



**livewell**

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## Frequently Asked Questions

### **1. How is the Ideal Protein weight loss method different from other protein diets on the market?**

- 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, no more.
- The program aims at reducing carbohydrates and fats, not protein. In so doing, 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.
- Ideal Protein 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 protein diets because it features less saturated fats, no trans fats, no aspartame, no Monosodium Glutamate (MSG) and no Genetically-Modified Organisms (GMOs).

### **2. Is the Ideal Protein weight loss method safe?**

The Ideal Protein protocol is safe for everyone, except those with a dysfunctional liver or kidneys. Diabetics Type I should only do the Alternative diet and women who are pregnant or breast feeding should only use the Ideal Protein's protein foods to supplement their diet.

### **3. What is the difference between the Ideal Protein weight loss method and the Alternative Plan?**

Both protocols have 4 phases:

- Phase 1: 90% Success
- Phase 2: 10% Success
- Phase 3: Stabilization
- Phase 4: Maintenance

The only difference between them is that on the Alternative Plan dieters are permitted up to three (3) additional food items per day, one from each of the three different food groups: carbohydrates (Group I), fruits (Group II) and fats (Group III). The Alternative Plan reduces potential cravings and makes it easier to be faithful to the diet and still lose weight, only a little slower than on our weight loss method. The Alternative plan is for people who simply are not willing to forego their morning toast or daily fruit, for example.

Please note that the chances of not regaining the lost weight are greatly increased by following the Ideal Protein weight loss method, the pancreas is given the unequivocal chance of restoring its proper regulation of glycemia. The alternative plan does not keep the body in ketogenic state and therefore is safe for Type I diabetics who could be at risk for developing ketoacidosis if placed on a ketogenic diet.

### **4. Why is exercise NOT recommended during the Ideal Protein weight loss method?**

Dieters on the protocol are on a very low caloric diet, yet their body is actually "getting more calories" than they were prior to starting our protocol.

Why? Because they are burning (using their fat stores) fat. They are getting about 900 Kcals per day from the foods they are eating (on Phase 1) but if they lose 4 lbs per week (on average)  $4 \times 3500 \text{ Kcal/lb of fat means } 14,000 \text{ Kcal/week}$ , divide by 7 equals 2000 Kcals per day. They are actually consuming  $900 \text{ Kcal} + 2000 \text{ Kcals} = 2900 \text{Kcals per day}$ .

Understand their bodies must make the necessary enzymes to fully burn the ketonic bodies that are produced from fat metabolism (beta oxidation). It takes about two weeks for this to happen.

During the first 3 weeks, your body is getting the necessary "enzymatic machinery" in place so it can use 100% of the ketonic bodies (for cellular fuel) your body is producing from burning the fat. In the first couple of weeks, it cannot use all of them and you breath them out (acetone breath), "pee them out" (ketostix turn purple when you dip them in your urine) or you excrete excess ketones in your feces.

If your blood sugar gets too low during this time period, the proteins we supply and the muscle you have can undergo gluconeogenesis and glucose can be produced.

If you increase the glucose demand (i.e. exercise vigorously during these first 3 weeks) you will increase gluconeogenesis markedly. This CAN result in muscle loss, SOMETHING WE WANT TO AVOID!!!! If you MUST exercise during the first 3 weeks, please do it lightly, (1/3 to 1/2 your normal intensity) or not at all.

Here's the beauty of the program: During this period...you literally are "peeing out calories" without having to exercise. You will lose the same amount of weight, but will not risk losing muscle. This is not about calories in, calories out - it's about hormones and metabolism. They were fighting a hormone (Insulin) before and you can't exercise your way out of that, the hormone always wins.

After the first 3 weeks, you may exercise, but please keep in mind:

- Do not get overly tired
- Supplements are a must! (serious cardiac problems can result; arrhythmias, tachycardia, etc.)
- Keep well hydrated, if exercising you must increase your water

## **5. Why is diet soda discouraged during the Ideal Protein weight loss method?**

All diet drinks (i.e. sugar-free, carb-free) are NOT contraindicated on the Ideal Protein Diet. The problem that can arise is imbalances in acid / base regulation. Our protocol is very alkaline and this is why we do not see complications common to other "protein type diets", namely kidney stones, gout, bone spurs, etc. Some diet drinks (Crystal Light for example) are mixed with water and these are acceptable.

Many others (flavored Aqua-fina, Dasani, etc.) contain a lot of phosphoric acid. This is a very strong acid and will play havoc with the body's bicarbonate buffering system. The same goes for diet sodas...particularly the "brown ones"...Coke, Pepsi, Dr. Pepper, root beer, etc.). Flavored seltzers are usually OK, just read the label and make sure it is carb-free and contains no phosphoric acid. Carbonated beverages contain CO<sub>2</sub> which, when dissolved in water becomes carbonic acid, a weak acid (unlike phosphoric).

To have a glass of these occasionally would not be a problem, but consuming large amounts (like in place of the 2 liters of water per day) would not be a good idea. The pH of Perrier is about 5.7, weakly acidic. Our protocol provides so many health benefits besides weight loss, it would be a shame to compromise some of the benefits by consuming these products.

Acid / base balance plays a major role in physiology, particularly in such conditions as osteoporosis, gout, "hardening of the arteries", and a more acidic blood does not carry oxygen as well. Using sugar-free, carb-free drinks and diet sodas will not compromise your weight loss (providing you drink extra water if these drinks contain caffeine, remember an extra cup of water for every cup of coffee you drink, same thing here) the dieter who chooses to use these products often, will not receive all of the wonderful benefits of the program.

#### **6. Can dieters eat "sugar-free" candy that only contain sugar alcohol?**

There are many different types of sugar alcohols, some are more easily absorbed (xylitol) and some are absorbed very poorly (erythritol). If they are absorbed, they can affect blood sugar. As a rule of thumb, divide the grams of sugar alcohols by 2 and consider that the number of grams of carbohydrates that are being consumed. If you have 13 grams of sugar alcohol in the mints ( $13 / 2 = 6.5$ ) + 1 other carb = about 7.5 grams of absorbable carbs. If you decide to eat a serving of this on phases 1 & 2 don't have any restricted foods that day.

#### **7. If a dieter is hungry can they have additional Ideal Protein envelopes?**

Yes, during the first week only. A dieter may have up to five (5) Ideal Protein envelopes per day but no more than one (1) Ideal Protein restricted foods.

#### **8. Why is fruit not allowed on the Ideal Protein weight loss method?**

While fruits do not make you gain weight, they can slow down and even prevent you from losing weight. That's because once metabolized by the body, fruits transform into sugar - or glucose - and the glucose reserve is precisely that which you want to deplete in order to get your body to begin to burn calories from your excess fat supply.

Fruits are denied on the protocol only until the weight loss goal is achieved. Fruits are later introduced in the stabilization period of the protocol, once your pancreas' proper metabolizing of sugars has been restored.

You should know that the body stores no more than three (3) days' worth of carbohydrates in your body. The goal of the protocol is to empty the body's reserves of carbohydrates so that it can begin to burn its reserve of excess fat, all the while remaining alert and vigorous through muscle-building and organ-protecting protein foods, such as Ideal Protein foods, eggs, lean meats, poultry, fish and seafood.

#### **9. What should a dieter know before starting the Ideal Protein weight loss method?**

Although many people do not experience any discomfort and feel utterly satisfied throughout the protocol, some may experience “withdrawal” symptoms during the first few days of the diet. This is absolutely normal and should even be anticipated, especially by those who are used to consuming a lot of processed foods, sweets and salty foods.

See “How Your Body May Initially Respond” for a detailed explanation.

## **10. Can a Dieter expect consistent weight loss?**

Yes. Women will lose 3-5 lbs, Men 5-7lbs. If the protocol is followed without any deviations and weight loss is not achieved in any given week it is due to one of the following 4 reason:

- Intentional or unintentional deviations from the program (cheats).
- Pre or Peril-Menopausal women
- Constipation
- Muscle gain vs. Fat Loss

See “Irregular Weight loss” for a detailed explanation.

## **11. What is sucralose?**

Sucralose is a sweetener derived from sugar cane. Splenda is the brand name for sucralose. It tastes like sugar but, thanks to a process, sucralose has zero (0) calories and is not assimilated by the body, which means that it has zero (0) impact on the blood and its glycemia.

If you find an Ideal Protein food too sweet, simply stretch it with a little more water.

## **12. Why is Sea Salt compulsory during the Ideal Protein weight loss method?**

The USDA (U.S. Department of Agriculture Food Guide) recommends that people consume 2,300 mg (approximately 1 teaspoon) of salt, per day. That quantity is often exceeded by the mere presence of the bulk of industrial foods consumed each and every day in North America, including breads, pastas and cheeses, all saturated with salt. That’s why most doctors tell their patients to away from salt, generally speaking. With all that salt, you need not add more salt to your food.

The Ideal Protein weight loss method has none of these industrial foods. And even if choices of the Ideal Protein envelopes are salted, you need to add sea salt to your diet: lightly sprinkle your vegetables and your protein source, whatever it may be, meat, poultry, fish, seafood, eggs

or tofu, with sea salt to ensure that your body has all the sodium it needs to function properly.

### **13. Is the Ideal Protein weight loss method considered a high, medium or low calorie diet?**

The protocol would be considered a medium to low calorie diet whereas the Alternative Plan, which incorporates additional foods from Groups I, II and III, would be considered a medium calorie diet. Neither protocol is considered a hypo protein diet or a hyper protein diet. The Ideal Protein weight loss method offers the optimal quantity of proteins, vitamins and minerals required to ensure the proper functioning of all body systems.

### **14. Why are protein foods so vital?**

The immune system, all of your vital organs, your eyes, your nails, your hair, your skin and your muscles: all are made of protein.

Muscle is the engine that burns calories. So, the more muscle you have, the more calories you burn and the more calories you burn, the more fat you burn. That's why men lose weight faster than women, because typically men have greater muscle mass than women.

### **15. Why are the Natura supplements compulsory during the Ideal Protein weight loss method?**

It is important for people following the protocol to ensure they take the recommended supplements as specified to compensate for nutrients otherwise present in foods from Groups I, II and III. If they don't, their body's systems will be lacking the nutrients they need to function optimally.

## **FAQ'S - Medical**

### **1. Is the Ideal Protein weight loss method safe for people on blood pressure and fluid medication?**

Yes. People with high blood pressure are often overweight and will definitely benefit from the protocol. However, they will have to be mindful of their salt intake, as prescribed by their physician.

### **2. Is the Ideal Protein weight loss method safe for Diabetics, Type I and Type II, as well as for hypoglycemic (low blood sugar)?**

Diabetics have so much to gain from our protocol because regulating glycemia is at the very heart of our method. While we cannot reverse Type I Diabetes, we can help those afflicted to lose weight. However, our Ideal Protein weight loss method can help reverse Type II Diabetes or, at the very least, diminish the condition's vulnerabilities. People who suffer from hypoglycemia can also follow our weight loss method or our alternative plan.

Still, diabetics need be particularly vigilant on our protocol. In the first few weeks, people suffering from hypoglycemia should not exercise as much as usual in order to facilitate the reeducation of their pancreas and give their body a chance to readjust to its new eating habits. As well, they should stock up on the Ideal Protein Peach Mango drink, in case they find themselves in the midst of a low blood sugar crisis, which is predictable in their case. When it happens, they should sit down, breathe deeply and reach for an Ideal Protein Peach Mango drink. It will calm them instantly.

They must be confident in the knowledge that their body, more specifically their pancreas, will, in time, soon, readjust itself to function as it was originally intended by nature.

### **3. If on medication, is the Ideal Protein weight loss method safe?**

Our protocol is most likely safe but still, we recommend that your physician is consultant prior to beginning. Remember, Ideal Protein foods are real foods, drug-free with no stimulants. Each Ideal Protein envelope is the equivalent, nutritionally, to a chicken breast, a small filet mignon or a filet of fish.

### **4. Is the Ideal Protein weight loss method safe for children and what is the minimum age for following the protocol?**

Growing children should not be on any diet. If a parent wants to replace his child's unhealthy snacks with healthy foods, including Ideal Protein foods, the parent must ensure that the child understands the reasons why they are being deprived of these foods. If not, the child may react adversely by wanting those unhealthy foods even more than before.

### **5. Is there any problem with putting patients on the Ideal Protein weight loss method if they have Gout?**

There is no problem with a person being on the protocol who has had a history of gout. High uric acid levels are a part of Syndrome X and the program will help them long term. As stated in the "Explanation of the Health Profile") if a patient has a history of gout, it would be prudent for the doctor (MD or DO) to put them on a drug (Allopurinol 300 mgs once a day) for at least

the first month of the program.

## **6. How would the sea salt and supplements affect a dieter that is bipolar and is on Lithium?**

Lithium and sodium (chemically very similar) affect each other in an inverse manner. That is, as you increase your sodium intake your lithium levels will decrease and if you cut down on salt, your lithium levels could creep up. Lithium unfortunately has a "narrow therapeutic index" meaning the blood level has to be "just right". Too little and there is no benefit to the patient. Too much and it can be very toxic (usually nausea is the first symptom of too high level). The only really good way to monitor this is do a lithium blood level (Quest of Lab Corp routinely do these).

## **7. Can Gastric bypass/Lapband patients go on the Ideal Protein weight loss method?**

The diet is fine for gastric bypass / lapband patients...both for losing weight and to provide a great source of protein in a very small volume of food, Laplanders will do well with that.

## **8. Is the protocol safe for a post-chemo breast cancer survivor?**

Yes, however we would recommend the dieter get approval from your primary care MD. Estrogen levels can fluctuate and we don't want to stimulate a hormone receptor positive cancer.

## **9. Can I do this diet if I'm on Coumadin?**

Patients on Coumadin certainly MAY do the diet, over a couple of months, especially if they supplement with some good Omega-3 oils (i.e. fish oil, cod liver oil) and decreasing their blood sugar via the "protocol", their dosage of Coumadin can usually be reduced. However certain vegetables (due to their high vitamin K content) can cause certain clotting factors to increase thus necessitating a need for an increased dose of Coumadin (Warfarin).

Good recommendations would be: mushrooms, zucchini, peppers, garlic, only iceberg lettuce, celery, etc. I would advise to keep this list handy and the "docs" can give it to patients who must take Coumadin. Also, there's a pharmacist's trick, if necessary the patient can take a "baby aspirin" per day. This will cause the levels of Coumadin to rise in the blood without increasing the dose of the drug. Note: This should only be done if absolutely necessary and the



patient should be advised to watch for signs of bruising.

## **10. Ketosis, is it safe?**

Many people (medical professionals included) have a wrong idea about "ketosis". They confuse this with the pathological condition of "ketoacidosis", which can be a life-threatening condition. Ketosis just refers to the state of metabolism the body is in when it is using fat for the primary energy source. This is how our ancestors survived during times of famine (we live off our fat reserves). It is perfectly normal and healthy.

We all do a little "ketosis" every night when we sleep. As we fast during the night, blood sugar drops. To maintain proper glucose homeostasis, the body does a couple of things:

- The liver can release some glycogen which is converted to glucose
- Some muscle can be catabolized and glucose can be produced via gluconeogenesis
- Fat cells can release some of their contents (triglycerides) and these can be metabolized in the liver to ketonic bodies (a high energy fuel source) and glucose.

We simply, through the diet, keep the dieter in the state where the body is using its stored energy (fat) for the primary fuel source. We give the MINIMUM adequate amount of high quality protein only to spare the muscle (remember the body can break down muscle to get glucose and this is what happens in many other diets and is the main reason why dieters typically yo-yo. When you lose muscle, your metabolism slows and you are more likely to regain your weight.

## **11. Are there any products that someone who is lactose intolerant should avoid?**

People who are lactose intolerant do not produce the enzyme lactase and therefore cannot digest the sugar lactose (a disaccharide composed of a molecule of galactose and glucose). If they ingest lactose they typically can get cramps or gas. This is NOT an allergy, so they wouldn't have a life threatening anaphylactic reaction. Our products that contain whey isolates (most of the drinks) only contain about 0.05% lactose and this small amount usually does not cause any problems with these folks.

We would have them avoid the products that contain whole milk protein (the cappuccino, the chocolate drink, the omelet, the crispy cereal, puddings, etc). The other option is to let them try a "small amount" of some of these foods and to see if they in fact do experience any discomfort. They can take one of the many products for lactose intolerant people that contain lactase (i.e "Dairy-Eze" or "Lactaid"). But most of these folks just opt to avoid the foods containing the whole milk protein.

## FAQs - About Coaching, Ordering Food, Skype, etc.

### 1. Why is coaching necessary on this program?

You'll be matched with your own personal coach who will be with you throughout your Ideal Protein experience.

Once a week you'll check in with your coach in a 10-15 minute review and planning session. These appointments are quick and painless and simply focus on your immediate weight loss needs and on preparing you for the long-term success you're after. Trust us, you'll look forward to these calls because they're actually a lot of fun... especially when you're losing weight!

These are the goals of your weekly coaching calls:

- Record and review your weight and measurements
- Review of food diary, holding you accountable for following your plan
- Resolve any difficulties you've faced this week
- Set the plan for the upcoming week
- Assure that you've got the protein packets you need for the next week
- Work toward your future success in maintaining your ideal weight

Your coach will keep track of your weight loss and be there every day to answer questions, provide education and encouragement all without the hassle and inconvenience of driving across town... finding parking... checking in at the front desk... and cooling your heels in the waiting in the waiting room... before you finally get to spend a few minutes with your coach.

Your interaction is with your coach, in privacy. Many of our clients tell of their embarrassment with the dreaded 'cattle calls' where the entire weight loss group checks in, getting their weights taken in public. At Ideal Protein, it's just you and your Coach, working together.

### 2. What happens if I miss a scheduled coaching call?

Because coaching is an important element of the program, your coach will try to find a time during the week to make up the call. You should make sure to send your coach your updated weekly information, such as the weight lost that week, as well as your new dimensions.

You will be charged for the week's coaching, even if you miss the call, so make sure you try to make your scheduled call!

### 3. If I have a question, how do I get in touch with my coach?

Your coach should be reachable during the day, however because they also coach other clients, you may not be able to reach them immediately by phone or Skype. If you don't have a scheduled call arranged, either email them or send an instant message via Skype. When the get time during the day, they will either give you a call or respond by email.

### 4. Why do you recommend I have a 'weight loss buddy' to do this program with?

Social interactions can have a real impact on weight loss. They can take different forms, such as friends or family who can be somewhat skeptical of your weight loss plans – and feel free to express it. Or when you feel isolated and alone while taking on one of the biggest challenges in your life. Or the challenge of relating to food and people... together.

Frankly, that's unfortunate. There is a strong relationship between the success of your weight loss and the support you're getting from others in your life.

So, here's the thing. If you aren't getting the support you need from your friends and family, you need to find it somewhere else. **That's why we strongly recommend to our clients that they get a weight loss buddy.**

When it comes to losing weight, there's a lot of strong evidence that shows having a support system while dieting is a huge key to success. According to a 2005 article from Journal of Consulting and Clinical Psychology Brown Medical School and Dartmouth University, **more people lose weight when they have a buddy than those who do it alone.**

Having someone who is going through the same experiences that you're going through is extremely beneficial. They're there to ride the ups and downs with you and to help you stay energized and on track. Plus, it's a lot more fun!

### 5. Is it crucial that I keep a daily food diary?

As simple as it may sound, keeping track of what you eat is critical to your success, yet few dieters actually do it.

Consider this: Studies show that keeping a food diary can double a person's weight loss according to a study from Kaiser Permanente's Center for Health Research. "The more food records people kept, the more weight they lost," said Jack Hollis Ph.D., a researcher at Kaiser Permanente's Center for Health Research in Portland, Ore. "Those who kept daily food records lost twice as much weight as those who kept no records. It seems that the simple act of writing down what you eat encourages people to consume fewer calories."

Most of us don't fully realize what we eat during the day. By keeping a food diary, you're aware of exactly what went in your mouth. Most of our clients are blown away by how much they were eating and what they were eating. The simple act of writing everything down brought it to their attention and by noticing it they were able to cut back.

Think of it more as a food register. You don't need to write down your feelings and emotions about the foods you eat, just simply what you ate. Keep a little booklet in the kitchen, in your purse, by your bed, wherever, and just write down everything that went in your mouth that day. Write down everything. Even what kind of gum you had!