# Consultation Guide Outline

1. **History of Ideal Protein**
   a. Developed 23 years ago by Dr. Tran Tien Chanh.
   b. Developed for Athletes - secure the muscle mass and regulate their insulin levels.
   c. Improved "original protein diet" in 1973 developed by Dr. Blackburn, a Harvard University professor.

2. **Syndrome X**
   a. Obesity
   b. Blood Sugar issues (diabetes)
   c. Cholesterol Problems
   d. High Blood Pressure

3. **Every Diet has 2 contracts**
   a. To lose weight
   b. To stabilize and maintain your weight

4. **Eating habits**
   Poor eating habits = weight gain, however,
   Proper eating habits do not necessarily result in weight loss.
   a. **Exercising -** best way to stabilize your weight
      To lose 1 pound run a marathon; 3,500 calories
   b. **Eating Less -** skipping meals
      1. Creates a famine in the body that will store the next meal we eat
      2. All about the types of food we eat - sugar, carbohydrates, fats and proteins
   c. **Balanced diet -** Eating well, but not able to lose weight. "Balance" by definition is when things are not moving; you are neither gaining nor losing.

5. **Unbalanced Diet**
   We need to "upset the apple cart" for your body to lose weight. Want to use your savings account not checking account (see below how the body processes energy in 13)
   a. For example: an apple is not fattening - but can prevent us from losing weight
   b. This treatment has a **Beginning** and an **End**
   c. It's a **4 Phase protocol**
   d. **Reset your pancreas** by giving it a much needed rest & regulating insulin production.
   e. **Properly functioning pancreas** is key to avoiding weight gain after Stage 4

6. **Quick Results**
   Most dieters see:
   a. **Improved energy** and reduced cravings, on 4$^{th}$ or 5$^{th}$ day
   b. Dramatically **improved blood sugar levels,** often within the first week
   c. **Elated joy** and pride in the process
   d. **Attainment** of their goal weight
   e. **Maintaining** their goal weight, even after the plan

**7. What to Expect**

a. **Quick weight loss** without sacrificing muscle mass
b. **Understanding** of how food affects and is utilized by the body and **what causes fat storage**
c. **Utilization of fat for energy** usually by day 4 (including cellulite)
d. **Improved energy and appetite control**, reduced cravings (ketosis is a natural appetite suppressant)
e. **Improved blood sugar** and **cholesterol levels**, **reduced blood pressure**
f. **Women lose about 3-5 lbs per week, men lose about 4-7 lbs per week**

**8. How it works**

a. **Typical American Diet -** Processed foods, sugars, starches, breads, pastas, potatoes, snacks and sweets. All of these are converted into glucose (sugar) in your body
b. **4 grams of carbohydrates = 1 tsp. of sugar**
c. **Pancreas** constantly pumps out insulin to process all sugar (glucose)
d. **Carbohydrates** consumed are broken down into glucose in the bloodstream and what is not needed for energy is consumed by insulin and converted into fat
e. High carb diet causes the pancreas to work overtime - becomes worn out or **dysfunctional**

**A dysfunctional Pancreas:**

- produces excess insulin
- creates drops in blood sugar level (hypoglycemia)
- leads to cravings of more sugar, and more sugar is consumed
- overproduction **of insulin leads to excess fat storage**

**We need to rest the pancreas!**

**9. The Pancreas**

Manufactures 2 powerful hormones - **Insulin & Glucagon**

a. A **properly working pancreas** the key to one's predisposition to gain or not gain weight
b. **Produces the right amount of insulin** to regulate our blood sugar levels (glycemia)

**10. Insulin - Two roles in the body**

a. Decreases blood sugar level
b. Promotes fat storage

**11. Glucagon**

This hormone is involved in carbohydrate metabolism produced by the Pancreas, and is released when the glucose level in the blood is low (hypoglycemia) causing the liver to convert stored glycogen into glucose and release it into the bloodstream. The action of glucagon is opposite to that of insulin, which instructs the body's cells to take in glucose from the blood in times of satiation.

**12. Glucose**

Is a simple sugar and an important carbohydrate in biology.

a. Main product of photosynthesis
b. Living cell uses as a source of energy
c. Comes from the Greek word glykys, which means "sweet, and "ose" which denotes "sugar".

**13. Glycogen**

Polysaccharide that is the main form of carbohydrate storage. It is readily converted to glucose as needed by the body to satisfy its energy needs.

**14**. **How your body burns fuel (energy):**

a. **Carbohydrates (sugars);** Glycogen energy reserves are used first
b. **Protein (muscle) The more muscle, the more energy you burn**
c. **Fat**

**15**. **Why the Ideal Protein Weight Loss Method works**

By **using up your glycogen reserves** first your body then goes to your muscles and protein for energy. By **feeding your body the high quality Ideal** Protein packets your body does not feed off your muscles thus **turns to your stored fat** for energy.

**16**. **Why the Ideal Protein Envelopes**

a. Each contain the **highest quality, high biological value proteins** and are low in **calories** (90-120 calories) **and carbohydrates**, **no trans fats**, **no aspartame** and are **MSG-free**
b. **Protein is the main building block of the body - What is made of protein?**
    - Immune System
    - Enzymes
    - Hair
    - Nails
    - Blood
    - Vessels
    - Muscles
    - Organs
    - Hormones
    - Skin- the largest organ
    - Every cell in the body
c. Your body only assimilates 30 to 50% of whole foods
d. Approximately **95% absorption** rates from these packets
e. **High Biological** value foods
f. During digestion, protein is metabolized into amino acids. The body uses amino acids for energy as well as produce enzymes and other **Essential Proteins**
g. Contains **8 Essential Amino Acids-** which must be consumed in the daily diet and are found in all of the Ideal Protein foods
h. Each packet contains 15 - 20 grams of proteins per packet
i. Not a **"Hyper**" protein diet
j. **No,** this is not the **Atkins** or **South Beach Diet**

**17. How much protein do we need**

a. **½ gram** of protein **per pound** of lean body mass per day.
b. Divide your weight by 2.
c. This is just to maintain your vitality. This is a minimum.

**18. The Process**

a. **3 - 4 days** of glycogen reserves in your body
b. Body burns **ketonic bodies (ketones)** a natural appetite suppressant
c. Start **burning fat** and losing weight
d. May have craving and withdrawal symptoms - (explain from list)

**19. The Four Stages**

**Stage 1:** To be followed until 80% of weight loss goal is achieved. 3 Ideal Protein foods during the day (breakfast, lunch & snack) with select vegetables and unlimited lettuce plus dinner with a lean protein of your choice, select vegetables and unlimited lettuce

**Stage 2:** To be followed until weight-loss goal is achieved. You reduce the Ideal Protein foods to 2 per day (breakfast & snack). Lunch and dinner will consist of lean proteins of your choice, select vegetables and unlimited lettuce. Thus, increasing your calorie intake.

**Stage 3:** Gradual re-introduction of healthy fats and carbohydrates for 14 days in the morning only.

**Stage 4:** Maintenance. You put into practice what you've learned about healthy choices, food combinations and allowing yourself a day of indulgence.

**20. Supplementation**

a. **Crucial to your success** since you will be missing out on some important fats and other nutrients during this treatment period
b. **Natura Multi-Vita**
c. **Natura Cal/Mag**
d. **Natura Potassium-Calcium**
e. Omega Oils
f. Digestive Enzymes and Probiotics (if necessary)

**21. Phase 4 - Maintenance**

a. **Good food combinations** Separating carbohydrates and fats in the same meal
b. **Bring pleasure back into your life** – One cheat day per week - eat like Phase 1 on the next day and you will now have the key not to regain your weight back and live a happy healthy life

**22. Improve your health**

a. **Not only rediscover your ideal shape**
b. **Improve your health**
c. **Reduce your medications**
d. **Make your lifeline = your health line**