

**For Immediate Release**

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**Ideal Protein's Pharmacy/Physician Collaborations Is a Step Ahead for Canada's New Weight Management Guidelines in Canada**

**Gatineau, QC. (February 11, 2015)** - Weight loss method Ideal Protein brings a solution that's in line with new guidelines published by The Canadian Task Force on Preventive Health Care to help prevent and manage obesity in adults. The guidelines recommend that practitioners offer structured programs to change behavior to help with weight loss for patients who are obese or overweight, especially to those at high risk of diabetes, and that medication should NOT routinely be offered to help people lose weight. Ideal Protein meets all these criteria.

The Guidelines, aimed at physicians and healthcare providers, were published in the [\*Canadian Medical Association Journal\*](#). The Task Force cited that a mix of counseling, education and environmental modifications should be included in the weight loss approach that focuses on making changes to diet, exercise and lifestyle.

Ideal Protein is a scientifically based weight loss method with personalized coaching. The company, based in Gatineau, Quebec, already has over 200 pharmacies throughout Canada that offer its weight loss method. These pharmacists collaborate with physicians in the community to help their patients lose weight and improve their health.

Pharmacist Andrew Buffett, Guardian Crowell's Pharmacy + 4 and Past Chairman, the Pharmacy Association of Nova Scotia, said this is exciting news for Canadians and Canadian healthcare practitioners.

"These new guidelines from the industry will encourage more widespread use of structured, behavior-changing options like Ideal Protein, which is a proven, low-risk, and effective solution for weight loss. We have had great success in working with physicians in the community who refer us patients, as well as with our pharmacy customers, to reach their weight and health goals safely."

"As a cardiologist, I'm committed to helping my patients achieve a healthy weight to avoid heart disease and its chronic long-term effects," stated Douglas Rothrock, M.D., a practicing cardiologist and Medical Director for Ideal Protein. "The Ideal Protein Weight Loss Method has proven to be a life-changing catalyst, for me personally and for my patients. It is a wonderful tool I can recommend to my patients that will bring major benefits to their cardiovascular health, overall well-being and lifespan."

Findings of an analysis of patients on the Ideal Protein method were recently presented at the 9<sup>th</sup> Annual Obesity Summit at the Cleveland Clinic, and at the Annual Scientific Meeting of the National Obesity Society. The results show safe, rapid weight loss, and can help the reduction of

risk factors for cardiovascular disease. The data showed that patients lost an average of almost two pounds a week, with their lab results showing lower cholesterol, LDL, triglycerides and glucose readings.

In Canada, the number of obese adults has almost doubled since 1978, from 14% to 26%. More than two-thirds of Canadian men and more than half of Canadian women are overweight or obese according to [Science Daily](#).

### **About Ideal Protein**

Ideal Protein is a medical weight loss method based on validated science for safe yet rapid weight loss. It balances the body's food intake for efficiently burning fat, and helps to reverse the imbalance in insulin that occurs with the typical Western diet that contributes to weight gain and metabolic syndrome. This expert-led, data-driven method coupled with turnkey coaching from healthcare professionals is designed to move patients toward an ideal weight, lipid profile, cholesterol and insulin balance. Ideal Protein is now available in thousands of physician, health care practitioners and cardiologist offices and pharmacies in North America. For more information visit our website, [www.idealprotein.com](http://www.idealprotein.com).