



Ideal Protein Weight Loss Method

- Easy 4-Phase Medically Designed Protocol
- Lose an Average of 3 to 7 Pounds Per Week
- Promotes Fat Loss while Maintaining Muscle
 - Naturally Suppresses Appetite
 - Supports Cellulite Reduction
 - Promotes Vitality & Energy



How Your Body Initially Respond

Because you are dramatically altering your daily food regime and changing your basic metabolic processes, **the first few days** on the Ideal Protein Weight Loss Method may be a little bit of a "shock" to your body. Listed below are some of the most common consequences of these changes. **Note:** The 4 symptoms listed below (hunger, headaches, nausea and fatigue) may occur only during the first few days; however, your body may also react with the same responses later on if you do not follow the protocol as prescribed.

Now that you know what to expect, feel confident they are only a temporary feeling! (70% of dieters will not have any of these symptoms, but 30% will.)

HUNGER

If you feel hungry during the first few days of the protocol you may eat up to 5 Ideal Protein envelopes per day (but only one restricted food). After a few days the hunger should disappear due to the production of "Ketonic Bodies." **Note:** If you continue to feel hungry during the protocol review your Food Diary with your Weight-loss consultant to identify where the problem areas are. For example: skipping a meal, not enough vegetables or water, or a "tad" too many carbohydrates, etc. If you are following the protocol correctly you should not be hungry throughout the course of this program.

HEADACHES

Dieters may experience headaches during the first few days on the protocol, especially those who are insulin-resistant or typically had high-carb diets in the past. High levels of insulin tell the kidneys to "hold on to sodium and excrete magnesium and potassium." Upon starting the diet, carbohydrate levels are dramatically reduced and therefore insulin secretion abruptly diminishes. Now the kidneys will function normally and will excrete excess sodium (water follows sodium, so there may be a significant reduction in blood pressure). This can lead to a feeling of "lightheadedness" or a feeling of dizziness upon standing up (orthostatic hypotension) and of course headaches. Dieters on prescription drugs for hypertension must be advised to watch for these signs and frequently their physicians will have to lower the dosage or discontinue the medication. To remedy this, increase the use of sea-salt and make sure you are getting enough water. Usually a 1/3 of a teaspoonful of sea-salt in 8 ounces of water will alleviate a headache within 15 minutes. **Note:** If you experience headaches later in the protocol, it is simply a sign of dehydration, increase your water intake and the headache should pass.

NAUSEA

A nauseous feeling is most commonly experienced in dieters who never eat breakfast. It's very simple: if the body is not used to having a morning meal and we, all of a sudden, start having breakfast, the stomach says "Hey, what's this...I'm still sleeping...do you mind!"

Begin with the lighter foods such as our drinks...introduce food slowly. If someone isn't used to eating breakfast suddenly has our pancakes or a nice big omelet, chances are they are not going to feel very good! Many folks need their caffeine fix in the morning - that's fine, you can have coffee and can use the

ready-to drink vanilla shake as the creamer, then they get their protein and caffeine in a very "light meal" that the body will easily assimilate.

The other common trigger for nausea is an abrupt decrease in sugar intake. Everyone must understand that through our diet we are changing fundamental metabolic processes. For years, sometimes decades, a typical diet consisting of a lot of "fast sugars" is consumed. We know these will be used as the first source of energy by the body. Now, if we drastically reduce the intake of these foods, we force the body to turn to other sources of energy (i.e. fat stores). This requires a whole different set of metabolic enzymes and requires the body to "re-tool" its metabolism. This doesn't happen immediately and therefore a slight "lag-time" can occur and the bottom-line is that the dieter will feel weak and nauseous. In instances where a client feels nauseous, consider perhaps the "Alternative Plan" for one week.

This program provides some "fast sugars" and it will allow them to taper off their high sugar-based diet and give the body time to get the necessary metabolic machinery in place so that they will be able "live off their fat reserves" once they begin the regular program. What we are doing here is weaning them off their former diets gently. Again, this will only apply to a very small number of dieters.

FATIGUE

There are three primary reasons why a dieter may experience fatigue on the Ideal Protein Protocol; low blood pressure (hypotension), low blood sugar (hypoglycemia) and an imbalance in blood electrolytes (magnesium, sodium and potassium). All of these issues can be quickly corrected.

Low Blood Pressure: When carbohydrates are greatly restricted, our pancreas greatly reduces the amount of insulin it secretes. High levels of insulin tell the kidneys to "hold on to sodium" and because of this, we also retain a lot of water. Under insulin's influence the kidneys also excrete too much magnesium and potassium. When we lower the insulin level, the kidneys now function normally and much excess sodium and water are rapidly eliminated. This can cause a drop in blood pressure and a feeling of fatigue can result. This is particularly pronounced if the dieter is taking a prescription diuretic ("water pill"). Should one experience this, make sure to use the sea-salt liberally and increase the amount of daily water intake.

Low Blood Sugar: In the beginning of the program, when we reduce the amounts of carbohydrates we consume, our body's first source of energy is suddenly decreased. It takes a few days for our other biochemical processes to come "on-line" which will provide a steady amount of "fuel" for our cells (i.e. gluconeogenesis, lipolysis). Consequently if our blood sugar suddenly becomes lower than what our system is used to, we feel tired. To remedy this, you may consume up to 5 packets of our products per day **DURING THE FIRST WEEK**, only if necessary. For example, if one feels tired around 10:00 AM, have a protein drink or shake. The dieter may take 1/2 of a bar, or a few chocolate-covered soy crisps. After the first week if one feels fatigued, it is usually because they are consuming too many carbohydrates which prompts an insulin spike which will then cause "reactive hypoglycemia" (low blood sugar). Should this occur, the dieter should review his/her food diary with their "weight loss coach".

Electrolyte Imbalance: The two most common problems here are low sodium and low potassium. If the first two issues have been addressed and fatigue still persists, the dieter should increase their potassium to 2 tablets per day for a couple of days and again, use the sea-salt liberally.

The following may also occur during the protocol:

MUSCLE CRAMPS

These are signs of lack of Sodium and/or Potassium. Remember to always take supplements and minerals as directed. Should a dieter complain of leg cramps (which tend to occur at night) tell them to double up on their potassium supplements for about 3 days.

BAD BREATH

Having bad breath is actually a good sign! Bad breathe occurs when the body is in “Ketosis” and produces “Ketonic Bodies.” This means that the body has exhausted its carbohydrates supply and is burning its fat reserves to produce energy.

CONSTIPATION

After starting the protocol, some clients will experience "sluggish bowels". There can be a couple of reasons for this. First, because they are most likely eating less "bulk" than before the protocol, less waste will be produced. Second, many clients, because of years of poor eating habits, may have trouble eliminating. In any event if a client is having a problem, here are some suggestions:

- Ensure the client is consuming **AT LEAST 2** liters of water per day.
- Ensure the client is consuming **4** cups of vegetables and at least one green salad per day (this will provide the necessary fiber).
- Recommend our Novi-Lax. Novi-Lax is non-habit forming and can be used daily if needed without the problem of dependency that can occur with many other types of laxatives. We generally recommend taking this product at bedtime, usually starting with **2** capsules and increasing up to **4** capsules per night if needed. Once the "problem is solved" a maintenance dose of one capsule per night may help to maintain regularity.

NEVER recommend a fiber supplement such as "Sugar-free Metamucil" for a person with constipation; it will make the problem worse. Fiber supplements may be helpful in maintaining regularity but should never be used as a treatment for constipation. Finally, in the event that a particular dieter still has problems even after using **4** Novi-Lax capsules, you may consider recommending Citrate of Magnesia. This is very inexpensive and can be purchased in any pharmacy or supermarket. Recommend **2** ounces a couple of times a day until relieved.

If the client is in their 4th week of the protocol, you may want to suggest Novi-Cleanse. Novi-Cleanse is a natural cleansing kit which contains **3** products that work in synergy to aid in the elimination of toxins.

For more information contact:

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