

# Weight Loss in 3 Easy Steps

## The Simple Truth about Losing Weight

Food provides calories, the fuel that keeps your body functioning. Your body uses these calories to meet its metabolic needs. When you use more calories than you consume, you lose weight.

However, as you reduce your calorie intake for weight loss, your need for high-quality protein becomes more important. Depending on your target weight, you'll need a minimum number of grams of protein each day to help you lose body fat, not muscle.

Traditional sources of protein such as lean meat and dairy tend to add unhealthy amounts of calories, fat and cholesterol to your diet. Now you can get the daily protein you need with our nutritional protein supplements: they're high in protein, low in fat and cholesterol, and taste delicious!

Our plan helps you consume fewer calories, increases your "calorie burning" activities and gets you the high quality protein you need to improve your weight loss results.

## What is Protein?

The word "protein" is derived from a Greek word meaning "of first importance." A daily supply of protein is necessary to support the body and promote or maintain many metabolic functions. In addition to helping with weight loss, protein helps:

1. Build and repair body tissues including muscle, major organs, and collagen.
2. Keep hair, skin, bones, and nails healthy.
3. Regulate body processes including digestion and metabolism.
4. Form hormones, enzymes and immune system antibodies to help your body function properly.

Providing your body with adequate protein throughout the day as part of a balanced diet allows you to maintain good health while you lose weight!

During digestion, protein is metabolized into amino acids, the building blocks of protein. The body uses amino acids for energy as well as to produce enzymes and other essential proteins. The body synthesizes some amino acids but it cannot synthesize the "essential" amino acids. These essential amino acids must be consumed in the daily diet. That's where ITG comes in.

ITG protein products contain some of the highest-quality proteins and are low in carbohydrates and fat.

## How much Protein do You need daily?

You need ½ of your target weight in grams each day. For example, if your target weight is 160 pounds, you will need a minimum of 80 grams of protein per day.

## What is Obesity?

According to the CDC (Centers for Disease Control) overweight and obesity are defined as abnormal or excessive fat accumulation that may impair health.

Assessment of weight and health risk involves using three key measures:

1. Body mass index (BMI) is a simple index of weight-for-height that is commonly used to classify overweight and obesity in adults. It is defined as a person's weight divided by the square of their height times 703. The higher your BMI, the higher your risk for certain diseases:

	<b>BMI</b>
Underweight	Below 18.5
Normal	18.6 - 24.9
Overweight	25.0 - 29.9
Obesity	30.0 and above

2. Waist Circumference: If your fat is around your waist rather than at your hips, you're at a higher risk for heart disease and type 2 diabetes. This risk goes up with a waist size that is greater than 35 inches for women and greater than 40 inches for men.
3. Risk factors for disease and conditions associated with obesity:

- High blood pressure (hypertension)
- High LDL cholesterol (bad cholesterol)
- Low HDL cholesterol (good cholesterol)
- High triglycerides
- High blood glucose (sugar)
- Family history of premature heart disease
- Physical inactivity
- Cigarette smoking

Even a small weight loss (between 5% and 10%) of your current weight will lower your risk of developing diseases associated with obesity.

BMI is only one way to calculate health risks and does not directly measure body fat. As a result some people, such as athletes, may have a high BMI but very low body fat. It is important to monitor your percentage of body fat along with your lean muscle mass and your hydration levels while on any weight loss program.

### **What is Metabolic Syndrome?**

The plan targets prevention and solutions to “metabolic syndrome.” To qualify as part of this epidemic that is steamrolling North America, adults or children need only suffer from 2 of the 4 components of metabolic syndrome:

1. Obesity
2. Blood sugar issues (diabetes)
3. Cholesterol problems
4. High blood pressure

To address this, the ITG plan is focused on the pancreas, insulin production, and stabilizing and maintaining weight loss long-term.

### **Not Your Typical Diet**

The typical American diet consists of processed foods — refined sugars and starches such as bread, pasta, potatoes, snacks, sweets, etc. that overwork the pancreas. The pancreas must constantly pump out insulin to take care of all the sugar (or glucose) that makes up these foods. Realize that a slice of bread is nothing but simple sugar; the same is true for potatoes, pasta, white rice and all other processed “white” foods, including breakfast cereals. Example: One slice of bread has 21g of carbs, which equals over 5 teaspoons of sugar.

It is important to understand that the minute carbohydrates are consumed they are broken down into glucose in the bloodstream and then whatever is not needed immediately for energy is swooped up by insulin, converted into fat and stored. Since it is the job of the pancreas to produce the insulin necessary to remove glucose from the bloodstream (and store it as fat), eating a high-carbohydrate diet causes the pancreas to work overtime thus leading to the possibility of becoming insulin resistant.

An overactive pancreas produces excess insulin, resulting in a drastic drop in the blood sugar level (hypoglycemia), thereby leading to cravings of more sugar. Then, more sugar is consumed and the cycle starts over. Remember, *insulin is the fat storage hormone*—the hormone that converts the foods you’ve consumed into stored fat. Consequently, an overproduction of insulin leads to excess fat storage.

### **How Does Your Body Use Energy**

The body gets its fuel or energy from the three macronutrient sources:

1. Carbohydrates/Glycogen
2. Protein/Muscle
3. Fat

The carbohydrate or glycogen energy reserves are depleted and your body begins to burn your stored fat cells for energy naturally. This results in your body producing ketonic bodies (ketones) that are a natural appetite suppressant thus preventing cravings after the first few days and providing you with energy. You will start losing weight—or fat—as soon as fat becomes your first source of energy. You will then burn fat while nourishing muscle with the high-quality, highly-absorbable ITG foods you consume throughout the day. Remember, muscle is the engine that burns calories every minute of every day, and by supplying your diet with this essential protein, you ensure that your muscle is not used significantly for energy.

### **Quick Results / What to Expect**

Although dieters are warned that the first 3 days of the sugar withdrawals can be quite tough, the small percentage that experience problems almost always hang in there for amazing results starting on day 4. Your rewards:

- Maintain the energy you need for daily physical activity
- Help your body burn fat instead of muscle for healthier weight loss
- Support your natural metabolism so you’ll lose weight quicker
- Curb your hunger between meals and avoid “snacking temptation”
- Attainment of your goal weight
- The knowledge to maintain your goal weight

### **Only Available Through Trained Coaches**

The ITG plan is only available through trained weight control professionals and utilizes natural health experts to facilitate success for even the most frustrated dieter that has “tried everything!” Each ITG facility has one or more experts to guide the dieter through the plan. This valuable process serves to educate and encourage the dieters with a consistent method that is scientifically proven and deemed by most as easy to execute and maintain.

### **Supplementation**

Supplementation is crucial to your success since you will be missing out on some important fats and other nutrients during this plan. Your ITG coach works with your Health Status Intake form (that you will fill out) to assist you in selecting the proper supplementation for your specific

issues (e.g. food allergies, digestive issues). Your coach will encourage you to consult with your health care provider regarding any such issues.

## Nutritional Supplements

We offer easy to use daily packets which include:

**Vitamins** – The ideal combination of all essential vitamins and minerals to fulfill 100% of normal daily needs.

**Calcium, Magnesium** – Crucial and alkalizing minerals missing in Steps 1-2, helps move bowels, relax muscles, nourish nervous system, and much more.

**Omega Fish Oils** – An excellent source of good fats, crucial for weight loss. They are important in the composition and function of every cell in the body and promotes good health.

Other supplements are available from ITG... Digestive Enzymes, Colon-LAX, B12, Potassium, Antiox, Inches To Go, Thermo Tonic and Crave Support.

## What is Ketosis?

Ketosis merely means our bodies are using fat for energy. Ketones (also called ketone bodies) are molecules generated during fat metabolism, whether from the fat in

the guacamole you just ate or fat you were carrying around your middle. Our bodies are breaking down fat for energy.

## The 3 Step Plan

The ITG Plan allows you to lose weight with minimal effort compared to most other diets that require buying all sorts of different foods and ingredients and following complicated recipes. With the convenience of ITG proteins, you have the option of keeping it very simple... or get creative if you like. Recipes are available.

**Step 1 Weight Loss:** You start out using a protein food supplement as the basis of 3 of your 4 meals each day—you follow this until you have reached 100% of your weight loss goal.

**Step 2 Transition:** For weight loss stabilization, you will re-introduce moderate amounts of fruits, fats and carbohydrates to your diet each week for 4 transition weeks.

**Step 3 Success for Life:** You continue to eat the way you've then been taught... by this time you've learned to eat by choosing healthy foods and a balanced diet.

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The ITG Plan will guide you and support you in your quest to lose fat safely by helping you understand the difference between “eating a healthy diet” and “eating for weight loss.” And most importantly, upon reaching the final stage, you will also have learned to eat a balanced diet within each meal to help you understanding how to maintain your weight loss.

*“I was the first dieter in our practice, the guinea pig. I had gone through menopause, gained weight and was feeling depressed. No matter what I did the pounds just did not come off. After 3 years of procrastinating I finally found that using protein food supplements along with a set plan I was able to lose 20 pounds in only 2 months. My body fat went from 33% to 20%. Today I even weigh less than when I met my husband which was nearly 30 years ago. I have more energy, feel much happier and am more confident. After 6 years I have kept the weight off. Not only has the plan helped me to lose weight, but also I have learned what to eat to stay healthy and keep the weight off. As a coach it has been so rewarding to help our patients not only lose weight but to help them improve their overall health. This plan has changed my life as well as the lives of so many of our patients.”*

~ **Laurel Beatty**

## Our Medical Director

**John B. DeCosmo, III, D.O**

**Board Certified Family Practice/Functional/Nutritional Medicine. - St. Petersburg, FL**

John DeCosmo, DO has been in practice in St. Petersburg since 1988. Dr. DeCosmo always follows the ideal of treating the patient the way you would want yourself or a close family member treated. One of Dr. DeCosmo's favorite pastimes is unprescribing medicines, a common practice after patients reduce their weight and improve their health. We all know that doctors, in general, are good at prescribing medicines but, yes, Dr. DeCosmo is also very good at unprescribing as well. With many of his treatment plans, the need for the medicines just goes away and the medicine can safely be weaned or just stopped. There are also many supplements, herbs, and vitamins that can safely be substituted for the more potentially toxic medicines.

*“We have prescribed the ITG diet plan for several years with outstanding results. Its approach to treating inner and outer health dovetails perfectly with my methods of diet and nutrition. As our patients lose weight their general health improves and their metabolic syndrome symptoms diminish. Our overweight and metabolic syndrome patients that we've placed on this plan have shown significant weight loss that if they are committed to a lifestyle change stays off. We have seen reduced dependence on diabetic and hypertension medication along with other health markers. I recommend the ITG diet plan to any healthcare professional who treats metabolic syndrome.”*

~ **Dr. John DeCosmo**

