



THE LAST DIET YOU WILL EVER NEED

THE KNOWLEDGE TO KEEP THOSE POUNDS OFF FOREVER!

Ever heard of a diet that not only makes you lose fat, but also at the same time enhances your muscle tone? While some high protein diets, often high in saturated fats, can tax your liver and kidneys, the Ideal program provides you with just the right amount of the highest quality protein needed to protect and improve your muscle mass and organs.

What is the source of most weight problems?

According to Dr. Tran Tien Chanh, reputable MD and doctor in Nutrition, Biology and Sports Nutrition, "The cause of most weight problems 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 your system and puts the blood sugar level in a negative balance."

What does the bank do when your account is in the negative? They call you and tell you to put more money in your account. Well, your body will do the same. It will ask you to put more sugar in your body, which is what you experience as sugar cravings. Sugar cravings are caused by a negative sugar level in your blood. An overproduction of insulin leads to hypoglycemia or low glycemia, which in turn induces constant cravings, which induces weight gain. Insulin not only regulates your blood sugar level, it is also the hormone that makes you gain weight and locks in fat cells.

"On the Ideal Protein Diet you will transform your body's ability to digest sugars properly by regulating your insulin level. How? By giving your pancreas a well-deserved break, by cutting out simple and complex carbs, until you've reached your weight loss goal," says Dr. Tran.

The Center for Disease Control and Prevention labels Obesity as public enemy number One: Obesity is a serious health issue that affects nearly 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 US Surgeon General, the number of overweight children has doubled and the number of overweight adolescents has tripled since 1980 in the USA.

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.”

Ideal Protein has found a way to bring a real solution to these problems, not some yo-yo diet and certainly not diet pills to further mess up your metabolism. We looked for lasting results with real, wholesome foods. The Ideal Protein Diet teaches you key lessons that empower you to get results. **On average, women lose weight at the rate of 3 to 4 pounds lost per week and 4 to 5 pounds per week for men.**

Lesson Number 1: Learn to live off of your body's own fat reserves. Your body gets its energy from three reserves: carbohydrates, protein and fats. The body first burns energy 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 carbs, approximately 19% from their muscle mass and 79% of their body reserves from fat.

Lesson Number 2: Your body only stores three days worth of carbs. Because of this, the Ideal Protein Diet has a beginning and an end, like a treatment. Until you reach 100% of your weight loss goal, we restrict all sugars from your diet, even healthy fruits and those vegetables that have a high sugar content such as corn, potatoes, beets, peas, carrots and the like. Why? Because as long as sugar is entering your system, you're not burning fat. It's as simple as that. Remember, your body first takes its energy from your carb reserves. The idea is to deplete your carb reserves completely in order to get your body to turn to its fat 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? A number of ways. By providing your body with foods that have a very high protein value, complete with 9 essential amino acids, 97% absorbable, which make them biologically-complete proteins. But are they good tasting foods? They're delicious, versatile and practical. Ideal Protein Diet foods come in a variety of foods and flavors, from puddings to wraps and muffins to soups and oatmeal, and more. Secondly, we supplement your body with nutrient-rich supplements such as a multi-vitamin, calcium, magnesium and potassium, which is the key ingredient in muscle building, and electrolytes to replace those normally found in foods restricted on the Ideal Protein Diet.

The Ideal Protein Diet features high quality protein foods with real food, as well as a select supplement program to provide you with all essential nutrients throughout the diet process. You'll never feel as energized, look as vibrant or feel as strong as when you are on the Ideal Protein Diet. No wonder, given the opportunity to heal yourself, to showcase your innate and ingenious powers, such as in the way you are cared for on the Ideal Protein Diet, your body returns the favor with unparalleled force, radiance and beauty.