Natura Cal-Mag
Drink a minimum of 2 L (64 oz) of water per day			

Natura Anti-Oxy and Natura Enzymes are strongly recommended in all phases.

Suggested Options

Dinner Protein *No frying or breading permitted.

Fish: Anchovy, bass, catfish, cod, grouper, haddock, halibut, hake, mahi-mahi, monk fish, pike, perch, red snapper, redbass, sea Bass, shark, smelt, sole, sword fish, tilapia, tuna (red tuna once per week), trout, turbot, whiting, walleye, wild salmon (once per week)

Seafood: Crab, crawfish, clams, lobster, mussels, oysters, shrimp, scampi, scallops (4 large), squid

Beef: Flank steak, ground beef (extra-lean), rump steak, roast, sirloin, round, tournedos, tenderloin

Veal: Breast, cutlet, inside round steak, rib, shank, shoulder, tenderloin

Poultry: Chicken (skinless), fowl, quails, turkey, four (4) whole eggs and two (2) egg whites, wild birds

Pork: Fat-free cooked ham, pork tenderloin

Other: Bison, deer, elk, frog's legs, kidney, liver, ostrich, rabbit, tofu (plain)

Vegetables

Select: Algae, alfalfa, asparagus, arugula, bell peppers, broccoli, bean sprouts, cauliflower, cabbage (red, pak choi, bok choy), celery, celeriac, chicory, collards, cress, cucumbers, dill pickles, endive, fennel, field salad, green onions, jicama, kale, kohlrabi, leeks, mushrooms, okra, onions (raw only), hot peppers, radicchio, radish, rhubarb (raw), sauerkraut, sorrel, spinach, swiss chard, turnip, watercress, zucchini

Occasional - You may choose only 2 items per week from the following: Beans (green and wax), brussels sprouts, eggplant, palm hearts, rutabaga, snow peas, tomato

Not permitted: Artichoke, avocado, beets, carrots, chick peas, corn, olives, parsnips, peas, potatoes (all), pumpkin, sweet corn, squash, yams

Seasonings

Apple cider vinegar, fine herbs, garlic, ginger, lemon, lemon grass, hot mustard, hot sauce, soya sauce, spices (MSG free/no carbs), tamari sauce, white vinegar - No balsamic or redwine vinegar!

Restricted IP Foods

You may choose only 1 of the following Ideal Protein foods per day.

All bars, chili, dill pickle zippers, oatmeal, pancakes, all ridges, southwest cheese curls, all soy puffs, all wafers.

You can find additional meal ideas (with or without Ideal Protein foods) in the "My Ideal Recipes" book by Chef Verati.



Not Allowed on Phase 1 and 2

- No pasta (other than Ideal Protein's), rice, potatoes (all), legumes, bread or cereal
- No rooted vegetables of any kind (including beets, carrots, etc.)
- No sweet peas or corn
- No fruit or fruit juice
- No commercial vegetable juice
- No cheese or other dairy (with the exception of 1 oz. of milk in coffee or tea only)
- No nuts
- No soda
- No candy, chocolate bars, chips, etc.
- No alcohol (beer, wine, spirits etc.)
- No cheating!

Keep this reminder sheet handy and remember, these small restrictions are only temporary and are a small sacrifice for a short amount of time. Once you have achieved your weight loss goal you will once again enjoy them in moderation!

Good Luck!

IDEAL PROTEIN

WHAT IS IT?

- The **IDEAL PROTEIN WEIGHT-LOSS METHOD** is a medically designed protocol that results in rapid fat loss while sparing the muscle mass and regulating insulin levels.
- The program was developed in France 26 years ago by an MD, PhD for Olympic athletes who wanted to lose body fat without the loss of muscle, prior to the start of their training season.
- This protocol is also an excellent treatment for cellulite and has been used in well over one thousand medi-spas and aesthetical clinics in Canada for the last eight years with great success.
- Our program was introduced into the United States in January of 2008 and our FDA approved products are only available through health care professionals and are not sold in stores or over the internet.
- Ideal Protein is not a multi-level marketing company. We are a manufacturer and distributor of high biological value foods and supplements.
- The protocol is based on a low fat, low carbohydrate, adequate protein diet

WHY IT WORKS

- This is a 4-stage retraining eating plan that helps stabilize the pancreas and blood sugar levels while burning fat and maintaining muscle and other lean tissue.
- This 4-phased plan is for long-term health promotion and weight control, not a “diet” that leaves participants with the “Now what?” question after weight has been lost.

WHO IT'S FOR

- Patient who have as little as 5-10 pounds to lose or 100 pounds to lose

WHO IT'S NOT FOR

Program is not for patients with:

- | | | |
|----------------------------|---|----------------------------------|
| • Severe Kidney Disease | • Active Cancer (or in remission less than 3 years) | • History of unstable Arrhythmia |
| • Severe Liver Disease | • Cardiac/Cardiovascular Event (w/in the last 6 months) | • Parkinson's Diseases |
| • Congestive Heart Failure | | |

HOW IT WORKS

The Ideal Protein Plan is nothing like the typical diet that offers packaged foods. Ideal's instant packets are NOT the common meal replacements that contain a so-called “balance” of carbohydrates, fats and protein.

Consuming carbohydrates promotes insulin production thereby promoting fat storage. For a balanced diet, consuming fats is very important, but for FAT LOSS, one must eliminate most fat from the diet for the initial stage of the program. Eating a “balanced diet” prevents the proper set up of the fat loss process in the body. One of the goals of Ideal Protein is to cause the body to delve into its energy reserves—into stored fat—for its energy, thereby facilitating **fat loss**. Additionally, by virtually eliminating all highly-refined sugars and starches from your diet, the pancreas is afforded a rest since there is no need for it to produce much insulin, which happens to be its main function.

HOW DOES IT COMPARE TO OTHER DIETS LIKE JENNY CRAIG OR MEDIFAST?

- The Ideal Protein weight loss method treats weight issues at its source. By the time you reach your weight loss goal, you will have transformed your body's ability to metabolize sugar by reeducating your pancreas to produce only the right amount of insulin needed.
- **The Ideal Diet 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, you will lose fat, not muscle.
- The Ideal Protein weight loss method **features up to a whopping 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 is less toxic than other packaged diets

- Less saturated fats
- No trans fats
- No aspartame
- No Monosodium Glutamate (MSG)
- No Genetically-Modified Organisms (GMOs).

WORKSHOPS

- Interested patients are requested to RSVP at front desk – we prepare a sampling of food and need a head count.
- Invite family and friends – We offer a \$25 discount to people who sign up together at the workshop

CLINICAL BENEFITS OF THE PROGRAM INCLUDE:

- Weight loss is quick, and this motivates patients to continue. Any diet's success depends on patient adherence.
- As only a 5-7% weight loss is recognized for improving cardiovascular and metabolic parameters (blood pressure, blood lipids, waist circumference, blood sugar, etc.) VLCD meet and exceed this loss rapidly. A loss of 15-20% over 12-16 weeks is typical.
- Some studies correlate long term maintenance with greater initial weight losses. The initial weight losses are high in a ketogenic VLCD.
- Weight regain, if it occurs, is not accompanied by return to baseline of metabolic parameters. In other words, a patient may regain some weight, but does not regain the hypertension, dyslipidemia, and glycemia present before the VLCD.
- Quick reduction in waist circumference and corresponding ventral adiposity.
- Fast and impressive changes in glycemic control. Hemoglobin A1c improve and often normalize in only weeks. Post prandial (after meal) blood sugar excursions do not occur.
- Glycemic improvement occurs quickly necessitating reduction and/or elimination of pharmacologic agents. This begins within days of starting the VLCD.
- Blood pressure improvements begin even before appreciable weight losses.
- Diabetic, lipid lowering, and blood pressure medications are typically greatly reduced or eliminated. Many, if not most patients want to reduce the number of medications they take.
- Insulin sensitivity improves even without exercise. This increased sensitivity occurs in peripheral tissues as well as the liver.
- Serum (blood) levels of fasting insulin are reduced.
- Liver volume decreases significantly, and liver enzymes improve.
- Pancreatic insulin (endogenous, or the patient's own insulin) secretion is enhanced
- Hepatic (liver) glucose output is reduced.
- Triglycerides drop drastically if elevated, and this occurs early in the diet.

HDL-C (good cholesterol) increases, but this is over a longer period of time. LDL-C (bad cholesterol) may or may not improve in by total LDL-C measures. However, the LDL-C ratio of apoB (bad, dense component of LDL) and apoA (better, less atherogenic component of LDL) improves.

- Protein has protective effects on kidney function in healthy patients.
- Lack of hunger aids in diet compliance. Protein has the most satiating properties among the macronutrients.
- Ketones have an anorexic and euphoric effect. The anorexic effect can be profound. This appetite suppressing effect may be so strong it that patients must be reminded to eat mandatory food and supplements.
- Carbohydrates tend to stimulate hunger, and restricting intake helps with appetite control and reduced cravings.
- Trend towards better weight maintenance. Weight gain that does occur tends to be gains of lean body mass, whereas regain after low protein diets tends to be more fat mass.
- Thermal effect of food is enhanced with protein.
- Weight loss from fat is greater while loss of lean body mass is minimized with adequate protein.
- Reduced waist circumference and ventral adiposity. Losing belly fat is very aesthetically appealing for many patients and is a strong motivator.
- Meal replacement in weight loss strategy enforces portion control and has demonstrated significantly greater weight losses than a prescribed diet of self-selected conventional food.
- For type 2 diabetics, meal replacement and weekly sessions in a medically supervised setting are found very effective for weight loss.
- Can be used for as first line treatment before, after, or as adjunct to other weight loss therapies. These include short and long term pharmacologic agents and surgery.