



Two-thirds of Americans are at risk for complications from being overweight or obese.*

—
How can you help them?

Introducing the Ideal Protein Weight Loss Protocol

A supervised 3-Phase, protein-based, ketogenic weight loss protocol that offers support through one-on-one coaching.

We understand the burden that weight can have on your patients and on quality measures of your practice. If your patients are overweight or obese, they may be suffering from chronic medical conditions, metabolic syndrome, chronic pain, lower quality of life, and other health issues.

Guidelines released by the American Heart Association, the American College of Cardiology and the Obesity Society in November 2013

state that healthcare providers must determine who would benefit from weight loss by calculating the BMI of their patients at least once a year. Furthermore, it's recommended that clinicians take a collaborative approach to weight loss, working together with their patients to determine weight loss goals and comprehensive lifestyle strategies.



Obesity is a chronic disease that requires a structured treatment protocol. As a trusted resource for patients, you play a key role in helping them lose weight and manage their health. A solid strategy and programmatic support can help you and your patients manage symptoms related to excess weight.

The Ideal Protein Weight Loss Protocol is the solution to bring better health to your patients and create an additional revenue stream for you.

The Ideal Protein Difference

Unlike other ketogenic diets, the Ideal Protein Protocol:

Is a **low-fat** ketogenic diet (not high-fat as is the case with most keto diets).

Supplies an **adequate amount of protein** (not high protein) to keep dieters satiated and supplied with nutrients to support muscle mass.

Has been **helping people lose weight since 2002**, currently through over 2500 clinics in North America.

Is **designed by medical doctors and dieticians**, used in medical practices, and is backed by an experienced medical board.

Ideal Protein provides a solid structure and plan that's **easy for your patients to follow**.

Patients can lose weight and gain confidence while you add value to your practice, pharmacy or healthcare clinic. **Together, we can help transform lives.**



What Is the Ideal Protein Protocol?

Ideal Protein is a transformational force for change that provides overweight and obese patients with a ketogenic weight loss protocol and one-on-one coaching. This resets the body to burn fat and empowers weight loss for long-lasting health.

Phase 1 : Weight Loss

In this phase, nutritional ketosis is achieved by restricting carbohydrates and calories to compel the body to transition to fat (fatty acids) as an alternative energy source, which provides ample energy to meet the body's daily needs.

- Lean body mass (muscle) is preserved through protein-based meal replacements*
- Lean, whole protein sources (e.g. fish, chicken) are consumed
- Daily nutrients are provided through Ideal Protein essential supplements

Typical results vary up to 6 to 8 pounds lost during the first two weeks and up to 2 pounds per week thereafter when the Ideal Protein Weight Loss Protocol is followed properly.

**Clinics need to purchase Ideal Protein foods and nutritional supplements to be sold to dieters.*

Phase 2 : Stabilization

The Stabilization Phase is designed to help defend the body's "new" weight against its former weight.

- The body fights to regain lost weight by reducing satiety and lowering energy expenditure
- Stabilization combats this through research-based nutritional interventions
- Carbs are slowly reintroduced and macro nutrients are monitored to manage hunger and weight loss

Phase 3 : Maintenance

Once weight loss and hunger are stabilized and manageable, patients enter our 12-month, 17-visit Maintenance phase.

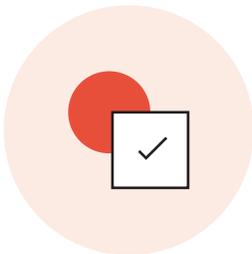
- Net carbs continue to be increased (past 75 net carbs)
- One-on-one coaching continues through navigation of "real food" environment
- On-going education and support are offered through the Ideal Protein app and clinic visits

The Ideal Protein Weight Loss Protocol: An Easy, Straightforward Approach

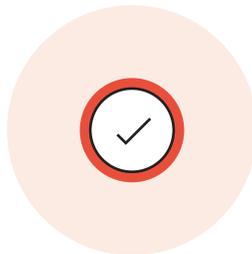
The Ideal Protein Protocol is an easy-to-implement option for your practice. Instruction and implementation are complimentary. At least one member of your staff is trained as the dieter's coach. Each patient comes to your clinic to be weighed and meet with their coach. If needed, the physician reviews their health assessment forms when they start the protocol and monitors their progress.

Once the patient has reached their weight loss goal, our protocol assists them in their transition to weight maintenance.

The Ideal Protein Advantage



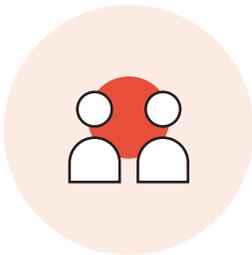
Easy to implement



Safe and scientifically sound



Proven and proprietary



A partner in helping your practice meet revenue goals



A comprehensive program with no cost for implementation or training for Coaches



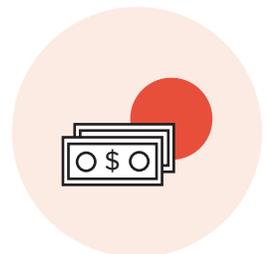
Marketing collateral to raise awareness through your clinic



Scientific Support Center



Continuous training and support



No cost for implementation

Ideal Protein Works

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Making important changes to diet and lifestyle can help improve physical health, enhance nutrition, and reduce stress, but patients often don't know how to make these changes. I wanted to introduce a weight loss program to my practice that would help them.

I chose the Ideal Protein Weight Loss (Protocol) because it educates dieters on the science behind healthy eating, and how to make the right choices to lose weight and keep it off. It's a wonderful tool, and we've had fantastic success — our dieters have lost more than 50,000 pounds and counting.*

”

Dr. Douglas Matzner
Matzner Clinic, Champaign, Illinois

“

Many of our patients suffer from muscular skeletal problems and other conditions as a result of obesity, but they would struggle to lose weight on their own. The key to weight loss success in the long-term is responsible.

The Ideal Weight Loss Method provides dieters with the structure and education they need to achieve their weight loss goals and keep the weight off.*

”

Dr. Rosemary Luebker
Ideal Weight Loss, Westminster, Maryland

Independent Study Results 12-Week Results IPWLM



Results above from study, "Effect of the Ideal Protein Weight Loss Method on Weight Loss and Metabolic Parameters" by Timothy Logeman, MD; David Murdock, MD, MS, Kelly O'Heron, RD and Adam Hoffman. Presented at the Cleveland Clinic's Obesity Conference and the National Obesity Conference.

A study conducted at Aspirus

of patients on the Ideal Protein Weight Loss Method for 12 weeks resulted in reductions in weight, waist size, BMI, blood pressure, total cholesterol, LDL, triglycerides and glucose levels.**

A study with the Avera Cancer Institute

reported a rapid decline in resting fasting insulin and a mean weight loss of 19.9% body fat. Also reported was a 40% reduction in C-reactive protein.***

*Statements are made by physicians who own and operate clinics that offer the Ideal Protein Weight Loss Protocol and Ideal Protein products.

**Timothy Logemann, MD; David K. Murdock, MD, MS; Kelly O'Heron, RD & Adam Hoffmann

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If you'd like to discuss the potential impact of the Ideal Protein Protocol in your practice or pharmacy, we would be glad to arrange a free trial of the Protocol for your office and prepare an individualized proforma for you.

**Contact Ideal Protein today at: 1-866-314-4447
usinfo@idealprotein.com**



For more information on how
Ideal Protein can be your partner
in transforming the health of your
patients and your practice:

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