

Are you having trouble losing weight?
Have other weight loss programs failed you?

We can help.

Your Medicine Shoppe Pharmacy now offers
The Ideal Protein Weight Loss Protocol.



Core Principles of Ideal Protein

Learning to live off of the body's own fat reserves. The body employs energy from three reserves: glycogen (carbohydrate), protein and fats. First the body depletes its simple and complex carbohydrate reserves and then turns simultaneously to its protein and fat reserves for energy. A person not in need of weight loss typically has approximately 1-2% of their body's reserves from carbs, approximately 19% from their muscle mass and 79% of their body reserves from fat.

Simple and complex carbohydrates can prevent weight loss. The body stores approximately three days worth of carbohydrates, therefore, our protocol restricts sugars (simple and complex) until 100% of your weight loss goal is achieved...why? Because, as long as sugar is being consumed, your body may not be burning fat. Remember, the first source of energy is derived from glycogen (carbohydrate) reserves. Therefore, the core principle of the Ideal Protein Protocol is to deplete the glycogen (carbohydrate) reserves completely, in order to compel the body into consuming its fat reserve to burn calories.

How do we encourage the body to burn its fat reserves, but support its muscle mass reserves if both are depleted simultaneously? First, Ideal Protein foods are made with high quality protein. The quality of protein used in Ideal Protein diet products has an impact on effective protein absorption...the lower the quality, the lower the absorption. If protein absorption is low, you may not be able to protect your muscle mass and thus you will burn muscle along with fat. If you lose muscle while dieting, you may impair your ability to burn calories post-diet, as your body uses muscle mass to burn calories.

Secondly, our dieters use our nutrient-rich supplements such as Natura Multi-Vita, Natura Calcium & Magnesium and Natura Potassium, key ingredients in muscle building and electrolytes. These supplements replace those normally found in foods restricted on the Ideal Protein protocol.

What to Expect

- Structured weight loss while supporting muscle mass;
- An understanding of how food affects and is utilized by the body, including what causes fat storage
- Weekly one-on-one coaching, lifestyle education and guidance
- Personalized approach to setting weight loss goals, based on your health profile
- Losing weight can improve blood sugar, cholesterol levels and reduce blood pressure

Visit your local pharmacy for further information

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<street address>

<city>, <prov>

<postal code>

