



**Because It
Works!**

www.idealprotein.com



Obesity Statistics

- **23%**; 5.5 million Canadians ages 18 or older are obese and an additional 36% are overweight
- **26%** of Canadian children and adolescents ages 2 to 17 are overweight or obese



- In 2005, obesity-related chronic conditions accounted for **\$4.2 billion**, in direct (\$1.8 billion) and indirect (\$2.5 billion) cost - a figure that may be an underestimation of the total costs of excess weight in Canada

Heart and Stroke Foundation



Metabolic Syndrome Components in Canadian Adults

52% Have Abdominal Obesity (Statistics Canada)

40% Have High Blood Cholesterol

19% Have High Blood Pressure

20% Have Pre-hypertension



Heart and Stroke Foundation



The Culprit - Sugar

**All Carbohydrates
Become Sugar!**

**4g of Carbohydrates
=
1 Teaspoon of Sugar**





The Culprit - Sugar

In the Year 1905

North Americans
ingested

5 lb.

of sugar

In the Year 2009

North Americans
ingested

? lb.

of sugar



The Culprit - Sugar

± 150 - 200 lbs.



The Modern Day Epidemic

Syndrome X (Metabolic Syndrome)

Abdominal
Obesity

High Cholesterol
(Dyslipidemia)



High Blood Pressure
(Hypertension)

High Blood Sugar
(Pre-diabetes &
diabetes)

* These four hallmark symptoms of Syndrome X, seemingly unrelated, share a common cause: Hyperinsulinemia coupled with insulin resistance (i.e. The body requires and therefore makes an exaggerated amount of insulin.)



The Modern Day Epidemic

Where are we headed?

- By 2012, the number of Canadians aged 1 and older with diagnosed diabetes is expected to be almost 2.8 million
- By 2012 almost 28,000 children and adolescents will be living with type 1 or 2 diagnosed diabetes



Public Health Agency of Canada 2009



Why and How We Store Fat

- Bad Eating Habits
- Dysfunctional Pancreas
- Lack of Exercise





The Culprit - Insulin

Insulin Has 2 Roles

- To Lower Blood Sugar
- To Store Calories in the form of Fat





Your Body Has Three Sources of Energy

- Your body will always burn the carbohydrates (Glucose) and sugar first, once this source of energy is used your body turns to protein and fat.
- With the Ideal Protein Protocol you will maintain your muscle mass and burn stored fat for energy.

Glucose

Muscle

Fats



With Typical Diets You Lose 3 Things

**If You Regain the Weight,
You Can Regain More Fat**

- ☛ Water
- ☛ Fat
- ☛ Lean Tissue, Including Muscle





When We Regain

- **If 20 lbs are lost**
We lose approximately 10 lbs of **fat** and 10 lbs of **water** and lean tissue, such as **muscle**.
- **If we re-gain the 20 lbs**
We can put **fat** back on, but not muscle.
- So, our bodies are in **worse shape** than before!

- Remember -
Muscle is the Engine that Burns Calories!



Low Calorie “Balanced” diet

Same
Proportions
of
Carbohydrates,
Fats and
Protein

Wrong
Approach for
Optimal Fat
Loss and
Muscle
Sparing

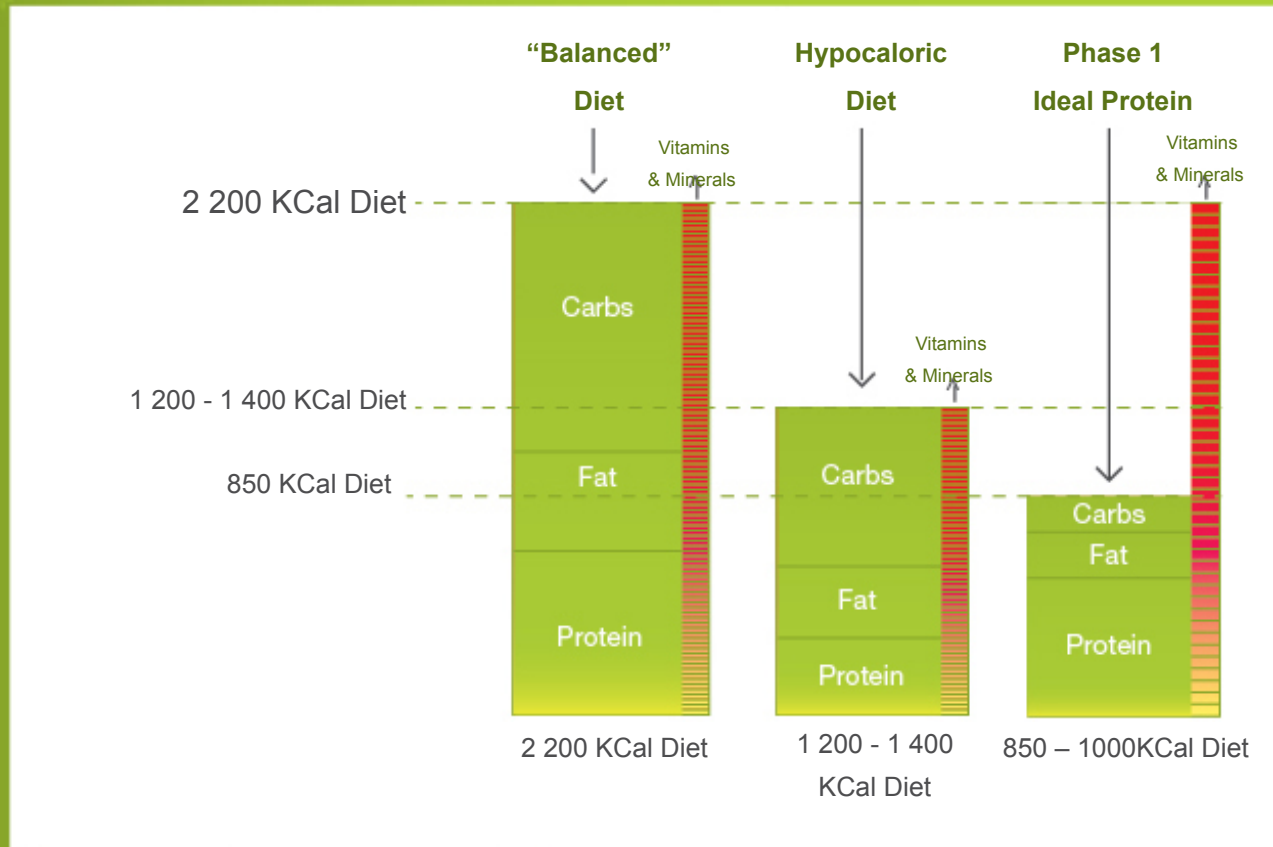
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**Muscle
Loss**

And Creates a
Deficiency in
Vitamins,
Minerals
& Electrolytes



Why the Ideal Protein Weight Loss Method?





The Ideal Protein Weight Loss Method

- Reduce Calories
- Maintain Vitamins, Minerals and Electrolytes
- Maintain Muscle Mass
- Ensure Adequate Protein Intake





Dieting and Calories

🍃 On Average, a Woman Loses **2 to 3 lbs. per Week**

- 1 lb. of fat = 4,000 kcal

- 2.5 lb of fat = 10,000 kcal

🍃 $\frac{10,000 \text{ kcal}}{7 \text{ Days}} = 1,430 \text{ kcal /Day}$

7 Days

🍃 $\approx 850 \text{ (from the diet)} + 1,430 \text{ (from burning fat)}$

= 2,200 kcal/Day



Why Protein?

- To Prevent Muscle Loss
- Protein = Vitality
- Everything Which is Vital in the Human Body is Made of Protein





Why Ideal Protein Foods and Not Animal Meat Protein?

🍃 Fat Content

🍃 Calories

5oz. / 150g Filet Mignon

Is approximately 200 kcal
and
35g of Protein
The Body will absorb approx.:

70%

Total Protein intake:
24g

**V
S**

**1 Ideal Protein Food
Envelope
(High-biological value Protein)**

Is approximately 100 kcal
and
20g of Protein
The Body will absorb approx.:

95%

Total Protein intake:
19g

Ideal Protein Foods are the best way to get maximum
protein in the minimum amount of calories.



Conclusion

**- Remember -
No Diet is Definitive
It is Not a Vaccine Against Obesity**

Weight Loss has 2 Contracts

- To Lose Weight
- To Maintain Weight Loss





How Does Our Body Store Fat?

Fat is stored in a large molecule called Triglyceride

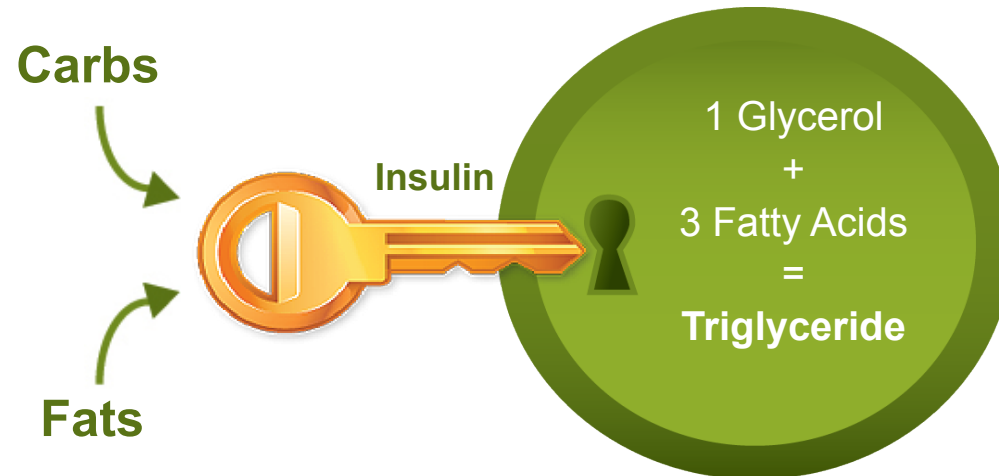
A Triglyceride consists of:

- 1 molecule of Glycerol
- 3 Fatty Acids

They are stored in a fat cell or adipocyte

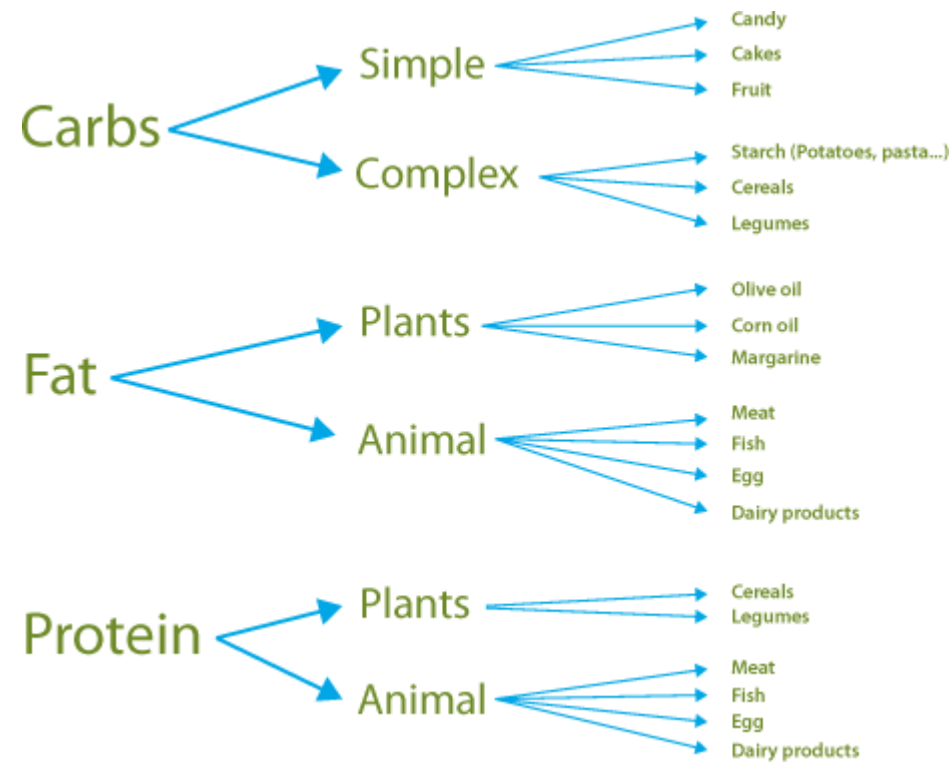


Insulin is the hormone that enables fat to be stored in fat cells/adipocytes (*example below*)



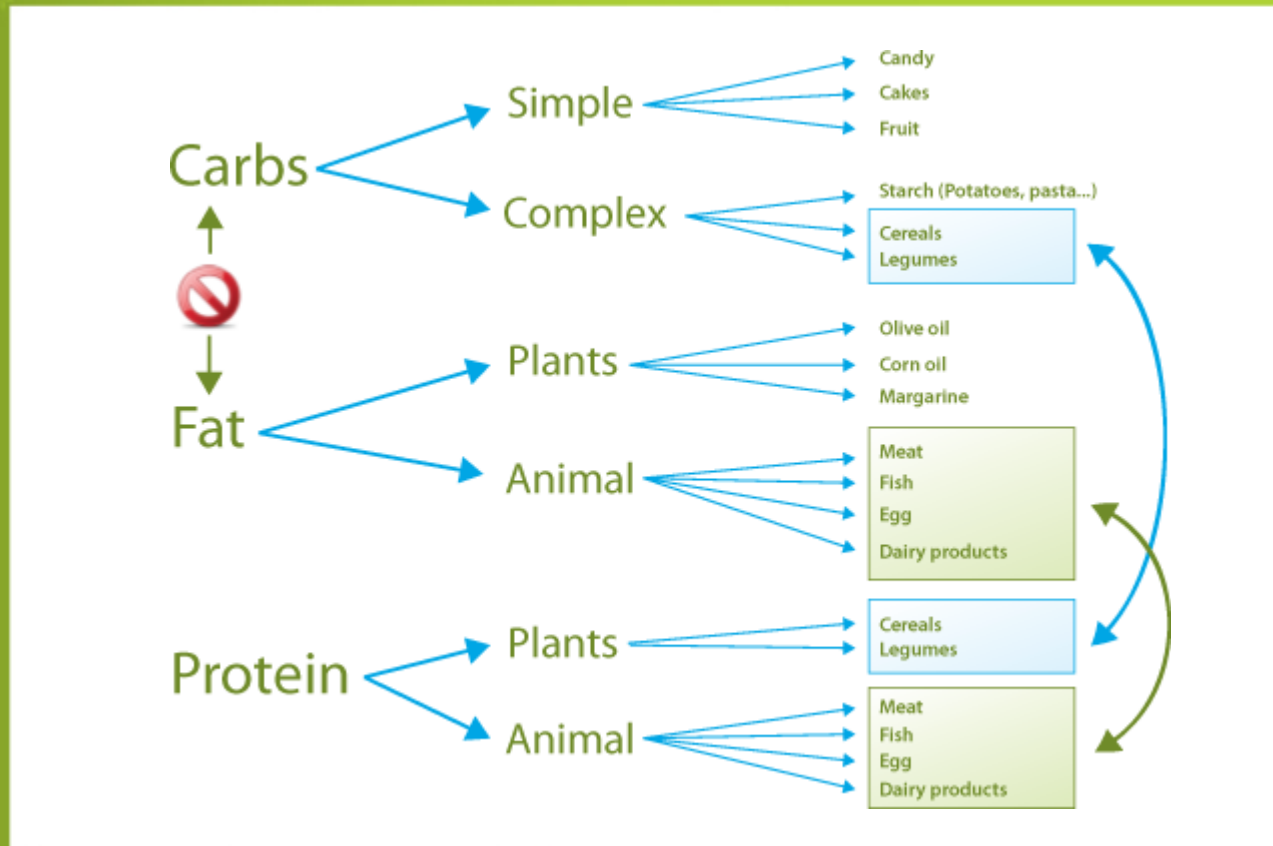


Dieting and Calories





Dieting and Calories





Ideal Every Day!

- Highly Absorbable
- Superior Quality
- High Biological Value
- Over 50 Gourmet Food Selections
- Ideal Protein products are manufactured in a licensed pharmaceutical facility
by Therapeutic Product Direction (TPD) of Health Canada





References

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