



YOUR LAST DIET

THE KNOWLEDGE TO KEEP THOSE KILOS OFF FOREVER!

While some "high protein" diets, often high in saturated fats, can tax the liver and the kidneys, the Ideal Protein Weight Loss Method is "NOT a high protein" diet and provides just the **right** amount of the "highest quality" protein needed to protect and improve muscle mass and vital organs, while burning fat.

The Ideal Protein Weight Loss Method is a medically designed protocol that results in fat loss while sparing muscle mass. The protocol was developed in France over 25 years ago by Dr. Tran Tien Chanh, MD PhD, who has 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 protocol that helps stabilise the pancreas and blood sugar levels, while burning fat and maintaining muscle and other lean tissue. This protocol is also an excellent support for conditions related to metabolic syndrome (syndrome X) and cellulite reduction, and has been used in 12 countries around the world, with over 3,000 affiliated centres in North America alone.

Our FDA approved-labelled products are only available through trained and certified Health Professionals. Each Ideal Protein affiliated establishment has one or more experts to guide their dieter through the program. This valuable process serves to educate and encourage dieters with a consistent method that is scientifically proven, and deemed by most as easy to execute and maintain.

Obesity in Today's Society

In 1989-90 38% of Australian adults were either overweight or obese.

By 2004-05 more than half (54%) of Australian adults were either overweight or obese.

In 2007-08 61% of Australian adults were either overweight or obese.

Increases in the proportion of adults who were overweight or obese occurred in all age groups.

Obesity may have significant health, social and economic impacts and is closely related to lack of exercise and to diet. Being overweight, or obese, increases the risk of suffering from a range of conditions, including coronary heart disease, Type 2 diabetes, some cancers, knee and hip problems and sleep apnea. In 2008, the total annual cost of obesity in Australia, including health system costs, productivity declines and carers' costs, was estimated at around \$58 billion (Access Economics 2008).

Clearly, Obesity is a national epidemic that needs to be addressed!

Syndrome X

The Ideal Protein Weight Loss Method targets the issues surrounding Syndrome X, also called "metabolic syndrome." To qualify as part of this epidemic that is steamrolling North America, Australia and much of the globe. Adults and/or children need only suffer from 2 of the 4 following conditions to be associated with metabolic syndrome:

- 1) Obesity
- 2) Blood sugar issues (Diabetes)
- 3) High Cholesterol
- 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, etc. - 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 also leads to hypoglycaemia, or low glycaemia, 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 from being 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 overabundance of insulin causes weight gain.

The Ideal Protein protocol will transform the body's ability to digest sugars properly by regulating insulin levels. How? By giving the pancreas a well-deserved break through cutting out simple and complex carbs until the weight loss goal is achieved.

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 it draws 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.

Simple and complex carbohydrates can prevent weight loss. The body stores approximately three days' worth of carbohydrates. The Ideal Protein method has a beginning and an end. Until 100% of the weight loss goal is achieved, we restrict sugars (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 get the body to burn its fat reserves and not its muscle mass reserves, if both are depleted simultaneously? First, by providing the body with foods that have a high protein value, complete with 8 essential amino acids, 95% to 97% absorbable, which make them biologically-complete proteins.

Second, we support with nutrient-rich supplements including: a Multi-Vita, and appropriate allocations of Calcium, Magnesium, and Potassium, key ingredients in muscle building and electrolytes to replace those normally found in foods restricted on the Ideal Protein protocol.

Dieters feel energised, look vibrant and feel strong. It is no wonder, given the opportunity for the body's natural ability to restore itself and showcase its innate and ingenious powers, such as in the way during protocol that the body will return the favour with unparalleled force, radiance and beauty.

The Ideal Protein Food Selections

The centrepiece of our protocol is our gourmet protein-based foods that the dieter will consume during the weight loss phases of the program.

These are high biological value proteins and employ four different proteins: whey isolates, soy isolates, whole milk protein, and albumin. This gives the client many options and is designed so people with sensitivities to dairy and/or soy, and vegetarians may participate in the program. They are delicious, practical, satisfying and are available in an array of textures and flavours. 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, salads and one of their own protein sources a day. Each sealed envelope ensures full potency 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

On average, women lose weight at the rate of 1-2kg per week, and men lose 2-3kg per week.

Based on over 25 years of experience and 7 million people in Europe & North America, the Ideal Weight Loss Method enables the following:

- Quick weight loss without sacrificing muscle mass
- Understanding of how food affects, and is utilised by the body, including what causes fat storage
- Utilisation of fat for energy, usually by day 4 (including cellulite), that sequesters chemical toxins
- Improved energy and appetite control, reduced cravings — usually on day 4 or 5
- Potential for improved blood sugar and cholesterol levels, reduced blood pressure

For more information and to get started today with "Your Last Diet", please visit:

www.idealprotein.com.au