



12-WEEK PROGRAM

Holistic Medical Weight Optimization Program



*Learn about our medically managed,
12-week comprehensive weight
management program.*

**NO MORE FAILED NEW YEAR'S
RESOLUTIONS!**

*This program is recommended for
anyone who has 15-50+ pounds to
lose, or more than 10% body fat to
lose based on body composition.*

Gaining fat (especially around the middle) is the #1 complaint that we hear in our office in midlife. It happens to almost every woman (and most men) as a result of a complex combination of hormonal and lifestyle changes, but the good news is it CAN be reversed.

So what can we do about this situation, which often leaves us feeling scared, frustrated and out of control? When we keep trying things that used to work and see no results, we can feel defeated and often give up. Our friends, family and even our doctors may tell us “this is just the way it is,” but the truth is that YOU CAN lose the weight, be healthy, self-confident, strong, and improve your longevity and quality of life.

It seems that our hormones are fighting against us to keep us fat, and in fact they are, but this can all be addressed with modern science to help you to succeed in your goals. Did you know that the one thing that humans living to be 100-years old have most in common is low body fat? To live a long and healthy second half of life, our goal is to help women maintain a body fat of 20-30%, and for men 10-20%, and YOU CAN DO IT!

This is much more complex than simply calories in/calories out. If it were that simple, we would all be successful already! We succeed together by using a combination of healthy nutrition (yes, you can eat; you will not starve, and you can eat grocery store foods), manageable movement hormone and nutrient optimization, as well as the latest FDA-approved medications which help to lower insulin, decrease appetite and shrink fat cells.

Our Six Pillars for Success

Nutrition

No one likes to be on a “diet,” which to us sounds scary and restrictive. Thinking about consuming the ideal nutrition to meet your goals feels more positive, and therefore is more likely to succeed. Most of our patients could write a book on good nutrition, so the problem is rarely education, but more motivation. Can you name three things that you know are preventing you from reaching your goal weight? Mine are wine, potato chips/french fries, and not consuming enough protein. Yours may be sugar, portion control, snacking, or stress eating. Let’s start by making a commitment to focus on these three things, and reminding ourselves daily what they are, so that you control them, instead of them controlling you!

Most of us know that reducing sugar and carbohydrates and increasing healthy protein is the scientifically proven most effective way to lose fat while maintaining or building muscle. We don’t want to lose muscle while we are losing weight for many reasons. One is that muscle burns calories at rest, so we literally burn fat while we are sleeping. It sends a signal to your brain that you’re full, and slows absorption of sugar, reducing insulin spikes. In addition, protein requires more calories to digest. So, what should you eat?

While everyone is different and your lifestyle may require some modifications to this plan, here are our 5 **simple tips for nutrition that supports fat loss while maintaining muscle:**

1. Drink a full glass of water before each meal or snack. Wait 5 minutes before you eat; your stomach will sense that it is full and you will eat less.
2. When you are looking at your favorite high-sugar or high-carbohydrate food, imagine your insulin going up after the food hits your stomach, and remember that insulin is a fat storing hormone. Maybe it doesn’t look so good anymore! Eliminate everything made with white sugar, and lower carbohydrates to 50-100 grams a day.
Alcoholic drinks are a common source of sugar and carbs for many of us, so stick to vodka, gin or tequila with a zero-calorie mixer- more than one drink makes us store fat. Just one a day so you don’t lose your judgement and eat a pint of ice cream! (Been there, done that.) If you love wine, a dry red has half the carbs and sugar of a common white wine- so drink it slowly and enjoy every sip.
3. Consume 30-40 grams of protein 3-4 times a day to feed your muscles. For women, we need at least 100 grams of protein a day (shoot for 120) and for men, shoot for 160 grams. Eat your protein first (40 grams would be a palm-sized 6 ounce serving of lean meat, fish or chicken, or may be a low carbohydrate protein shake or protein bar) and you will already feel full. We can also create a plan with plenty of protein if you are vegetarian!

4. Consider “intermittent fasting” which involves eating only for 8 hours a day and not more than 11 hours. A popular routine is to consume calories only between 12-8 pm. While the jury is still out on whether this helps with weight loss for every person, it certainly helps for most! We have found that it can help enormously with the “fixation” that many of us have on food. Having a block of time that we know is not for eating just frees the mind for more constructive things, eliminates snacking and helps us to really appreciate the foods that we are eating. Delaying (or skipping) breakfast forces us into fat-burning mode since we exhaust all of our stored fuel (especially if we exercise in a fasting state- more on that later), and not consuming any calories for 3 hours before bed allows us to go to sleep with low blood sugar, which allows us to have a more restful sleep, lowers cortisol and reduced fat storage at night.

5. Understanding that gut inflammation is highly linked with weight gain in countless studies, consider cutting out (or significantly reducing) the most highly inflammatory foods, especially gluten (everything made with wheat, barley or rye) and dairy. The good news is there are so many gluten and dairy free products out there, this is not as hard as you may think! Along with gut-friendly supplements (prebiotics and probiotics- more about these below) this can make a huge difference to the speed at which we burn fat.

Movement

Notice that we didn't use the word "exercise" which generates fear and anxiety for many people. We all know that movement burns calories and builds muscle and is a vital part of your journey. Are you willing to commit to a minimum of 30-minutes of movement five-days a week? (More if you can!) We often hear "I don't have time" ...but want to challenge you on that. Do you spend 30-minutes a day on social media, the internet, or watching TV? We make time for things that are important. If one of your loved ones got cancer, you would make time to go to those appointments. We must make our own health that important! A good reminder is to tell yourself "I am choosing to exercise/move" (which adds personal responsibility) instead of "I have to exercise/move" (which takes the locus of control outside yourself).

A great way to structure your commitment to movement is three-days a week of cardiovascular exercise - something that gets your heart rate up so that you are comfortably out of breath, also known as a "conversational pace." We often say you should be able to "talk but not sing." Find something you enjoy, like speed-walking with your dog, walking uphill on a treadmill listening to a good podcast or audiobook, Zumba, or tennis. And we also need to add two to three days of strength training to improve or at least maintain muscle mass.

I personally do 30-minutes of strength training twice a week with a trainer to keep

me focused. If you have the means, consider investing in a Peloton bike or treadmill, which comes with countless video classes for both cardio and strength training. Since Covid, thousands of great online options for strength training classes have been created – pick one that sounds fun to you.

Consider exercising in the fasting state in the morning to maximize your fat loss. We know it goes against what we were taught, but weight loss science now supports exercising moderately in the fasting state in order to push ourselves into using fat for fuel.



Hormones

Multiple hormone changes occur in midlife that can cause us to gain weight. Insulin resistance (a common change that happens with aging) elevates our insulin, which is a fat-storing hormone. Cortisol, another fat-storing hormone, also becomes elevated due to stress, sleep deprivation and other factors. Our thyroid gland, which controls our metabolism, often begins to slow in function. Decreasing testosterone lowers energy and muscle mass which in turn causes us to burn fewer calories. Losing energy from all these changes leaves us feeling tired, not wanting to work out, and often craving sugar, alcohol and other “derailers.” And if we have insomnia from lack of estrogen and progesterone, we are too exhausted to exercise, crave sugar and have higher levels of fat-storing cortisol.

We will check all of your hormones, including screening for diabetes, insulin resistance, a full lipid panel and screening for critical vitamins, as well as kidney and liver function before your first visit. Optimizing your hormones is a critical part of your weight-loss journey.

If hormone pellets are recommended, we will delay the start of your 12-week program for two-weeks after the pellet placement, so that we are not introducing too many new things at once.

Mindset

Our mindset can make or break any commitment, and nowhere is this truer than with weight loss. Perhaps you have tried and “failed” multiple times and truly don’t believe that you can succeed. When you notice those negative thoughts, the first step is to pay attention, but recognize that these are limiting beliefs that are not true. Limiting beliefs about all the things that you can’t do are old mental habits that we used to protect ourselves from harm but are ultimately no longer useful. If you are noticing that negative voices are derailing you from your commitment, consider journaling all the things that they are telling you. When you read the list, create an “opposite story.” What’s an alternative to the limiting beliefs? For example, if you are telling yourself “I can never decrease sugar, it’s never worked before and I will just feel horrible” an opposite story is “I am choosing to decrease sugar and I know I will be successful because I am making a commitment to myself, I am going to feel great, and I have plenty of support.”

What is your vision of yourself a year from now? Journal about it in detail. How do you look? How do you feel? What are you wearing? How are others perceiving you?

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What can you do now that you couldn’t before? How are your relationships affected? Keep this vision handy and refer to it whenever you feel yourself getting derailed.

Listen to a positive podcast every day in the car, or when going to sleep. Surround yourself with positive words, books and people. If you need more help, one-on-one mindset coaching may be helpful, which we can arrange for you.

Medications

We use Semaglutide or Tirzepatide (weekly injection) or Sublingual Semaglutide (daily tablet under the tongue) which is scientifically proven to assist with weight loss.

Read more about them below. We also recommend some safe and natural supplements to reduce gut inflammation, which is been proven to be associated with difficulty losing fat.

Accountability/ support

This is a 12-week program, and making that commitment upfront dramatically improves your chances of success. Twelve-weeks is going to roll around fast, one way or the other. In three-months from now, where are you going to be? Will you be where you are now? Or will you be closer to your vision of your healthier future self? During the program you will be coming in every two-weeks to check body composition and discuss the first six pillars, making you accountable for your choices. We will be here to celebrate your successes and help you through times that didn't go perfectly. Trust me, it won't go perfectly! But we are your partners in success.

And think about this- our patients on this program who have 30+ pounds to lose have been losing an average of 10 pounds per month with injectables without losing muscle and without feeling hungry. You CAN lose 30 pounds in 12 weeks safely and permanently. If you have more to lose, you will have great habits in place to continue your journey. This will happen for you, too!

For conservative weight loss, patients opt for sublingual Semaglutide to lose between 10 - 15 pounds.

*Investing in yourself
dramatically improves
your chances of success.*

What to Expect on Your 3-month Weight Loss Journey



Step 1:

Pre-visit lab draw (may be run through your insurance) to assess hormones and general wellness, including diabetes and lipid screening.

If you are a new patient and you have not previously had a dedicated health and hormone consult, we will schedule that first (prior to scheduling your first weight-loss consultation) since nutrient and hormone balance is foundational to success.

Step 2:

Initial one-hour consultation to evaluate your body composition, goals and nutrition plan. Based on your personal needs, we will recommend the latest and safest hormonal support, weight-loss medications and supplements to help you to succeed and will design a nutrition and movement plan that will work with your lifestyle. With your permission, we recommend starting with BEFORE pictures and taking pictures every two-weeks to document your success.

Step 3:

30-minute check in every two-weeks for six visits – includes body composition, review of nutrition, movement, medications and supplements.

Step 4:

If your journey continues past 12 weeks, 30-minute check in every two to four-weeks as needed until we reach your goal.

Step 5:

Access to TruSculpt Flex for a hugely discounted price.

Learn About **Semaglutide**

Semaglutide is a weekly FDA approved injection (also known by other names including Ozempic or Wegovy) which has been studied and proven to dramatically help with weight loss. While initially developed to treat diabetes, it was shown to also help non-diabetic patients lose weight. Semaglutide is in the class of “GLP-1 agonists.” GLP- 1 (glucagon-like peptide) is a hormone produced by the small intestine after eating. It has several effects, including delaying gastric (stomach) emptying, which suppresses appetite, makes us feel full earlier, and reduces food cravings. It also increases insulin release from the pancreas and lowers liver glucose output, as well as reducing neuropeptide-Y, a brain neurotransmitter that is related to appetite and cravings. In short, it is a powerful appetite suppressant that helps us to stick to our plan.

Patients start on a low dose for the first month and increase the dose every two to four weeks to reduce side effects. The most common side-effects are nausea, diarrhea, constipation, and reflux (heartburn), but with slowly increasing doses these symptoms can be minimized. Also refrain from high-sugar and high-fat fat foods.

INJECTABLE SEMAGLUTIDE DOSE INSTRUCTIONS:

Semaglutide dosing starts low to minimize side-effects and is gradually increased from 0.25mg (10 units) weekly to a maximum of 2.5 mg weekly (100 units).

It is very important to measure accurately and do not increase the dosing faster than recommended. You must be seen every two weeks if you are using Semaglutide so that we can monitor side-effects and plan dosage increases.

For maintenance, patients may use 10-30 units weekly, with the 500 unit vial lasting a variable amount of time based on dose.

SUBLINGUAL SEMAGLUTIDE DOSE INSTRUCTIONS:

Semaglutide dosing starts low to minimize side-effects and is gradually increased from 0.5mg to 5mg by the end of the program.

It is very important to use the sublingual Semaglutide as prescribed and not increase the dosing faster than recommended. You must be seen every two weeks if you are using Semaglutide so that we can monitor side-effects and plan dosage increases appropriately.

For maintenance, patients may use 5mg daily.



Learn About **Tirzepatide**

Tirzepatide is a weekly FDA approved injection (also known by the brand names Mounjaro and Zepbound) is a dual GIP and GLP-1 receptor agonist that has shown significantly improved glycemic control and significant weight reduction.

The dual agonism by Tirzepatide leads to greater efficacy than other GLP-1 medications with often fewer reported side effects, however, is significantly more expensive than Semaglutide due to its cost to manufacture.

Due to its potent weight loss properties, Tirzepatide is a great choice for patients who have 30lbs or more to lose. We offer Tirzepatide as one of our weight optimization packages.

Patients start on a low dose for the first month and increase the dose every two to four weeks to reduce side effects.

Common side effects include: nausea, diarrhea, and/or constipation. Nausea is usually worse when eating sugary or fatty foods. Symptoms can be minimized by slowly increasing doses and refraining from high-sugar and high-fat foods.

TIRZEPATIDE DOSE INSTRUCTIONS:

Tirzepatide dosing starts low to minimize side effects and is gradually increased from 2.5mg (13 units) to 15mg (83 units). The starting dose of Tirzepatide is 2.5mg (13 units) for four weeks. From there, the dose can be increased by 2.5mg every four weeks as recommended.

It is very important to measure accurately and do not increase doses faster than recommended. You must be seen every two weeks if you are using Tirzepatide so that we can monitor side-effects and plan dosage increases.

For Maintenance, patients may use 5mg daily.

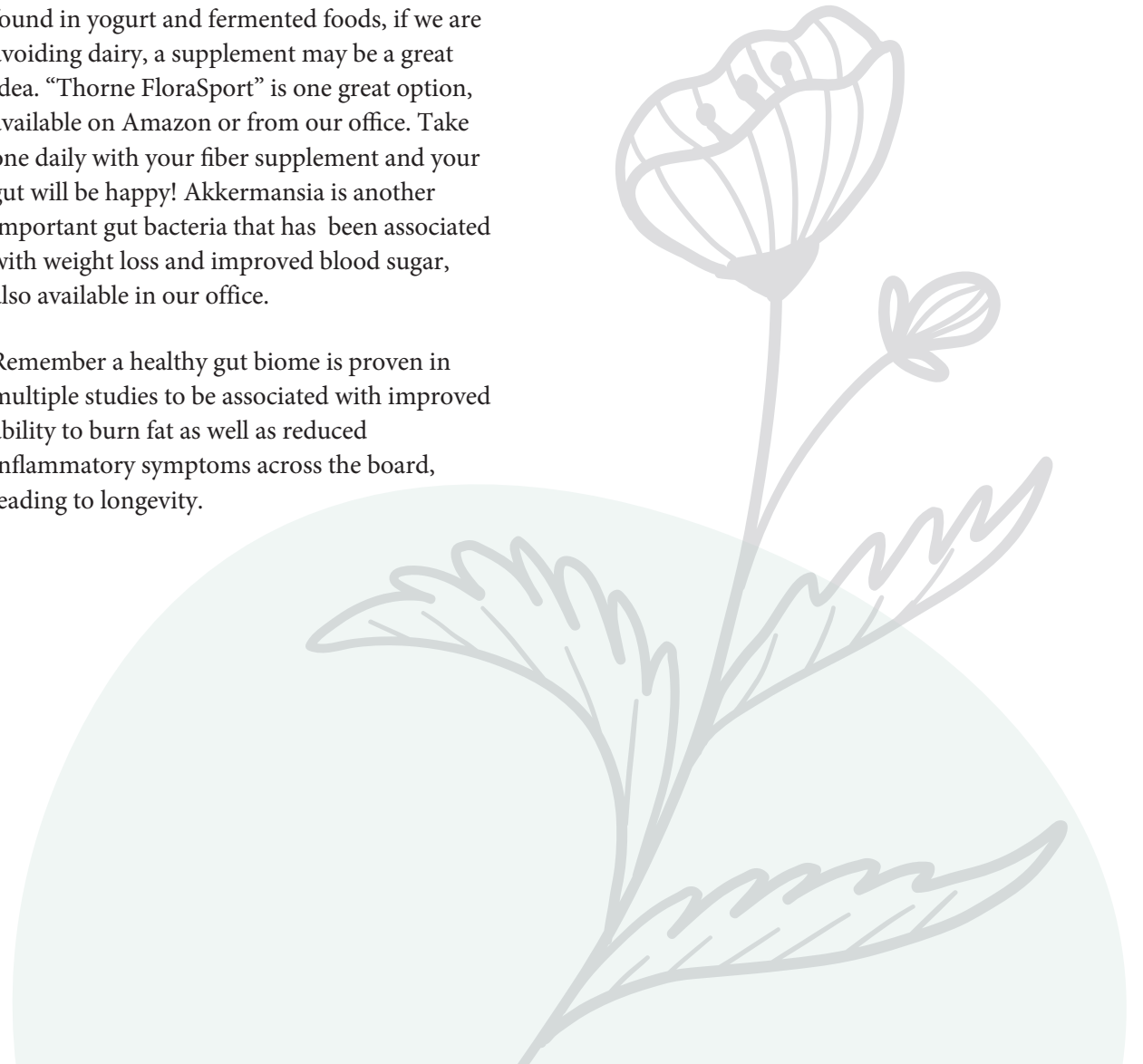


Learn About *Prebiotics* and *Probiotics*

Prebiotics are food for the healthy bacteria in our gut, also known as fiber! It's hard to get enough fiber in our diet since 30-40 grams daily is recommended. A fiber supplement is a great addition to this plan, and reduces constipation which can be a side effect of the medication. My favorite kind of fiber is called Sunfiber and is available in several sources including "Thorne Fiberblend" which you can order on Amazon or from our office. It tastes great and isn't gritty, and a scoop full with water in the morning won't count against your fasting!

Probiotics are live bacteria which help to support a healthy gut biome. While these can be found in yogurt and fermented foods, if we are avoiding dairy, a supplement may be a great idea. "Thorne FloraSport" is one great option, available on Amazon or from our office. Take one daily with your fiber supplement and your gut will be happy! Akkermansia is another important gut bacteria that has been associated with weight loss and improved blood sugar, also available in our office.

Remember a healthy gut biome is proven in multiple studies to be associated with improved ability to burn fat as well as reduced inflammatory symptoms across the board, leading to longevity.



Investment in Yourself

What's Included?

- Initial one-hour consultation and evaluation:
- 3-month supply of Semaglutide or Tirzepatide
- Total 12-week investment: \$2,500 for Semaglutide or \$2,800 for Tirzepatide (does not include labs, supplements, hormones, or additional visits).
- Email access to our clinical team at any time if you have questions or need help.
- While the weight loss program is a 12-week commitment, we understand you might need time to gather information and decide.

Optional Add-Ons:

- Consider this incredible add-on, especially if you struggle with strength training!
For our weight loss patients only, we are offering unlimited TruSculpt Flex for one body part (for up to 8 treatments) for the massively discounted. Individual treatments are discounted as well. This is a HUGE savings.
- Once you have lost the weight, treat yourself to skin tightening with Morpheus-8 radiofrequency micro needling- the best product currently on the market for non-surgical skin tightening. Morpheus-8 along with platelet rich plasma (PRP) or umbilical cord derived growth factors ("Vittipure") gives unparalleled skin tightening results. For best results, 3 treatments a month apart is recommended, and we can treat 1-2 body parts at a time, depending on the area. This is a somewhat uncomfortable procedure that requires an hour of local anesthetic prior to treatment (Morpheus-8 punctures the skin to a depth of up to 4 mm to stimulate collagen production) and leaves the treated area looking "sunburned" for 7-10 days, but otherwise has no downtime. Cost depends on areas treated and choice of PRP or Vittipure. Talk to the front desk to schedule!

Think about this:

How much would you pay if we could guarantee that you will reach your goal weight and learn the habits that will allow you to stay there for the rest of your life?

Here's the truth: if you follow this plan, which is 100% within your control (meaning you CAN do it, you are in the driver's seat), you WILL be successful. You are worth it. Think about the other things that you invest money in. What better to invest in than your own health, longevity and quality of life!

Learn About truSculpt

Introducing the truSculpt® Flex. Body parts include abdominals, gluteals, hamstrings and quadriceps.

Designed for muscle sculpting and core enhancing, the truSculpt® Flex device offers personalized treatment based on patient fitness level, shape, and goals. Stimulate your muscles with this fun and exciting device, with treatment and participant options to suit your goals.

Choose one of three treatment mode options with a focus on Prepping, Toning, and Sculpting your muscles. The truSculpt® Flex device uses direct electrical muscle stimulation with the purpose of treating your muscle groups, and rather than a one-size-fits-all device, ensures a lasting treatment that is catered directly to your desired tonal improvements.

With multiple areas of muscular targeting, all being engaged simultaneously, you'll build muscle much faster than you can achieve at the gym. Come enjoy this amazing procedure by yourself, with your partner, or with a friend.

truSculpt® Flex is sold in a package of 8 x 45 minute treatments, recommended interval 1-2 times a week, and should be used within 2 months to achieve desired result.

- 8 treatments for \$1200 for 1 body part
- 8 treatments for \$1800 for 2 body parts at once
- Single Treatment, \$200 per body part (recommended only after series of 8 has been completed, or if you just want to give it a try)

**For our weight loss patients who lose 20 pounds or more at the end of your 12 week program, you will receive an additional discount of \$100 for 1 body part and \$200 for 2 body parts on your TruSculpt package to reward your hard work.*



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