



## Synopsis of The Ideal Protein “Treatment” Plan

### Cellular Nutrition

I would like to introduce you to the Ideal Protein Cellular Nutrition Plan. It was developed 23 years ago by an award winning nutrition company and Dr. Tran Tien Chanh a European-Asian Medical Doctor with a PhD in nutrition, sports medicine and biology. This is a 4-stage retraining eating plan (or “treatment”) that helps stabilize the pancreas and blood sugar levels while burning fat and maintaining muscle and other lean tissue. This 4-stage 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.

### Syndrome X

The plan targets prevention 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

### Developed for Athletes

The plan was originally developed to secure the muscle mass of high-performance athletes and regulate their insulin levels. Dr. Tran improved the protein source of the original “protein diet” originated in 1973 by Dr. Blackburn, a Harvard University professor. Dr. Tran used this approach with athletes in Europe for over 18 years, also targeting energy and good, safe nutrition.

The Ideal Protein plan is focused on the pancreas, insulin production, and stabilizing and maintaining weight loss long-term. Ideal’s treatment engine is an alkalized and mineralized program made of 4 distinctive nutritional supplements.

### Only Available Thru Health Professionals

The Ideal program is only available through trained and certified weight control professionals and utilizes natural health experts to facilitate success for even the most frustrated dieter that has “tried everything” or some troubled with blood sugar challenges. Each Ideal Protein facility 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.

### Quick Results

Although dieters are warned that the first 3 days of the sugar withdrawals can be quite tough, the small percentage that experience problems almost always hang in there for amazing results starting on day 4. Most commonly, dieters tell us about:

- Improved energy and reduced cravings, usually on the 4th or 5th day
- Dramatically improved blood sugar for the sugar-challenged, often within the first week
- Elated joy and pride early in the process
- Attainment of their goal weight
- Maintaining their goal weight, even after extended vacations from the diet

### What to Expect

Based on over 23 years of experience and 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 and appetite control, reduced cravings—usually on day 4 or 5
- Improved blood sugar and cholesterol levels, reduced blood pressure

### Proteins

The Ideal Protein instant packets contain the highest-quality proteins and are low in carbohydrates and fat with no trans fats, no aspartame and are MSG-free. Protein is the main building block in the body, is the primary component of most cells, and is essential to human life. Every cell in the body has it, including skin, hair, bones, muscle and organ tissue. It is found in the bloodstream, in hormones and in enzymes.

During digestion, protein is metabolized into amino acids, the building blocks of protein. The body uses amino acids for energy as well as to produce enzymes and other essential proteins. The body synthesizes some amino acids but it cannot synthesize (or produce) the “essential” amino acids. These essential amino acids must be consumed in the daily diet, and are found in all of the Ideal Protein foods.

## Balanced Diet

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 treatment 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.

## The Pancreas

Whether or not the pancreas is working properly partly determines one's predisposition to gain or *not* to gain weight. Clinical research has shown that a dysfunctional pancreas is often a key reason many people have difficulty losing weight. A properly functioning pancreas is essential to good health and healthy weight loss. A properly functioning pancreas produces the right amount of insulin necessary to regulate our blood sugar levels (or glycemia). The Ideal Protein Diet is a short-term "treatment" program for the pancreas as well as a program for fat loss.

## How it Works

The typical American diet consisting of processed foods—refined sugars and starches such as bread, pasta, potatoes, snacks and sweets, etc.—overworks the pancreas. The pancreas must constantly pump out insulin to take care of all the sugar (or glucose) that makes up these foods. (Realize that a slice of bread is nothing but simple sugar; the same is true for potatoes, pasta, white rice and all other processed "white" foods, including breakfast cereals.) Example: One slice of bread has 21g of carbs, which equals 5 teaspoons of sugar.

It is important to understand that the minute carbohydrates are consumed, they are broken down into glucose in the bloodstream, and then whatever is not needed immediately for energy is swooped up by insulin, converted into fat and stored. Since it is the job of the pancreas to produce the insulin necessary to remove glucose from the bloodstream (and store it as fat), eating a high-carbohydrate diet causes the pancreas to work overtime, to eventually become worn out or *dysfunctional*.

A dysfunctional pancreas produces excess insulin, resulting in a drastic drop in the blood sugar level (hypoglycemia), thereby leading to cravings of more sugar. Then, more sugar is consumed and the cycle starts over. Remember, *insulin is the fat storage hormone*—the hormone that converts the foods you've consumed into stored fat. Consequently, an overproduction of insulin leads to excess fat storage.

The body gets its fuel or energy from the three macronutrient sources: 1) carbohydrates, 2) protein, and 3) fat. The carbohydrate or glycogen energy reserves are used up first, followed by our protein and fat reserves. (Glycogen is the form in which glucose is stored in the muscles and the liver.)

After approximately 3 days on the Ideal Protein treatment, your glycogen reserves are depleted and your body begins to burn your stored fat cells for energy naturally. This results in your body producing ketonic bodies (ketones) that are a natural appetite suppressant thus preventing cravings after the first few days and providing you with energy. You will start losing weight—or fat—as soon as fat becomes your first source of energy. You will then burn fat while nourishing muscle with the high-quality, highly-absorbable Ideal foods containing the 9 essential amino acids that you consume throughout the day. Remember, muscle is the engine that burns calories every minute of every day, and by supplying your diet with this essential protein, you ensure that your muscle is not used significantly for energy.

During this time you will also reset your pancreas by giving it a much-needed rest. A properly functioning pancreas is the key to avoiding filling up your fat reserves once you have completed the "treatment" period and you return to more normal eating.

It is well known that there are certain foods as well as certain bad eating habits that *cause weight gain* and there are other foods and eating habits that *prevent weight loss*. The Ideal Protein treatment plan will guide you and support you in your quest to lose fat safely by helping you understand the difference between "eating a balanced diet" and "eating for weight loss". And most importantly, upon reaching the final stage, you will also have learned to use the right *combinations* of foods within each meal to maintain your weight loss permanently.

## Improve Your Health

With the Ideal Protein treatment, you will not only rediscover your ideal shape, but you will also significantly *improve your health*. The plan is designed to work with Ideal Protein's high-quality nutritional supplements, a unique combination that guarantees safe and healthy weight loss. These supplements are designed to ensure a nutritionally comprehensive weight loss program.

## Supplementation

*Supplementation is crucial to your success* since you will be missing out on some important fats and other nutrients during this treatment period. The Ideal expert works with your dieter's profile (that you will fill out) to assist you in selecting the proper supplementation for your specific issues (e.g. food allergies, digestive issues, toxicity of the liver or kidneys). The coach will encourage you to consult with your health care provider regarding any such issues.

## Nutritional Supplements

**Vitamins** – The ideal combination of all essential vitamins and minerals to fulfill 100% of normal daily needs.

**Calcium, Magnesium & Potassium**– Crucial and alkalizing minerals missing in the treatment steps 1-2, helps move bowels, relax muscles, nourish nervous system, and much more.

**Omega Fish Oils** – An excellent source of good fats, crucial for weight loss, cell membranes for being able to handle the insulin, hormones, the brain, and good health.

**Digestive Enzymes & Probiotics** – For some people these may be a crucial addition to stage 1. They aid in digestion, assimilation, and elimination, providing significant benefit.

## The 4 Stages

The Ideal Protein Treatment Plan allows you to lose weight with minimal effort compared to most other diets that require buying all sorts of different foods and ingredients and following complicated recipes. With the convenience of Ideal Protein instant packets, you have the option of keeping it very simple... or you may get creative if you like. Recipes are available.

**Stage 1:** You start out using a packet as the basis of 3 of your 4 meals each day—you follow this until you have reached 70-80% of your weight loss goal.

**Stage 2:** You reduce the Ideal foods to 2 per day and continue the Ideal plan until you've reached 100% of your goal.

**Stage 3:** For weight loss stabilization, you will re-introduce moderate amounts of fats and carbohydrates to your diet for 14 days. You only have 1 Ideal packet per day with 2 other regular meals.

**Stage 4:** You continue to eat the way you have by this time learned to eat by choosing healthy foods and the *right combinations* of foods.

All the details are spelled out clearly in our Ideal Protein brochure.