

Frequently Asked Questions about Ideal Protein Plan.

Welcome to the Ideal Protein Diet Plan. If you sent away for this brochure, you, like me, are probably a veteran of the *weight loss wars*. I've been personally fighting my own battle-of-the-bulge since college. I've tried all of the fad diets, Pritikin™, Atkins™, Weight Watchers™, low-fat, low-carb, low-calorie, you name it and I've *been there and done that*.

For my fiftieth birthday, I decided I'd go to a medical conference in Hawaii. So I started my diet (again) and went out and purchased some new (bigger) clothes for my trip. While at the conference during a break I spoke with one of the vendor/sponsors of the conference. It was a rep for a company (which I had never heard of) called **Ideal Protein**. He had some sample products and some great information on why diets work in the short term and fail in the long term. He talked about how the Ideal Protein Plan incorporated some of the best strategies from other popular diets, like Pritikin's reduced fat research, Atkin's reduced carb concepts, Weight Watcher's weigh-ins and the calorie controls and the convenience of Nutra-System's pre-packaged foods.

Then the researchers at Ideal Protein created great tasting food and drinks that were healthy. The big difference between Ideal Protein plan and these other plans however, was that the purpose of the Ideal Protein plan was not to simply help people lose weight, but to correct the errors in metabolism that tend to make people fat.

And to do this in a sane, healthy and medically valid way so folks could not only lose weight, but keep the weight off!

See the key to fat metabolism is a hormone called insulin and its receptors on fat and muscle cells.

"When insulin and its receptors are working properly excess calories are pushed into the muscles and burned for energy. When insulin and its receptors malfunction, a condition called insulin resistance; excess calories are shunted into the fat cells and stored as fat."

So unless and until insulin metabolism is restored to normal, a person will become very good at storing fat and less and less able to burn fat in the muscles. The doctors and researchers at Ideal Protein have spent the past 25 years crafting a diet plan that can help you to normalize your insulin metabolism.

And they succeeded!

The Ideal Protein Diet System reverses the metabolic errors that make a body better at fat storing than fat burning. The result, you lose 3-7 pounds of fat on average per week following the plan. Your blood sugar levels stabilize and your cholesterol improves also.

I know you are skeptical, I was too! The first thing I questioned was,

“what does this stuff taste like?”

I really didn't care what the food did to my insulin receptors, if it didn't taste great, like all my favorite foods, I wasn't doing the diet.

Well that is why we have Ideal Protein info meetings at our office. So you can taste the food for yourself. It doesn't matter if I like it, it matters that you like it. Because simply put, if you don't love the taste of the Ideal Protein food as much or more than you love pizza, wings and your other favorite foods, this diet, like all of your other diets, will fail. We have these meeting in my offices, so space is limited. So I'd recommend you call right now and sign up for the next taste sampling. The number is 412-381-4453.

One of the great benefits of Ideal Protein is the wide array of foods they offer. There are so many choices you are virtually guaranteed to find things that you love! Because of the diversity, you won't get tired of the same old thing night-after-night either.

So for me, after sampling the many ideal protein products, the taste of the food was not only not an issue, but was a pleasant surprise.

But next I wondered,

“is the plan easy and convenient to follow?”

Just like you, I am a busy guy. If a diet requires measuring and counting and calculating, I'm not doing it! If it requires long hours in the kitchen and fancy food processors, count me out!

Well the researchers at Ideal have spent more than 25 years calculating portions, calories, carbs, fats and proteins. They packaged them so all you need is a plastic shaker, which is provided, frozen veggies, and a way to heat things. A microwave works just find for me. Furthermore Ideal Protein Diet Centers provide you with a personal coach that maps out your breakfast, lunch and dinners as well as between meal snacks. You simply follow the roadmap provided by Ideal Protein and you'll start losing between 3 and 7 pounds of fat per week.

I don't know the difference between a soup spoon and a carving knife and I can make great tasting healthy and fat burning meals in minutes. Ideal Protein has done all the grunt work for me.

OK starting to sound better,

but then I wondered,

“is all this food loaded with trans fats, corn syrup, sodium and other synthetic junk?”

The answer to this is an easy one, **NO!**

In fact the diet is so healthy that our patients in conjunction with their doctors often can reduce or eliminate cholesterol, blood sugar and blood pressure medications!

We actually recommend (but don't require) that you have your blood tested before you start the diet, then recheck your numbers after two months on the program. You and your doctor will likely be pleasantly surprised! Since I, myself, am a doctor, I can order the blood work for you. I actually provide a one-on-one consultation with folks who start the program. To make certain that you don't have any health issues that would prohibit you from starting Ideal Protein. You can call my office at 412-381-4453 to set up this consultation.

After learning all this about Ideal Protein, I still had little doubts in my head.

I am/was a big guy, **“would I be starving all day at work, weak and tired all the time?”**

Much to my surprise, I ended up eating more food on the Ideal Protein Plan than I typically would eat in the course of a day when I was a rollie-pollie doctor. I used to have only coffee in the morning, would eat out for lunch and would often skip dinner, yet I was still more than 50 pounds overweight. On Ideal I eat an omelet for breakfast, have a mid morning snack, a huge salad for lunch, a shake for my mid afternoon snack and 8 oz of fish, chicken or beef at dinner. With tons of salad and veggies. Oh yes, I finished my day with a serving of chocolate pudding covered in caramel sauce.

“I was eating so much more than usual I thought for sure I was going to gain weight, not loose it. But in the first two weeks on the plan I lost 17 pounds.”

This kind of weight loss is not unusual and most of our patients tell us they feel like they are eating more food, not dieting. We'll set your meal plan up for you; it is part of the Ideal Protein Weight Loss system.

There are only a few more reasons I can think of why you are not calling on your phone right now and signing up for the informational meeting and food tasting....

- 1. You still don't believe the plan works as advertised.** To this I say look at my before and after pictures and the before and after pictures all the hundreds of other patients on the program. You will lose 3-7 pounds of fat per week!
- 2. You think that attending the meeting means we will try to push you and hard sell you into starting the program when you are not ready.** To this I say, we don't need to push or sell the program. The food tastes great, it's easy, it works. If you want to lose weight and you check out how this diet works, no one will need to convince you that the Ideal Protein Plan is a great plan for you.
- 3. You are worried about the cost.** You are probably thinking that a program this good is sure to give you sticker shock. But you're wrong! An Ideal Protein Meal is about the same price as a fast food meal! Around \$4 dollars. It is a simple choice between fast food meals that make you fat or Ideal Protein Meals that help you lose 3-7 pounds per week and lower your cholesterol and blood sugar at the same time. Where would you rather spend your \$4 dollars? That really is a no brainer, don't you think?

4. Could it be that you secretly want to be overweight and unhealthy? If that is the reason why you haven't called to schedule for our informational meeting, then I really can't help you. We have a plan that tastes great, is affordable, produces terrific weight loss results, is easy and is healthy for you. If it didn't produce such incredible results for me personally I wouldn't be singing its praises. Ideal Protein worked for me at a time when I truly believed that I would never look and feel good again.

So if you want to loose weight, pick up the phone and call our office. Tell us you are still not convinced and that you want to see it, hear it and taste it first hand. Join us at our next meeting. Call 412-381-4453 and reserve your space at our meeting. The only thing you have to loose is the 20, 30, 50 or even 100 pounds of fat you have been carrying around. I look forward to seeing you at the next meeting. Lets change your life, lets get it started, call me today. You'll be so glad that you did.



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