

# The **Ideal Protein Weight Loss Protocol** and its Effect on Metabolic Parameters

The Ideal Protein Protocol is a medically developed 4 Phase Ketogenic weight and lifestyle management protocol. It is a safe, effective ketogenic weight loss solution for your patients.



**According to a Study produced and published by Aspirus, entitled *Effect of the Ideal Protein Weight Loss Method on Weight Loss and Metabolic Parameters*<sup>1</sup>**

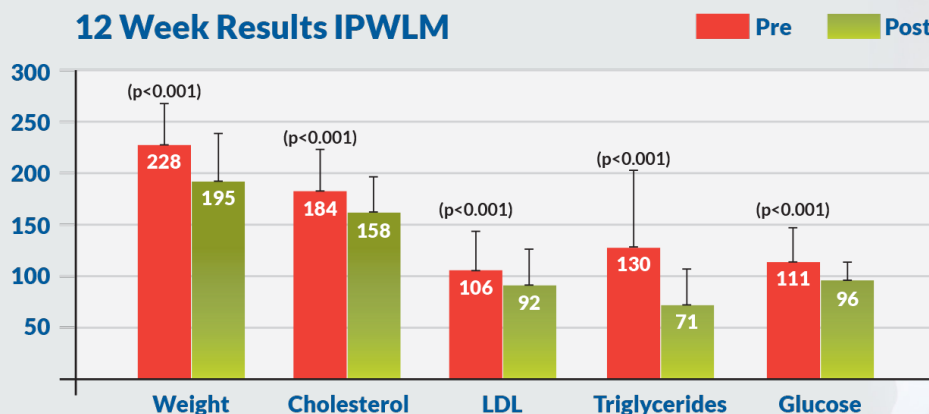


## Results:

**233 patients** completed at least **12 weeks of the Protocol** with **86% compliance**. The results show a decrease in all categories except HDL.

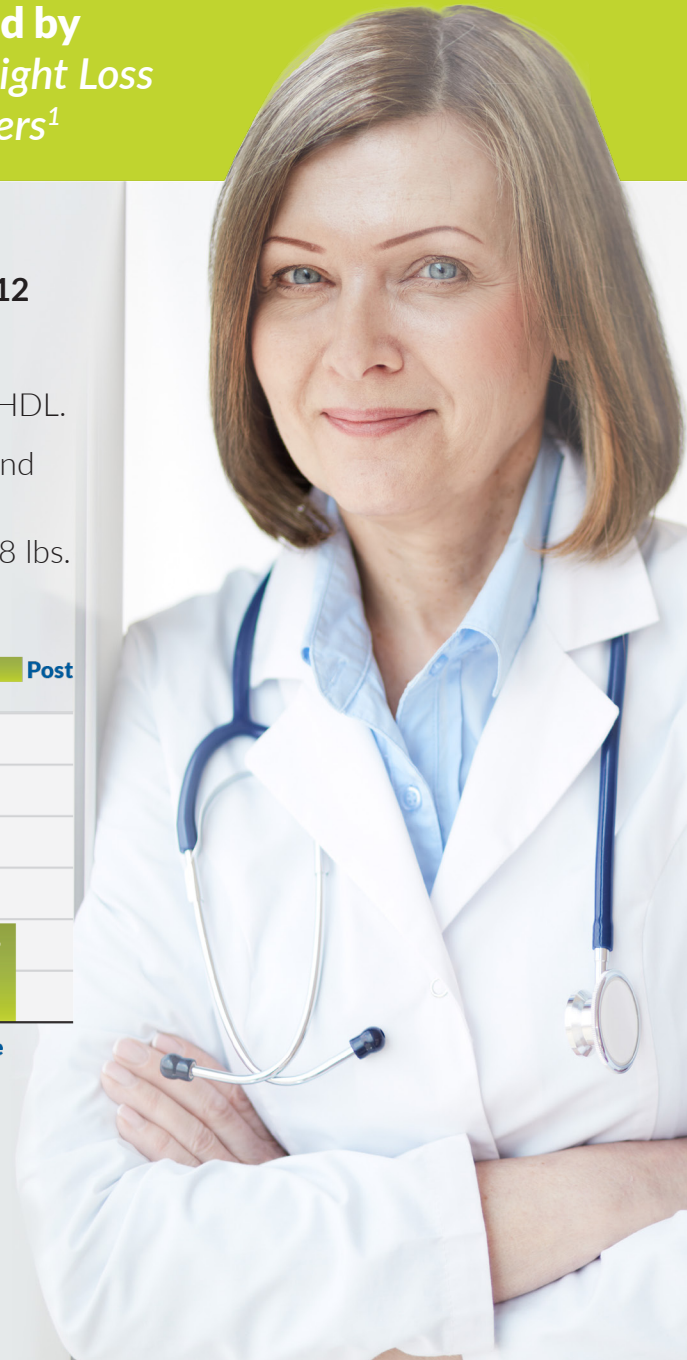
- Average **weekly weight loss** was about **3.5 lbs for males** and **2.5 lbs for females**.
- Mean weight decreased from  $228.4 \pm 47.8$  to  $195.0 \pm 41.8$  lbs.
- BMI decreased from  $36.5 \pm 6.3$  to  $31.1 \pm 5.7$ .

## 12 Week Results IPWLM



## Final Conclusions:

The Ideal Protein Weight Loss Protocol produces significant weight loss and a **marked improvement in metabolic parameters** over a 12-week period with a high compliance rate.



**An Uncompromised Personal Transformation Protocol**  
[www.idealprotein.com](http://www.idealprotein.com)

1. Effect of the Ideal Protein Weight Loss Method on Weight Loss and Metabolic Parameters By: Timothy Logemann, MD; David K. Murdock, MD, MS; Kelly O'Heron, RD & Adam Hoffmann