

SWISSFITT

Ultimate Lifestyle Program

919-484-1400, www.swissfitt.com

Physician's Information Pamphlet



The obesity epidemic is real and it is affecting the health of your patients. You already know from personal experience that just giving your patients a diet to follow – no matter how good the diet – almost never works. You can send your patients to any one of hundreds of “diet programs”. They may lose some weight initially, but they almost always gain it back in 6 months to a year.

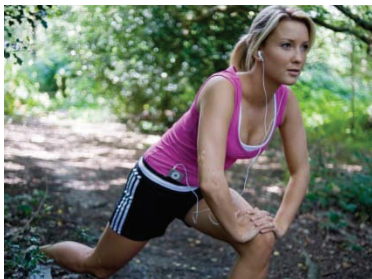
You know the truth. Permanent weight loss requires more than just a good diet. It requires lifestyle change that includes healthy eating habits, regular exercise and a change in the way that your patients think about food and exercise.

Announcing **SwissFitt** – The Ultimate Lifestyle Program

SwissFitt was developed by Dr. Pierre Dubois, a Swiss certified chiropractic sports physician with over 20 years of experience working with athletes, and Dr. Stephen Chaney, a Distinguished Professor in the Department of Biochemistry & Biophysics and the Department of Nutrition at UNC. SwissFitt is a 12-week lifestyle program that includes a diet program that maintains muscle mass, an individualized exercise program and an educational program designed to teach your patients the lifelong skills that they need to succeed in both their weight and lifestyle goals.

How the **SwissFitt** Program Works

Once you have certified that the patient is medically able to participate in a diet and exercise program, Dr. Dubois will use the President's Fitness Assessment Questionnaire to develop a personalized, safe exercise program for each client. Dr. Dubois will provide weekly exercise tips, conference calls & webcasts to guide their safe exercise program.



The clients will participate in a high protein, moderate carbohydrate and moderate fat diet (30:40:30) that is designed

to give 1-2 pounds of weight loss per week while retaining muscle mass. The diet program includes specially formulated diet products and healthy foods.

Dr. Chaney and Dr. Dubois have designed an online 12-week lifestyle program. Each video lesson includes a “nutrition makeover” (topics in nutrition and healthy eating), “fitness Makeover” (topics on exercise & fitness) and “mind makeover (the psychological and behavioral aspects of weight control). Clients not only learn healthy eating habits and how to exercise safely. They also learn how to change the way that they think about eating, think about exercise and think about their ability to make permanent lifestyle changes. This lifestyle change curriculum is supported by daily support and accountability emails, a Forum monitored by Dr. Chaney & Dr. Dubois, and weekly support and accountability group calls lead by Dr. Chaney and Dr. Dubois.



The Science Behind the Diet Program

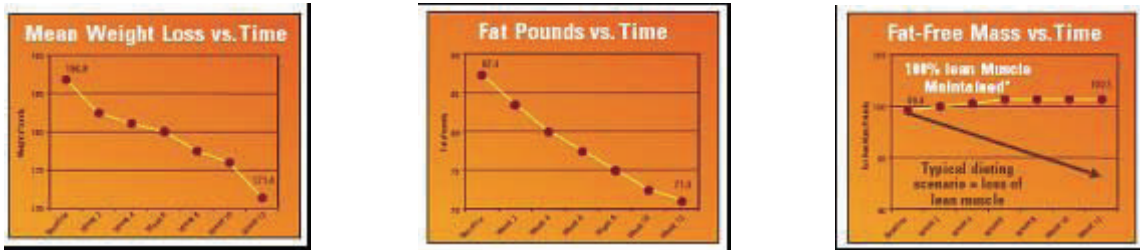
Dr. Donald K Layman and colleagues at the University of Illinois have published four clinical studies comparing the efficacy of isocaloric high protein diets (40% carbohydrate, 30% protein, 30% fat) containing 10 g of leucine, an essential amino acid and high traditional low fat, high carbohydrate diets (55% carbohydrate, 15% protein, 30% fat) containing 2 g of leucine. They have enrolled a total of 252 adults (age ~50, BMI ~33) in these studies. The duration of the studies ranged from 10 weeks (Layman et al., J. Nutr., 133: 411-417, 2003) to 4 months (Layman et al., J. Nutr., 135: 1903-1910, 2005; Lasker et al., Nutr. Metab., 5: 30, November 7, 2008) to 1 year (Layman et al., J. Nutr., 139: 514-521, 2009). These studies have consistently shown that;

- The high protein, high leucine diet promoted retention of muscle mass and preferential loss of fat mass compared to the high carbohydrate diet.
- The high protein, high leucine diet gave improved insulin sensitivity (as measured by glycemic and insulin response to a test meal) compared to the high carbohydrate diet.
- The high protein, high leucine diet gave greater satiety, which resulted in better long term retention than the high carbohydrate diet.
- The high protein, high leucine diet gave a greater reduction in triglyceride levels and a greater reduction in the triglyceride/HDL ratio than the high carbohydrate diet.
- Exercise also promoted retention of muscle mass and loss of fat mass, and the effects of exercise and the high protein, high leucine diet were additive.

In short, these studies have shown that the high protein, high leucine diets offer all of the advantages of low carbohydrate diets without reliance on high levels of unhealthy fats in the diet. Furthermore, the high protein, high leucine diets provide the additional advantage of preserving muscle mass and promoting greater loss of fat mass. Based on other research that they have done Layman and his colleagues believe that much

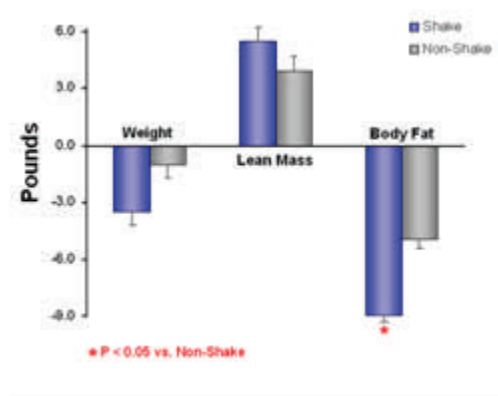
of the retention of muscle mass is due to the higher levels of leucine his diet provides (Layman and Walker, J. Nutr., 136: 319S-323S, 2006).

Dr. Layman’s diet program has been incorporated into the Shaklee 180 Turnaround Plan by Shaklee. They performed a 12 week pilot study with 16 overweight individuals in 2007. The results are shown below:



The study participants lost an average of 15.4 pounds, 4.1 inches from their waist, 2.6 inches from their hips and 16.3 pounds of fat. There was no significant loss of muscle mass during the 12 week diet period, and 90% of the participants said that their energy level was “very good” to “great” while on the diet. The results of this study are fully consistent with Dr. Layman’s clinical studies.

Dr. Wayne Westcott then performed an independent clinical study combining the Shaklee 180 Turnaround Plan with exercise (Westcott et al., Fitness Management, May 2008). This study was performed at the South Shore YMCA at Quincy Massachusetts. The study enrolled 68 middle aged men and women in a 23-week exercise program. One half of the participants continued on their regular diet and one half incorporated the Shaklee 180 products into their diet to achieve the protein and leucine targets recommended by Dr. Layman. The total calorie and exercise levels were the same in both groups. The results of this study are shown below (The blue bar is the group using the Shaklee 180 products):

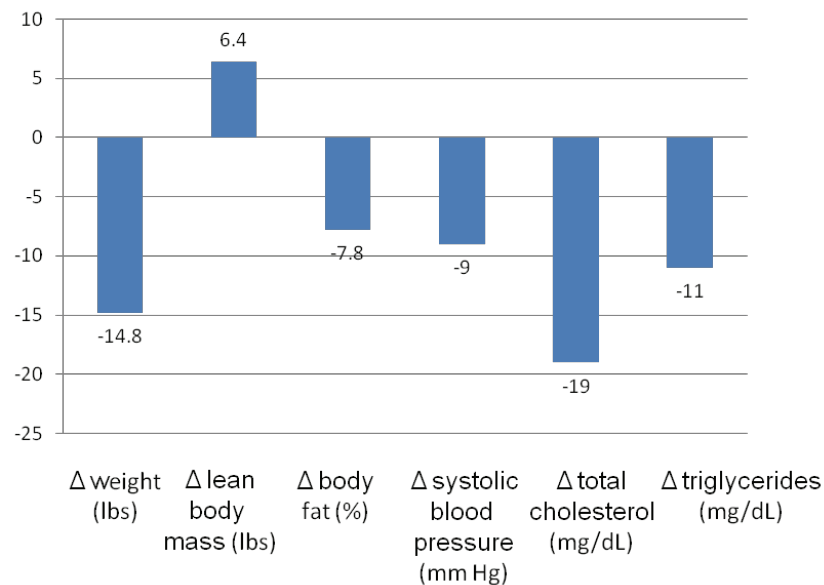


The participants using the Shaklee 180 products plus exercise had a 33% larger increase in lean mass, a greater reduction in weight and a significantly greater reduction in body fat than the control group. Again, this study is fully consistent with Dr. Lay-

man's clinical study combining the high protein, high leucine diet with exercise (Layman et al., J. Nutr., 135: 1903-1910, 2005).

Typical Results on the **SwissFitt** Program

Clients who complete the 12-week SwissFitt Lifestyle Program typically lose 12-18 pounds. Their lean body mass either remains constant or increases slightly, while their percent body fat decreases by around 6-12%. Total cholesterol usually decreases by 15-25 mg/dL, triglycerides by 10-15 mg/dL and systolic blood pressure by 6-12 mmHg. More importantly, our clients exit the program with the knowledge and confidence to maintain a healthier lifestyle that is consistent with permanent weight control.



Testimonials from **SwissFitt** Clients

- “Thank you so much for making such a difference in my life”
- “The SwissFitt program helped me get back on track”
- “I had been looking for a program like SwissFitt for some time. I have appreciated the ENTIRE program because of its comprehensive nature.”
- “Now that we’ve completed the 12 weeks, I’m at my goal weight, my hunger and food cravings have pretty much completely stabilized and my strength and endurance have really improved”

For More Information on **SwissFitt**

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