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I know what you're all thinking: "What obesity epidemic?"



Obesity truly is all around us, everywhere we look.



"I'm placing you on an exercise program.
I want you to wok 30 minutes every day."

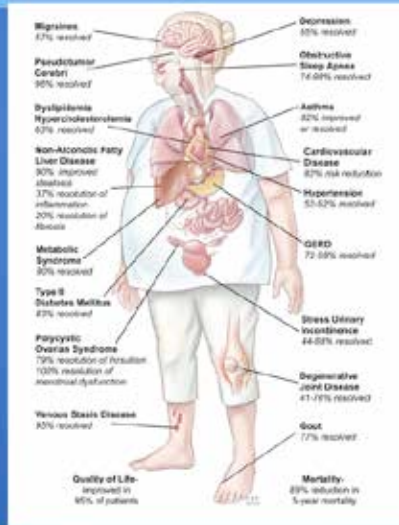
We see it every day in our offices.



55 y.o. w. male physician
5'10"
240 lbs
BMI 34

For some of us, we see it in ourselves and in our colleagues.

Medical Problems affected by obesity



We're all aware of these – no reason to belabor the point at this time.



How to lose weight? We've told patients that they had to eat less.



We've told them that they have to exercise more.



Eating less and exercising more either didn't work or was too hard so people look for alternative methods.

Alkaline diet	Hacker's diet	Negative calorie diet
Atkins diet	Hay diet	Nutrisystems
Beverly Hills diet	High residue diet	Okinawa diet
Blood Type diet	High-protein diet	Organic food diet
Body for Life	Inuit diet	Paleolithic diet
Cabbage Soup diet	Israeli Army diet	Pescetarian diet
Colon Cancer diet	Jenny Craig	Plant-based diet
Cookie diet	Junk food diet	Prison loaf
DASH diet	Kangatarian diet	Raw foodism
Diabetic diet	Ketogenic diet	Scarsdale diet
Dr. Hay diet	Lacto vegetarian diet	Shangri-La diet
Dukan diet	Lacto-ovo vegetarian diet	Slimming World diet
Earth diet	Liquid diet	Smart For Life
Eat-clean diet	Low fat diet	Sonoma diet
Elimination diet	Low glycemic index diet	South Beach diet
Feingold diet	Low-protein diet	SparkPeople diet
Flexitarian diet	Macrobiotic diet	Stillman diet
Food combining diet	Master Cleanse	Swank diet
F-plan diet	Medifast diet	The Graham diet
Fruitarian diet	Mediterranean diet	Vegan diet
Gluten-free diet	Montignac diet	Weight Watchers
Grapefruit diet		Zone diet

There is no shortage of diets from which to choose – no wonder our patients are confused.

**The science doesn't lie –
it's all about the **carbs.****

Specifically, about sugars and starches.

More specifically, the insulin response to sugars/starches that we consume.

Science says:

- 1. Must eat all day long**
 - Six meals/day
 - five small (100-150 calories) every 2 ¹/₂ hours (approx);
 - one larger meal consisting of significant protein and non-starch veggies
- 2. Consume <100 gms sugars/starches daily**
 - Goal is to achieve fat burning state (ketosis)

1. Best to eat six or more times/day. Most small (e.g. 100-150 calories) every 2 ½ hours or so while awake. Include one larger meal of significant lean protein with non-starch veggies.

2. Goal is to achieve fat burning state (ketosis)

The science also says “no” to exercise; it makes you hungry and crave sugar. Exercise important after the weight is dropped, though.

Counting Carbs: "Free Form"



Patients can (and many do) successfully count their sugars and starches for each meal and lose weight. Lots of work to do 6 times/day.



They simply must be taught how to read labels.

Counting Carbs: Meal Replacements



Studies show that people who follow a program that involves pre-packaged meal replacements find it easier to follow and do better than those who don't.

Take Shape For Life

- Offers the winning combination of **convenience, high quality Medifast meals, and low cost** to patients.
 - Vast majority of the meals take <5 minutes to prepare.
 - All are fortified with vitamins and fiber
 - Patients get 5 meals for little more than \$10/day.

Also very important: unlike many other weight loss programs, TSFL patients do NOT pay any monthly coaching/mentoring fees whereby making the program even more affordable.

Typical Results

- Most achieve “fat-burning state” within 3 days.
 - Average weight loss is 2-5 lbs per week initially.
 - Men tend to lose faster than women
 - Life is *not* fair.
- Goal is individualized, but aim for BMI <25.

Take Shape For Life

- Is NOT simply a weight loss program. Rather, it is a program designed to promote “habits of health” in individuals. We focus on weight loss initially so that patients receive positive feedback when they see how fast the weight comes off.
- The bigger/long-range goal is to help them achieve balance in their lives.
 - **Healthy body, healthy mind, healthy finances.**
 - This helps them to maintain the weight loss after they reach their goal weight.

Take Shape For Life



- 55 y.o. w. male physician
- 5'10"
- 174 #
- BMI 25

We CAN make a difference in the lives of our patients AND in ourselves!
Incidentally, I dropped 65 # over 4 months. The water jug that I'm carrying here weighs 45#. I was carrying 1 ½ of these on my frame!

[Per FDA guidelines, every weight loss claim must be accompanied by "results not typical."]

Take Shape For Life

To learn how you can become a health coach professional and learn how to help your patients achieve optimum health, contact:

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