



Consultation Script

No diet is the definitive diet, including ours.

Every diet has two objectives:

1. to lose weight
2. to stabilize and maintain your weight

To reach the objectives, there must be a contract. And it takes two to reach that contract, you and me!

As a rule, dieters accomplish the weight loss objective because they are successful with the Ideal Protein Weight Loss Method however, the second part of the contract is often forgotten. Once the emergency (weight loss) is over and they've taken off the pounds, priorities change. Remember, a **diet is not a vaccine against weight issues!**

Everyone knows that poor eating habits can result in weight gain. However, proper eating habits do not necessarily result in weight loss.

When it comes to dieting or weight loss we always hear the same thing, eat less, exercise or eat well.

Which do you think is the right solution?

Our answer: None of the above!

Eating less is all about quantity. Obviously, you won't lose weight if you eat more, although some people can eat what they want and not gain an ounce. But then again, "others will look at a pastry and gain a pound." So, there's more to weight loss than just quantity. **Weight loss is above all a metabolism problem related to your hormonal and genetic make-up.**

Exercising is the best way to stabilize your weight, but if you want to lose a pound of fat, you'll have to run the equivalent of a marathon!

Right now, the trend is all about **eating well**. And "well" means more balanced meals does it not?

No, balance is when things are static. For example, a balanced business is a business that neither makes nor loses money. So, if I put you on a balanced diet, within the strict sense of the word, you'll eat well and you won't gain weight, but you won't lose any either.

The second part of the contract is where we focus on a balanced diet, once our weight loss goals have been achieved.

In order to lose weight we must temporarily create an imbalance in our diet.

This can only be acceptable if:

- 1) It is not dangerous.
- 2) There is a beginning and an end.

What should we restrict from our diet?

There are 3 types of foods that affect your weight:

- 1. Foods that *make* you gain weight.** We can all easily identify these foods, pastries, pizza, french fries etc. If the majority of our daily food intake is made up of these types of foods we know that it can lead to weight gain.
- 2. Foods that *do not* make you gain weight.** We can consume these types of food as often as we would like without worrying about gaining weight, cucumber, lettuce, celery etc.

Most people do not realize that there is a 3rd type of food.

- 3. Food that can *prevent* you from losing weight.** An organic apple or slice of whole wheat bread are very nutritious but they can prevent you from losing weight. Why? Because, our bodies chronologically burn carbohydrates/sugars (*simple and complex*) before fats.

For the body, simple and complex carbohydrates are its checking account, while fat is its savings account. Money can be withdrawn from a checking account or a savings account, but it is not spent in the same way. To lose weight we must learn to live off our savings account.

If you restrict daily consumption of sugars and fats, your body will be forced to turn to its other resources for energy, fat and muscle. That's a problem. **Muscle is the engine that burns calories.** And if you have less muscle, you'll burn fewer calories and store more fat. The solution is to restrict your daily consumption of simple and complex sugars and fats but consume high biological protein at the same time to prevent muscle loss. **This is what our protocol provides.**

Our protocol is not a hyper protein diet, it provides the minimum daily requirement your body needs to function optimally.

"Hyper" means too much. Hypertension means high blood pressure. Hypercholesterolemia means there's an excessive amount of cholesterol in the blood. Just because I drink a glass of wine doesn't mean I'm an alcoholic. So, just because protein is the main component of the protocol it does not mean that I'm on a hyper protein diet. This is important, because "hyper" is an aggressive notion for the body. Your protein intake will be just enough and no more.

it's not about eating less, eating well or exercising.

The following is often said about protein diets: "Yes, but as soon as I am off the diet, I'll put back on all the pounds I just lost!"

A protein based diet is not a dangerous diet for the simple reason that protein is not an active ingredient. Taking protein is not the same as taking medication. Protein is simply a dietary supplement. But it is a very important one.

Also even though we address weight stabilization in our Maintenance Phase, until the other concerns that contributed to your weight issues in the first place are identified and addressed, they will always be a factor.

A diet is not a vaccine against a weight issues. A firefighter's job is to extinguish fires. You wouldn't ask him to rebuild your house.

As long as you don't recognize that **every pound has a story**, you'll run the risk of putting back on the pounds you lost.

A woman has two stories.

A **hormonal story**, puberty, birth-control pills, pregnancy and menopause, and a **life story**. As a rule, pounds are put on during times of discontent, not during times of pleasure. When pleasure and morale is high, weight is at a low. When pleasure is low, weight is usually high. Pleasure plays a major role in weight issues. There can be no lasting balance in your life without pleasure.

Pleasure is the first notion to be introduced into your diet after you've lost your weight. You can't stabilize your weight with just *three green peas and a green bean!*. You'll eat normally and enjoy a little of everything. You'll also learn how to manage your deviations.

Why the Ideal Protein Weight loss method?

First, because it helps to maintain muscle mass. Remember, muscles burn calories.

Secondly, and most importantly, because it's now known that whatever the reasons for weight gain, there's **always a common denominator: insulin dysfunction and pancreatic dysfunction**. Explanation: Insulin is a hormone made by the pancreas when you eat simple or complex carbohydrates.

Insulin has two roles in the body:

- 1) Insulin decreases the blood sugar level (glycemia)
- 2) Insulin promotes fat storage. It converts the combination of sugar and fat we eat into fat that is stored in cells.

If an individual does not have a weight problem and eats sugar, their pancreas will produce exactly the right amount of insulin needed to bring their blood sugar to a normal level and no fat is stored.

However, if an overweight individual eats sugar, their pancreas will produce more insulin than necessary.

Consequences:

- 1) Insulin will cause that individual's blood sugar level to fall too low. He or she will tend to be 'hypoglycaemic' and crave more sugar.

- 2) At the same time, the excess insulin will make that individual gain weight because, as was mentioned earlier, insulin is the hormone that causes weight gain.

When the pancreas is in this state, it is functioning like an overheated engine.

When an engine overheats, it must be shut off to enable it to cool down. Once it has cooled you can then restart it so that it'll be more efficient.

This is exactly what you will do with your pancreas. **By restricting simple and complex carbohydrate intake you will give your pancreas a much needed rest and the time to regenerate.**

Why Ideal Protein foods?

Because really, weight loss is unnatural.

Example: If a woman who weighed 120 pounds in her youth, gains 60 pounds for one reason or another, she'll weigh 180 pounds. Although that's unfortunate, it happens often.

And if she were to lose 60 pounds, she'd weigh 60 pounds!!! That's not unfortunate; that's abnormal and serious.

This example shows that weight loss is so unnatural that nature did not provide foods for weight loss. We eat to store fat, not to draw on it. When you eat 100 grams of meat, your protein intake is only about 15 grams and not 100 grams. A 100 gram piece of meat contains 65 grams of water, connective tissue and saturated fats and 15 grams of protein. Your body will assimilate only about 10 to 12 grams of the 15 grams of protein.

This is not the case with our protein foods. Each packet contains about 20 grams of high biological protein. Since they are high biological value protein foods, your body will assimilate almost all of it. A packet of protein contains about 90 to 100 calories. If you wanted to get the same amount of protein from meat, you'd have to eat about 300 calories worth of meat.

Ideal Protein foods are the best way to get a maximum amount of protein with a minimum amount of calories.