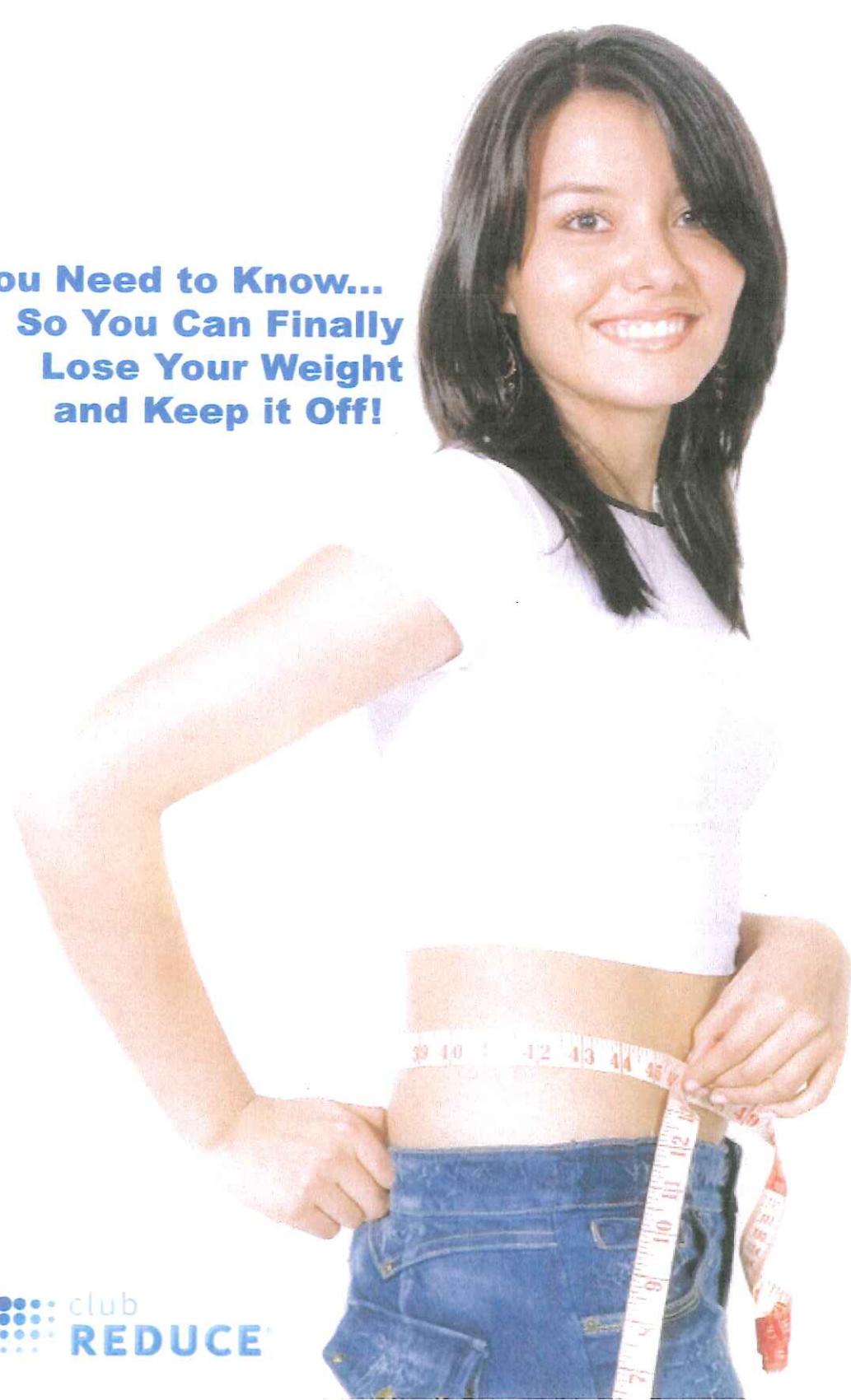


10 WEIGHT LOSS DISCOVERIES

You Need to Know...
So You Can Finally
Lose Your Weight
and Keep it Off!

club
REDUCE



First Weight Loss Discovery - Accountability

If you could have lost your weight on your own, you would have! It makes a world of difference when there is a Doctor and full support staff checking on you, and waiting for a report from you. How many children would read a book that was assigned if they knew there would be no test or grade given? Not many would. It is the same idea with any obstacle in life; especially weight loss. It can be difficult, at first, to resist the toxic foods that were so easy to quickly grab before, but soon into the program you and your body alike will realize how amazing you feel! Your weight will begin to drop because your body's functions will be working much more efficiently than before. You will have more energy, you will sleep better, you will have a restored sex drive, among a myriad of other benefits.

It is especially important to have this support and accountability if you're suffering from Candida. We will go over Candida in a later discovery, but put briefly, it is an overgrowth of yeast within the body that shows numerous symptoms and makes weight loss almost impossible without treatment. The yeast will put up a fight. It will beg for the foods that it thrives on in the stomach, which you will be denying it. If someone was starving you, wouldn't you fight? Beating the Candida is a fight everybody can win with the right support and accountability.

Again, if you could have done this on your own, you would have! It is amazing what accountability can do for a person trying to reach a goal they have tried to reach for years, to no avail. So if you're tired of being tired, overweight, and suffering from numerous other symptoms, this sense of accountability could be exactly what you need to finally reach your weight loss goal.

Second Weight Loss Discovery - Food and Digestion

Most people think that Americans have some of the safest food, and this even includes some health professionals. This is extremely far from the truth. Most of the food we consume is overcooked, over-refined, and full of chemicals that are toxic to our bodies. It has been proven in a study done by Dr. Weston A. Price that disease free cultures tend to be cultures that eat all fresh foods readily available in their surrounding environment. Disease ridden cultures tend to be cultures that eat primarily boxed or canned refined, overcooked, "dead" foods.

Contrary to popular belief, America is extremely malnourished. High amounts of food are consumed, but there are almost no nutrients in most of these foods. This is the leading cause of immune deficiency. A survey put out by the US Department of Agriculture indicates that not



one person out of 20,000 consumes the recommended daily allowance of the 10 nutrients analyzed.

Processed foods are the reason for many diseases and illnesses. Years ago, you used to be able to feed the animals at the zoo. Animals started to get sick and die because of all the toxins they were consuming from the junk that people fed them. Now, there are signs that say "don't feed the animals at the zoo". People get sick from junk food too. Toxins from the typical American diet greatly raise the risk of breast cancer, thyroid pituitary dysfunction, cellular reproduction (which increases the risk of cancer) and developmental defects.

Sugar is a huge problem in the American diet. Sugar causes the release of insulin, a fat storing hormone. It also suppresses growth hormones, which are fat burning hormones. Sugar compromises the immune system, and causes various deficiencies as well as many diseases and can increase the risk of several types of cancer.

Most artificial sweeteners are not the answer to this problem, as most artificial sweeteners break down as deadly acids within the body. Some harmful sweeteners include (but are not limited to) Nutra Sweet, Sweet 'n low, Splenda, Sweet and Safe, and Sweet One. An example of a dietary and all natural sweetener would be Herbalogica's Fiber Sweetener.

Monosodium Glutamate (better known as MSG) is used to enhance the flavor of food. It is in a lot of the food that is served in America. It can cause many harmful side effects, such as headaches, muscle aches, and tingling of the body.

Caffeine, found in coffee, soda, and many drugs is another harmful and very commonly consumed toxin. It steals many essential minerals and potassium in its process of leaving the body. Caffeine consumption during pregnancy can lead to many birth defects. Caffeine often leads to B1 and thiamine deficiency. B1 is a vitamin essential for mental health and tranquility. Low amounts of thiamine can lead to many nervous exhaustion and fatigue, loss of memory, loss of appetite, depression, constipation, and intense drowsiness. Caffeine has negative effects on the heart and circulatory system, and causes an increase in blood fats and cholesterol; these factors are associated with heart attacks and cardiovascular disease. Among those who drink one to five cups of coffee a day, a 60% increase in heart attacks is observed. These are only a few of caffeine's downfalls.

Processed foods are extremely hard for our bodies to digest. "Live" and fresh foods contain live enzymes which aid in digestion, and help to break down the food. Also, processed foods often contain many toxins, preservatives, and artificial colors or flavors.



Dairy foods are not intended for human consumption. Dairy contains many hormones and remains of pesticides. Though they can be a good source of calcium, dairy foods are extremely acidic and also increase inflammation within the body.

Meat and eggs can also be full of toxins, hormones, and antibiotics. In fact, 80% of the antibiotics produced today are fed to animals! These foods also contain high amounts of saturated fat which contribute to various cardiovascular diseases. When choosing meat, go for organic and grass fed; also be sure to eat meat sparingly. The ideal protein comes from consuming a wide variety of nonmeat protein sources, such as raw nuts, seeds, buckwheat, potatoes, and leafy green vegetables.

Most people do not drink enough water each day. Water is essential for proper function of all of our cells. Also, without the proper amounts, toxins begin to build up in the digestive system. Since 95% of degenerative diseases begin in the colon, proper water intake is essential for optimum health.

Degeneration is the gradual deterioration of organs and cells. There are many factors that can cause this to happen, such as poor diet, inadequate water, inadequate exercise, excessive stress, and low amounts of rest.

Enzymes are specialized proteins that catalyze every action within the body. Enzymes are responsible for breaking down food once consumed. Vitamins and minerals are absorbed as fats and carbohydrates are broken down for energy. Enzymes require vitamins to work properly. There are many signs when food is not properly being digested, such as heartburn, gas, bloating, and indigestion, among many other digestive discomforts. We have enzymes in our saliva, which is why chewing your food properly is so important in the digestive process. The only other sources of these enzymes are fresh (live) unaltered foods and Herbalogica's Digestive Enzyme supplement.

Once the digestive system is back on track and the correct foods are consumed, every function in the body is sure to follow. Many diseases can be prevented by paying attention to the food you eat. You've heard for years that "you are what you eat", but the truth is- you are what you assimilate!

Third Weight Loss Discovery - Detoxification

Detoxification is the metabolic process by which the toxic qualities of a poison or toxins are eliminated by the body. Detoxification is the foundation of all of our programs at Club Reduce®.



As toxic foods are consumed, our fat cells envelop the toxins in order to protect the rest of our body. Our bodies create a certain number of fat cells up until puberty. After puberty, we remain with the same number of fat cells that can grow or shrink in size, depending on factors such as diet and exercise. Since these fat cells envelop toxins, toxins are one of many leading reasons for weight gain. A person cannot lose their weight until they have rid the body of these toxins.

Cellulite is also a toxic body condition. Toxins become trapped in the connective tissues of the body, resulting in uneven, "dimply" skin. It *is* possible to get rid of cellulite. Herbalogica's Cellulite Cleanse supplement can help to soften these connective tissues and allow the toxins to be released. When used in conjunction with a body wrap, toxins leading to cellulite can leave the body. Our body wraps utilize a cream that stimulates the lymphatic system. The lymphatic system is a toxin-draining system in our bodies.

The detoxification process starts with eliminating meat, dairy, and refined foods from your diet. Then an all-liquid diet is utilized for three days, to give the digestive system a break. This allows toxins deep in the cells to surface. Then solid fruits and vegetables are introduced, which actually work like cork to push the toxins out of the body.

Many people go through what we call a "healing crisis". As these toxins are being flooded out of the body, we can feel some of the effects of those toxins. This can include diarrhea, dark foul stools, dark urine, skin eruptions, coated tongue, foul breath, fatigue, irritability, anxiety, mucus discharge, coughing, poor concentration, confusion, headaches, joint or muscle pain, coughing, and flu-like symptoms. This is a great sign, as it is letting you know that those toxins are leaving the body. This is perfectly natural and is expected to happen. The fewer toxins you have to eliminate, the less severe the healing crisis will be. Anywhere from two to eight pounds can be lost during this process, which is solely the body letting go of built up toxins and waste.

Along with weight loss, there are many other benefits to detoxifying the body. It increases energy, rejuvenates the body, has anti aging effects, and helps to clean out mucus, toxins and waste material. It also restores normal elimination and purifies the kidneys, liver, and bloodstream. It achieves mental clarity, reduces dependency on drugs, and helps restore the peristaltic action of the colon.

At Club Reduce® detoxification is the foundation for all of our weight loss programs. The body is not able to shrink its fat cells until the toxins are cleansed from them, so weight loss cannot be achieved without proper detoxification.

How does a person know when they need to do a detoxification? We will go over that in our next Weight Loss Discovery.



Fourth Weight Loss Discovery - Symptoms

If you were driving and the engine light came on, would you just ignore it? No! It is the same way with our bodies, except so many people ignore their symptoms and do not take proper action to find out what is going on inside of their body.

When we get sick, our symptoms are the body's way of fixing things, as well as its way of letting us know that something is wrong. Common medicines "stuff" these symptoms back into the tissues, and tend to put off the body's natural healing methods.

There are many signs of a body in need of detoxification. Some of these symptoms include mental confusion, mood swings, anxiety, depression, irritability, overweight, fatigue, lack of energy, insomnia, stress, headaches, cravings or addictions, digestive problems, allergies, hay fever, asthma, male or female problems, PMS, prostate issues, hot flashes, impotence, infertility, low libido, eating disorders (anorexia, bulimia, excessive appetite), low resistance to illness and infection, life threatening and degenerative illness, bowel irregularity, painful inflammation, yeast infections, strong desires for sugar, beer, bread, high risk of coronary artery disease, diabetes or hypoglycemia, high blood pressure, skin disorders, acne, eczema, psoriasis, weakness, shakiness, poor muscle tone, muscle soreness or spasm, high alcohol consumption, high caffeine consumption and smoking. Many of these symptoms of a toxic body are also possible signs of Candida.

Candida, as we said before, is an overgrowth of yeast within the body. It infiltrates the brain and every tissue of the body, similarly to Fibromyalgia. Fibromyalgia and Candida share very similar symptoms, except Fibromyalgia causes certain "hot spots" to flare up in pain when touched. Candida cells are able to live on just about every surface within the body. The body can normally keep the amount of yeast under control, but when our immune systems become so compromised with the diet readily practiced in America, the yeast flourishes and infiltrates.

A number of factors can lead to Candida. They include steroid drugs such as cortisone, birth control pills, and the use of antibiotics. Antibiotics can reduce the number of beneficial bacteria that normally help to keep the yeast under control. Antibiotics kill not only the bad but also the good bacteria in the body. Poor diet is another cause of Candida- eating too much of the foods which it lives off of. These foods include yeast and any form of sugar.



Candida can cause local yeast infections, such as thrush (white yeast on the tongue), yeast or urinary tract infections, prostate or rectum itching or problems, rashes or hives on the skin, and it can also cause infection within the gastrointestinal tract.

Symptoms and signs of Candida include, but are not limited to, allergic reactions such as congested nose, hives, dizziness, weakness, cramps, arthritis, depression, increased sensitivity to chemicals, gastrointestinal problems (gas, bloating, abdominal pain, ulcers, heartburn, diarrhea, constipation, spastic colon), respiratory problems (frequent sore throat, mouth or canker sores, sinus infections, bronchial infections, chronic cough, asthma), cardiovascular problems (palpitations and rapid pulse- Candida does not directly cause this, but affects the hormones that govern the cardiovascular system), genital/urinary problems (yeast infections, itching or burning of vagina or prostate, urinary burning, frequent urination, PMS), musculoskeletal problems (muscle weakness, night leg pain, muscle stiffness, slow reaction time, poor coordination, poor motor skills, falling), skin infections (rash, hives), and central nervous system problems (headaches, sinus headaches, tension headaches, migraines, rapid blood sugar changes).

One of the main symptoms of Candida is weight gain. This results from the overgrowth of yeast which causes cravings for sugar, interferes with normal hunger, causes high insulin levels, low metabolism, low energy levels, and fatigue. All of this can cause high levels of stress hormones, which results in anxiety, irritability, restlessness, panic attacks, poor sleep, short term memory, and fuzzy thinking.

If somebody is suffering from Candida, it must be eradicated in order to lose weight or achieve health in any field, as it interferes with every function of the body.

Fifth Weight Loss Discovery - Hormones

Hormones are chemicals in our body that act as messengers. They enter the bloodstream and go to their designated organ, prompting it to work when we need it to. Hormones govern every action of the body.

Since various hormones are responsible for burning or storing fat, your hormones must be correctly balanced for weight loss to be achieved. It is important when trying to balance your hormones to eat organically grown produce and meat without steroids or antibiotics.



Some symptoms of overall hormone imbalance are weight gain, mood swings, violence, depression, self-injury, drug excesses, circles under the eyes, stiff joints, eye irritation, puffiness of the eyes, constipation, cold extremities, tender breasts, greasy hair, muscle pain, runny nose, sore throat, headaches, frustration, fatty breasts, PMS, endometriosis, osteoporosis, low libido, poor sleep quality, anxiety, miscarriage or infertility, feelings of panic, irritability, sudden anger, leg cramps, bruising easily, fibroids, lack of appetite, hysteria, dry skin, insomnia, bloating, inflammation, and slow digestion.

It is important, if experiencing these symptoms, to get tested for Candida as well. This is because Candida often replicates symptoms of hormone imbalance. The hormones cannot be put into balance until Candida is eradicated from the body.

The thyroid hormones are responsible for the metabolic rate of every cell, the amount of oxygen each cell uses, the rate at which calories are turned into energy, and heart rate. Low levels of this hormone result in a decline of cellular function throughout the entire body. Hypothyroidism (under activity of the thyroid) is the leading cause of thyroid dysfunction. The thyroid is very sensitive to imbalances of the endocrine system, and so balancing the entire endocrine system is the most promising way of restoring proper health to the thyroid.

We have two adrenal glands that sit on top of our kidneys. They control the release of stress hormones, according to what challenges you face that day. When you're overwhelmed, anxiety hormones and stress hormones are released. When you are stressed, the stomach muscles relax and blood flow is decreased to those areas, which puts digestion on break. Stress hormones can greatly affect how your body uses fuel; whether it burns it for energy or stores it as fat. If you haven't eliminated the excess amounts of Cortisol in the blood by exercise, you will crave high fat and high carbohydrate foods. When these foods are eaten, the body releases a cascade of rewarding brain chemicals, which can cause an addictive relationship with those foods. It is important to stop this cycle so it doesn't stop you!

Years ago the Food and Drug Administration approved a new label for Hormone Replacement Therapy products. These labels state the increased risk of heart disease, heart attack, stroke, and breast cancer in correlation with these products. The risks outweigh the benefits, and so natural routes should be taken opposed to these hormone replacement therapy products.

At Club Reduce® there are programs available that will balance your hormones and help you to reach your weight loss goal. Not only will you be able to reach these goals, through learning a healthy way of living you will also be able to maintain this weight loss and hormonal balance.



The Symptom Assessment is able to determine your level of hormonal imbalance, as well as levels of Candida.

There are several different supplements available through Club Reduce® that can aid in hormone balance, though a change in diet is necessary as well. We will go over those supplements briefly, but they will be explained in more detail in a later discovery. Herbalogica's Hormone Balance is specifically designed to be the most complete hormone stabilizer for both men and women. It utilizes natural plant sterols that give the body what it needs to produce the appropriate levels of hormones.

Herbalogica's Wild Yam Cream can greatly aid in giving the body progesterone, which is key in producing both estrogen and testosterone. It also includes the highest levels of DHEA on the market, which is known as the "mother hormone".

Herbalogica's DHEA provides that mother hormone, called so because it can readily be converted into any other hormone when needed. High levels of DHEA are directly related to substantial and healthy weight loss, because DHEA is a fat burning hormone. DHEA has also been labeled the single most effective component in anti-aging. DHEA levels naturally begin to decrease at the age of 40, which is the onset of age-related diseases.

Lastly, we come to Herbalogica's Thyroid/Adrenal Support. Hypothyroidism is often caused by lack of iodine in the diet. Herbalogica's Thyroid/Adrenal Support utilizes natural, iodine rich sources as well as adaptive herbs to support the health of your thyroid and also the health of your adrenals.

Sixth Weight Loss Discovery- Stress

Stress is an inevitable part of life, but there are ways to make sure that our body can cope with stress without detrimental effects to our health. When both physical and mental stress incur, the body puts the adrenal glands into overdrive. They then release adrenaline and cortisol to deal with stress.

The release of adrenalin decreases GLA (gamma linolenic acids) which in turn effects the production of eicosanoids, which are hormones controlling the release of fat. Adrenaline causes the body to retain more fluid, which can add to weight gain. Stress also causes an increase in galanin, which is a hormone that regulates the body's desire for fat and carbohydrates.



There are signs that can indicate adrenal exhaustion, such as the inability to tolerate much exercise, feeling worse after exercising, water retention, symptoms of low blood sugar, the need for caffeine, sweet and salt cravings, and the ability to relieve depression by eating.

Cortisol has negative effects on the body as well. Cortisol raises blood sugar, which releases insulin; insulin is a fat storing hormone. Elevated levels of insulin cause the production of bad eicosanoids, which slows the process of fat burning. Cortisol also has the ability to increase the body's tendency to burn protein instead of burning fat.

Cortisol also tells the body to make more Neuopeptide Y (NPY), which is what the body sends to the hypothalamus when it senses that the body needs energy. The NPY comes with the message to "eat more carbohydrates", and if this signal is ignored the hypothalamus releases galanin, which we mentioned before, is the hormone that regulates your desire for fat and carbohydrates. Basically, cortisol has a couple different methods for making us crave fat and carbohydrates.

Cortisol levels increase when a person is anticipating a stressful event, when concentrating too hard on a deadline, when experiencing an upset situation, or when strenuously exercising for more than 40 minutes.

There are several components that can help the body cope with stress more effectively, such as magnesium, calcium, potassium, zinc, probiotics, vitamin c, and vitamin b complexes. There are also several plants that are labeled as "adaptogens" that help the body handle stress better. Some of these include Kava Kava, St. Johns Wort, Ginseng, and Club Moss.

Making sure you have adequate nutrients is the best thing you can do to handle stress. Deep breathing techniques and Self-Mastery Technology (explained in the Ninth Weight Loss Discovery) are also excellent tools for handling stress.

Seventh Weight Loss Discovery - Sugar Levels

All of the food we consume eventually turns into sugar. The key is figuring out which foods take longer to turn into sugar. This is the idea that the glycemic index was formulated around. It is important to know, though, that just because a food has a low glycemic index, doesn't necessarily mean that will support long term health or weight loss.



Disorders that can stem from high sugar intake are diabetes, hypoglycemia, syndrome X, insulin resistance, and unexplained weight gain. 23.6 million people suffer from diagnosed diabetes, and a remaining 17.9 million people suffer from undiagnosed diabetes. 25% of the population is insulin resistant. The Symptom Assessment utilized by Club Reduce® can identify if you are one of the many who are pre-diabetic.

Diabetes was number six in the leading causes of death in America, and many are likely to be unreported with diabetes as the cause of death. It is said that someone with diabetes has two times the chance for death than someone without diabetes.

Heart attack and stroke account for about 65% of deaths of those with diabetes. The risk for stroke is two to four times higher when diabetes is prevalent. About 73% of adults with diabetes have high blood pressure. Diabetes is the leading cause for new blindness within the United States. Diabetes is also the leading cause of kidney failure, accounting for 44% of new cases in 2002. About 60-70% of people with diabetes have mild to severe forms of nervous system damage, causing pain in the feet in hands, poor digestion, and other various nerve problems. More than 60% of non traumatic lower limb amputations occur in those with diabetes.

What is diabetes? It is a chronic disorder of metabolism and how your body uses food. Too low of blood sugar can cause shakiness and sweating. Too high of diabetes can make you feel fatigued. Diabetes can lead to many complications and premature death. If a person implements the correct lifestyle change, it is easy to take this problem under control and lower the risk of these complications.

The glycemic index ranges from 0-100. High foods are 71-100; these include honey, glucose syrup, soda, fruit juices, carrot juice, Gatorade, artificial sweeteners such as Splenda and Equal, carrots, parsnips, baked potatoes, white bread and white rice. Medium foods are from 56-70; these are best eaten in moderation, in balance with fiber, protein, and good fats. These medium foods include oranges, grapes, bananas, brown rice, whole grain bread, green beans, beets, sweet potatoes, and sweet peas. Low foods are 21-55; it is best to eat low and ultra low glycemic index foods. Low foods include peaches, cherries, plums, lentils, kidney beans, and lima beans. Ultra low foods are 0-20 and include nuts, almonds, peanuts, roasted soy, berries, tomatoes, turkey, chicken, fish, and tofu. Most vegetables have a low or ultra low glycemic index. Herbalogica's Nutritional Shake is a great source of low glycemic food.



Exercise is essential to make sure that these foods are properly digested and assimilated. It is important to choose an exercise that is very accessible for you to do, to ensure that it happens and happens on a regular basis. 30 minutes of exercise 3-4 times a week is ideal.

At Club Reduce®, special programs have been designed for those with type one and type two diabetes. We will also be able to tell you if you are pre-diabetic or not. Candida, an overgrowth of yeast in the body, can affect the communication between insulin and the cells, so it is important to find out if you have Candida when suffering from diabetes. If you are suffering from Candida, eradicating it from the body will help greatly to balance your blood sugar.

Eighth Weight Loss Discovery- 9 Things You Must Do To Keep the Body in Fat Burning Mode

The first thing you must do is eat healthy, whole foods; and eat them consistently. This keeps metabolism burning. Starving yourself causes blood sugar to decrease, and can cause the body to go into fat storing mode. It also causes cortisol to release, which uses up DHEA. DHEA is a fat burning hormone. A healthy snack should be eaten about every two hours.

The second thing you must do is avoid refined sugars and refined grains. These foods trigger the fat making and storing hormone, insulin. When insulin levels increase, it blocks fat being used for fuel. High fructose corn syrup has been shown to cause more weight gain than refined white sugar. Grains used to be right from the stalk, full of nutrients and fiber; but now they are refined with minimal nutrients, unless it is a whole grain. A whole grain's nutrients are kept in by the grain's outer layer, called the bran.

Fats are essential for our bodies. They are considered "neutral" foods and have little effect on fat storing hormones. Low fat diets are not very effective. Unsaturated fats are the "good" fats. They can improve cholesterol, ease inflammation, and help heart rhythms. These good fats can be found in avocados, raw nuts, and raw seeds.

The third thing you must do is control emotional eating. Experts claim that 75% of overeating is caused by emotions. Comfort food releases "feel good" chemicals, and can cause an addictive relationship. Boredom, loneliness, stress, and low self esteem are just a few of the emotions that can cause overeating. Overeating causes the adrenals to release cortisol, and the cortisol uses up DHEA. Overeating increases fat storing hormones, insulin, and blood sugar levels. To break the patterns of emotional eating, develop alternative activities, such as walking, jogging,



reading, taking a warm bath, breathing exercising, playing cards, doing housework, doing yard work, or any other pleasurable activity to reprogram your cravings for unhealthy food.

The fourth thing is to avoid alcohol. Alcohol causes an increase in insulin, weight gain, and liver damage. Alcohol stresses the body, and more cortisol is released. Cortisol depletes DHEA. Alcohol reduces fat burning by a third. It is broken down into acetate, which is basically vinegar. This gets burned up before stored calories. This leaves you with fat on your stomach and hips. Alcohol inhibits lipid oxidation, which means it is harder to burn fat that is already there.

This fifth thing is to avoid consumption of caffeine. Caffeine can cause you to eat more throughout the day. To decrease overeating, caffeine intake should be decreased. Caffeine raises heart rate, blood sugar, and provokes the body to increase body stores, which makes you crave sweet foods. Caffeine can trigger hypoglycemia which can trigger cravings for high calorie food. Caffeine can make you jittery and affect your overall well-being. Caffeine can effect how you feel about yourself, and can trigger emotional eating. Caffeine causes the release of cortisol, and with prolonged high cortisol amounts comes a lowered immune, slow thinking, blood sugar imbalances, increase in fat making hormones, increase in blood pressure, weakened muscle and bones, and increased fat in stomach area.

The sixth thing is to exercise. There are two different kinds; anaerobic or aerobic. Aerobic affects the cardiovascular system and circulatory system. Aerobic exercise burns 75% fat and 25% muscle. Examples of aerobic exercises are the treadmill, exercise bike, and jogging. Aerobic exercises only burn fat while exercising. Anaerobic exercises would be weight lifting and other resistance offering machines. Anaerobic exercise burn more calories, and 100% fat. When done with anaerobic exercise, you are still burning fat for 24-48 hours after the workout, though a person must have healthy adrenals for this to work. Some people, though, are not healthy enough to allow exercise to be effective. When the body isn't balanced in digestion and elimination, additional stress is put on the body by exercising and this causes cortisol to release. At Club Reduce® we can check your adrenals and let you know what exercise would be best for you, or get you on the right track to make exercise efficient.

The seventh thing would be to learn to control your stress. Stay calm. All types of stress can cause weight gain. When cortisol is released for prolonged periods of times (chronic stress) it can cause weight gain and other problems. Too much cortisol slows metabolism. Cortisol makes you want salty, sugary, and fatty foods. Cortisol causes blood sugar levels to elevate and causes mood swings and fatigue. This results in inflammation within blood vessels, leading to heart



attack and diabetes. Excess stress also stores fat on our bodies. Feel good no matter what, and learn to handle stress appropriately. We have Herbalogica blends that can help you to deal with stress.

The eighth thing is to get adequate sleep. Studies have shown that weight gain is an effect of lack of sleep. Oversleeping can cause weight gain as well. Lack of sleep lowers leptin levels; leptin controls appetite. Without proper levels of leptin, appetite can increase and can cause weight gain. Sleep apnea can form from weight gain. Sleep apnea causes poor sleep, which causes more weight gain. It is a vicious cycle that one must prevent. A great tip is to get to bed between 9 and 10 PM. By going to bed earlier, you can reach REM sleep and by midnight growth hormone is released for up to two hours. Growth hormone is a fat burning hormone. Getting 7-8 hours of sleep each night is good, but it is important to make sure that the sleep is consistent and not interrupted by bathroom breaks. Also, frequent urination can be a sign of pre-diabetes, prostate enlargement, or Candida. Avoid eating or drinking later than 6 pm to ensure a solid night of sleep.

The ninth and final tip to keep your body in fat burning mode is to make sure you're getting the appropriate levels of protein. There are a lot of diets that recommend protein to help lose weight. How much do we really need? What foods contain it? The right levels and source of protein can trigger fat burning levels. The more active you are, the more protein you will need. Protein is made up from 20 building blocks called amino acids. The body makes 11 of these amino acids, and the other 9 must be supplemented. There are two different types of protein; complete and incomplete. Animal and soy protein sources are complete with all nine amino acids contained within. Fruits and vegetables are incomplete, often missing one or two amino acids. By eating a variety of fruits and vegetables, a person can get all nine amino acids without going to an animal or soy source. Animal proteins tend to be full of steroids, hormones, antibiotics, and bad fat. Protein can curb the appetite. Proteins are the essential building blocks for cellular reproduction. Hair, bones, skin, organs all need protein. Protein can also help regulate sleep and hormones. Whey is a perfect alternative from animal protein. Herbalogica's Nutritional Shake is an excellent source of whey protein; they are lactose and dairy free. They also taste great!

Quickest way to increase weight loss is to do detoxification of the body. At Club Reduce®, we have detoxification kits available.



Ninth Weight Loss Discovery - Your Thoughts

Your thoughts have much more to do with your weight loss than you may realize. As a race, we are discovering more and more how our thoughts impact our immediate surroundings and the universe around us.

An excellent example is a study that was performed by Dr. Masaru Emoto. He took regular bottled water and stuck varying notes to it such as "thank you", "love", and "you make me sick". What he found was that the water crystal molecules with the positive notes formed beautiful and geometrical crystals, as opposed to the negative notes which caused malformed crystals with no definite shapes. This goes to show how our emotions can influence external factors. With this experiment specifically, we must ask how our thoughts really affect our bodies. Given that our bodies are at least 60% water, the affects are quite obvious.

It is for this same reason you need to keep positive thoughts towards your weight loss goals. If you keep thinking you will fail, you will. If you know you will succeed, you will.

There is breakthrough technology that can actually change the way you think. It is referred to as Self-Mastery Technology. It utilizes light and sound technology to bring a person to a brainwave state of deep relaxation or sleep, and then re-teaches good health habits.

The light technology utilizes a phenomenon known as "the flicker effect", which is a state of consciousness reached when certain speeds of flickering lights are witnessed. The Self-Mastery Technology uses glasses with LED lights flickering at certain speeds to achieve desired states of consciousness.

The sound technology utilizes "binaural beats" which are two different beats of the same tone but different pitch. One is introduced to the left ear, and one to the right. The two beats meeting in the brain creates a "beating" type rhythm, which your brain actually syncs up with. Depending on what state is trying to be achieved, different binaural beats will be used, and the brain will go to that desired state when listening to the binaural beats.

Club Reduce® programs have recordings specific to the goal in mind, and are implemented into the program. Club Reduce® locations also offer these devices for retail, so that they can be implemented at home.



Tenth Weight Loss Discovery - Nutritional Supplements

At first thought, people should be able to receive all of their nutrients through the healthy foods they consume. Giving it more thought, though, we realize that many of the fruits and vegetables grown today have inadequate nutrients. All of the nutrients a plant contains come from the soil that it grows in. Since food has to be so produced in such massive quantities, the soil doesn't have time to replenish itself.

Luckily, we have access to a plethora of supplements and vitamins. These nutrients do need to be supplemented for as long as you want to stay healthy. Unfortunately, all supplements are not created equally. In fact, in the United States the Food and Drug Administration allows up to 50% filler in supplements, which could be anything from cellulose to the floor sweepings. They also allow containment into the supplementation.

At Club Reduce® we use a line of supplementation formulated by Dr. Linda Nelson, a naturopath who has been helping patients for over 30 years. She did most of her initial studying in Asia, specifically Japan. The supplementation she formulates is packed to Japanese standards, with less than 1% filler guaranteed. They also do not use any plants that have been contaminated, and quarantine them two different times before it finally goes into the vegetable capsule. All of these supplements work synergistically, meaning you can take any combination of them together without negative side effects.

We will briefly go over all the Herbalogica supplementation available through Club Reduce®. To learn more about any specific supplement, find the Club Reduce® location closest to you and visit their website or office.

Antioxidant- Free radicals are a by-product of calories being turned into energy. Free radicals can cause damage to our cells, but antioxidants work to block some of that damage. Herbalogica's Antioxidant utilizes astaxanthin, an extremely powerful antioxidant, along with other plants with antioxidant and cleansing properties.

Appetite Appeaser- This blend has been put together to balance blood sugar levels, which reduces hunger pangs. It raises natural energy levels in the body, and helps to reduce nervous tension. It also promotes cleansing of the body and metabolism of dangerous fats that otherwise adhere to the heart and other vital organs.

Body Purifier- This supplement is one of three parts of a complete detoxification kit. This supplement aids in cleansing the body and bloodstream of toxins, as well as eliminating



mucus/congestion, removing harmful food additives and environmental chemicals, cleansing the lymphatic system, and destroying parasites in the digestive system. It is important to note here that about 70% of Americans have parasites in their digestive tract.

Cellulite Cleanse- This supplement contains a blend of herbs that work together as a mild diuretic to soften and break down cellulite, which are toxins that become trapped in the connective tissues of the body. This supplement also supports the body's natural cleansing systems to aid in the elimination of these toxins from the body. This supplement can be used in conjunction with detoxification of the body and detoxifying body wraps (both available at Club Reduce®) to maximize the reduction of cellulite.

DHEA- DHEA has been found to be the single most effective component of anti-aging, and new studies are showing that is a breakthrough component of weight loss as well. DHEA levels in the body start to dwindle at the age of 40, bringing in the onset of age-related issues. DHEA levels also begin to dwindle when a person suffers from an autoimmune disorder, such as Candida. These issues can be greatly reduced by supplying your body with adequate levels of DHEA, which is supplied by this supplement.

Digestive Enzyme Blend- Digestive enzymes are what break down our food after consumption. This blend utilizes a blend of natural digestive enzymes, similar to those found in raw food. This supplement is a preventative tool, assisting digestion and alleviating gastrointestinal discomfort.

Evening Primrose Oil- This supplement provides essential Omega-6 fatty acids. Omega-6 fatty acids are converted by the body into a hormone-like substance called prostaglandin. Prostaglandin works to positively affect every organ of the body, especially the heart, skin, and immune system. With an increase of these Omega-6 fatty acids in the diet, the body has overall better health and is able to properly fight disease.

Fiber Blend- This blend utilizes both soluble and insoluble fiber. The soluble fiber works to ease digestion, while the insoluble fiber works as a sponge in cleaning out the digestive system. Another great thing about fiber is you can feel fuller without the added calories. This supplement helps you to overcome constipation, stimulate the action of the intestines, and lowers cholesterol levels in the body.

Flax Seed Oil- The flax seed provide Omega-3 fatty acids which is extremely beneficial to the heart and can help protect against heart disease and high blood pressure. Studies have also shown that flax seed can help slow the division of tumorous cells, and is also an excellent



preventative measure to take against breast, colon, prostate, and skin cancer. Omega-3 fat acids also reduce inflammation within the body.

Herbal Stress Relief- This blend utilizes all natural herbs that are renowned for their tranquil effects. It offers natural relief from stress, and can help a person to relax. Valerian root, Passionflower, Hops flowers, and chamomile flowers are four of the herbs utilized in this blend.

Hormone Balance- This supplement is designed to be the most complete hormone stabilizer for both men and women. This supplement is a natural alternative to Hormone Replacement Therapy, which has many downfalls and risks. This natural blend simply gives your body the substances that it needs to create its own balanced level of hormones.

Intestinal Cleanser- This supplement is the second component of the complete detoxification kit. This herbal tonic works to remove built up encrustation in the colon. It also is a safe laxative, increases circulation to the bowels, lubricates the intestines, relieves gas from the intestines, expels worms from the intestines, improves the function of both the stomach and liver, and is a powerful anti-inflammatory for joints and the gastrointestinal tract.

Joint and Muscle Relief- This supplement works to re-establish the chemical balance in the body's tissues and increases joint lubrication. It can relieve pain and inflammation around the joints. It offers relief from arthritis, stiffness of the joints, swollen joints, as well as muscular aches and pains.

Liquid Calcium- Many calcium supplements are not easily absorbed from the body. Herbalogica has formulated this calcium into a soluble liquid gel form which is much easier for the body to absorb. Calcium provides strength to teeth and bones, and promotes cellular function as calcium is in every cell in the body. It works together with magnesium to support cardiovascular health. This supplement provides the essential 1000-2000 mg of calcium that we need each day, and is free from yeast, corn, wheat, milk, sugar, starch, preservatives, soy, and artificial colors.

Multivitamin/ Multimineral- This is the perfect combination of vitamins and minerals needed daily. The difference in this supplement from others is the chelation- the process by which mineral substances are changed into their digestible form. Many people take a multivitamin daily, though their body rarely absorbs all of the nutrients from it.

Probiotic Blend- This is a blend of friendly microbes that help control bad bacteria and yeast. Many things we do kill off these good microbes, including taking antibiotics. This blend helps to



maintain a healthy immune system, healthy intestinal activity, and healthy skin. This formula also helps to stop bad breath, gas, and bloating.

Salmon Oil- Salmon Oil provides essential Omega-3 fatty acids. The difference from salmon oil and flax seed oil is salmon oil provides three different fatty acids, and flax seed only provides one. Typically, a healthy liver can convert this one fatty acid from flax seed into the other two. In salmon oil, the salmon has already done this process for us in his own liver. Salmon oil provides the same benefits that Flax Seed Oil does, but is typically recommended for anyone with liver damage.

Thyroid/Adrenal Support- This blend is designed to support the health of both the thyroid and the adrenals. As described in a previous chapter, the proper functions of these glands are essential for weight loss and well-being.

Wild Yam Cream- This is a transdermal cream formulated with all natural ingredients to help maintain a balance of estrogen and testosterone in the body. This offers many plant precursors that give the body what it needs to create its own balanced environment of estrogen and testosterone. It can help to relieve night sweats, hot flashes, and menopausal symptoms.

Vitamin D- This supplement offers an easily absorbed form of Vitamin D in a liquid-gel form. Vitamin D offers many benefits such as strengthening of bones, lowering the risk of disease and infection, and boosts the immune system.

Nutritional Shake- This delicious shake offers daily nutrients and is a perfectly balanced form of protein that makes it the ideal “on-the-go” meal. It tastes great, and comes in chocolate, vanilla, strawberry, and orange cream. It is an excellent way to give children the nutrients they need without making them swallow a pill. It is lactose, gluten, and soy free. It is also yeast and sugar free (with an all natural sugar substitute) which makes it the perfect snack for a person trying to eradicate Candida from their body.

