

Stop Dieting, Start Living Now!

By Julie Workman

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That's a big promise, and it comes with some mighty challenges. First of all, everybody's heard it a thousand times before, so to start, no one believes it can happen.

Secondly, the United States is one of the richest countries in the world with the largest obesity rate per capita and some of the highest healthcare costs per person. How did we get here?

Just take a drive down any Main Street in America, count the restaurants, and the answer becomes obvious. For decades now, we've been increasing our consumption of calorie-dense, nutrient-poor food with high levels of sugar, and saturated fats. Stress levels are higher, physical activity is lower, and now we're undeniably in the midst of an obesity epidemic.

The good news is that obesity is preventable. The even better news is that at Ideal Family Weight Loss and Life Balance Center in Bloomington, they know how to prevent it. When Joen Lane and her team say "Stop Dieting, Start Living Now," they back it up with research, science, personal experience, and a team that believes everyone has the power within to change and grow until they're the very best that they can be.

Lane is the Owner and Lead Coach at The Center. "We support every person who walks through the door and help them find what they need," she says. "Weight loss is a very personal journey. The science of weight loss remains constant, and here, we help each client uncover the truth of their own unique situation, and show them how to leverage that science to build a healthier, happier life by making changes from the inside out."

Walking through the door at The Center is the first step, and is nearly a transformative experience in itself. Planned by Feng Shui Master and team member Tori Michaels, the sensory experience is designed to calm the spirit and encourage the mind to find a state of balance so that clients are free to become the best version of themselves.

"The 'Life Balance' part of our mission is as important as helping people lose weight," continues Lane. "When the weight drops off, you find yourself. Your heart's desires manifest. Helping our clients lose weight is just a focus to help them move into their real selves."

The weight loss program at the center is called Ideal Protein and was first introduced in France 20 years ago. It has a proven record of success with thousands of clients worldwide and was named 2015's number one diet plan by dietsinreview.com. Ideal Protein products and programs are only available through trained and certified healthcare professionals, and every program coach is required to participate in continuing education to keep up with the latest developments in the field.

The science behind the Ideal Protein program always works if clients follow the plan. It's a 4-phase program that encourages pancreas and blood sugar levels to stabilize while burning fat and maintaining muscle and other lean tissue, and at The Center, it's paired with one-on-one coaching.

"This is a new approach that so many people have never tried," says Lane. "It's not a group program, where whoever lost the most weight this week wins and everybody else loses, so they stop for a burger and fries on the way home, since the program isn't working anyway. The 'balance' part of our program is individualized. Our clients sign contracts with us and commit to losing a certain number of pounds. In return, we provide them with access to the Ideal Protein program, and we serve as their accountability partner. They come in once a week, we weigh in, review their journal, talk about their challenges and successes, and through this process, help them discover who they truly are."

Fifty or sixty years ago, it would have been hard to imagine that there would ever be a market for a business like Ideal Family Weight Loss and Life Balance Center. Up until the mid-twentieth century, everyday life was much different. Physical activity and manual labor were part of nearly everyone's daily life, and people could take out their aggression by kneading bread or beating rugs. Nearly everyone grew at least some of their own food and preserved it at home, so they always knew exactly what they were eating.

Now, it's hard to imagine a world where those things seem normal. Aside from some isolated communities that deliberately disengage from modern life, most people don't even know *how* to do those things, and even fewer people can identify the ingredients in their food or tell you where it came from.

Granted, today's hectic lifestyles don't leave a lot of time for preparing home-cooked, healthy meals, let alone for the self-discovery and meditation that The Center recommends. "The Ideal Protein program helps clients move away from unhealthy eating habits and towards a more traditional, whole-foods based lifestyle that *naturally* provides the right balance of protein, carbohydrates, fat, and other nutrients," says Lane.

At The Center, they don't just see clients for an hour a week, wish them luck and then wait around to collect next week's check. There is something good going on all the time.

"We recently started hosting meetings for Overeater's Anonymous (OA)," Lane explains. "We want to promote healthy, balanced lifestyles. It is our dream to help everyone become the best that they can be. All of the OA meetings are free, and you don't have to be a client of The Center or a member or anything to come to OA. If you need help, we're here. Just come right on in."

"We build new recipes from healthy, whole foods every week. People are amazed at all the different ways we can prepare everyday things like cauliflower. It *is* possible to make comfort food from healthy sources. We have a series of 30-minute meals for families. We have holiday recipes and crockpot recipes. We want to help people live longer, happier, healthier lives," Lane continues.

"Our clients learn to eat clean, whole, healthy foods because we teach them how. Our Ideal Protein Chef, Verati, creates wonderful new recipes for everyday meals and special occasions. We share these recipes in our cooking classes to help our clients create their new favorite recipes they will take into maintenance."

The Center's coaches are confident in predicting success for their clients not only because they understand the science behind the Ideal Protein program, but because they've worked through it themselves, and they have lots of success stories to share from their own real-life, local clients.

"I lost my last 30 pounds on this program and with our wonderful maintenance program, and I've maintained my goal weight for eight years," said Lane. "I've worked with women, men, and young people ranging from 12 to 78 years old. This program works for so many different people working towards the same goal: to get healthy. People stick to the program BECAUSE IT WORKS. Clients set their own goals, sometimes even with help from their physicians. We encourage clients to work toward a body mass index (BMI) of 23. After they achieve their goal weight, their blood work comes back as clean as a baby's. Chronic health problems can melt away."

"Through the combination of services we offer at The Center, we help our clients return their bodies to a perfect state of balance, called homeostasis, which is what nature intended. Once you reach that state of being, your body begins to work just the way it was designed to work. Blood pressure can return to normal. Knee problems and back problems can cease to be problems. We've even had clients who've been struggling with fertility issues for years complete our program, and then conceive with ease."

That's a big promise to live up to, but Joen and her team at Ideal Family Weight Loss and Balance Center help clients make it happen every day. Years of research, solid science and a wealth of personal experiences combined with their unique one-on-one coaching and self-discovery tools make The Center the perfect place for clients to begin the last weight loss journey they'll ever need to take.

Visit Joen Lane, Owner and Lead Coach, Denise Baker, and Tony Wolgemuth, Certified Weight Loss Coaches, and the rest of the team at Ideal Family Weight Loss and Life Balance Center at 2103 E. Washington Street in Bloomington, learn more and see the testimonials at www.idealfamilyweightloss.com or call 309-661-3235 during business hours. Check the website for OA meetings and other class times.