Ideal Protein Program Overview

In a Nutshell
The Ideal Protein Program was developed 25 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 that helps stabilize the pancreas and blood sugar levels while burning fat and maintaining muscle and other lean tissue. This 4-phased 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 engine is an alkalinized and mineralized program made of 4 distinctive nutritional supplements.

What to Expect
Based on over 25 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 GMO and 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 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.

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
Ideal Protein Program Overview

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 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 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 Program, 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 plan 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 Program 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 Program, 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 plan. 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 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 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.

Phase 1: You start out using a packet as the basis of 3 of your 4 meals each day—you follow phase 1 until you have reached 100% of your weight loss goal.

Phase 2: You reduce the Ideal foods to 2 per day for 7-14 days.

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

Phase 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.

*****************************************
IDEAL PROTEIN

WHAT IS IT?

• The Ideal Protein Program was developed 25 years ago in France and was brought to the US in 2008.
• The plan was originally developed to secure the muscle mass of high-performance athletes and regulate their insulin levels.
• Based on a low fat, low carbohydrate, adequate protein diet

WHY IT WORKS

• This is a 4-stage retraining eating plan that helps stabilize the pancreas and blood sugar levels while burning fat and maintaining muscle and other lean tissue.
• This 4-phased 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.

WHO IT’S FOR

• Patient who have as little as 5-10 pounds to lose or 100 pounds to lose

WHO IT’S NOT FOR

Program is not for patients with:
• Severe Kidney Disease
• Severe Liver Disease
• Congestive Heart Failure
• Active Cancer (or in remission less than 3 years)
• Cardiac/Cardiovascular Event (within the last 6 months)
• History of unstable Arrhythmia
• Parkinson’s Disease

HOW IT WORKS

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 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.
HOW MUCH DOES IT COST?

- **INDIVIDUAL PRODUCTS** – Limited quantities of Ideal Protein products may be purchased by patients NOT on the diet
  - Individual Meals Packets - $4.25
  - Box of 7 meal packets - $29.00

**IDEAL PROTEIN PROGRAM**

- **ESTABLISHED PATIENTS**
  - QUICK START WEEK 1 – $227.50
  - WEEKLY - $87
    - Food for 2 meals and 1 snack
  - MONTHLY
    - Program Fee- $18
    - Supplements - $58

- **CASH PATIENTS** - $100 DISCOUNT IF THEY ATTEND THE WORKSHOP
  - QUICK START WEEK 1 – $450.50
  - WEEKLY - $87
    - Food for 2 meals and 1 snack
  - MONTHLY
    - Program Fee- $18
    - Supplements - $58

WHAT THEY GET

- **QUICK START WK 1**
  - (21 individual Ideal Protein meals PLUS a 6-pack of Chocolate or Vanilla pre-made drinks)
  - 30-day supply of Ideal Protein Natura Calcium/Magnesium Supplements
  - 90-day supply of Ideal Protein Natura Calcium/Potassium Supplements
  - 30-day supply of Ideal Protein Natura Multi-Vitamin Supplements
  - “Blender Bottle” Ideal Protein Shaker
  - Convenience-Sized Sea Salt shaker
  - Easy-To-Follow Support Materials
  - Comprehensive Program
    - Email & Text Support
    - Daily Video Emails
HOW DOES IT COMPARE TO OTHER DIETS LIKE JENNY CRAIG OR MEDIFAST?

• The Ideal Protein weight loss method treats weight issues at its source. By the time you reach your weight loss goal, you will have transformed your body’s ability to metabolize sugar by reeducating your pancreas to produce only the right amount of insulin needed.

• **The Ideal Diet aims at reducing carbohydrates and fats, not protein.** In doing so, it preserves muscle tissue and protects vital organs to secure their proper function. In other words, you will lose fat, not muscle.

• The Ideal Protein weight loss method **features up to a whopping 20 grams of protein per portion**, twice as much as most of the competition.

• The Ideal Protein Weight loss method features a high biological protein, complete with eight (8) essential amino acids, that recreates 100% of the biological value of a complete protein for maximum assimilation and absorption.

The Ideal Protein Weight loss method is less toxic than other packaged diets

- Less saturated fats
- No trans fats
- No aspartame
- No Monosodium Glutamate (MSG)
- No Genetically-Modified Organisms (GMOs).

APPOINTMENT TYPES

NEW PATIENT IP APPTS

- SCHEDULE FOR 40 MIN IDEAL PROTEIN PROGRAM START APPT.
- HEALTH PROFILE TO BE GIVEN TO PATIENT WHEN APPT IS SCHEDULED
- ALL PATIENTS TO TURN IN HEALTH PROFILE BEFORE VISIT

FOLLOW UP APPTS

- SCHEDULE FOR 20 MIN IDEAL PROTEIN APPT.

WORKSHOPS

- Interested patients are requested to RSVP at front desk – we prepare a sampling of food and need a head count.
- Invite family and friends – We offer a $25 discount to people who sign up together at the workshop
- Next workshop – 9/24
# IDEAL PROTEIN VS HCG

<table>
<thead>
<tr>
<th>HOW MUCH DOES IT COST?</th>
<th>IDEAL PROTEIN</th>
<th>HCG</th>
</tr>
</thead>
</table>
| **CASH PATIENTS**      | Start up - $450*  
Weekly - $87  
Food for 2 meals and 1 snack  
Monthly  
Program fee- $18  
Supplements - $58 | Medical clearance - $200  
6 wks - $350 + supplements  
3 wks - $250 + supplements |
| **INSURANCE PATIENTS** | Start up - $227.50*  
Weekly - $87  
Food for 2 meals and 1 snack  
Monthly  
Program fee- $18  
Supplements - $58 | 6 wks - $350 + supplements  
3 wks - $250 + supplements |

| HOW LONG CAN YOU STAY ON THE DIET? | Until they achieve weight loss goal | Minimum of 3 weeks and maximum of 6 weeks |
| HOW MUCH DO OUR PATIENTS LOSE? | Women – 3-7#/wk  
Men – 4-8#/wk | Avg loss .5-1#/day |

**ADVANTAGES**
- Flexible food choices
- Structured diet
- Good for dieters with a little or a lot to lose
- Very little cooking necessary
- Easy to eat out
- Good for patients with cravings
- Addresses underlying medical issues
- No hunger
- No exercise necessary
- Lasting weight loss
- Program cost includes cost of 2 meals and 1 snack daily
- Unlimited text and email support

- Dieters lose an avg of 10-20# in 3 weeks and 20-40# in 6wks
- Addresses underlying medical issues
- No hunger
- No exercise necessary
- Lasting weight loss
- Diet contains no gluten, soy or dairy products
- Complete whole foods diet
- 2 Servings of fruit daily
- Unlimited text and email support
<table>
<thead>
<tr>
<th>DISADVANTAGES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• No alcohol</td>
<td>• No alcohol</td>
</tr>
<tr>
<td>• Products contain dairy and soy. 4 products contain gluten</td>
<td>• Not recommended for patients with fewer than 10# to lose</td>
</tr>
<tr>
<td>• Must use IP products through the 4 phases</td>
<td>• More restrictive food choices</td>
</tr>
<tr>
<td>• No fruit allowed until phase 3</td>
<td>• Dieters need to wait 3-6 weeks between “rounds”</td>
</tr>
<tr>
<td>• No starches allowed until phase 3</td>
<td>• Cooking and advance preparation required</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Phase 1:** To be followed until 100% of your weight-loss goal is achieved.

<table>
<thead>
<tr>
<th>Breakfast</th>
<th>Lunch</th>
<th>Dinner</th>
<th>Snack</th>
<th><strong>Compulsory Daily Additions</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Begin Drinking Water</td>
<td>Continue Drinking Water</td>
<td>Continue Drinking Water</td>
<td>Continue Drinking Water</td>
<td>½ Teaspoon of Sea Salt</td>
</tr>
<tr>
<td>1 Ideal Protein Food</td>
<td>1 Ideal Protein Food</td>
<td>8 oz of Fish, Seafood Beef, Poultry, Pork or Veal</td>
<td>1 Ideal Protein Food</td>
<td>64 oz. of Water (minimum)</td>
</tr>
<tr>
<td>(Optional) Coffee/Tea with 1 oz of Skim Milk</td>
<td><em>2 Cups</em> of Select Vegetables &amp; Unlimited Lettuce</td>
<td><em>2 Cups</em> of Select Vegetables &amp; Unlimited Lettuce</td>
<td>2 Natura Cal-Mag</td>
<td>1-2 Teaspoons of Olive Oil or Grape Seed Extract Oil</td>
</tr>
<tr>
<td>1 Natura Multi-Vita</td>
<td>Use Sea Salt with Your Meal</td>
<td>Use Sea Salt with Your Meal</td>
<td>1 Natura Multi-Vita</td>
<td>Ideal Protein Supplements</td>
</tr>
<tr>
<td>1 Natura Potassium-Calcium</td>
<td><em>Sweetener Permitted</em></td>
<td>2 Natura Cal-Mag</td>
<td>2 Natura Cal-Mag</td>
<td>2 Natura Multi-Vita</td>
</tr>
</tbody>
</table>

*Serving size must be respected with no more/no less than indicated.*

**Dinner Protein** (Suggested Options) - No frying or breading permitted.

**Fish:** Anchovy, Bass, Catfish, Cod, Grouper, Haddock, Halibut, Hake, Mahi-Mahi, Monk Fish, Pike, Perch, Red Snapper, Redfish, Sea Bass, Shark, Smelt, Sole, Sword Fish, Tilapia, Tuna (Red Tuna-1 x per week) Trout, Turbot, Whiting, Walleye, Wild Salmon (1 x per week) **Seafood:** Crab, Crawfish, Clams, Lobster, Mussels, Oysters, Shrimp, Scampi, Scallops (4 large), Squid

**Beef:** Flank Steak, (extra-lean) Ground Beef, Rump Steak, Roast, Sirloin, Round, Tournedos, Tenderloin

**Veal:** Breast, Cutlet, Inside Round Steak, Rib, Shank, Shoulder, Tenderloin

**Poultry:** (skinless) Chicken, Fowl, Quails, Turkey, 4 Egg Whites and 2 Egg Yolks, Wild Birds

**Pork:** Fat-Free Cooked Ham, Pork Tenderloin

**Other:** Bison, Deer, Elk, Frog’s Legs, Kidney, Liver, Ostrich, Rabbit, Tofu (plain)

**Vegetables**

Select: Algae, Alfalfa, Asparagus, Arugula, Bell Peppers, Broccoli, Bean Sprouts, Cauliflower, Cabbage (red, pak choi, bok choy), Celery, Celeriac, Chicory, Collards, Cress, Cucumbers, Dill Pickles, Endive, Fennel, Field Salad, Green Onions, Jicama, Kale, Kohlrabi, Leeks, Mushrooms, Okra, Onions (raw only), Hot Peppers, Radicchio, Radish, Rhubarb, Rutabaga, Sauerkraut, Sorrel, Spinach, Swiss Chard, Turnip, Watercress, Zucchini

Occasional (You may only choose two items per week from this list): Brussels sprouts, Beans (Green & Wax), Eggplant, Palm Hearts, Snow Peas, Swede, Tomato

**Not permitted:** Artichoke, Avocado, Beets, Carrots, Chick Peas, Corn, Olives, Parsnips, Peas, (all) Potatoes, Pumpkin, Sweet Corn, Squash, Yams

**Seasonings**

Apple Cider Vinegar, Fine Herbs, Garlic, Ginger, Lemon, Lemon Grass, Hot Mustard, Hot Sauce, Soya Sauce, Spices (MSG Free/No Carbs), Tamari Sauce, White Vinegar - NO BALSAMIC or REDWINE VINEGAR!!

**Restricted Foods** - only 1 of the following Ideal Protein Foods are permitted per day: All Bars, Soy Puffs, Chili, Oatmeal, Pancakes, Soy Nuts, Salt and Vinegar & BBQ Ridges, Southwest Cheese Curls (Spaghetti is permitted a maximum of 2 times per week)

**IMPORTANT** - Anything that is not included on this sheet must contain zero carb, zero fat and zero sugar.

Meal ideas with or without Ideal Protein Gourmet Foods can be found in our Recipe Books.

03/20/12