

Protocol Overview

Weight Loss Phase: Phase 1

Objective: The Weight Loss Phase is designed to maximize fat loss through nutritional ketosis, a safe and natural metabolic state in which the body's primary fuel source is coming from ketone bodies – energy molecules produced by “burning fat”.

Phase 1 uses therapeutic carbohydrate restriction to address insulin resistance and positively impact metabolic parameters associated with weight-related health conditions.

Throughout the Weight Loss Phase, lean body mass (muscle) is preserved through the intake of our protein-based partial meal replacements, which contain protein of high biological value.

Clients consume three partial meal replacements daily, in addition to 4-6 ounces of a whole protein source, such as beef, chicken, tofu, or fish. Essential daily nutrients such as fiber, water and micronutrition are provided through the intake of low-glycemic vegetables (4 cups per day), mandatory supplements (Multivitamin+K2, Potassium, Omega-3 Plus, Cal-Mag and Ideal Salt) and 64 ounces of water.

Typical results vary up to 6 to 8 pounds lost during the first two weeks and up to 2 pounds per week thereafter when the Ideal Protein Weight Loss Protocol is followed properly. Clients remain in the Weight Loss Phase until they reach their weight loss goal or objective.

Stabilization Phase: Phase 2

Objective: The Stabilization Phase was designed to help defend the body's “new” weight against its former weight, or “weight set point.”

Following weight loss, the body fights to regain lost weight by increasing hunger and appetite, reducing satiety (period of feeling “satisfied” between meals), and lowering energy expenditure. This creates a state in which more calories are desired than required. This can make weight loss difficult to manage and maintain. The objective of Stabilization is to prevent weight regain through research-based nutritional interventions that effectively manage hunger, promote greater satiety, and maintain weight loss.

During week 1, clients segue into Stabilization through what is called a “Step-down” week. During this Step-down week, calories are increased by removing one Ideal Protein partial meal replacement and replacing it with 4-6 ounces of lunch protein in addition to a minimum of 4 cups of vegetables. Clients are required to record their intake this week in an accompanying food record. This record will be used as a template to help construct meals during their “Stabilization onboarding,” which occurs on week 2.

During this 45-minute onboarding appointment, the coach will determine the client's daily macro target using Ideal Protein's “Macro Calculator”. Using the food record from the Step-down week as a template, clients can easily incorporate these macro targets of protein, fats and net carbohydrates into their existing food record, creating sample menus for the week ahead.

The reintroduction of carbohydrates is a crucial part of Stabilization. It is achieved through a foundation of unlimited low-glycemic vegetables and a slow and measured increase in net carbohydrates.

Once a client's hunger is managed and weight remains stable, which may require weekly “tweaks” in macronutrients (per coaching algorithms), the client can segue into Maintenance. Clients are recommended to remain in Stabilization until weight loss and hunger are stabilized.

The current recommendations of duration in this Phase are as follows:

For weight loss < 20 pounds, minimum of 2 weeks in Stabilization
For weight loss 20 - 49 pounds, minimum of 4 weeks in Stabilization
For weight loss 50 - 80 pounds, minimum of 6 weeks in Stabilization
For weight loss over 80 pounds, minimum of 8 weeks in Stabilization

Maintenance Phase: Phase 3

Objective: The amount of protein, fat, and net carbohydrates that has stabilized weight and hunger now becomes the client's Macro Code. This code will guide healthier behaviors as they enter a 12-month, 17-visit Weight Maintenance Phase.

During the Maintenance Phase, clients will still receive one-to-one coaching support and guidance as they navigate the “real food” environment. In addition to ongoing education and

support, both in-person or virtually as well as through our app, clients will be encouraged to complete 1-2 tune-ups per year to effectively maintain weight loss. A tune-up is a temporary period of time on Phase 1 of the Ideal Protein Protocol to restore insulin and glucagon homeostasis.