



## Program & Nutritional Menu



WEIGHT LOSS CONCEPTS





WELCOME

**Dear WLC Client,**

***Congratulations on your decision to creating a healthier more youthful you!*** Whether you are looking to lose 10lbs or hundreds of pounds. The Weight Loss Company program and staff are here to support you through the whole process.

We have helped thousands achieve their weight loss goals and we are confident our program will work for you. We realize for some weight loss has been a struggle. As you will see over the next 25-50 days this program can and will change the rest of your life. (We would like to congratulate you on taking your first step to success by taking action to achieve your health & wellness goals.)

The Weight Loss Company protocol is revolutionary in **their** approach to addressing weight loss. Our program is unlike any other on the market. Our system breaks conventional thinking about what's possible when it comes to weight loss. We get your brain working with you, rather than fighting you the whole step of the way.

According to Dr. Louis Orr – past President of the AMA – Obesity is the greatest danger to the health of the American people (Cancer ranked as the most dreaded disease). ***In fact, as a risk factor, obesity ranks as harmful to life expectancy as smoking!***

There is good news – Dr. Edward Gregg of the Centers for Disease Control and Prevention states that merely the intention of ***losing weight can substantially increase your life expectancy!***

Also, there have been a plethora of studies done evincing the benefits of caloric restriction to Human and Animal health; of particular importance are adaptive changes within the endocrine system that serve to maintain blood sugar levels; resulting in a decline in pathologies, and an increase in life span.

On behalf of all of us at The Weight Loss Company we would like to thank you for trusting us to assist you in your journey to a NEW YOU and also say congratulations on taking your first steps to what will prove to be a life changing experience.

**NOW LETS GET STARTED!**



OUR NEW HOMEOENERGETIC FORMULA

**ADVANCE**

WEIGHT AND APPETITE SUPPORT

C O M P L E T E   W E I G H T   L O S S   S Y S T E M



## Phase 1-3 Overview & Basics

Phase	Directions	Explanation
<b>Day 1 &amp; 2 Fat Loading Binge Phase</b>	<ul style="list-style-type: none"><li>Day 1 begin advance spray 3x in morning &amp; 3x in the evening.</li><li>Begin Endure B12 every other day.</li><li>Record TRUE weight daily and record in your log.</li><li>Eat 50% more than normal.</li></ul>	Fat loading prepares the body and brain for the low caloric diet in PHASE 2.
<b>Phase 2 Weight Loss</b>  Day 3 through the remainder of your program (25-50 days or more)	<ul style="list-style-type: none"><li>Start eating 6x per day and ONLY foods listed in this book.</li><li>Continue taking both the Advance spray as well as the B12 Endure. Also start the LEAN pills during this phase. Take 1 lean with breakfast and 1 lean with lunch.</li><li>Avoid all foods outside of the program.</li><li>Weigh everyday</li></ul>	On your diet days your body will start to draw fat from your fat reserves.
<b>Phase 3 Stabilization</b>  (21 days after diet or phase 2)	<ul style="list-style-type: none"><li>NO starches or sugars</li><li>Increase calorie intake.</li><li>Introduce other foods not on the diet.</li></ul>	The stabilization phase is to maintain your new weight. This is a way to exit the program without gaining the weight back. You should stay within 2lbs of your goal weight.



# Plateau Breakers and Daily Loss Rate Maximizes

## MAXIMIZING YOUR SUCCESS

- Increase water intake to 2-3 quarts per day. Try adding a glass or two of green tea to your day.
- Cut American beef down or out.
- Check all condiments for any form of sugar. 'Garlic Salt' may list sugar as an ingredient. Any seasoning salt or seasoning product must be carefully checked.
- If having trouble with constipation, we suggest using "Ease", (Available from us) a Very good natural laxative or get any all natural laxative at any health food store and follow directions.
- Make sure there are no additives in chicken or other protein sources – many times these are injected with some form of sugar even in the grocery store.
- Consider if you are potentially at your ideal weight. Are you in the suggested weight range for your height and build? Are you also hungry and not feeling as good, etc? It may be time to stop losing.
- For women, your menstrual cycle may be coming into play.
- Have you changed or started one or more medications?
- Since the protocol says you are not required to eat all the food each day, you may consider dropping one of your fruits.
- You may do an "apple day" every so often. To break a plateau, you may have apples throughout the day with purified water and herbal teas and follow with a 4-6 ounce steak or chicken breast with a tomato.
- Consider adding a brisk walk, some yoga, or any type of 15-minute activities to your day – anything that raises the heart rate throughout the day. The activity increases your metabolism and may increase your rate of loss. Exercise is barely mentioned in the protocol. Our interpretation is that exercise is good for everyone; however, it is simply not required to lose weight on this protocol successfully. That being said, we have observed that participants who have a physically demanding jobs, seemed to maintain a slightly higher daily average weight loss than those who did absolutely no physical activity.
- Make sure you are getting enough sleep. More than a few participants have reported being up late and getting up early and the scale reflecting little to no weight loss. However, simply weighing again an hour or so later (without eating or drinking anything) reveals a drop in the scale of 2 pounds. This suggests that routine and adequate sleep can affect what the scale registers. While this probably doesn't actually affect the rate of loss, it can cause discouragement and, therefore, exceptions such as being up late and getting up early should be kept in mind.

An important point to note with The Weight Loss Company system is that when you have dropped for example 16lbs, you have probably lost 14 lbs. of abnormal fat. Whereas with other diets, when you lose 16 lbs. you could be losing 8 lbs. of lean body mass, 4 lbs. of good fat reserves and 4 lbs. of abnormal fat.



## What Makes Us Different?

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We offer a simple yet Advanced System that promotes a safe, natural approach to weight loss that is based on eating “REAL FOODS” Unlike most programs that focus on suppressing the appetite and limiting food intake, we will coach you on what foods to eat that will optimize nutrition intake and promote fat-burning while restricting those foods that quickly turn to fat. Your Weight Loss Will Be Substantial, Seeing Results Every Day Will Keep You Motivated!

The rate of weight loss experienced on the WLC protocol is safe and motivating. Our clients lose an average of three to five+ pounds per week. The amount you lose can be influenced by individual variables such as age, gender, starting weight and how strictly you follow the program.

### The Difference Is Clear:

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Advanced supplementation that both complements a diet and acts as a catalyst in getting you to your goal weight much faster.



A step by step process to insure great results as well as a exit strategy to get you to your goal and KEEP YOU THERE.



Our program builds a lifestyle around good, healthy eating habits. 80% of your battle comes from proper nutrition. We give you the tools you need.



***NO Surgery***



***NO Prescription Drugs or Harmful Hormones***



***No Pre-Packaged Foods***



***Not An Exercise Program***



