



IDEAL PROTEIN™ WEIGHT LOSS AND WELLNESS

INTRODUCTION:

With Ideal Protein there is a "beginning and an end" to your program! Not, a lifetime of dieting. Our weight loss and wellness method promotes healthy and rapid weight loss (primarily fat), spares lean muscle, improves energy, reduces cravings, revitalises the skin, establishes healthy habits, and positively impacts overall well-being. This is accomplished by temporarily suspending foods that either cause the body to gain fat, or prevent it from losing fat, and replacing them with our high biological-value Ideal Protein foods, which allow the body to switch fuel tanks, to "burn fat".

Developed in France 25 years ago, Ideal Protein is now available in 12 countries, with over 7 million success stories. Our proprietary 4-phase protocol features great tasting, protein-based, foods to be enjoyed in combination with a dieter's own store-bought foods. Women typically lose 1 to 2 kg a week, and men lose 2 to 3 kg a week - starting Week 1.

To learn more please sign up for our free workshop, "Demystifying Weight Loss and Weight Gain", to see how easy it can be to achieve health and wellness for life.

PROGRAM SUMMARY:

1. Dieters typically consume 4 meals per day: breakfast, lunch, dinner and a snack. Exact allocations are dieter-specific and based upon individual need.
2. Dieters enjoy 3 Ideal Protein food products, combined with their own fresh vegetables and salads, and one whole food protein source per day of their choosing, such as fish, beef, chicken or pork.
3. Dieters are assigned a personalised clinic coach who they visit one time a week for recording of weight, measurements, and to receive coaching support.
4. Dieters receive access to their own personalised program web page, where they can access program documents and information, browse fun recipes and inspirations, receive program announcements, and order program products...24 hours a day, 7 days a week, 365 days a year.
5. Weight is lost and measurements reduced, starting Week 1. Women typically lose 1 to 2 kg a week and men 2 to 3 kg per week, making it easy to predict how long someone might be on protocol.
6. Program Costs, after initial start-up, average around \$119 per week. Even less when compared to the cost previously spent on foods that the dieter is no longer eating while on protocol. In some cases the program may even be cost-neutral.

40^{+/-} DELICIOUS FOODS TO CHOOSE FROM:

Drinks, Puddings, Soups, Entrees (breakfasts, lunch/dinners), Bars, Chips, Snacks...



4 SIMPLE PHASES TO SUCCESS:

- I To be followed until the target weight loss is achieved (protocol below).
- II 2-week transition period where more calories are gradually re-introduced.
- III 2-week stabilisation period where good carbohydrates and fats are re-introduced to the menu, enabling proper insulin and pancreatic function.
- IV Congratulations! Back to traditional foods with a healthy and compliant body that will be able to help you maintain your new shape and wellness for life.

PHASE I

Breakfast	Lunch	Dinner	Snack
1 Ideal Protein Food and (optional) Coffee or Tea	1 Ideal Protein Food and 2 cups of select vegetables and unlimited lettuce	150 - 225 grams of fish, beef, poultry, pork or veal and 2 cups of select vegetables and unlimited lettuce	1 Ideal Protein Food

Come to our Workshop...Bring a Friend...And Let's Get Rite 4 Life Today!