



## 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



## Your Last Diet

(In the words of Ideal Protein developer, Dr. Tran Tien Chahn)

### **No Diet is Definitive.**

At a patient's first consultation the first thing I tell them is that no diet is final, including the one I propose. No diet is a vaccine against weight gain. Weight loss and weight stabilization are indeed two distinct projects, two separate contracts. I strongly emphasize the notion of a contract because if you want to get results you must have a contract. A contract requires two parties, you and me. You can't conclude a contract with yourself. As a rule most of my patients succeed in fulfilling the first contract because they originally consulted me about weight loss but often they forget about the second contract concerning stabilization. Why? Because once the emergency is over they focus on other concerns that are unrelated to their extra pounds.

### **Weight Loss: Eat Less or Eat Better?**

There are all kinds of diets. So why choose one diet over another? Everyone knows that eating poorly causes weight gain; however, eating well does not necessarily result in weight loss. Why am I telling you this? Because every time you want to lose weight you're told three things: eat less, eat better and exercise. As a sports doctor, of course I recommend that you exercise. Physical exercise is essential for regulation and maintenance of weight. Two pounds of fat equal 9000 calories. In order to burn off those two pounds of fat you have to run the equivalent of two marathons in a row. To eat more, to eat less, this is a question of quantity. Obviously, we won't lose weight by eating more. Yet, why is it that some people, myself for example, can eat anything and never gain weight while others only need to walk past a bakery in order to gain a pound? It isn't just a question of quantity, it's really about our metabolism and our hormonal and genetic constitution. Eating better is often synonymous with eating a balanced diet, isn't it? I disagree with this suggestion that you should eat a more balanced diet because to me balance means no change. For example, take a balanced company, it neither makes nor loses money. It follows that if I put you on a balanced diet you'll be eating better and you won't gain any weight, but you won't lose any either. Balance is the subject of the second contract. If you want to stabilize your weight you need to have a balanced diet. But if you want to lose weight you must first eliminate something. And if I eliminate something from your diet I'm not putting you on a balanced diet, I'm putting you on an intentionally unbalanced diet. Now, an unbalanced diet is acceptable only if it is safe and has a beginning and an end. A diet should not last forever - it's not for life.

### **What Must Be Cut?**

To lose weight, what must be cut? Sugars and fat, of course. The glycemic index (GI) is a hot topic these days. High GI sugars, like table sugar, candies, cakes and sweets as well as low GI sugars, starchy foods, pasta, rice and cereals. Fast sugars or slow, high or low glycemic index - they're practically the same thing. So which should I eliminate, fast or slow sugars? I should eliminate both, of course. If I want to lose weight, I must not only eliminate what causes me to gain weight (fast sugars and fat), but I must also stop eating the foods that cause me gain weight. Since not gaining weight is not the same as losing weight. For example, everybody knows that eating a small apple won't cause me to gain weight, but it may prevent

weight loss in some cases. Why? Because when the body needs energy, it burns all of its fast and slow sugars before it burns its fat. If the human body can do the opposite and burn fat before it burns sugars believe me, no one would have a weight problem.

### **Proteins Preserve Muscles**

To your body, fast and slow sugars are like a checking account and its fat are like a savings account. As long as you have funds in your checking account you never touch your savings account. Losing weight, by definition, is to live on your reserves – that is to live off your savings account. From this point of view, dieting is not to eat less, eat better, eat a well balanced diet, not even to exercise – it's simply to eliminate fast and slow sugars and reduce fats. Now, if you considerably reduce your intake of sugars and fat, you will lose weight. But when you lose weight, you lose two things – fat and muscle. However, when you regain the pounds you regain fat but no muscle. But it just so happens that the muscle you lost is also the motor that burns the calories you eat. It stands to reason that if you have less muscle after you've gone on a diet you'll burn fewer calories; and, if you burn fewer calories you'll store more fat. And remember, the heart is a muscle. How then can muscle loss be prevented? The diet must compensate muscle loss with adequate protein intake.

### **This Is Not a Hyper-Protein Diet!**

I did say compensate with *adequate* protein intake because this is not a hyper-protein diet. The term hyper-protein is not in my vocabulary. Hyper means too much. If you have hypertension, your blood pressure is too high and if you have hypercholesterolemia there is too much cholesterol in your blood. The fact that I'm compensating with protein doesn't mean that I'm on a hyper-protein diet anymore than having a glass of wine makes me an alcoholic. One should only eat as much protein as the body needs.

### **The Three Sources of Energy**

There is much controversy over the so-called protein diet. I really don't understand why. Your body has only three sources of energy – carbohydrates, lipid (fats) and proteins. If I want to lose weight I must eliminate fats from my diet, it only makes sense. That leaves me with two sources of energy – carbohydrates and proteins. If I eliminate fast and slow sugars, I'm left only with proteins. Now if you don't want to go on a protein diet, you'll have to eliminate the proteins too. But if you eliminate the proteins, you're left with nothing but a hunger strike. The diet I'm proposing is a protein diet by virtue of the fact that it contains no carbohydrates or fats, but it is not a protein diet for the sake of protein. And it's definitely not a hyper-protein diet. Besides, just what do our bodies do with protein? Absolutely everything vital in our body is made of protein. All the vital organs, the skin, the eyes, the hair, hormones, enzymes, the blood, the immune system – absolutely everything vital is made of protein. Consequently, if a diet operates on that which is vital we will effectively devitalize ourselves. To avoid this we compensate with an adequate protein intake.

### **Each Pound has Its Story**

Whenever people talk about the protein diet they always say the same thing, “yes, but if you go off the diet you will regain all the pounds and then some”. Remember, a diet is not a vaccine against weight gain. A firefighter's job is to extinguish fires. You can't be angry at him and say “yes, but you didn't rebuild my house”. And as long as you don't understand that each pound has its story, you'll always regain the pounds. A woman has two stories. The first involves her hormonal history, puberty, the pill, pregnancy, menopause; while the second is about her life. We usually gain more weight during life's difficult moments than when life is good. When we're feeling good our weight goes down, and when we're down our weight goes up. We eat according to our emotions. In English, we call sugary food sweet. When babies cry we don't give them a slice of salami, but a piece of chocolate.

### **Pleasure or Need?**

What's the difference between pleasure and need? If you give me a box of chocolates I'll enjoy one or two and then put the box away - that's pleasure. But if you give me the same box of chocolates and I eat two,

three or four and then polish off the entire box I've satisfies a need, a short term need, and soon I'll be kicking myself for eating all those chocolates. What did I need, the chocolate or something else? Probably something else.

### **The Culprit: Insulin**

Why this diet and not another? It is now known that weight gain always has the same common denominator which we call insulin. Insulin is a hormone secreted by the pancreas when you eat, especially if you eat sugar. Insulin has two roles – to lower glycemia (the amount of sugar in the blood) and to store fat. Insulin is a fat-storage hormone, that is, it stimulates lipogenesis which is the production of fat. How does insulin work? For example, if I eat three pieces of chocolate my pancreas will secrete enough insulin to bring my blood sugar back down to its normal level. And that's the end of it – I don't gain weight and I don't feel hungry. The pancreas of someone who has the tendency to gain weight when eating the same three pieces of chocolate will produce more insulin than necessary resulting in hypoglycemia (low blood sugar). The person will need sugar and feel hungry. At the same time, since too much insulin has been produced which remains in the body, this insulin performs its second function - that of fat storage. All that has been eaten will be stored or turned to fat. This person's pancreas is like a furnace or motor that's out of control. And what do we do with a motor that is out of control? We cut off its fuel supply, give it a break, tune it, and restart so that it will run better. I'm suggesting that you do exactly the same thing with this diet.

### **About Yo-Yoing**

When we diet we always forget something. Weight loss goes against nature and is not a natural process. Who loses weight effortlessly without going on a diet - only the very old, the very ill and the severely depressed? Therefore, weight loss goes against nature - its devitalizing. It's quite normal to gain a few pounds after you've been on a diet – you haven't failed and the diet definitely has not failed. Yo-yoing is when you lose thirty pounds and regain twenty right away. However, if you lose thirty pounds and regain only six pounds over a year, that's entirely normal. You will only need to do a short diet twice a year. All cultures and traditions a notion of periodic fasting, and this fasting does not only concern those who are overweight.

### **What Is a Normal Weight?**

Just what is a normal weight? I believe a normal weight is a weight at which there is no physical or psychological suffering. It is also a weight that allows you to wear the clothes you like, not just the clothes that fit. And that's all!

### **Weight Loss Is Not an End in Itself**

Weight loss is not an end in itself. Just because you're thin doesn't mean you're happy. Losing weight is simply a way of getting on with your life. When a weight problem becomes the overriding problem, it leads to put all of your other projects on hold. "I'll get some exercise after I slim down." "I'll go to the pool after I lose some weight." "I'll buy myself a cute dress or a suit after I slim down." The problem is that I haven't lost any weight yet. At the extreme: "I'll like or accept myself only after I've slimmed down." It sounds like a broken record or a film that's shown over and over again. When you lose weight you strive to break this viscous circle so that you can get on with your life.

### **For more information contact:**

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